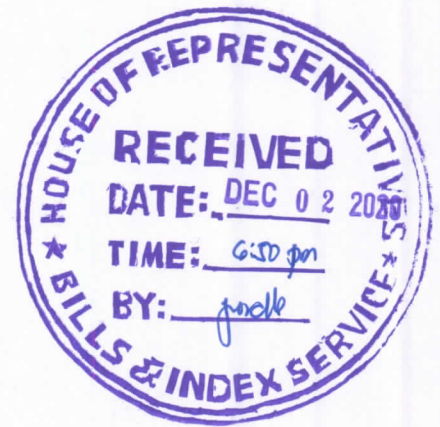


Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

**EIGHTEENTH CONGRESS**  
Second Regular Session

House Bill No. 8129



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**INTRODUCED BY HONORABLE LIANDA B. BOLILIA**

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**EXPLANATORY NOTE**

San Juan is a first class municipality in the 4<sup>th</sup> District of Batangas. The location of the municipality at the southern tip of Batangas, with the picturesque view of long white sandy beaches, coves and marine life cradled at the foot of mountains and hills makes the area suitable for all levels of tourism development.

One of the most popular destinations in the municipality is Laiya Beach, located in Laiya-Aplaya. Due to the beach's white sands and clear waters, it has become one of the most famous and most visited beaches in the country, particularly for those from the National Capital Region. San Juan has 50 or more commercial beach resorts and 33-kilometer coastline that includes 16 coastal barangays.

It is a heritage town with a lot of grand ancestral homes. It is rich in agricultural products like lambanog, palayok, panutsa, tableya, atsara and native products where it contributed to the economic growth and is known as Lambayok as it coincides with the celebration of the foundation day of San Juan, Batangas on December 12.

The Department of Tourism has already identified the Municipality of San Juan in the Province of Batangas as a priority area of Tourism Development under the Philippine Tourism Master Plan. In fact, the whole Batangas Coastline was declared as a Tourist Zone and Marine Reserve under Presidential Proclamation No. 1801 dated November 10, 1978. Under Presidential Proclamation No. 1801, the Philippine Tourism Authority was tasked to delineate within the tourist zone areas with potential tourism values and coordinate the integrated development of these areas for the optimum use of natural assets and attractions, as well as existing facilities.

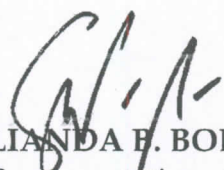
San Juan was initially identified as one of the Special Economic Zones (ECOZONES). According to RA 7916 or the Special Economic Zone Act of 1995, ecozones are selected areas with highly developed or which have the potential to be

developed into agro-industrial, industrial, tourist/recreational, commercial, banking, investment and financial centers.<sup>1</sup>

On June 29, 2010, then President Gloria Macapagal Arroyo signed Executive Order No. 904 designating the Municipality of San Juan as a Special Tourist Zone.<sup>2</sup> It created the San Juan Priority Tourism Area to be headed by a Task Force and established a Forest Reservation on certain parcels of land of the public domain situated. It also directed the Development Bank of the Philippines and the Land Bank of the Philippines to make available credit facilities in sufficient amount to eligible borrowers, which will be used for the construction and development of tourism enterprises within the SJPTA. However, the said EO has not been implemented due to lack of funding.

The declaration of the Municipality of San Juan as an eco-tourism zone will provide structure to its tourism viability and ensure funding from the national government. It will enhance the people's awareness for the importance of conservation of the environment, as well as the promotion of stewardship of natural and cultural resources. The people of San Juan will accrue economic and social benefits thereby contributing to the overall development of the municipality.

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



LIANDA E. BOLILIA  
Representative  
4<sup>th</sup> District, Batangas

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<sup>1</sup> <http://www.officialgazette.gov.ph/1995/02/24/republish-act-no-7016/>

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**HOUSE OF REPRESENTATIVES**  
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**INTRODUCED BY HONORABLE LIANDA B. BOLILIA**

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**AN ACT**

**DECLARING THE MUNICIPALITY OF SAN JUAN IN THE PROVINCE OF  
BATANGAS AS AN ECOTOURISM ZONE AND APPROPRIATING FUNDS  
TEHREFOR**

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

1 **SECTION. 1. Short Title.** – This Act shall be known as the “San Juan Ecotourism Act  
2 of 2020.”  
3

4 **SECTION 2. Declaration of Policy.** – It is hereby declared the policy of the State to  
5 promote a tourism industry that is ecologically sustainable, responsible,  
6 participative, culturally sensitive, economically viable, and equitably beneficial to  
7 local communities. Towards this end, the country should rationalize all efforts to  
8 make the tourism industry a major source of livelihood and an avenue for economic  
9 development. Moreover, measures should be taken to ensure that tourism  
10 development should be done with a view on the preservation of the existing  
11 ecosystem and natural environment.  
12

13 **SECTION 3. The Municipality of San Juan, Province of Batangas as an Ecotourism**  
14 **Zone** – The Municipality of San Juan in the Province of Batangas is hereby declared  
15 as an Ecotourism Zone. As such, it shall be accorded priority development by the  
16 Department of Tourism, herein referred to as the DOT, and shall be subject to the  
17 rules and regulations governing the development of tourist zones.  
18

19 In particular, these areas will be given focus by the DOT, the concerned  
20 government agencies and also the Municipality of San Juan, Province of Batangas, to  
21 wit:  
22

- 23 a. San Juan Nepomuceno Church;
- 24 b. Laiya Beach and the entire 33-kilometer coastline of San Juan;
- 25 c. Mount Daguldol;
- 26 d. Mangrove Forest at Barangay Pootol;

- 1 f. Naambon Falls; and
- 2 g. Pinagbayanan Archeological and Heritage Site

3  
4 The DOT shall prepare a development plan for the Municipality of San Juan,  
5 Batangas and shall incorporate the same in the overall National Tourism  
6 Development Plan (NDTP), pursuant to Republic Act No. 9593, otherwise known as  
7 the "Tourism Act of 2009". The Plan shall be implemented jointly with the  
8 Municipality of San Juan, the Provincial Tourism Office of Batangas, the local  
9 Protected Area Management Board (PAMB), and the Tourism Infrastructure and  
10 Enterprise Zone Authority (TIEZA).

11  
12 **SECTION 4.** The Secretary of the DOT, shall include in the Department's program  
13 the implementation of this Act, the funding of which shall be included in the Annual  
14 General Appropriations Act and internally generated funds of the DOT.

15  
16 **SECTION 5.** Within sixty (60) days after the effectivity of this Act, the Secretary of  
17 the DOT, in consultation with the Municipality of San Juan, the Provincial Tourism  
18 Office of Batangas, the PAMB, and the TIEZA, shall promulgate the necessary rules  
19 and regulations for the proper implementation of this Act.

20  
21 **SECTION 6.** All laws, orders, decrees, rules and regulations and other issuances, or  
22 parts thereof which are inconsistent with this Act are hereby repealed or modified  
23 accordingly.

24  
25 **SECTION 7.** This Act shall take effect fifteen (15) days after its publication in the  
26 *Official Gazette* or in a newspaper of general circulation.

27  
28 Approved,