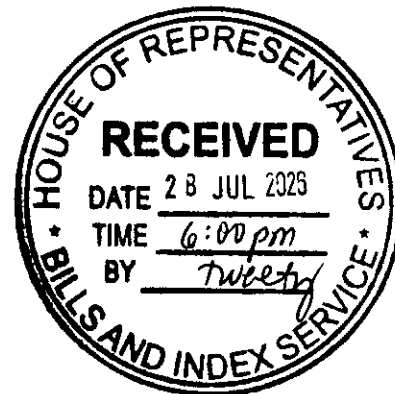


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
Second Regular Session
HOUSE BILL NO. 10348



Introduced by: **REP. ELMER V. CATULPOS**
(I Tahanan Partylist)

EXPLANATORY NOTE

There is a reason this measure is called the PIE de Pilipinas Act. A pie is, first, food — and the simplest promise of this bill is that when a town gets tourism right, there is food on the table: the vendor sells, the driver earns, the boatman feeds his family. Kung may PIE ang bayan, may pagkain sa hapag. A pie is also a share — and the global tourism economy is an enormous pie, worth trillions of dollars, of which our neighbors are enjoying great slices while we have yet to fully claim ours. It is time the Philippines baked its own pie and claimed its rightful slice. And a pie needs a recipe — which is the third meaning, and the heart of this Act: Peace and order, Infrastructure, and Ease of doing business. These are the three ingredients, and any locality that combines them will draw visitors, and prosperity, to its people.

Tourism is one of the fastest, cheapest, and most homegrown hopes we have to uplift ordinary Filipino lives, because our greatest assets — our islands, our culture, our warmth — are already here and cannot be offshored. Yet we have watched our neighbors pull ahead, drawing visitors and billions in earnings that could just as well have been ours. Thailand and Vietnam have shown what is possible when a nation makes tourism a true priority and stands behind the people who deliver it — and our own islands and welcome are second to none. We do not lack beauty, effort, or talent. What we have lacked is a single, shared recipe that every town can follow — one clear national framework, backed by law, to turn our God-given assets into prosperity. This Act supplies it.

Of the three ingredients, two are the government's to provide. Infrastructure — the airports, roads, bridges, ports, terminals, and internet that carry a visitor to a destination — is built by the State; the people may only ask for it. Ease of doing business — the swift, honest permits that let a small enterprise open and grow — is the accountability of government and the local government unit. But the third ingredient, Peace and order, is the people's own slice of the work — and it is the most important of the three.

For peace and order is not merely the absence of crime; it is the presence of the very thing visitors cross the world to feel — the happy vibes of the Filipino. A tourist relaxes, opens up, and falls in love with a place only when they feel safe: safe to walk, to talk to a

stranger, to be themselves. A frightened visitor can never be a delighted one. The warmth that makes a foreigner return, and tell the world to come, is created by our people — and it is real and lasting because it is rooted deep in our culture and traditions. It lives not only in the accredited tour guide, but in the tricycle driver who walks a lost visitor to the pier, and the carinderia auntie who serves a stranger like family. That warmth cannot be faked, and cannot be automated.

This is why peace and order is everyone's task and everyone's stake. When a community keeps its streets safe, treats every visitor as a guest, and refuses to cheat or harm, it is not doing a favor for tourists — it is protecting the very source of its own livelihood, and its children's future. Every crime against a tourist, every act that frightens or cheats a guest, drives away not one visitor but the many they would have told, and the jobs those visitors would have created. To keep the peace is to guard the pie. This Act appeals to that shared conscience — and, more than appeal, it gives communities the structures, the honor, and the rewards to make peace and order their own.

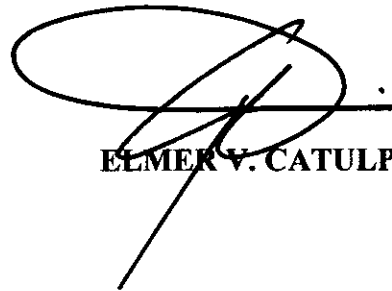
The tools to do this already exist, and the agencies that operate them have done commendable work — they have simply been asked to do it without the permanent structure that only a law can provide. Under the Tourism Act of 2009, the government builds tourism roads together with the Department of Public Works and Highways; and while that program has delivered real gains, the one thing still missing was a clear, objective basis — one that only a law can establish, and that no single agency could put in place on its own — for choosing which destinations to develop first, together with firm arrangements for maintaining finished projects. The point is not that anyone has fallen short, but that a framework built for an earlier time has outgrown the tools it was given.

And our tourism police have served admirably on borrowed ground. Since 2010, dedicated officers have kept our destinations safe under a program operated through memoranda renewed region by region between the Department of Tourism and the Philippine National Police — often carried by officers who take on tourism duties on top of their regular assignments, without a permanent office or a budget of their own. They have done much with little. A matter this vital to the nation's future — the lifeblood of millions of livelihoods — should no longer have to rest on a temporary arrangement; it deserves the permanence, specialization, and dedicated funding of a service of its own, so that those same officers can do even more.

