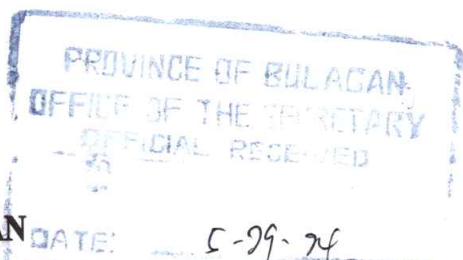




REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN



EXCERPTS FROM THE MINUTES OF THE 96TH REGULAR SESSION OF THE
ELEVENTH SANGGUNIANG BAYAN OF SANTA MARIA, BULACAN HELD ON MAY
21, 2024 AT THE SANGGUNIANG BAYAN SESSION HALL.

PRESENT:

HON. PABLO L. JUAN – MUNICIPAL VICE MAYOR

SANGGUNIANG BAYAN MEMBERS:

Hon. Marisa T. Tuazon (Online)
Hon. Froilan C. Caguiat
Hon. Neil B. Mateo
Hon. Carl Gerard Castillo

Hon. Nelson Carmelo V. Luciano (Online)
Hon. Esperanza G. Ramos
Hon. Jesus B. de Guzman, Jr. (Online)
Hon. Mark Angelo R. Clemente (Online)

Hon. Leovigildo A. Ramos – Ex-Officio – LnB President
Hon. Marco B. Trajano – Ex-Officio – SK Federation Pres.

ABSENT: N O N E

ORDINANCE NO. 684

AN ORDINANCE ENACTING
THE TOURISM CODE OF SANTA MARIA, BULACAN

WHEREAS, it is the policy of the State to develop and promote sustainable tourism while preserving the country's natural and cultural heritage and resources;

WHEREAS, the Municipality of Santa Maria, Bulacan, endowed with natural beauty and rich cultural heritage, has the potential to become a prime tourist destination;

WHEREAS, the Municipality of Santa Maria recognizes the need to develop its tourism industry as a means of stimulating economic growth and promoting local culture;

WHEREAS, tourism, being an important sector, contributes significantly to the economic development of the municipality and the well-being of its constituents;

WHEREAS, it is essential to involve the local community in the development and promotion of tourism, ensuring that they reap the benefits and actively participate in the preservation of the environment and cultural heritage;

WHEREAS, the enactment of a comprehensive Tourism Code will provide the necessary legal framework to guide the development, promotion, regulation, and management of tourism in the Municipality;

NOW, THEREFORE, on motion of SB Member Marco B. Trajano duly seconded by all Sangguniang Bayan Members

BE IT ENACTED by the Sangguniang Bayan of Santa Maria, as it hereby enacts:

MUNICIPAL TOURISM OFFICE
SANTA MARIA, BULACAN
RECEIVED

BY: [Signature] CONTROL NO. _____
DATE: 5/29/24 TIME: _____

POBLACION, SANTA MARIA 3022, BULACAN
TEL. NO. (044) 328-2036

[Signature]
[Signature]



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 2 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

ARTICLE I
THE POLICY AND OPERATING PRINCIPLES

SECTION 1. TITLE. This Ordinance shall be known as the "Tourism Code of Santa Maria, Bulacan".

SECTION 2. DECLARATION OF POLICY. It is hereby declared the policy of the Municipality to pursue the sustainable development of Santa Maria as a tourist haven, and for this purpose:

- a. Conserve the natural environment including its biodiversity;
- b. Respect the cultural sensibilities and rights of hosts communities;
- c. Safeguard and preserve the integrity of cultural heritage, historical sites and natural endowments;
- d. Educate all stakeholders, community and tourist on the principle of responsible and sustainable tourism;
- e. Alleviate poverty by ensuring the "trickle-down effect" of tourism benefits to communities through community-based tourism strategies;
- f. Improve quality of services to be globally competitive;
- g. Support sustainable tourism development plans;
- h. Encourage active involvement and participation of communities in tourism development;
- i. Ensure that all tourism activities, plans, etc. should reflect the positive Filipino values especially the values of *maka-Diyos*, *makatao*, *makakalikasan*, and *makabansa* (pro-God, pro-people, pro-environment and pro-nationalistic);
- j. Identify, develop and promote existing and potential tourism areas and tourism enterprise zones;
- k. Institutionalize and advocate a responsible culture of tourism;
- l. Promote teamwork and cooperation among stakeholders to attain common goals and objective for the common good through the creation of a Municipal Tourism Development Council;
- m. Encourage, promote and link community-based tourism support industries to the tourism mainstream;
- n. Strengthen and support the capability of local government units in mandated tourism functions;
- o. Provide incentives and recognition to private initiative in the establishment and development of tourism-related programs, projects, activities events, and investments; and,
- p. Develop and factor into the tourism industry highly professionalized and trained human resource component through the concerted efforts and cooperation of both public and private sectors;

SECTION 3. OPERATING PRINCIPLES. The formulation and implementation of policies, rules, regulations, instructions, and directives on tourism shall be guided by, and circumscribed within, the following operating principles:

- a. As a custodian of the municipality's environment and natural resources, it is our responsibility that all development plans should strictly adhere to existing environmental laws and ordinances to ensure its sustainability for succeeding generations enjoyment;
- b. Up-hold egalitarian principles and gender sensitivity including differences in sexual orientation;
- c. Respect for human rights as a cornerstone for sustainable tourism development.



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 3 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

- particularly individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous people as well;
- d. Truthful and honest marketing of tourism products and services in all dealings with the travelers;
 - e. Continuous improvement of tourism products and services to match specific target needs;
 - f. Pursuit of partnership and cooperation with concerned government entities and the private sector for the improvement, security, administration and management of tourism zones/destinations;
 - g. Enjoining all sectors concerned specifically the academe to work to enhance the skills and capabilities of local human resources in response to the needs of the tourism industry;
 - h. Upholding the local government unit's autonomy in innovating and implementing tourism programs and activities in their respective areas and ensuring fair and equitable allocation of resources in project implementation and support;
 - i. Ensure alignment of all tourism-related endeavors, programs and projects with the thrusts and directions of the Municipal, Provincial, and Regional Tourism Master Plan, and that of the Department of Tourism;
 - j. Warrant harmonization and reconciliation of program thrust of the Municipal Tourism Industry with all laws, rules and regulations of national and local government units; and,
 - k. Adoption of internationally recognized best practices acts relative to stewardship of natural resources.

ARTICLE II
COVERAGE, SCOPE, DEFINITION OF TERMS

SECTION 4. COVERAGE. This code shall govern all tourism-related matters within the territorial jurisdiction of the Municipality of Santa Maria, its units and political subdivisions.

SECTION 5. SCOPE. The provisions of this Code shall apply to all local government units, agencies and instrumentalities, non-government organizations, business establishments for tourism, persons, whether natural or juridical, directly or indirectly involved in the tourism industry. Local conditions and peculiarities obtaining, the provision of Executive Order No. 120 in relation to Republic Act No. 7160 as well as such other relevant and applicable laws, rules and regulations issued by the national government and the Department of Tourism shall guide this Code.

- a) Republic Act No.7160. – The Local Government Code of 1991. – The Local Government Code states in its General Provisions that the LGUs administers to all tourism facilities and other tourist attractions including the acquisition of equipment, regulation and supervision of business concessions, and security services for such facilities and is responsible for tourism development and promotion of programs.
- b) The Office of the Municipal Mayor. – The Municipal Mayor is the Chief Executive and chief operating officer of all tourism programs of the Municipality of Santa Maria. He designates chairperson/s of all institutionalized tourism programs which are observed and celebrated yearly or regularly in the Municipality.
- c) The Office of the Municipal Administrator. – The Municipal Administrator works with the Office of the Municipal Mayor when it concerns tourism. Under his office, he guides the Tourism Officer as regards to all tourism-related activities and



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 4 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

projects.

