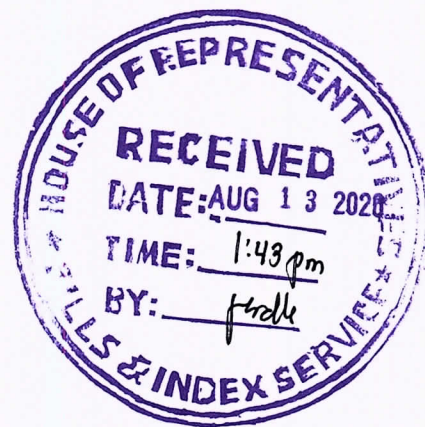


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

Eighteenth Congress
Second Regular Session

HOUSE BILL NO. 7377



Introduced by Representative JAKE VINCENT S. VILLA

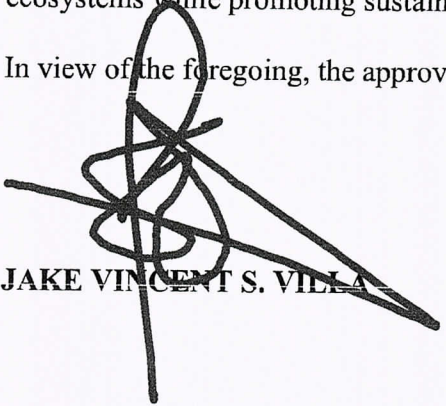
AN ACT
PROVIDING FOR A COASTAL TOURISM PLANNING DEVELOPMENT
PROGRAM

EXPLANATORY NOTE

The Philippines is an archipelago. As such, it is surrounded by water which has rich marine biodiversity. In terms of tourism, there is a growth rate of 15.39%¹ of visitors from other countries, among others, this is due to coastal tourism. This area of tourism lacks a concrete nation-wide policy-making and rational planning.

To ensure long-term opportunities relative to coastal tourism, there is a need to institutionalize a program that reconciles tourism, sustainable development and environmental protection. This measure can assist local government units, which have the key roles in managing coastal tourism, achieve their goals of protecting vital coastal ecosystems while promoting sustainable and responsible coastal tourism.

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



JAKE VINCENT S. VILLA

¹ http://www.tourism.gov.ph/industry_performance/Dec2019/Jan-Dec2019c.pdf.

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

SECTION 1. *Short Title.* - This Act shall be known as the “Coastal Tourism Planning and Development Act.”

SECTION 2. *Declaration of Policy.* – It is hereby declared the policy of the State to develop a program of coastal tourism that reconciles tourism, conservation, sustainable development, cultural in integrity, ecological balance, and environmental protection.

To this end, there is a need to establish a national office responsible for the planning and development of coastal tourism in the nation’s coastal zones.

SECTION 3. *Coastal Tourism and Planning Development Office.* – There shall be a Coastal Tourism Planning and Development Office, hereinafter referred to as the CTPDO. The Executive Director of the Office shall be appointed by the President.

The CTPDO shall have the following functions:

- (A) Research and develop sustainable coastal management practices;
- (B) Collect and provide access to information on the magnitude, value, and impacts of ocean and coastal recreation and tourism, including information on a coastal-town and studies on the dynamics of tourism in coastal and marine areas;
- (C) Coordinate with each provincial governor of provinces with coastal areas for the planning and development of coastal tourism in the province;
- (D) Conduct training programs and provide technical assistance to local communities to help them sustainably manage coastal recreation and tourism;

- (E) Evaluate current national and local programs related to recreation and tourism, and develop best management practices as part of general guidelines for managing sustainable recreation and tourism industries in the nation's coastal zones;
- (F) Mobilize public/private partnership to develop coordinate and effective policies and public outreach programs related to coastal recreation and tourism; and
- (G) Act as a conduit to funding local coastal tourism program that achieve the objectives of the national coastal tourism development plan.

SECTION 4. *Specific Programs.* – the CTPDO shall establish the following programs:

- (A) Safety Program – This program shall endeavor to create a safe and secure recreational environment through the management of coastal hazards, such as erosion, typhoons and floods. The provision of adequate levels of safety for boaters, swimmers and other water users shall be established;
- (B) Clean and healthy coastal eco-system program – The CTPDO shall research and develop sound policies for marine life, wildlife and habitat protection. The program shall endeavor to create attractive coastal environment with clean waters and healthy coastal habitats;
- (C) Beach preservation program – Beach preservation and restoration efforts shall be made on a regular basis to maintain the recreational and attractive values of beaches;
- (D) Rural planning and development program – Plans for the construction of resorts and other facilities based on rational use of the coastline shall be executed and designed to properly manage and protect coastline resources and ensure sustainable coastal development;
- (E) Responsible tourism marketing program – The program shall entail information disseminating with the objective of educating the public about safe and sustainable use of coastal resources. Tourism operators, lodge owners and other tourism product owners along the coast shall be encouraged to include environmental tips and safety warnings for visitors on their marketing material. The program shall also include the organizing and inculcation of professionalism among tour guides.

SECTION 5. *Board of Directors.* – The powers of the CTPDO shall be vested in and exercised by a Board of Directors, hereinafter to as the Board, which shall be composed of the following member:

- (A) Secretary of Tourism, who shall chair the Board;
- (B) Secretary of Environment and Natural Resources;
- (C) Secretary of Interior and Local Government;

(D) Dean of the University of the Philippines School of Urban and Regional Planning;
and

(E) Member of a government organization on marine environmental protection.

SECTION 6. *The Executive Director.* – The Executive Director shall be appointed by the President. The Executive Director shall be the chief executive of the CTPDO and shall exercise direct control and supervision over the internal operations, personnel, and representatives of the CTPDO. He or she is also authorized to present CTPDO in its transactions.

SECTION 7. *Appropriations.* – To carry out the provisions of this Act, such sums as may be necessary are hereby authorized to be appropriated from the National Treasury. Thereafter, the amount necessary for the continuous operation of the CTPDO shall be included in the annual appreciation of the Department of Tourism.

SECTION 8. *Separability Clause.* – If any provision of this Act is held invalid or unconstitutional, the same shall affect the validity and effectivity of the other provisions hereof.

SECTION 9. *Repealing Clause.* – All laws, decrees, orders, and issuances, or portions thereof, which are inconsistent with the provisions of this Act, are hereby repealed, amended or modified accordingly.

SECTION 10. *Effectivity Clause.* – This Act take effect fifteen (15) days after its publication in at least two (2) newspaper of general circulation.

Approved.