This Act corrects all of this. It institutionalizes a clear, objective, and public categorization of destinations — as Top Destinations, Rising Star Destinations, and Hidden Gems — and makes that categorization the transparent basis for national support, so that budget and infrastructure are guided by clear and objective standards, and so that an unknown hidden gem that keeps the peace and welcomes visitors can earn its way up. It strengthens the infrastructure convergence around that map. It affirms ease of doing business as government's duty. And it establishes, at last, a permanent Philippine Tourism Police Service within the national police — with its own office, its own budget, and its own specialized training — supported by the communities themselves as force-multipliers, so that keeping the peace becomes, truly, everyone's task.

Each of the three ingredients of this Act was separately affirmed by the President in his State of the Nation Address of July 27, 2026: Infrastructure, in the nationwide build-out of airports, ports, roads, and rail that he reported; Ease of doing business, in the beneficial policies that have drawn more than six trillion pesos in investments through the Green Lanes; and the third and greatest ingredient, in his own words — “Peace and order are the foundations of security, for our country, for our region, and for the world.” What the President affirmed as three national priorities, this bill combines into one recipe for every Filipino town — so that the delight of our destinations may be baked, at last, into prosperity on every Filipino table.

Let us bake our own pie, and set a slice on every Filipino table. In view of the foregoing, the immediate passage of this bill is earnestly sought.



ELMER V. CATULPOS

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL NO. 10348

*Introduced by Representative ELMER V. CATULPOS
(I-Tahanan Party-list)*

AN ACT DECLARING TOURISM A NATIONAL DEVELOPMENT PRIORITY, ADOPTING THE PEACE-AND-ORDER, INFRASTRUCTURE, AND EASE-OF-DOING-BUSINESS (PIE) FRAMEWORK AS THE NATIONAL STANDARD FOR TOURISM COMPETITIVENESS, INSTITUTIONALIZING THE CATEGORIZATION OF TOURISM DESTINATIONS AS THE BASIS FOR NATIONAL SUPPORT, ESTABLISHING A PERMANENT PHILIPPINE TOURISM POLICE SERVICE WITHIN THE PHILIPPINE NATIONAL POLICE, STRENGTHENING REPUBLIC ACT NO. 9593, AND FOR OTHER PURPOSES

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 “PIE de Pilipinas Act” or the “National Tourism Priority, Destination Categorization, and Tourism Police Act.”

SECTION 2. Declaration of Policy. — It is the policy of the State to develop tourism as a national development priority and as one of the fastest, most inclusive, and most homegrown paths to uplift the lives of ordinary Filipinos. The State adopts the Peace-and-order, Infrastructure, and Ease-of-doing-business (PIE) Framework as the national standard for the readiness and competitiveness of tourism destinations, recognizing that infrastructure and ease of doing business are the accountability of government, while peace and order — including the warmth and welcome that make a destination delightful — is the shared contribution of every community to its own prosperity. The State shall categorize and support destinations by objective merit and potential rather than political influence, and shall spread the benefits of tourism to emerging communities across the country, so that there is, as this Act’s name promises, a pie on every Filipino table — a fair share of the nation’s tourism prosperity for ordinary Filipinos. This Act shall strengthen Republic Act No. 9593 and complement the companion measures of this Congress on the welfare of tourism frontliners and of tourism enterprises.

SECTION 3. Definition of Terms. — As used in this Act:

- (a) *PIE Framework* refers to the three-part national standard for tourism competitiveness comprising Peace and order, Infrastructure, and Ease of doing business, by which destinations are developed, measured, and supported under this Act.
- (b) *Happy vibes* refers to the warmth, hospitality, and sense of welcome, rooted in Filipino culture and tradition, that visitors experience through their interactions with Filipinos, and which the State recognizes as a national tourism asset and an element of peace and order.
- (c) *Tourism destination* refers to a city, municipality, or defined area recognized for its tourism value and categorized under Section 6.

- (d) *Top Destination, Rising Star Destination, and Hidden Gem* refer to the categories of tourism destinations established under Section 6.
- (e) *Philippine Tourism Police Service* refers to the permanent, specialized service within the Philippine National Police established under Section 11.
- (f) *Tourism Peace-and-Order Auxiliary* refers to the trained, deputized, and supervised community force-multipliers organized under Section 14.

SECTION 4. Scope and Relationship to Existing Laws. — This Act strengthens and supplements Republic Act No. 9593 (Tourism Act of 2009), and shall be implemented in harmony with Republic Act No. 11032 (Ease of Doing Business and Efficient Government Service Delivery Act of 2018), Republic Act No. 6975 as amended by Republic Act No. 8551 (the laws governing the Philippine National Police), Republic Act No. 7160 (Local Government Code), and Republic Act No. 10121 (Philippine Disaster Risk Reduction and Management Act). The welfare of tourism frontliners and of tourism micro, small, and medium enterprises is addressed in the companion measures of this Congress; this Act establishes the destination framework and the peace-and-order machinery to which those measures relate.

