

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SIXTEENTH (16TH) CONGRESS
First Regular Session

House Bill No. **4647**



Introduced by Representative LINO S. CAYETANO

EXPLANATORY NOTE

Film Tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel. Several countries have already capitalized on the spiraling phenomenon of film tourism. Their governments, airline companies and tourism organizations have initiated measures to promote famous and even previously untapped destinations where the film was set as tourist attractions. South Korea, Turkey, Thailand, the United States of America, United Kingdom and New Zealand are some examples.

In their research entitled "Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives" published in May 2006 in the Journal of Travel Research, Simon Hudson and J.R. Brent Ritchie cited increased tourist arrivals in destinations where famous films took place. As cited, the Wallace Monument in Scotland saw a 300% increase in visitors a year after the movie "Braveheart" was filmed which starred Mel Gibson in 1995. "The Lord of the Rings" franchise, filmed in New Zealand, also saw a steady increase of 10% in tourist arrivals from 1998-2003 from United Kingdom alone.

But as the same study cited, "Despite the economic impact of film tourism, many tourism organizations have been slow to tap the potential benefits of film tourism. The impacts of film tourism still appear to be underappreciated by destinations even though they can be long lasting and have significant long-term economic and social effects."

Philippine tourism could get a bigger boost through film and television tourism. In the past years, several foreign films and television shows have been shot in different places in the country, but little effort--if none at all--was done to capitalize on the growing phenomenon to boost tourism and increase economic activity in those places. In 2008, Caramoan islands in Camarines Sur, was the location for the Survivor French edition, followed by the Israel, Bulgaria and Serbia editions in 2009. The Sweden edition was shot in the same island in 2010, followed in 2011 by the Denmark, Norway, Belgium and India franchises.

Evidently, there is a need for government support to ultimately present various destinations in the Philippines as prime tourist spots. Through film tourism, tourist arrivals could exceed official targets.

It is against these backdrops that this legislation is submitted. The immediate approval of this Bill is respectfully sought.

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AN ACT
ESTABLISHING A FRAMEWORK FOR FILM AND TELEVISION TOURISM IN THE
PHILIPPINES, MARKETING THE INDUSTRY GLOBALLY AND PROVIDING
EMPLOYMENT FOR 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 "Philippine Film and Television Tourism Act of 2014."

Section 2. Declaration of Policy. It is hereby declared to be the policy of the State to treat the film and television tourism as a special investment and tourism tool for national development.

Consistent with the national goal of creating new areas of business to generate employment opportunities as well as to recognize Filipino talent, film and television 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, including, but not limited to making the Philippines a duplicate site. It can also be by preserving or promoting the nation's historical and cultural heritage and resources as well as artistic creations or sceneries depicted in films, and converting it into tourist attractions. It can also be in the form of championing Filipino film practitioners and artists and their participations in foreign productions.

Section 3. Creation of Philippine Film and Television Tourism Authority (PFTTA). The affairs related to film and television tourism shall be administered by the Philippine Film and Television Tourism Authority (PFTTA), thus replacing the Philippine Film Export Service Office (PFESO) under the Film Development Council of the Philippines (FDCP), organized under Executive Order No. 674, Series of 2007.

The PFTTA shall be headed by the Chief Operating Officer (COO), a position which shall be equivalent to an Executive Director III position of the Film Development Council and which shall be a career executive service officer position to be recommended by the Chairperson of the Film Development Council of the Philippines and appointed by the President. The members of the Authority shall be composed of representatives from the following agencies:

1. Department of Tourism
2. Department of Trade and Industry
3. Department of Interior and Local Government and its attached agencies

4. Department of National Defense
5. Department of Finance
6. Department of Foreign Affairs
7. Department of Labor and Employment
8. Movie and Television Review Classification Board
9. National Commission for Culture and the Arts
10. Private sector representatives, one each from the movie and television industries.

The heads of the above stated departments shall designate their regular Representatives, based on their position in the organization, but not lower than a Director- level position. The said representatives of the various government agencies shall, in addition to their duties in the Authority, also serve as the direct link to streamline and develop the one-stop-shop system.

The Secretariat of the PFTTA shall be based in the Film Development Council of the Philippines for financial and administrative support. It shall be composed of eight (8) regular plantilla positions already approved and to be augmented by the Department of Budget and Management, including existing positions in the Philippine Export Services Office of the FDCP.

Section 5. Functions of PFTTA. The PFTTA shall facilitate the One-Stop-Shop System for foreign film or television production entities. It shall undertake the following:

1. Facilitate the promotion and marketing of the Philippines as location site, for the production of international films and television programs, such as but not limited to: creating and maintaining' a website and/ or a manual of Philippine Film and Television Tourism sites for overseas contract workers; participating and exposure in World Expo, recognized international film festivals, activities for cinema and television with global' market penetration', tourism fairs of international significance. Provided, that in case a Filipino film is considered in a 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 with full government support, such as but not limited to, financial assistance, security and ease in document processing to attend the said festival. Provided further, that the PFTTA shall endeavor to put a premium on promoting, marketing, and distributing Filipino films, television programs of local content, MTVs, short films and similar other remarkable art works. Provided, finally, that in the case of expositions or fairs showcasing outstanding films and TV programs, a single unified Philippine booth must be endeavored with all relevant stakeholders as participants.

