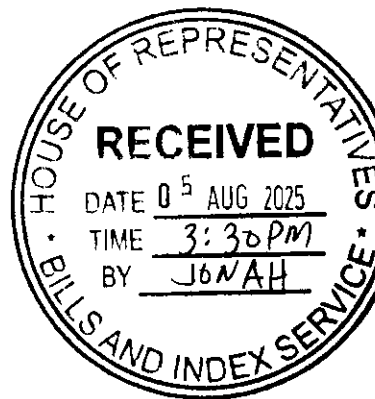


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 3110



Introduced by Representative CHING BERNOS

AN ACT
INSTITUTIONALIZING COMMUNITY-BASED TOURISM IN THE PHILIPPINES,
PROVIDING MECHANISMS FOR ITS PROMOTION AND DEVELOPMENT,
ADOPTING COMMUNITY-BASED STRATEGIES IN TOURISM GOVERNANCE,
AND APPROPRIATING FUNDS THEREFOR

EXPLANATORY NOTE

Tourism is one of the most dynamic and resilient sectors of the Philippine economy. It contributes significantly to gross domestic product, employment, foreign exchange earnings, and rural development. However, the benefits of tourism are not equally felt across all segments of society. For many rural, indigenous, and marginalized communities—despite their rich cultural assets, natural attractions, and unique ways of life—tourism has remained largely extractive, externally driven, and disconnected from their local development priorities.

While popular tourist destinations have flourished through private investment and mainstream promotion, the role of local communities in shaping tourism development has often been relegated to low-wage labor or passive spectatorship. The absence of institutional support, access to financing, market linkage, and capacity-building has hindered communities from asserting ownership over tourism activities within their territories. This has also led to the unchecked commodification of culture, environmental degradation, and the erosion of indigenous values and identities.

Community-Based Tourism (CBT) emerges as a compelling alternative and complementary model to mainstream tourism. Rooted in principles of local

empowerment, cultural respect, environmental stewardship, and inclusive economic participation, CBT is a form of tourism that is owned, managed, or meaningfully controlled by local communities themselves. It ensures that the social, economic, and environmental benefits of tourism are equitably distributed, while allowing communities to maintain control over how their heritage, land, and livelihoods are represented and developed.

In recent years, numerous community-based tourism initiatives have sprung up across the Philippines—often supported by civil society organizations, state universities, development partners, and committed local governments. Examples include the Ifugao cultural villages, indigenous-led ecotourism in Mindanao, homestay programs in the Cordillera and Bicol, and bamboo craft tourism in Abra, among others. These initiatives not only provide alternative livelihoods to communities but also serve as platforms for cultural transmission, environmental education, and peacebuilding.

Despite their promise, however, community-based tourism efforts remain fragmented, underfunded, and vulnerable to shifting political and market forces. There is a lack of a coherent policy and institutional framework at the national level to guide and support CBT as a long-term strategy for inclusive and sustainable development. Moreover, the absence of legally mandated mechanisms for revenue-sharing, community consultation, accreditation, and skills development weaken the transformative potential of CBT.

This bill seeks to institutionalize Community-Based Tourism by integrating it into national and local tourism planning, policy, and governance. It proposes the creation of a Community-Based Tourism Support Program under the Department of Tourism (DOT) to provide grants, technical assistance, accreditation, and capacity-building services for community-led tourism enterprises. It mandates the adoption of community-based strategies in all tourism-related projects and ensures the active participation of communities, including Indigenous Cultural Communities/Indigenous Peoples (ICCs/IPs), in decision-making processes.

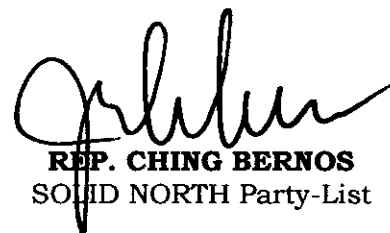
Furthermore, the bill requires the establishment of transparent revenue-sharing mechanisms between local government units (LGUs) and communities, the integration of CBT into Local Tourism Development Plans (LTDPs) and Comprehensive Land Use Plans (CLUPs), and the development of a National

Community-Based Tourism Framework to standardize best practices in sustainability, equity, and local governance.

The measure also upholds the principles of free, prior, and informed consent (FPIC), protection of cultural integrity, gender inclusion, and intergenerational stewardship. It aligns with the goals of the Philippine Development Plan (PDP), the National Tourism Development Plan (NTDP), and the country's international commitments under the UN Sustainable Development Goals (SDGs)—particularly SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production).

In sum, the Community-Based Tourism Institutionalization Act offers a rights-based, pro-poor, and sustainability-centered approach to tourism development. It affirms the capacity of Filipino communities—not just as hosts or laborers, but as innovators, entrepreneurs, and custodians of culture and nature. By passing this measure, we unlock the power of tourism to become a true vehicle for social equity, national pride, and lasting peace.

The immediate passage of this bill is earnestly sought.



REP. CHING BERNOS
SOLID NORTH Party-List

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

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 3110

Introduced by Representative CHING BERNOS

AN ACT
INSTITUTIONALIZING COMMUNITY-BASED TOURISM IN THE PHILIPPINES,
PROVIDING MECHANISMS FOR ITS PROMOTION AND DEVELOPMENT,
ADOPTING COMMUNITY-BASED STRATEGIES IN TOURISM GOVERNANCE,
AND APPROPRIATING FUNDS THEREFOR

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 “**Community-Based Tourism Act.**”

SEC. 2. Declaration of Policy. It is hereby declared the policy of the State to promote sustainable and inclusive tourism that directly benefits local communities. The State recognizes the vital role of community-based tourism in enhancing local economies, preserving cultural heritage, empowering marginalized groups, and ensuring environmental protection. The State shall institutionalize support mechanisms to enable barangays, cooperatives, indigenous groups, and people’s organizations to manage tourism enterprises and participate meaningfully in tourism governance.

