

**Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City**

**FIFTEENTH CONGRESS
Second Regular Session**

House Bill No. 5222

**Introduced by Representatives
DIOSDADO MACAPAGAL ARROYO and GLORIA MACAPAGAL ARROYO**

**AN ACT
TO DEVELOP AND PROMOTE FILM TOURISM IN THE PHILIPPINES,
PROVIDING FUNDS AND INCENTIVES THEREFOR AND FOR OTHER
PURPOSES**

EXPLANATORY NOTE

The Philippines prides itself in being recognized as a prime tourist destination. We have world-class beaches, beautiful dive spots, challenging surfing destinations, scenic nature parks and sanctuaries, and many more. Increased tourist arrivals have been on the upswing which only reflects the continued potentials of tourism as an engine for growth for the country.

Given these realizations, this proposed bill comes at a very opportune time. The authors, through this proposed measure, aims to build on the momentum of Republic Act No. 9593 or the "Tourism Act of 2009" by promoting the country as a prime film tourist destination which showcases the various destinations of the country as the perfect setting for movies, TV shows, music videos and other media projects.

The bill also intends to highlight our country's globally-competent filmmakers, state-of-the-art production facilities and capable technical crew who are willing and ready to assist foreign production and media outfits.

As an incentive and in order to encourage involvement in the film tourism industry, accredited film productions and institutions and other service providers actively participating in the said industry shall be exempt from payment of EVAT and customs duties on the importation of cinema equipment and facilities necessary for their operations.

Finally, this bill will also serve as a stepping stone for the country to parade its long line of tourist spots which rivals the best in the world, improve on its tourism generating efforts and to give due recognition to our talented filmmakers.

Due to the importance of this bill, its immediate passage into law is earnestly requested.



DIOSDADO MACAPAGAL ARROYO
Second District, Camarines Sur

GLORIA MACAPAGAL ARROYO
Second District, Pampanga

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*Be it enacted by the Senate and House of Representatives of the
Philippines in Congress assembled:*

SECTION 1. *Short Title.* – This Act shall be known as the "Film Tourism Act of 2011."

SECTION 2. *Declaration of Policy.* – It is hereby declared the policy of the State to promote the country's potential as a prime film tourist destination, showcasing the various islands of the country as the perfect setting for movies, TV shows, music videos and other media projects and highlighting the country's globally competent filmmakers, state-of-the-art production facilities and capable technical crew willing and ready to assist foreign production and media outfits.

SECTION 3. *Definition of Terms.* – When used in This Act, the following terms shall mean:

- a) Accreditation – the certification issued by the Department of Tourism (DOT) recognizing the holder as having complied with the minimum standards and requirements prescribed by the Department for the operation and maintenance of film tourism services;

b) Film Tourism – the traveling of persons to other countries for the purpose of filming movies, TV shows, music videos and other media projects.

SECTION 4. *Film Tourism Information.* – The Department of Tourism, in coordination with the National Commission on Culture and the Arts, the Film Development Council, and officials of all local government units nationwide, and in consultation with various groups involved in cinema, film production, theater arts, communications and promotions, and other aspects of film-making shall identify the world-class cinema-related service providers that have the capability to engage in film tourism services.

A system of continuing information dissemination on film tourism shall be adopted.

SECTION 5. *Promotion of Film Tourism.* – The consular officers and employees of the various Philippine embassies and consulates based in other countries shall have ready information and data on film tourism services available in the country.

They shall likewise encourage the officers and members of the Overseas Filipino Workers (OFW) associations to promote and disseminate information regarding film tourism in the country as their contribution towards a sustainable industrial growth.

SECTION 6. *Accreditation of World-Class Film Tourism Providers.* – The DOT is hereby mandated to conduct a national accreditation and affiliation program to identified providers of world-class filmmaking, tour operators, service providers, production companies and facilities, theater groups and cinema guilds, and other film service providers in the country.

SECTION 7. *Assistance for International Accreditations.* – The Department of Tourism (DOT), in coordination with the Department of Foreign Affairs (DFA) shall assist the various film companies, actor's guild, theater groups, media outfit, and other film service providers in seeking accreditation from foreign governments so that they may qualify to serve foreign productions and clients.

SECTION 8. *Fiscal Incentives.* – Accredited film productions and institutions and other service providers actively participating in the film tourism industry shall be exempt from payment of EVAT and customs duties for the importation of cinema equipment and facilities necessary for their operation.

SECTION 9. *Preferential Treatment on Government Transactions on Film Tourism.* – To ensure active promotion and full development of the film tourism in the country, all government transactions concerning the business operation film

productions, media companies, and all organizations, groups, entities and institutions involved in the film tourism industry shall be given preferential treatment.

SECTION 10. *Implementing Rules and Regulations.* – The Department of Tourism (DOT) shall promulgate the necessary rules and regulations to effectively implement the provisions of this Act.

SECTION 11. *Appropriations.* – The amount necessary to implement the provisions of this Act Shall be included and incorporated and incorporated in the annual general appropriations of the various agencies of the government involved in the implementation of this Act.

SECTION 12. *Separability Clause.* – If any part or provision of this Act is held unconstitutional or invalid, the other parts or provisions hereof which are not affected thereby shall continue to be in full force and effect.

SECTION 13. *Repealing Clause.* – All laws, orders, rules or regulations which are inconsistent with or contrary to the provisions of this Act are hereby amended or repealed accordingly.

SECTION 14. *Effectivity.* –This Act shall take effect fifteen (15) days after its publication in at least two (2) national newspapers of general circulation.

Approved,