

REPUBLIC OF THE PHILIPPINES  
HOUSE OF REPRESENTATIVES  
Quezon City

TWENTIETH CONGRESS  
First Regular Session

House Bill No. 834



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Introduced by **HON. KRISTINE ALEXIE B. TUTOR**  
Third District, Bohol

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**Explanatory Note**

According to the World Travel and Tourism Council (WTTC), the Travel and Tourism sector accounted for 10.4% of the global GDP (US\$8.8 trillion), and generated around 319 millions jobs or 10% of total employment all over the world in 2018. The growth experienced in the sector accounted for one in five (1/5) of all jobs created across the world over the past five (5) years. Aside from generating employment, the tourism sector has likewise contributed to the generation of income as well as foreign-exchange earnings, vital to the growth of a developing country like the Philippines.

In the country, the tourism industry has long been recognized as a key contributor to the country's growth and development. In 2018, the country's tourism industry saw a 14.3% year-on-year jump in value to P2.2 trillion compared to its 2017 record of P1.9 trillion. Given its contribution to our economy, the government needs to harness tourism as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange, and employment.

With the advent of globalization, and the development in the information and communications technology, more and more people from different cultures and languages are made aware of the different tourist sites and destinations that abound in the different parts of the world. The country needs to capitalize on the movement of persons thru tourism. One way of making the Philippines a viable choice is to ensure the safety, security, and comfort of the tourists.

One way of increasing and improving the safety, security, and comfort of tourists in the country is thru the adoption of standard signs and symbols that lead to tourist destinations, establishments, and services. The putting up of tourist signs and symbols which are universally accepted or recognized improves awareness of both local and foreign tourists to the existence of a tourist site or destination thereby increasing business activities in these areas.

This measure seeks to establish standard tourism signs and symbols for the country in order to improve awareness on the existence of tourist sites/ destinations in a specific area as well as to enhance the experience of tourists, both domestic and foreign, who travel for leisure and recreation in the country.

The adoption of a uniform or standard signs and symbols for tourist sites/ destinations, establishments, and services, is crucial in sustaining the growth of the industry.

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



**HON. KRISTINE ALEXIE B. TUTOR**

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AN ACT

**STANDARDIZING TOURISM SIGNS AND SYMBOLS ALL OVER THE  
COUNTRY, PROVIDING FUNDS THEREFOR, AND FOR OTHER PURPOSES**

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

1           **SECTION 1. *Short Title.*** – This Act shall be known as “The Tourism  
2 Signs and Symbols Act of 2025”.

3

4           **SEC. 2. Declaration of Policy.** – The State shall provide optimum  
5 opportunity for all sectors of the economy to develop and contribute to national  
6 growth. The tourism sector is among the key contributors to our country’s  
7 economy, hence, the State should promote and sustain its growth and development  
8 for the benefit of our local communities.

9           Towards this end, the State shall endeavor to promote the tourism industry  
10 by adopting standard signs and symbols that would provide direction to tourists as  
11 well as to promote sites and destinations in the country enhancing the growth and  
12 development of the sector and the different localities.

13

14           **SEC. 3. Standard Tourism Signs and Symbols.** – The Department of  
15 Tourism (DOT), in coordination with the Department of Works and Highways  
16 (DPWH), shall ensure that all road signs and symbols linked to travel and tourism  
17 destinations or sites established all over the country shall be uniform. Such signs  
18 and symbols shall be in accord with universally accepted designs on Tourism  
19 Signs and Symbols.

1           **SEC. 4. *Implementing Agencies.*** - The DOT, together with the DPWH,  
2 shall determine and prescribe the necessary and proper standards to follow with  
3 regard to tourism signs and symbols including the letters, font size, color, and  
4 materials. Likewise, they shall replace or remove signs or symbols that does not  
5 conform to their identified standards.

6           Pursuant to this Act, the DOT shall identify the different tourist sites/  
7 destinations all over the country as well as determine the suitable location where  
8 these signs and symbols shall be placed.

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10           **SEC. 5. *Penalty.*** – Any person who violates the provisions of this Act,  
11 specifically with regard the specifications and measurements set herein, or cause  
12 the removal, or vandalizes the signs and symbols as stated in this Act shall be  
13 subjected to a fine not exceeding Php100,000.00.

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15           **SEC. 6. *Appropriations.*** – The budgetary allocation needed to carry out  
16 the provisions of this Act is hereby authorized to be appropriated in the General  
17 Appropriations Act of the year immediately following its enactment.

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19           **SEC. 7. *Implementing Rules and Regulations.*** – The Department of  
20 Tourism (DOT), in coordination with the Department of Public Works and  
21 Highways (DPWH), representatives from the tourism industry, and other  
22 concerned government agencies and non-government organizations, shall  
23 promulgate the implementing rules and regulations of this Act.

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25           **SEC. 8. *Separability Clause.*** – If any provision of this Act shall be held  
26 unconstitutional or invalid, the other provisions not otherwise affected shall  
27 remain in full force and effect.

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29           **SEC. 9. *Repealing Clause.*** – All laws, executive orders or issuances, or  
30 any parts thereof which are inconsistent herewith are hereby repealed or amended  
31 accordingly.

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33           **SEC. 10. *Effectivity Clause.*** – This Act shall take effect fifteen (15) days  
34 after its publication in at least two (2) newspapers of general circulation.

***Approved.***