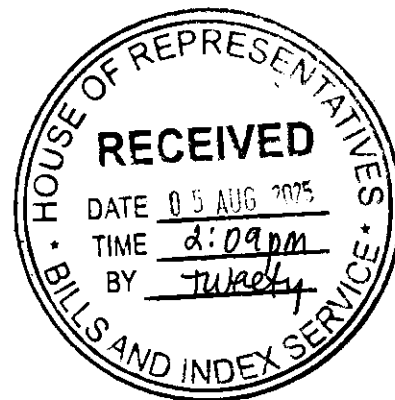


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 3098



Introduced by: Hon. Keith Micah "Atty. Mike" D.L. Tan

AN ACT
IDENTIFYING TOURISM DEVELOPMENT AREAS IN THE PROVINCE OF QUEZON,
MANDATING SUPPORT FOR TOURISM DEVELOPMENT, CREATING THE QUEZON
TOURISM COUNCIL, AND APPROPRIATING FUNDS THEREFOR

EXPLANATORY NOTE

Republic Act No. 9593, otherwise known as "The Tourism Act of 2009", provides that, "The State declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange, and employment, and to continue to mold an enhanced sense of national pride for all Filipinos."

The Department of Tourism (DOT) is currently pursuing a recovery plan with the end goal of a sustainable, resilient, and inclusive Philippine tourism industry.

The DOT's Tourism Promotions Board (TPB) Strategic Directions 2025–2028¹ outline a comprehensive and transformative plan that aims to position the Philippines as a leading tourism destination in Asia by leveraging the power of sustainable, inclusive, and data-driven strategies, anchored on the goals of the Philippine Development Plan and guided by President Ferdinand Marcos Jr.'s push for experiential tourism—highlighting food, heritage, culture, sports, and ecotourism. The strategic directions further reinforce *inclusive and sustainable tourism development*, with a strong focus on gender-responsive, community-based tourism (CBT), and corporate social responsibility (CSR) programs.

Ultimately, the TPB's 2025–2028 strategy lays down a clear path toward not just promoting the Philippines but transforming it into a resilient, competitive, and culturally rich tourism powerhouse in Asia—balancing economic growth with ecological stewardship and social equity across every corner of the country.

Two (2) years after President Marcos has lifted the COVID-19 pandemic as a state of public health emergency, people express their desire to travel again both for business and leisure. Various surveys depict the desire of people for a change in environment and improve mental health. As the world starts to reopen for personal transactions and interactions, it is high time to take this opportunity for the

¹ Tourism Promotions Board Philippines. (2024). *TPB strategic directions 2025–2028*. <https://www.tpb.gov.ph>

promotion of tourism in the country to support the businesses and workers grappling for sustained livelihood amidst these challenging times.

In this light, this bill seeks to identify various Tourism Development Areas in the Province of Quezon and the creation of Quezon Tourism Council, which will pave the way for the formulation of a Tourism Development Plan for Quezon and its incorporation into the TPB Strategic Directions 2025–2028. It also aims to develop support facilities and infrastructure to encourage positive experience for tourists, preserve the aesthetic beauty of the tourist attractions, promote the development of the tourism sector of the entire Quezon Province, and improve the well-being of local residents.

The Province of Quezon is primarily agricultural in nature. In terms of area or size, it is the 6th largest province in the country at 2.65% with a total land area of 8,706.60 sq. km. making it the largest as well in the region at 53.21%.

It was originally called Kaliraya/Kalilayan, after its capital town (now Unisan) upon its creation 1591. However, around the middle of the 18th century, the capital was transferred to the town of Tayabas which then also changed the name of the province to Tayabas.

Tayabas was changed to “Quezon Province” by virtue of Republic Act No. 14 as signed by the late President Manuel Roxas on September 7, 1946, as a gesture of homage and respect to one of the distinguished sons of this province, the late President Manuel Luis Quezon, the first president of the Philippine Commonwealth.

Quezon Province is a first-class province occupying Luzon’s central section. It is bounded on the north by the province of Aurora Province, on the west by the provinces of Laguna and Rizal, on the southwest by the province of Batangas and on the southeast by Camarines Norte and Camarines Sur. Tiaong, its first municipality via the Maharlika Highway, is about 89 kilometers from Metro Manila, while Lucena City, the provincial capital, is about 137 kilometers southeast of Metro Manila.

The province is composed of forty (40) municipalities, one (1) component city, Tayabas, and one (1) highly urbanized city, Lucena. These are further subdivided into 1,252 barangays and are grouped into four (4) congressional districts.²

With its vast expanse of marvelous scenic location and an abundance of cultural heritage, it is but appropriate to protect and nurture Quezon’s valuable tourism and heritage to ensure their preservation for the future generations.

In view of the foregoing, the expeditious passage of this bill is earnestly sought.