- d) The Tourism Officer. – The Tourism Officer, as a regular employee of the Municipal Government, performs all functions and responsibilities related to tourism. He coordinates with different offices as regards to the implementation of tourism projects and programs of the Municipality of Santa Maria.
- e) The Sangguniang Bayan. – Committee on Tourism, Cultural Affairs and Heritage. – The Committee on Tourism, Cultural Affairs and Heritage is a major Committee in the Sangguniang Bayan composed of five (5) Councilors whose function is to provide legislative aid in terms of Resolution or Ordinances which provide for the creation or upgrading of the Tourism Office of the Municipal Government of Santa Maria, shall form part of this Code upon recommendation of the Municipal Tourism Development Council (which is under Article IV Section 10) in accordance with Civil Service laws.

SECTION 6. DEFINITION OF TERMS. in addition to the terms and phrases duly defined by the Department of Tourism in its several issuances of rules and regulations governing the accreditation of specific tourism establishments and facilities, which definitions are hereby adopted, the following are given their meaning in this Ordinance:

- a. Accreditation – a certification issued by the appropriate government agency that the holder is recognized as having complied with the minimum standards required by the Council and the Department of Tourism (DOT) in the operation of establishment and facilities concerned.
- b. Agritourism – involves any agriculturally based operation or activity that brings visitors to an agriculture ambiance.
- c. Capital Resources – refers to availability of capital financing, transportation, roads, trails and walkways, water, power, waste treatment and communications.
- d. Cultural Resources – this includes historic buildings, sites, monuments, shrines, cuisine, ethnic cultures, industry, government, religion, anthropological resources and local celebrities.
- e. Human Resources Infrastructure – these include the warm bodies in the tourism industry - the people operating the various establishments and facilities, the local population whose lives are intertwined with development of tourism zones in their area; the tourist whose quality of lives are enriched and enhanced by the beauty, the history and the culture of their destinations.
- f. Human Resources – Include hospitality skills, management skills, seasonal labor force, performing artists, music, drama, art), storytellers, craftsman and artisans, other labor skills from chefs to lawyers to researchers, and local populations.
- g. Law and regulatory infrastructure – this component refer to the rules of order necessary to manage and control the tourism industry. These are put in place to protect the industry and the people who are very reason for the industry - the tourists, the service and amenities providers, and the local population. With laws and regulatory measures, the relationships of tourists and their hosts thus become more harmonious and fulfilling.
- h. Municipal Tourism Development Plan – a strategic framework that provides for the orderly and national development of the tourism activities within a given area,



**REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN**

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 5 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

providing the policy and approaches to develop, promote and integrate various programs and projects such as but not limited to accessibility, including infrastructure and transportation; investment and businesses; environment; cultural heritage; tourism products; marketing; human resources development; community development among others.

- i. Natural Resources – these refer to climate-seasons, water resources (lakes, streams, waterfalls), flora (forests, flowers, shrubs, wild edibles), fauna (fish and wildlife), geological resources (topography, soils, sand dunes, beaches, caves, rocks and mineral, fossils) and scenery.
- j. Physical Infrastructures – shall include, but not limited to, roads, bridges, administration buildings, toilets and comfort room facilities, parking areas, rest areas, forest tracks, walkways, viewing platforms, collates, wharves, boat landing facilities, solid and liquid waste facilities, security and security and service facilities, and communication centers.
- k. Potential Tourist Properties – these refer to sites and attractions not yet developed including but not limited to lakes, waterfalls, volcanic hot springs, caves and rainforests.
- l. Registration – The listing of tourism-oriented and tourism-related establishments, including those offering training and promotion programs, after such establishments and facilities shall have been certified by the Municipal Government of Santa Maria, through the Municipal Tourism Development Council (which is under Article IV Section 10) as having conformed with the minimum standards/ requirements in accordance with this Ordinance.
- m. Resort – Any place or places with pleasant environment and conducive to comfort, healthful relaxation and rest, offering food, sleeping accommodations and recreational facilities to the public for a fee or remuneration.
- n. Restaurant – Any establishment offering to the public regular and special meals or menu, cooked foods or short orders, beverages and drinks.
- o. Sustainable Tourism Development – means tourism development that leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity essential ecological process, biological diversity and life support systems.
- p. Tourism – a major municipal activity in which private sector investment, effort and initiative are encouraged, fostered and supported, and through which socio-economic development may be accelerated and the appreciation of the municipality's natural beauty, history and culture appreciated with greater pride and commitment.
- q. Tourism Resources – refer to natural, cultural, human or capital resources that either are being used or can be utilized to attract or serve tourist.
- r. Tour guide – An individual who is licensed by the BPLO and registered with the Municipal Tourism Development Council (which is under Article IV Section 10) to guide the tourists, both foreign and domestic, for a fee, commission or any other form of lawful remuneration.
- s. Tourism-oriented establishment – Any establishment which is registered and licensed by the appropriate offices of the Municipal Government which caters



