

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

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 410



Introduced by Representative **JESUS R. MARQUEZ**

EXPLANATORY NOTE

This bill seeks to create mandatory position for tourism officers across local government units from the provincial up to the municipal levels where tourism is a significant industry. By institutionalizing this position within the LGU structure, the measure seeks to strengthen the role of local governments in planning, managing, and promoting sustainable tourism development.

Central to the tourism policy of the State is the acknowledgment that tourism is a significant driver of economic growth. Before the COVID-19 pandemic, the tourism sector contributed 12.7% of the national GDP in 2019, according to the Philippine Statistics Authority (PSA). Although the sector suffered a sharp decline during the pandemic, it has since made a robust recovery. In 2022, tourism's share rose to 6.2%, and by 2023 it surged to 8.6%, contributing ₱2.09 trillion to the economy, its highest ever recorded gross value added. In 2024, the contribution climbed further to 8.9% of GDP, or ₱2.35 trillion, with projections indicating that it could reach ₱5.9 trillion or about 21% of GDP by 2025. The tourism sector also supported 6.75 million jobs in 2024, comprising 13.8% of the country's total employment.

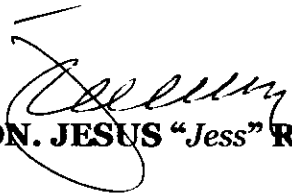
These figures underscore the immense economic potential of tourism, particularly in local areas where natural, cultural, and heritage assets remain untapped or underdeveloped. However, unlocking this potential requires not just infrastructure or investment, but also institutional capacity and professional management at the local level.

Currently, the institutional framework for tourism governance is guided by two major laws:

1. The Tourism Act of 2009 (Republic Act No. 9593) – which provides the national framework for tourism development, and
2. The Local Government Code of 1991 (Republic Act No. 7160) – which devolves tourism promotion and development to local government units.

While the Tourism Act of 2009 encourages LGUs to appoint tourism officers in areas with significant tourism potential (as stated in Section 125), the provision is vaguely worded and lacks enforceability. The absence of a corresponding mandate in the Local Government Code has led to uneven implementation and missed opportunities for tourism-driven local development.

Immediate approval of this bill is earnestly sought.



HON. JESUS “Jess” R. MARQUEZ

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HOUSE BILL NO. 410

Introduced by Representative **JESUS R. MARQUEZ**

AN ACT
MAKING THE POSITION OF A TOURISM OFFICER MANDATORY IN THE MUNICIPAL, CITY, AND PROVINCIAL LEVELS, AMENDING FOR THE PURPOSE REPUBLIC ACT NO. 7160, OTHERWISE KNOWN AS THE LOCAL GOVERNMENT CODE OF 1991

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

SECTION 1. Section 443, Book III, Title Two, Chapter 2 of Republic Act No. 7160 is hereby amended to read as follows:

"SEC. 443. Officials of the Municipal Government. — (a) There shall be in each municipality a municipal mayor, municipal vice-mayor, sangguniang bayan members, a secretary to the sangguniang bayan, a municipal treasurer, a municipal assessor, a municipal accountant, a municipal budget officer, a municipal budget officer, a municipal planning and development coordinator, a municipal engineer/building official, a municipal health officer, and a municipal civil registrar. A municipal Cooperatives Development Officer (CDO) shall be appointed: Provided, That the municipality has the option to appoint a full fledged CDO or merge such position to an existing position or official in a related office, unit or department in the municipal government: Provided, further, That if the municipality shall appoint a full fledged CDO, the municipality has the option to set the rank, remuneration and other emoluments of the municipal CDO subject to existing laws, rules, and regulations.

A MUNICIPAL TOURISM OFFICER (MTO) SHALL ALSO BE APPOINTED: PROVIDED, THAT IN MUNICIPALITIES WHERE TOURISM IS A SIGNIFICANT INDUSTRY, THE APPOINTMENT OF A MTO SHALL BE MANDATORY, PROVIDED, FURTHER, THAT THE MUNICIPALITY HAS THE OPTION TO SET THE RANK, REMUNERATION AND OTHER EMOLUMENTS OF THE MTO SUBJECT TO EXISTING LAWS, RULES AND REGULATIONS.

