

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

TWENTIETH (20th) CONGRESS
____ REGULAR SESSION

House Bill No. **2187**



Introduced by
Rep. ROBERT NAZAL

AN ACT
ESTABLISHING “ONE TOWN, ONE TOURIST ATTRACTION PROGRAM” TO
STRENGTHEN LOCAL TOURISM, PROMOTE CULTURAL PRESERVATION, AND
ADVANCE SUSTAINABLE ECONOMIC DEVELOPMENT, AND APPROPRIATING
FUNDS THEREFOR

EXPLANATORY NOTE

The Philippines is blessed with rich natural landscapes, vibrant traditions, and a wealth of untapped cultural heritage across more than 1,400 cities and municipalities holding immense potential for tourism-driven growth. Tourism contributes to the economic growth of a town or city by generating revenue, creating employment, and stimulating local businesses. Tourist spending supports hotels, restaurants, transport services, and retail, leading to increased income for both public and private sectors. It also encourages infrastructure development and attracts investment, enhancing the overall economic vitality and competitiveness of the locality. However, many localities still lack organized tourism development programs, limiting their potential for economic growth.

This measure seeks to institutionalize the “One Town, One Tourist Attraction Program” (OTAP) as a grassroots tourism initiative. It aims to promote at least one sustainable, accessible, and culturally significant destination in every city or municipality, ensuring that even underserved and remote areas become part of the broader tourism economy.

Through national government assistance and inter-agency coordination, OTAP will help build infrastructure, promote community-led tourism, support local enterprises, and ensure environmental and cultural preservation. The program envisions tourism not only as an economic driver but as a tool for inclusion, cultural pride, and national resilience. Immediate passage of this bill is earnestly sought.

A handwritten signature in blue ink, appearing to be 'R. Nazal', is positioned above the printed name.

Rep. ROBERT NAZAL
Bagong Henerasyon Party-List

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

SECTION 1. SHORT TITLE.

This Act shall be known as the “One Town One Tourist Attraction (OTAP) Act of 2025”.

SECTION 2. DECLARATION OF POLICY.

The State recognizes tourism as a vital pillar of national and local development. It shall adopt inclusive and sustainable strategies to promote cultural preservation, environmental protection, and economic growth through locally driven tourism initiatives. To this end, the government shall assist all cities and municipalities in identifying and promoting at least one unique tourist attraction that represents their distinct identity.

SECTION 3. ONE TOWN, ONE TOURIST ATTRACTION PROGRAM.

The One Town, One Tourist Attraction Program (OTAP) is hereby established to support the development, marketing, and management of local tourist attractions and destinations. The program shall support the identification, development, marketing, and management of one priority tourist attraction per local government unit (LGU), aligned

with national tourism goals and local cultural, environmental, and economic contexts. Cities and municipalities without existing tourism programs shall be prioritized. LGUs with existing programs may receive enhancement and rehabilitation support.

SECTION 4. OTAP COMPONENTS AND COVERAGE.

OTAP shall have the following components and coverage:

- A. Tourist Site Identification and Development Planning. – Local Government Units (LGUs) shall conduct a comprehensive inventory of local tourist assets and designate a flagship tourist attraction within their jurisdiction that demonstrates potential for sustainable tourism development. This process shall involve technical assessments, stakeholder consultations, and alignment with national tourism development plans. Identified sites must exhibit cultural, historical, ecological, or recreational value, and their development shall prioritize long-term viability, community benefit, and minimal environmental impact.
- B. Infrastructure and Access. – The Department of Tourism (DOT), in coordination with the Department of Public Works and Highways (DPWH) shall improve accessibility to priority tourist sites through the development and enhancement of road networks, transportation systems, utilities, and public visitor facilities. This includes but is not limited to signage, rest areas, waste management infrastructure, and transport terminals to ensure seamless travel and improve overall visitor experience.
- C. Cultural and Environmental Protection. - The Department of Environment and Natural Resources (DENR), in coordination with the National Commission for Culture and the Arts (NCCA), shall ensure that all tourism-related development complies with existing environmental laws, heritage preservation standards, and cultural integrity protocols. Environmental Impact Assessments (EIAs) and Cultural Impact Assessments (CIAs) shall be mandatory components of all project proposals, particularly in ecologically sensitive or culturally significant areas.
- D. Capacity Building and Community Engagement. – Government agencies, in partnership with civil society and academic institutions, shall implement structured capacity-building programs for local stakeholders. These shall include skills training, entrepreneurship development, and tourism service orientation, with particular focus on empowering youth, women, indigenous peoples, and marginalized groups. Community engagement initiatives shall foster inclusive