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 6 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

directly to the tourists, whether domestic or foreign.

- t. Tourism-related establishment – Any establishment or enterprise which may or may not be registered with the Municipal Tourism Development Council (which is under Article IV Section 10) but which caters incidentally to both foreign and local travelers and tourists.
- u. Tourism training program – Any training program that caters or is involved in the tourism industry.

ARTICLE III
THE TOURISM INFRASTRUCTURE

SECTION 7. PHYSICAL INFRASTRUCTURE. Local governments and private stakeholders shall promote and encourage the construction of tourism-related establishments and facilities either through public or private funding, or both in their areas of jurisdiction. Towards this end, local governments shall:

- a. Enhance connectivity of tourist destinations through construction and expansion of adequate road networks and terminals;
- b. Enhance the provision of basic utilities such as water, energy and power as well as communication facilities through expansion or upgrading based on long-term studies and carrying capacity of a tourist destinations;
- c. Implement an integrated solid waste and sewerage management system in tourist destination and tourism investment zone, that is adequate and functioning and in compliance with existing laws and ordinances on environment;
- d. Sustain the implementation and enhancement of tourism-related infrastructures such as accommodation facilities including shopping centers, health care centers, recreation facilities, and emergency safety facilities;
- e. Improve transport facilities through strict implementation and monitoring of environmental laws, rules and regulations;
- f. Sustain the potable water sources and systems in the protection, rehabilitation and management of watershed areas municipal wide;
- g. Engage in the development of watersheds and other potential alternative resources for power generation;
- h. Pursue a unified effort and institutionalize the proper solid waste management practices;
- i. Create a web portal for the municipality linking all the pertinent departments;
- j. Identify and facilitate assessment as to the potential tourist site for tourism investment zone;
- k. Encourage active community-based tourism endeavors/undertakings;
- l. Ensure compliance to the prescribed and appropriate standard guidelines for the existing and new tourism-related establishments;
- m. Encourage the establishment of one-stop-shops showcasing best products complementing each other;
- n. Build new and upgrade facilities, manpower components and capacity and capability building for health care services, emergency responses and safety of the tourists and local residents;
- o. Diversify wholesome recreational activities and entertainment; and
- p. Encourage the use of thematic design that reflects the Santa Maria culture and heritage.



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 7 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

SECTION 8. HUMAN RESOURCES INFRASTRUCTURE. Tourism is recognized to be a major factor in income and employment generation of the Municipality of Santa Maria. Every Barangay is therefore strongly encouraged to create a barangay tourism office with qualified manpower component and sufficient budgetary allocation for its operations.

Tourism programs shall be geared towards the fulfillment of the needs of the key players and stakeholders of the tourism industry. Towards this end, both local government and private investors in tourism shall join hands to:

- a. Provide financial and technical support for the professionalization of services and skills of tourism industry workers;
- b. Organize and train a team of local trainers to capacitate and improve delivery of services of tourism front liners such as tourism officers, transport and tour operators, tour guides, drivers, and the like;
- c. The Municipal Tourism and Cultural Affairs Office in coordination with the Department of Tourism shall implement a certification and accreditation system to regulate the quality of services and skills provided by front liners and other tourism industry workers;
- d. Coordinate with concerned government agencies in monitoring and evaluate certified and accredited tourism industry workers annually which will be the basis for renewal or revocation of certification and accreditation;
- e. Incorporate the culture of tourism and values formation in all levels of education;
- f. Ensure that tourism front liners are well-trained and qualified, provided with incentives and rewards, organized and federated based on their work affiliations; and,
- g. Implement guidelines, rules, regulations through appropriate local government agencies in accordance with DOT standards for the construction of appropriate and adequate accommodation facilities including shopping centers, health care centers, emergency and safety facilities, recreation and entertainment and restaurants conforming to unified design.