"(b) xxx
"(c) xxx
"(d) xxx
"(e) xxx

SEC 2. Section 454, Book III, Title Three, Chapter 2 of Republic Act No. 7160 is hereby amended to read as follows:

"SEC. 454. Officials of the City Government. (a) There shall be in each city a mayor, a vice-mayor, sangguniang panlungsod members, a secretary to the sangguniang panglungsod, a city treasurer, a city assessor, a city accountant, a city budget officer, a city planning and development coordinator, a city engineer, a city health officer, a city civil registrar, a city administrator, a city legal officer, a city veterinarian, a city social welfare and development officer, and a city general services officer. A city CDO shall be appointed: Provided, That the city has the option to appoint a full fledged CDO or merge such position to an existing position or official in a related office, unit or department in the city government: Provided, further, That if the city shall appoint a full fledged CDO, the city has the option to set the rank, remuneration and other emoluments of the city CDO subject to existing laws, rules, and regulations.

A CITY TOURISM OFFICER (CTO) SHALL ALSO BE APPOINTED: PROVIDED, THAT THE APPOINTMENT OF A CTO SHALL BE MANDATORY, PROVIDED, FURTHER, THAT THE CITY HAS THE OPTION TO SET THE RANK, REMUNERATION AND OTHER EMOLUMENTS OF THE CTO SUBJECT TO EXISTING LAWS, RULES, AND REGULATIONS. "

"(b) In addition thereto, the city mayor may appoint a city architect, a city information officer, a city agriculturist, a city population officer, and a city environment and natural resources officer.

" xxx
"(c) xxx
"(d) xxx
"(e) xxx

SEC. 3. Section 463, Book III, Title Four, Chapter 2 of Republic Act No. 7160, is hereby amended to read as follows:

"Sec 463. Officials of the Provincial Government. — (a) There shall be in each province a governor, a vice-governor, members of the sangguniang

1 *panlalawigan. a provincial treasurer, a provincial assessor; a provincial*
2 *accountant, a provincial engineer, a provincial budget officer, a provincial*
3 *administrator, a provincial health officer, a provincial social welfare and*
4 *development officer, a provincial general services officer, a provincial*
5 *agriculturist, and a provincial veterinarian. A provincial CDO shall also be*
6 *appointed: Provided, That the province, in the appointment of a full fledged CDO*
7 *shall set the rank, remuneration and other emoluments of the provincial CDO*
8 *subject to existing laws, rules, and regulations.*

9 **A PROVINCIAL TOURISM OFFICER (PTO) SHALL ALSO BE**
10 **APPOINTED: PROVIDED, THAT IN PROVINCES WHERE TOURISM**
11 **IS A SIGNIFICANT INDUSTRY, THE APPOINTMENT OF A PTO**
12 **SHALL BE MANDATORY, PROVIDED, FURTHER, THAT THE**
13 **PROVINCE HAS THE OPTION TO SET THE RANK, REMUNERATION,**
14 **AND OTHER EMOLUMENTS OF THE PRO SUBJECT TO EXISTING**
15 **LAWS, RULES, AND REGULATIONS. "**

16 *"(b) In addition thereto, the governor may appoint a provincial*
17 *population officer, a provincial natural resources and environment officer, a*
18 *provincial architect, and a provincial information officer.*

19 *" xxx*

20 *"(c) xxx*

21 *"(d) xxx*

22 *"(e) xxx."*

23
24 **SEC 4.** Section 467, of Book III, Title Five, Article Seventeen of Republic Act
25 No. 7160, is hereby amended and shall now read as follows:

26 **ARTICLE XXI**

27 **THE TOURISM OFFICER**

28 **Sec 490-A. QUALITIFICATIONS, POWERS, AND DUTIES. – (A)**
29 **NO PERSON SHALL BE APPOINTED TOURISM OFFICER UNLESS**
30 **HE IS A CITIZEN OF THE PHILIPPINES, A RESIDENT OF THE**
31 **LOCAL GOVERNMENT UNIT CONCERNED, OF GOOD MORAL**
32 **CHARACTER AND IRREPROACHABLE REPUTATION, OF KNOWN**
33 **INTEGRITY AND COMPETENCE, AND HAS NEVER BEEN**
34 **CONVICTED OF ANY ELECTION OFFENSE OR OF ANY CRIME**
35 **PUNISHABLE BY MORE THAN SIX (6) MONTHS OF**
36 **IMPRISONMENT, OR HAS NO PENDING INFORMATION FOR ANY**
37 **OFFENSE, A HOLDER OF A COLLEGE DEGREE IN TOURISM,**

1 **BUSINESS, ECONOMICS, MARKETING, PUBLIC ADMINISTRATION**
2 **OR OTHER RELATED FIELDS FROM A RECOGNIZED COLLEGE OR**
3 **UNIVERSITY, AND A FIRST GRADE CIVIL SERVICE ELIGIBLE OR**
4 **ITS EQUIVALENT. HE/SHE MUST HAVE AT LEAST GIVE (5) YEARS**
5 **OF SUBSTANTIAL WORK EXPERIENCE AND INVOLVEMENT IN**
6 **THE TOURISM INDUSTRY EITHER IN THE PRIVATE SECTOR OR**
7 **GOVERNMENT.**

8 **LOCAL GOVERNMENT UNITS WITH EXISTING TOURISM**
9 **OFFICERS PRIOR TO THE IMPLEMENTATION OF THIS LAW WILL**
10 **BE GIVEN THREE (3) YEARS TO COMPLY WITH THE**
11 **AFOREMENTIONED REQUIREMENTS.**

12 **(B) THE TOURISM OFFICER SHALL TAKE CHARGE OF THE**
13 **OFFICE FOR TOURISM AND SHALL PRACTICE THE FOLLOWING:**

14 **(1) PREPARE, IMPLEMENT, COORDINATE, MONITOR AND**
15 **UPDATE LOCAL TOURISM DEVELOPMENT PLANS;**

16 **(2) ENSURE THE PROPER ENFORCEMENT OF TOURISM**
17 **STANDARDS, LAWS, RULES, AND REGULATIONS;**

18 **(3) PROVIDE REGULAR REPORTS ON STATUS OF TOURISM**
19 **PLANS AND PROGRAMS, TOURIST ARRIVALS,**
20 **EMPLOYMENT, OCCUPANCY RATES, INVESTMENT AND**
21 **TOURIST PRODUCTS, AMONG OTHERS, TO THE LOCAL**
22 **CHIEF EXECUTIVE AND TO THE DEPARTMENT OF**
23 **TOURISM (DOT);**

24 **(4) COORDINATE WITH THE DOT AND ITS ATTACHED**
25 **AGENCIES, AS WELL AS CORPORATIONS AND PRIVATE**
26 **ENTITIES, IN REGARD TO THE DEVELOPMENT AND**
27 **PROMOTION OF TOURISM IN THE LOCALITY; AND**

28 **(5) ESTABLISH PARTNERSHIP WITH LOCAL AGENCIES AND**
29 **PRIVATE ENTITIES IN PROMOTING THE TOURISM OF**
30 **THEIR CONCERNED CITIES AND PROVINCES NATIONWIDE**
31 **AND GLOBALLY.**

1 **(C) EXERCISE SUCH OTHER POWERS AND PERFORM SUCH**
2 **OTHER DUTIES AND FUNCTIONS AS MAY BE PRESCRIBED BY**
3 **LAW OR ORDINANCE.**
4

5 **SEC 5. *Separability Clause.*** — If any provision of this Act is held invalid or
6 unconstitutional, the other provisions not affected thereby shall remain in force and
7 effect.

8 **SEC 6. *Repealing Clause.*** — All laws, decrees, executive orders, rules and
9 regulations, issuances or parts thereof inconsistent with this Act are hereby repealed or
10 amended accordingly.

11 **SEC 7. *Effectivity.*** — This Act shall take effect fifteen (15) days after its
12 publication in the Official Gazette or in a newspaper or general circulation.

Approved,