

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

FIRST REGULAR SESSION
16th CONGRESS



HOUSE BILL NO **3916**

INTRODUCED BY HON. FREDENIL H. CASTRO

EXPLANATORY NOTE

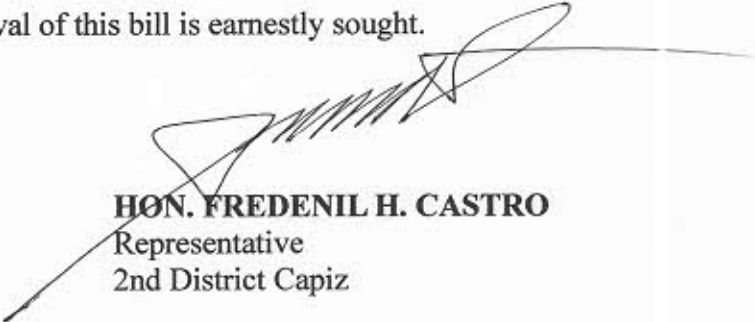
According to the Department of Tourism website, our Tourist Visitor arrivals in 2013 was at 4,681,307. This is 9.56% higher than the Tourist Visitor arrivals of 4,272,811 recorded in 2012. These numbers, while increasing, could be greatly improved through the help of film tourism.

While film tourism has long been used in other countries, the Philippines has been lagging behind in using such an approach in promoting our tourist spots.

Genuinely, various beautiful sceneries and sites in the Philippines should be offered/promoted not only to tourists but to foreign film producers as well. In so doing, our tourism industry will benefit. Simultaneously, the use of our beautiful sites will project/depict/picture the beauty of our country, and this in turn will generate income both from the tourism industry and the film making industry. Additional income will also be generated through, among others, the lease of equipment, the hiring of talents/workers/laborers needed for the film production, the sale of souvenir items and even film memorabilia.

Indeed, film tourism presents to us an untapped source of revenue. Through this bill, our government will be mandated to throw its support to a very powerful medium in attracting tourists to our nation.

In view of the foregoing, the approval of this bill is earnestly sought.


HON. FREDENIL H. CASTRO
Representative
2nd District Capiz

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AN ACT
PROMOTING FILM TOURISM IN THE PHILIPPINES, MARKETING THE INDUSTRY
GLOBALLY AND PROVIDING NEW EMPLOYMENT OPPORTUNITIES IN THE
SECTOR, AND FOR OTHER PURPOSES

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

Section 1. *Title.* This Act shall be known as the "Philippines Film Tourism Act of 2013."

Section 2. *Film Tourism and Its Objectives.* Consistent with the national goal of creating new areas of business to generate employment opportunities as well as to recognize Filipino talent, film tourism in the country is hereby made a new investment priority. It can be in the form of making the Philippines as a location shooting or filming area for various media activities. It can also be by preserving or promoting nation's historical and cultural heritage and resources as well as artistic creations or sceneries depicted in films and making it as tourist attractions. It can also be in the form of championing Filipino film practitioners and artists and their participation in foreign productions.

Section 3. *A Select Committee To Implement Film Tourism.* A select inter-agency Committee on Film Tourism is hereby created with the Department of Tourism Secretary and the Film Development Council of the Philippines Chairman as Co-Chair. The Committee shall have six members: three (3) each from the private and public sector representing but not limited to business and investments, league of local government units, artists and film practitioners, travel and airline sector, historical and cultural heritage, overseas Filipino workers, television and cinema groups and other relevant partners.

Section 4. *Comprehensive Plan to Implement Film Tourism.* For the purpose of this Act, the inter-agency Committee shall formulate a Comprehensive Plan detailing an inventory of film tourism sites in the country, areas for improvement, sectors to be tapped and partnerships, marketing strategies both local and international, the feasibility of establishing a Film Museum, reward and incentive system, and other aspects combining tourism and film. It shall consult stake holders and market players for the effective and efficient implementation of this Act.

The inter-agency Committee on Film Tourism shall devise ways and mechanisms to promote the Philippines as a Film Tourism Site, which shall include participating and exposure in World Expo, recognized international film festivals, activities for cinema and television with global market penetration, tourism fairs of international significance, among others. Provided, That in case a Filipino film is considered in competition, nominated for excellence or cinema prizes, or to be exhibited in recognition of its achievement in arts in a recognized international film festival, its Production Team including but not limited to its Director, Producer, Writer, and Actors shall be provided full government support to attend the said festival. Provided, further, that the inter-agency committee shall endeavor to put premium on promoting, marketing, and distributing Filipino films, television programs of local content, MTVs, short films and similar other art works of distinction. Provided, finally, that in the case of exposition or fairs showcasing outstanding films and TV programs, a single unified Philippine booth must be endeavored with all relevant stakeholders as participants.

For the effective implementation of this Act, the inter-agency Committee on Film Tourism shall coordinate with all Embassies and Consulates of the country to promote film tourism. The Committee shall also partner with various associations of Filipino overseas workers abroad in marketing, disseminating and propagating information on Philippines as a film tourism destination.

The inter-agency Committee may partner with known Filipinos of international stature in promoting the country and fulfilling the implementation of this Act.

Section 5. A Lean Secretariat To Assist in Film Tourism Duties. A small group Secretariat in the Film Development Council is hereby created, where initially existing personnel of the Department of Tourism and the Council maybe seconded. On the second year of its implementation, a lean permanent Secretariat is hereby established headed by an Executive Director and a plantilla of not more than ten (10) personnel.

The Secretariat shall maintain an inventory of areas in the country that may be utilized as a film tourism site. They shall also maintain a registry of sectors including artists, film, practitioners, technical personnel and others for ready referrals. The Secretariat shall also track the progress and actual impact of the Initiative taking into consideration the increase in the number of film tourists and its contribution to the economy.

They shall assist and shall be the Secretariat of the the inter-agency Committee.

Section 6. Appropriations. The amount of fifty million pesos (Php 50,000,000.00) is hereby appropriated. Initially, fifty percent (50%) of the funds may be sourced from the funds or earnings generated from copyrights or other artistic creations being registered in the Intellectual Property Office (IPO). The remaining fifty percent (50%) shall be sourced from the appropriation of the Department of Tourism (DOT). Thereafter, the amount necessary for the effective implementation of this Act shall be added and charged to the appropriations of the Film Development Council of the Philippines.

Section 7. Separability Clause. In the event that any provision or part of this Act shall be declared unconstitutional by the courts, the remaining provisions shall remain valid and in full force and effect.

Section 8. Repealing Clause. All laws, orders, decrees, issuances, rules and regulations or parts thereof inconsistent with the provisions of this Act are hereby repealed, amended or modified accordingly.

Section 9. *Effectivity.* This shall take effect fifteen (15) days after its complete publication in the Official Gazette or in at least two (2) newspapers of general circulation, whichever comes earlier.

APPROVED,