participation in planning and operations to promote local ownership and social equity.

- E. Digital Promotion and Mapping. – The Department of Information and Communications Technology (DICT) shall support LGUs in leveraging digital platforms for tourism marketing and information dissemination. This includes the development of interactive websites, mobile applications, digital maps, and virtual tours that feature local attractions, events, accommodations, and cultural experiences. Efforts shall also include capacity-building initiatives to improve digital literacy among tourism officers and community stakeholders.
- F. Incentives and Grants. – The DOT, in partnership with the Department of Trade and Industry (DTI), shall establish a funding mechanism to support local tourism development initiatives. This may include seed funding, matching grants, tax incentives, and promotional assistance for LGUs and accredited community-based tourism enterprises. The objective is to stimulate entrepreneurship, encourage innovation, and facilitate the growth of sustainable tourism ventures that contribute to inclusive economic development.

SECTION 5. INTER-AGENCY OTAP COUNCIL.

The following agencies shall comprise the Inter-Agency OTAP Council to implement this Act, in coordination with LGUs:

1. Department of Tourism (DOT)
2. Department of Public Works and Highways (DPWH)
3. Department of Environment and Natural Resources (DENR)
4. Department of Information and Communications Technology (DICT)
5. Department of the Interior and Local Government (DILG)
6. Department of Trade and Industry (DTI)
7. National Commission for Culture and the Arts (NCCA)
8. Technical Education and Skills Development Authority (TESDA)

SECTION 7. ROLE OF LGUS AND INTER-AGENCY OTAP COUNCIL.

Local Government Units (LGUs) shall serve as the primary implementing partners to ensure the successful implementation of OTAP, in coordination with the Inter-Agency OTAP Council, which shall be comprised of the following agencies:

1. Department of Tourism (DOT)

2. Department of Public Works and Highways (DPWH)
3. Department of Environment and Natural Resources (DENR)
4. Department of Information and Communications Technology (DICT)
5. Department of the Interior and Local Government (DILG)
6. Department of Trade and Industry (DTI)
7. National Commission for Culture and the Arts (NCCA)
8. Technical Education and Skills Development Authority (TESDA)

SECTION 8. DIGITAL AND CLIMATE RESILIENT TOURISM.

All OTAP sites must integrate climate resilience practices and digital tourism infrastructure (e.g., QC coded trails, e-guides, booking portals, etc.) to ensure long term adaptability and competitiveness.

SECTION 9. APPROPRIATIONS.

The amount necessary for the initial implementation of this Act shall be sourced from the current budget of the DOT. Subsequent funding shall be included in the annual General Appropriations Act and may be supplemented through partnerships and private sector support.

SECTION 10. IMPLEMENTING RULES AND REGULATIONS.

Within sixty (60) days from the effectivity of this Act, the DOT, in consultation with relevant agencies and stakeholders, shall formulate the implementing rules and regulations (IRR) necessary for the effective execution of this Act.

SECTION 11. SEPARABILITY CLAUSE.

If any provision of this Act is declared unconstitutional or invalid, the remaining provisions shall remain in full force and effect.

SECTION 12. REPEALING CLAUSE.

All laws, orders, rules, or regulations inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

SECTION 13. EFFECTIVITY.

This Act shall take effect fifteen (15) days after its publication in the Official Gazette or at least two (2) national newspapers of general circulation.

Approved,