SECTION 9. LEGAL AND REGULATORY INFRASTRUCTURE

- a. The tourism industry is governed by national and local laws as well as rules and regulations issued by the administrative bodies pursuant thereto. Local government units shall issue rules, regulations and directives on tourism pursuant to the provisions of R.A. 7160, otherwise known as the Local Government Code of 1991.
- b. No foreign tour guides/escorts shall be allowed under this Code except when there are no available local tour guides/escorts speaking the language of a particular foreign tourist market, in which case travel/tour organizers shall be required to hire accredited local tour guides as understudy.

ARTICLE IV
SANTA MARIA MUNICIPAL TOURISM DEVELOPMENT COUNCIL

SECTION 10. CREATION OF THE SANTA MARIA MUNICIPAL TOURISM DEVELOPMENT COUNCIL. There is hereby created the Santa Maria Municipal Tourism Development Council (SMMTDC). This shall be the highest coordinating and policy formulating body on tourism in the municipality.

POBLACION, SANTA MARIA 3022, BULACAN
TEL. NO. (044) 328-2036



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 8 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

SECTION 11. COMPOSITION. The Santa Maria Municipal Tourism Development Council (SMMTDC) shall be composed of the following:

1. Chairperson – Municipal Mayor
2. Co-Chairperson – to be elected from the Board of Directors but must come from the private sector
3. Vice-Chairperson – Chairperson, SB Committee on Tourism, Cultural Affairs and Heritage
4. Secretary – Municipal Tourism Officer
5. Municipal Planning and Development Coordinator (MPDC)
6. Municipal Environment and Natural Resource Officer (MENRO)
7. Business Permit and Licensing Officer (BPLO)
8. Municipal Engineer (ME)
9. Municipal Health Officer (MHO)
10. Municipal Agricultural Officer (MAO)
11. Chief of Police
12. Municipal Local Government Operation Officer (MLGOO)
13. President, Resorts, Hotel/Accommodation
14. President, Restaurant Owners
15. President, Santa Maria Business Association
16. President, NGO
17. President, Municipal Agriculture and Fisheries Council (MAFC)
18. Public Information Office
19. President, Liga ng mga Barangay
20. President, Sangguniang Kabataan
21. President, Tour Guides Association
22. President, Transport Association
23. District Supervisors of Santa Maria
24. Commission on Higher Education
25. President, Travel Agency
26. Representative, Santa Maria Tourism Council
27. Representative, Cooperative

SECTION 12. BOARD OF DIRECTORS. The Board of Directors shall be composed of seven (7) members elected from the general membership of the council, provided however, that Municipal Government and National Agencies involved in tourism shall always be represented in the Board of Directors.

SECTION 13. PROCESS OF SELECTION. The process of selection for representatives of various sectors to the Santa Maria Municipal Tourism Development Council (SMMTDC) shall be initiated by the Municipal Tourism and Cultural Affairs Office. Representative shall be selected by and from among the members of the sector concerned. Only regular members can vote and be voted as officers of the Council. A secretariat composed of three (3) employees shall assist the council in all its activities and functions.

SECTION 14. TERM OF OFFICE. Officers of the Santa Maria Municipal Tourism Development Council (SMMTDC) shall serve for three (3) years. Election of Officers shall be held after every three years the second week of July. The term of office of the new set of officers shall commence on August 1 of the same calendar year of the election.

SECTION 15. MEMBERSHIP. All associations/entities which directly represent various sectors/elements of the tourism industry in the municipality and duly accredited shall be



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 9 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

encouraged to become members of the Santa Maria Municipal Tourism Development Council (SMMTDC). The council may create committees as needed.

