

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

Twentieth Congress
First Regular Session

HOUSE BILL NO. **3369**



Introduced by Representative ZALDY "JECOY" S. VILLA

AN ACT
PROVIDING FOR A COASTAL TOURISM PLANNING DEVELOPMENT
PROGRAM

EXPLANATORY NOTE

Our country's coastal regions are among our most beautiful and valuable assets. They offer not only breathtaking scenery and biodiversity but also real potential for sustainable economic growth especially through tourism. However, without careful planning and responsible development, these areas risk being overused or mismanaged, which can lead to long-term environmental and economic damage.

The Coastal Tourism Planning Development Program aims to strike a balance between promoting tourism and preserving our coastal ecosystems. Through this program, we seek to develop tourism infrastructure that respects the natural landscape and cultural heritage of coastal communities. Support local livelihoods creating jobs and opportunities connected to sustainable tourism. Protect and manage coastal resources through environmental safeguards and community engagement. And promote regional development and attract responsible investment that benefits both locals and visitors.

This initiative is more than just a tourism plan it is a long-term vision to ensure our coastal areas thrive for generations to come. It's about putting people and the environment first, while still embracing progress and opportunity.

I believe this program will help us build a more resilient, inclusive, and environmentally responsible future for our coastal communities and the country as a whole.

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


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

SECTION 1. *Short Title.* - This Act shall be known as the “Coastal Tourism Planning and Development Act.”

SECTION 2. *Declaration of Policy.* – It is hereby declared the policy of the State to develop a program of coastal tourism that reconciles tourism, conservation, sustainable development, cultural in integrity, ecological balance, and environmental protection.

To this end, there is a need to establish a national office responsible for the planning and development of coastal tourism in the nation’s coastal zones.

SECTION 3. *Coastal Tourism and Planning Development Office.* – There shall be a Coastal Tourism Planning and Development Office, hereinafter referred to as the CTPDO. The Executive Director of the Office shall be appointed by the President.

The CTPDO shall have the following functions:

- (A) Research and develop sustainable coastal management practices;
- (B) Collect and provide access to information on the magnitude, value, and impacts of ocean and coastal recreation and tourism, including information on a coastal-town and studies on the dynamics of tourism in coastal and marine areas;
- (C) Coordinate with each provincial governor of provinces with coastal areas for the planning and development of coastal tourism in the province;
- (D) Conduct training programs and provide technical assistance to local communities

- to help them sustainably manage coastal recreation and tourism;
- (E) Evaluate current national and local programs related to recreation and tourism, and develop best management practices as part of general guidelines for managing sustainable recreation and tourism industries in the nation's coastal zones;
 - (F) Mobilize public/private partnership to develop coordinate and effective policies and public outreach programs related to coastal recreation and tourism; and
 - (G) Act as a conduit to funding local coastal tourism program that achieve the objectives of the national coastal tourism development plan.

SECTION 4. *Specific Programs.* – the CTPDO shall establish the following programs:

- (A) Safety Program – This program shall endeavor to create a safe and secure recreational environment through the management of coastal hazards, such as erosion, typhoons and floods. The provision of adequate levels of safety for boaters, swimmers and other water users shall be established;
- (B) Clean and healthy coastal eco-system program – The CTPDO shall research and develop sound policies for marine life, wildlife and habitat protection. The program shall endeavor to create attractive coastal environment with clean waters and healthy coastal habitats;
- (C) Beach preservation program – Beach preservation and restoration efforts shall be made on a regular basis to maintain the recreational and attractive values of beaches;
- (D) Rural planning and development program – Plans for the construction of resorts and other facilities based on rational use of the coastline shall be executed and designed to properly manage and protect coastline resources and ensure sustainable coastal development;
- (E) Responsible tourism marketing program – The program shall entail information disseminating with the objective of educating the public about safe and sustainable use of coastal resources. Tourism operators, lodge owners and other tourism product owners along the coast shall be encouraged to include environmental tips and safety warnings for visitors on their marketing material. The program shall also include the organizing and inculcation of professionalism among tour guides.

SECTION 5. *Board of Directors.* – The powers of the CTPDO shall be vested in and exercised by a Board of Directors, hereinafter to as the Board, which shall be composed of the following member:

- (A) Secretary of Tourism, who shall chair the Board;
- (B) Secretary of Environment and Natural Resources;

(C) Secretary of Interior and Local Government;

(D) Dean of the University of the Philippines School of Urban and Regional Planning;
and

(E) Member of a government organization on marine environmental protection.

SECTION 6. *The Executive Director.* – The Executive Director shall be appointed by the President. The Executive Director shall be the chief executive of the CTPDO and shall exercise direct control and supervision over the internal operations, personnel, and representatives of the CTPDO. He or she is also authorized to present CTPDO in its transactions.

SECTION 7. *Appropriations.* – To carry out the provisions of this Act, such sums as may be necessary are hereby authorized to be appropriated from the National Treasury. Thereafter, the amount necessary for the continuous operation of the CTPDO shall be included in the annual appropriation of the Department of Tourism.

SECTION 8. *Separability Clause.* – If any provision of this Act is held invalid or unconstitutional, the same shall affect the validity and effectivity of the other provisions hereof.

SECTION 9. *Repealing Clause.* – All laws, decrees, orders, and issuances, or portions thereof, which are inconsistent with the provisions of this Act, are hereby repealed, amended or modified accordingly.

SECTION 10. *Effectivity Clause.* – This Act take effect fifteen (15) days after its publication in at least two (2) newspaper of general circulation.

Approved.