Keith Micah “Atty. Mike” D.L. Tan
4th District, Quezon

² <https://www.dilg.gov.ph/page/Masterlist-of-Barangays/77>

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 3038

Introduced by: Hon. Keith Micah "Atty. Mike" D.L. Tan

AN ACT
IDENTIFYING TOURISM DEVELOPMENT AREAS IN THE PROVINCE OF QUEZON,
MANDATING SUPPORT FOR TOURISM DEVELOPMENT, CREATING THE QUEZON
TOURISM COUNCIL, AND APPROPRIATING FUNDS THEREFOR

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

SECTION 1. *Declaration of Policy.* - It is hereby declared the policy of the State to promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, and equitable for local communities. To this end, the State shall endeavor to provide the proper mechanisms and infrastructure for sustainable tourism development. It shall develop and promote certain areas and sites identified as tourist destinations or attractions in order to drive and propel inclusive growth throughout the country.

Pursuant thereto, all areas within the Province of Quezon endowed with natural beauty or historical and cultural significance, with either existing or potential integrated leisure facilities developed for tourism purposes, shall be considered tourism development areas.

SEC. 2. *Identification and Declaration of Tourism Sites.* - Areas in the Province of Quezon that have potential for tourism shall be declared as ecotourism, cultural heritage tourism, health and wellness tourism, general leisure tourism, or mixed-use tourism sites after consultation with the Department of Tourism (DOT): Provided, That areas environmentally protected areas shall not be declared tourism sites without consultation with the Department of Environment and Natural Resources (DENR).

The survey and verification of the areas shall be conducted by the National Mapping and Resource Information Authority in coordination with the Provincial Government of Quezon.

SEC. 3. *Quezon Tourism Council.* - There is hereby created the Quezon Tourism Council, hereinafter referred to as Council, which shall be the primary policy-making, planning and coordinating body in the development of tourism in the Province of Quezon and in-charge of the administration of tourism sites therein. It shall be composed of the following members:

- a) Provincial Governor of Quezon, as Chairperson;

b) Municipal Mayors of all the municipalities and cities of the Province of Quezon who shall elect from among themselves the Council's Vice Chairperson;

c) Member of the Sangguniang Panlalawigan of Quezon, duly designated by such body; and

d) Two (2) representatives from the private sector, appointed by the Chairperson of the Council, who shall serve for a period of two (2) years.

The Provincial Government of Quezon shall provide a Secretariat for the Council including the funding necessary to cover expenses for the performance of its official functions and activities.

SEC. 4. Functions of the Council. - The Council shall have the following functions;

a) Identify and declare areas as tourism sites;

b) Formulate programs and recommendations and manage local resources and funds to develop local tourism facilities and attractions;

c) Assist in the regulation and supervision of tourism-oriented establishments, thereby ensuring wholesome and clean tourism activities;

d) Assist in monitoring the implementation of the Local Government Code on the licensing of tourism establishments in the locality to ascertain safe and enjoyable stay of travelers;

e) Strictly enforce health and sanitary standards in public restrooms frequented by public utility vehicles and tourist transport services, i.e., gasoline stations and restaurants along main highways and bus stops; and

f) Perform any other duties in accordance with the guidelines issued by the Department of the Interior and Local Government.

SEC. 5. Quezon Tourism Development Plan. - The DOT shall, in coordination with the Council and concerned local government units (LGUs) and agencies of the government, prepare a tourism development plan for the Province of Quezon and incorporate the same in its overall tourism development plan pursuant to Republic Act No. 9593, otherwise known as the "Tourism Act of 2009". The development plan shall be jointly implemented with the concerned LGUs and the Council.

The concerned LGUs shall, in coordination with the DOT, Department of Environment and Natural Resources (DENR), the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) and other concerned agencies of the government, delineate well defined geographic areas within the tourism sites and coordinate the integrated development of these sites for the optimal use of natural assets and attractions, as well as of existing facilities: Provided, That said development plan shall ensure the preservation of the ecological balance and natural beauty of the areas.

Upon the promulgation of this Act, the Department of Public Works and

Highways (DPWH) shall, in coordination with the DOT and the Council, implement the construction and improvement of roads and other infrastructure necessary in the development of tourism sites and shall incorporate the same in its infrastructure program.

SEC. 6. Appropriations. - The Secretaries of DOT, DPWH, DENR and Department of Transportation (DOTr) shall include in their respective Department's program the implementation of this Act, the funding of which shall be included in the annual General Appropriations Act and shall augment such allocation with internally generated funds of the DOT.

SEC. 7. Implementing Rules and Regulations. - Within sixty (60) days from the effectivity of this Act, the Council shall, in consultation with the DOT, DENR, DPWH, DOTr, the National Economic and Development Authority (NEDA) and other concerned government agencies and stakeholders, promulgate the necessary rules and regulations for the proper implementation of this Act.

SEC. 8. Separability Clause. - If any provision of this Act shall be declared unconstitutional or invalid, the other provisions not affected thereby shall remain in full force and effect.

SEC. 9. Repealing Clause. - All laws, rules, regulations, executive orders, proclamations, presidential decrees and other issuances inconsistent with any of the provisions of this Act are hereby deemed repealed or amended accordingly.

SEC. 10. Effectivity. - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,