SECTION 16. MEETINGS AND QUORUM. The Santa Maria Municipal Tourism Development Council (SMMTDC) shall meet once every quarter. Special meetings can be called by the Chairperson as the need arises.

SECTION 17. DUTIES AND FUNCTIONS OF THE COUNCIL. The Municipal Tourism Development Council shall:

- a. Help identify, develop and promote potential tourism attractions;
- b. Extend technical assistance to all tourism- oriented and related establishments;
- c. Advocate for a responsible culture of tourism among stakeholders and tourists alike;
- d. Create sustainable tourism programs and projects for the community;
- e. To create and promote awareness on the benefits of tourism through mixed media;
- f. Help in monitoring compliance of the requirements of standards and regulations set by DOT, LGUs and other government agencies for the general welfare of tourists, visitors and community;
- g. Coordinate with the LGUs in the implementation of the Tourism Code;
- h. Formulate and recommend plans and policies on tourism development by both government and private sectors
- i. Initiate and recommend the implementation of programs and activities on tourism in coordination with the DOT, LGU, private sector and other entities;
- j. Initiate private and public partnerships in implementing tourism development plans, programs and activities;
- k. Establish close coordination with local government tourism councils to ensure responsive tourism through the proper implementation of the Tourism Code of Santa Maria;
- l. Encourage the development of Barangay Tourism Councils in the Municipality in accordance with the Tourism Code of Santa Maria;
- m. Promote and support sustainable tourism by facilitating community-based tourism activities; and,
- n. Facilitate resource generation for tourism activities.

ARTICLE V
BARANGAY TOURISM DEVELOPMENT COUNCIL (BTDC)

SECTION 18. CREATION. There shall be established Barangay Tourism Development Council (BTDC) in every barangay which shall be the coordinating and policy formulating body on tourism in the respective barangay of the municipality. Each Barangay shall be encouraged to allocate at least five (5%) percent of the 20% Development Fund from their Annual Internal Revenue Allotment Share for sustainable tourism development.

SECTION 19. COMPOSITION. The BTDC shall be composed of the following:

1. Chairperson – The Barangay Chairman
2. Vice Chairperson – Barangay Kagawad in charge of Tourism/Infrastructure
3. Barangay Secretary
4. Chairman, Sangguniang Kabataan
5. Representative from Department of Education
6. Two (2) representatives from the private sector



**REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN**

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 10 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

X

SECTION 20. FUNCTION OF THE BARANGAY TOURISM DEVELOPMENT COUNCIL (BTDC).

1. Formulate plans and programs for sustainable tourism development in the Barangay level.
2. Identify tourist destination areas in the Barangay.
3. Manage Barangay Tourist destination areas such as the following, but not limited to covered courts, museums, parks and playground.
4. Prepare Barangay facts and figures and marketing materials.
5. Design and execute appropriate marketing and promotional plans.
6. Strive for the creation of a product of their Barangay.
7. Through a Barangay Resolutions, organized fund-raising projects and events and accept donations, sponsorships and solicitations for Barangay tourism program and park beautification.
8. Coordinate and participate in all municipality tourism activities and projects.

**ARTICLE VI
ACCREDITATION**

SECTION 21. PRE-EMPTIVE PLAN. The Municipal Tourism and Cultural Affairs Office shall pre-empt the plan of securing authority from the Department of Tourism (DOT), for the grant of accreditation to local business establishments and concerned stakeholders of the Municipality, after full compliance of requirements mandated by DOT.