2. Assist in the implementation of a reward and incentive package for foreign film/television entities interested in shooting films/television programs in the country and submit recommendations related thereon;

3. Assist foreign film production entities in processing pertinent documents and various requirements relative to the production of international films/television programs in the country and in complying with environmental regulations;

4. Coordinate with various government agencies and local government units in assisting the entry and exit of a foreign film/television production team, such as but not limited to producers, artists and production crew;

5. Provide direct link between foreign production entities, producers, filmmakers and artists with local production manpower services, local artists, bit players and technical crew, facilities and the like;

6. Utilize the services of tourism attaches abroad, through the Department of Tourism, in the promotion and marketing of Philippine locations sites/resources and local film production manpower;

7. Maintain an inventory of areas in the country that may be utilized as a film and television tourism site and a registry of sectors including artists, film practitioners, technical personnel and others for ready referrals;

8. Identify key film and television tourism sites used by international or local filmmakers and establish a PFFTA mark;

9. Keep a progress report and actual impact of the initiative taking into consideration the increase in the number of mm tourists and its contribution to the economy;

10. Implement the Comprehensive Plan of the inter-agency committee.

Section 6. Powers of the PFFTA. The PFFTA shall have the power to issue a One-Stop Shop authenticated security seal, which shall be recognized by the various government agencies related to facilitating the processing of pertinent documents such as, but not limited to work permits, visa applications, A TA Carnets-type document.

Section 7. Creation of Inter-Agency Committee on Film and Television Tourism. An Inter-Agency Committee on Film and Television Tourism hereinafter referred to as (IAC-FTT) is hereby created. It shall be the governing Board and policy-making body of the PFFTA.

Section 8. Composition of the IAC-FTT. The Film Development Council of the Philippines (FDCP) Chairperson shall act as the Administrator. The Department of Tourism Secretary or his representative shall act as Co-Chair. The inter-agency 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, film and television groups and other relevant partners, to be determined by the Chairperson and Co-Chair.

The Chairperson, Co-Chairperson and the members of the IAC-FTT shall be entitled to allowances and per diems, in accordance with existing policies, rules and regulations on the matter.

The IAC-FTT shall automatically cease to operate upon the submission of the Comprehensive Plan to Congress, or within five (5) years from the approval of this Act, whichever comes earlier. The IAC-FTT will automatically cease to exist upon the expiration of the five (5) years, unless otherwise extended by Resolution of both Houses of Congress.

Section 9. Functions of the IAC-FTT. For purposes of this Act, the Inter-Agency Committee shall:

1. 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 in application;

2. Conduct the feasibility of establishing a Film and Television Museum and study the promotion for the establishment of more Sound Stage Studios.

3. Coordinate with various stakeholders and market players for research and study on feasibility of a reward and incentive system, and other aspects combining tourism and film, including, but not limited to the system of categories for the application of rewards and incentives depending on the cinema grade and length of exposure of the identified Philippine Film and Television Tourism site.

4. Coordinate with all Embassies and Consulates of the country to promote film and television tourism.

5. Coordinate and partner with various associations of Filipino overseas workers abroad in marketing, disseminating and propagating information on Philippines as a film tourism destination.

6. Coordinate and partner with known Filipinos of international stature in promoting the country and fulfilling the implementation of this Act.

Section 10. Preferential Incentives. - International or foreign film and television production entities may, upon certification from the PFTTA, be granted the following:

1). Multiple Entry Visa. - Foreign nationals who are members of the international film production entities, as duly endorsed by the PFTTA, shall be issued a multiple entry special visa within seventy-two (72) hours upon submission of all required documents, and which shall be valid for a period of one (1) year to enter the Philippines: Provided, That a responsible officer of the applicant entity submits a duly authenticated certificate to the effect that the person who seeks entry into the Philippines is a member of the applicant entity and will work exclusively for film and television production.

The admission and stay shall be coterminous with the validity of the multiple entry special visa. The stay, however, is extendible for one hundred eighty (180) days upon submission to the Bureau of Immigration of a sworn certification by a responsible officer of the applicant entity; that its permit remains valid and subsisting, and that no other source of income has been made.

2). Tax and Duty Free Importation. - The international or foreign film or television production entity shall enjoy tax and duty free importation of filming equipment as determined and endorsed by the PFTTA.

Section 11. Implementing Rules and Regulations. The Film Development Council, Department of Tourism, Department of Finance and the Bureau of Immigration and Deportation, shall promulgate and issue the implementing rules and regulations within ninety (90) days upon approval of this Act.

Section 12. Appropriations. The amount necessary to implement the provision of this Act shall be included in the Annual General Appropriations Act.

Section 13. Separability Clause. In the event that any provision or part of this Act shall be declared unconstitutional, the remaining provisions shall remain valid and in full force and effect.

Section 14. Repealing Clause. Section 105 G) of the Tariff and Customs Code is hereby repealed, accordingly. All other 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 15. Effectivity. This Act 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.