SEC. 3. Objectives. This Act shall pursue the following objectives:

- a. Institutionalize community-based tourism as a distinct and recognized component of national and local tourism planning;^[a]
- b. Strengthen the capacities of communities to operate, manage, and sustain tourism enterprises;^[b]

- c. Establish clear funding and technical assistance mechanisms for CBT initiatives;
- d. Ensure equitable sharing of tourism revenues between local government units and communities; and
- e. Promote responsible and culturally respectful tourism practices.

SEC. 4. Definition of Terms. For purposes of this Act:

- a. **Community-Based Tourism (CBT)** – A form of tourism where communities, particularly rural, indigenous, or marginalized groups, are actively involved in tourism planning, development, and management, and where the benefits of tourism are equitably distributed within the community.
- b. **Community-Based Strategies** – Participatory approaches that prioritize local leadership, needs, knowledge, and values in tourism-related decision-making and enterprise development.
- c. **CBT Site** – A community or area officially accredited by the Department of Tourism (DOT) as practicing community-based tourism principles.
- d. **Local Tourism Enterprise** – A tourism product or service (e.g. homestays, cultural tours, local crafts, nature treks) managed by a barangay, cooperative, indigenous group, or community-based organization.
- e. **Revenue-Sharing Mechanism** – A legally established system where tourism earnings are equitably shared between LGUs and communities.

SEC. 5. National Community-Based Tourism Framework. The Department of Tourism (DOT) shall formulate, in consultation with relevant stakeholders, the National Community-Based Tourism Development Framework, which shall serve as the guiding document for the integration of CBT into national and local tourism development plans. The framework shall include guidelines on:

- a. Community eligibility and accreditation criteria;
- b. Environmental and cultural sustainability standards;
- c. Marketing and promotions for CBT destinations;
- d. Protection of indigenous knowledge, traditional practices, and sacred sites.

SEC. 6. Creation of the Community-Based Tourism Support Program. A Community-Based Tourism Support Program (CBTSP) shall be created under the DOT to provide the following:

- a. Financial Support
 - i. Grants for start-up capital, infrastructure, or heritage preservation projects;
 - ii. Access to microfinance or low-interest loans via government financing institutions.
- b. Technical Assistance
 - i. Support for business registration, licensing, tour packaging, and digital marketing;
 - ii. Assistance in establishing community-based tourism circuits and networks.
- c. Capacity-Building and Training
 - i. Conduct of training programs on hospitality, heritage interpretation, environmental conservation, customer service, financial literacy, and enterprise management;
 - ii. In partnership with TESDA, CHED, DTI, and SUCs.
- d. Accreditation and Quality Assurance
 - i. Establishment of an accreditation system for CBT enterprises and destinations;
 - ii. Development of a community-friendly quality and safety certification program.
- e. Market Access and Promotion
 - i. Inclusion in national and international tourism promotions, trade fairs, and digital platforms.

SEC. 7. Revenue-Sharing Mechanism. All local government units (LGUs) with CBT initiatives shall implement revenue-sharing agreements with accredited CBT organizations. These agreements shall:

- a. Guarantee a minimum of thirty percent (30%) of net tourism revenues in community-managed sites to be allocated to the community for reinvestment;
- b. Be jointly monitored by the LGU and the CBT organization through a local tourism council or cooperative board.

SEC. 8. Integration into Local Development Plans. LGUs shall:

- a. Integrate CBT into their Local Tourism Development Plans (LTDPs) and Comprehensive Development Plans (CDPs);

- b. Allocate funds from their annual budget to support CBT initiatives;
- c. Include community representatives and indigenous groups in their Local Tourism Councils.

SEC. 9. Monitoring, Evaluation, and Reporting. The DOT shall establish a Community-Based Tourism Unit (CBTU) responsible for:

- a. Monitoring the implementation of CBT programs and policies;
- b. Conducting annual impact assessments based on economic, environmental, cultural, and social indicators;
- c. Publishing annual Community-Based Tourism Reports, with data disaggregated by region, gender, and enterprise type.

SEC. 10. Funding and Appropriations. The amount necessary to implement this Act shall be sourced from the current appropriations of the DOT and other concerned agencies. Thereafter, such sums as may be necessary shall be included in the annual General Appropriations Act.

SEC. 11. Implementing Rules and Regulations. Within ninety (90) days from the effectivity of this Act, the DOT, in coordination with the DILG, DTI, TESDA, NCIP, DEPDEV, and representatives from civil society and community organizations, shall promulgate the necessary rules and regulations to implement the provisions of this Act.

SEC. 12. Separability Clause. If any provision of this Act is declared unconstitutional, the remainder shall not be affected thereby.

SEC. 13. Repealing Clause. All laws, presidential decrees, executive orders, rules, and regulations inconsistent with this Act are hereby repealed or modified accordingly.

SEC. 14. Effectivity. This Act shall take effect fifteen (15) days after its complete publication in the Official Gazette or in a newspaper of general circulation.

Approved,