SECTION 22. PURPOSE OF AUTHORITY. The purposes of securing authority to grant accreditation to business stakeholders are the following:

1. To provide speedy public service to prospective business stakeholders;
2. To assist business stakeholders in the documentation procedurals to minimize effort, time and financial constraints;
3. To create opportunity in sourcing out financial resources to fund small scale tourism activities;
4. To organize and train a team of local trainers, in coordination with DOT and TESDA, to capacitate and improve delivery of services of transport operators, tour guides and the like;
5. To coordinate with concerned government agencies in monitoring and evaluate certified and accredited tourism industry workers annually, which will be the basis for renewal or revocation of certification and accreditations;
6. To incorporate the culture of tourism and values formation in all levels of education- primary secondary and tertiary, values of formation the culture of tourism, including but not limited to, demography, geography, history of the municipality;
7. Special training of PNP and other law enforcement organizations personnel assigned to tourism destinations, shall be done on a regular basis to protect tourists and maintain peace and order.
8. To ensure that tourism front liners are well-trained and qualified, provide with incentives and rewards, and organized based on their work affiliations.

**ARTICLE VII
TOURIST ARRIVAL REPORTS AND CLEARANCE**

SECTION 23. MONTHLY TOURIST ARRIVAL REPORT. All owners / operators / proprietors of tourism-related business establishments, such as hotels, apartelles, pension houses, lodging houses, homestays, and the like, shall submit their respective monthly report of all

POBLACION, SANTA MARIA 3022, BULACAN
TEL. NO. (044) 328-2036



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 11 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

tourist arrivals in the municipality, to the Municipal Tourism and Cultural Affairs Office, for proper monitoring, information and guidance of said office.

SECTION 24. ANNUAL CLEARANCE CERTIFICATE. All owners / operators / proprietors of tourism-related business establishments, such as hotels, apartelles, pension houses, lodging houses, homestays, and the like, shall secure an annual Clearance Certificate from the Municipal Tourism and Cultural Affairs Office, after compliance of the provision stated in Section 23. Said clearance shall be a requirement in the issuance/or renewal of business permits.

SECTION 25. REQUIREMENTS OF ACCREDITATION. For requirement purposes, tourism-related establishments shall comply the following:

- a. Local Requirements:
 - a.1 Certificate Clearance with attached Monthly Tourist Arrival Report
 - a.2 Disaster Risk Management and evacuation plan as approved by MDRMO
- b. DOT Requirements – shall abide with the DOT requirements online through its website <https://accreditationonline.tourism.gov.ph>.

ARTICLE VIII
INCENTIVE

SECTION 26. INCENTIVE FOR ACCREDITED TOURISM-RELATED ESTABLISHMENTS. Tourism-related establishments, which are duly registered and license by the Municipal Government, shall be entitled to the following incentives:

- a. Assistance to the processing of DOT Accreditation, permits and other licenses.
- b. "One-Stop-shop" processing of registration and license which should be completed within the day.
- c. Free promotion in all publications, brochures tourism flyers, leaflets, and other promotional materials.
- d. Inclusion in Lakbay-Aral Tours/tour packages.
- e. Priority to DOT training programs.
- f. Technical /Security/Facilitation Support or Assistance.
- g. Incentive, set forth by the Santa Maria Investment Incentive Code.
- h. Project for restoration of cultural and heritage sites shall be given tax holidays to be determined by the Sangguniang Bayan.

SECTION 27. INVESTMENT AND DEVELOPMENT. The Municipal Tourism and Cultural Affairs Office, in coordination with the Santa Maria Municipal Tourism Development Council, shall encourage the Barangays to invest in and develop their respective tourist destinations.

SECTION 28. PROTECTION AND PRESERVATION. The Municipal Tourism and Cultural Affairs Office and the Santa Maria Municipal Tourism Development Council, in coordination with the Barangays shall ensure the integrity of all tourism resources for its protection and preservation.

SECTION 29. RECOMMENDATION AND ENDORSEMENT. For tourism-related businesses to avail of incentives under this article and endorsement must first be secured from the Municipal Tourism and Cultural Affairs Office.



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 12 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

ARTICLE IX
ASSESSMENT, MONITORING AND EVALUATION

SECTION 30. MONITORING AND EVALUATION SYSTEM. The Municipal Tourism and Cultural Affairs Office, together with the Santa Maria Municipal Tourism Development Council and the respective Barangay LGUs, shall establish a monitoring and system in order to evaluate the economic, social and environmental impact of the tourism activity. They should cover all elements that are crucial to sustainability of the tourism resource in compliance with the provisions of this Code. Monitoring and evaluation indicators should include service quality and participation to local activities.

ARTICLE X
TOURISM TRAINING INSTITUTION

SECTION 31. COORDINATION WITH BOTH GOVERNMENT AND PRIVATE TOURISM INSTITUTIONS. The Municipal Tourism and Cultural Affairs Office should coordinate with both government and private tourism entities to institutionalize tourism training programs, formal and informal, with corresponding certification upon completion.

SECTION 32. LINKAGES. Both the Municipal Tourism and Cultural Affairs Office and the Santa Maria Municipal Tourism Development Council shall strengthen their networking and linkages to access financial and technical resources including organizing a pool of trainers to provide other skills training needed by the industry.

SECTION 33. TRAINING PROGRAM AND LABORATORY. Local communities shall have priority access to all tourism training programs. The Municipal Conference Hall shall serve as the municipality's tourism training laboratory for its training programs.

ARTICLE XI
FUNDING REQUIREMENTS

SECTION 34. REGULAR BUDGET ALLOCATION FOR BARANGAYS. The Barangay governments are encouraged to include in their annual budget such estimated funding requirements for the development of tourism facilities, access roads and amenities within their respective jurisdictions.

SECTION 35. The Municipal Government of Santa Maria shall allocate the amount of One Million Pesos (₱1,000,000.00) as initial funding for the implementation of this Code and thereafter shall annually appropriate such amount necessary for its enforcement.

ARTICLE XII
MISCELLANEOUS AND FINAL PROVISION

SECTION 36. APPLICABILITY OF NATIONAL LAWS, RULES, REGULATIONS AND ISSUANCES. In the implementation of the provisions of this Code, reference shall always be made to existing national laws, rules, regulations and issuances on Tourism. For this purpose, the Municipal Tourism Development Council shall issue directives to spell out with clarity specific provisions of law applicable in the municipality.

SECTION 37. APPLICABILITY OF THE ENVIRONMENT CODE. Relevant provisions of the Environment Code of the Municipality to the Tourism Industry are hereby adopted to highlight the overriding importance of environment preservation and protection.



REPUBLIC OF THE PHILIPPINES
MUNICIPALITY OF SANTA MARIA
PROVINCE OF BULACAN

OFFICE OF THE SANGGUNIANG BAYAN

PAGE 13 OF 13
ORDINANCE NO. 684
11TH SANGGUNIANG BAYAN

SECTION 38. VIOLATION WHERE NO SPECIFIC PENALTY PROVIDED. Violation of any provision of this Code to which no specific penalty is imposed, without prejudice to any civil liability, shall be penalized by a fine of not less than One Thousand Pesos (₱1,000.00) nor more than Two Thousand Five Hundred Pesos (₱2,500.00) or imprisonment of not less than thirty (30) days, nor more than six (6) months or both fine and imprisonment, at the discretion of the Honorable Court. If the violator is a corporation, partnership, association, owner of a business establishment, in addition to penal provision of this Code, the Mayor's Permit to operate the business shall be suspended, cancelled or revoked by the Municipal Mayor.

SECTION 39. REPEALING CLAUSE. Any ordinance or part thereof inconsistent with this ordinance is hereby repealed, amended or modified accordingly.

SECTION 40. SEPARABILITY CLAUSE. If for any reason, any provision, section or part of this ordinance shall be held to be unconstitutional or invalid, other parts or provision hereof which are not affected shall continue be in full force and effect.

SECTION 41. EFFECTIVITY CLAUSE. This ordinance shall take effect after a period of ten (10) days of posting in at least three (3) conspicuous places within the Municipality.

APPROVED this 21st day of May, 2024.

X=====X


I hereby certify that this Ordinance has been approved by the Sangguniang Bayan.


EVELYN B. DILAG
Secretary to the Sangguniang Bayan

ATTESTED BY:


PABLO L. JUAN
Municipal Vice Mayor

APPROVED BY:


BARTOLOME R. RAMOS
Municipal Mayor