SECTION 5. The PIE Framework. — The State adopts the PIE Framework as the national standard by which the readiness and competitiveness of every tourism destination shall be developed, measured, and supported. For purposes of this Act: Peace and order includes the safety of visitors and residents and the warmth and welcome, or happy vibes, that make a destination delightful; Infrastructure includes the airports, roads, bridges, seaports, terminals, connectivity, and utilities that make a destination accessible; and Ease of doing business includes the swift, honest, and non-discriminatory processes that allow tourism enterprises, especially micro and small ones, to open and grow.

SECTION 6. Categorization of Tourism Destinations. — The Department of Tourism (DOT) shall categorize tourism destinations into three tiers — Top Destinations, Rising Star Destinations, and Hidden Gems — according to objective, published, and transparent criteria, including actual local and international visitor arrivals, performance under the PIE Framework, and tourism potential. The categorization shall:

- (a) Be based on verifiable data and published criteria, and shall not be determined by the political affiliation or influence of any official;
- (b) Be reviewed and updated periodically, so that a destination may rise from Hidden Gem to Rising Star to Top Destination through its own effort and improvement;
- (c) Include a clear, published guide by which any local government unit may learn how to qualify and advance in category; and
- (d) Be subject to a transparent process for the review of a destination's classification.

SECTION 7. Categorization as Basis for National Support. — The categorization under Section 6 shall be the transparent basis for the prioritization of national program support, budget, and infrastructure for tourism. To ensure that support uplifts emerging and not only established destinations, Rising Star Destinations and Hidden Gems shall be provided a development pathway, with dedicated support to build their PIE readiness, so that the benefits of tourism are spread to new communities across the country and are not concentrated in a few.

SECTION 8. Infrastructure Convergence (I). — Pursuant to Sections 34 and 37 of Republic Act No. 9593, the tourism infrastructure convergence among the DOT, the Department of

Public Works and Highways, and the Department of Transportation shall be strengthened and made continuous, with the categorization under Section 6 as the objective basis for identifying and prioritizing tourism roads, airports, seaports, terminals, and connectivity projects. The convergence shall be reinforced to address the gaps identified in program reviews, including a clear and objective basis for prioritization, firm agreements with local government units for the maintenance of completed projects, and a reliable, publicly accessible monitoring system.

SECTION 9. Ease of Doing Business (E). — The State affirms that ease of doing business in tourism is the accountability of the government and the local government units. Consistent with Republic Act No. 11032, national agencies and local government units shall provide swift, honest, non-discriminatory, and facilitative processing of the permits and requirements of tourism enterprises, giving particular support to tourism micro, small, and medium enterprises as provided in the companion measure of this Congress.

SECTION 10. Peace and Order and the Community Covenant (P). — The State recognizes peace and order as the foundation of a delightful destination and as the shared contribution of every community to its own tourism prosperity. Because the safety and warmth experienced by visitors are created principally by residents themselves, the State shall empower, honor, and reward communities that keep the peace and welcome visitors, through the structures and incentives in this Act. Nothing in this section shall be construed to compel any private conduct; the community contribution to peace and order shall be encouraged through partnership, recognition, and reward, and never through compulsion.

SECTION 11. Establishment of the Philippine Tourism Police Service. — There is hereby established, as a permanent and specialized service within the Philippine National Police, the Philippine Tourism Police Service, with its own office, organizational identity, and dedicated budget, following the model of the existing specialized units of the Philippine National Police. The Service shall have a specialized recruitment, training, and career track, and shall be deployed to tourism destinations according to the categorization under Section 6 and the needs of visitor and resident safety. The establishment of the Service within the Philippine National Police shall be consistent with the constitutional mandate of a single national police force, and shall give a permanent institutional home to the tourism-policing functions heretofore carried out through temporary memoranda of agreement.

SECTION 12. Mandate and Functions of the Service. — The Philippine Tourism Police Service shall:

- (a) Ensure the safety and security of tourists and residents alike in tourism destinations;
- (b) Protect both tourists and locals from abuse, exploitation, or harassment by either;
- (c) Provide rescue, emergency response, and crisis and crowd management in tourism areas;
- (d) Assist and guide visitors with information, direction, and aid;
- (e) Maintain peace and order while preserving the warmth and good perception that draw visitors; and
- (f) Coordinate with the DOT, local government units, tourism frontliners, and the community auxiliary.

SECTION 13. Specialized Training and Benchmarking. — The Service shall maintain a specialized training curriculum, benchmarked against international best practices in tourism policing, and shall weave into that training the Filipino brand of service and cultural warmth — friendly but

respected — together with skills in rescue, crisis and crowd management, tourist guiding and de-escalation, protection against abuse of and by tourists, and awareness that every interaction shapes the nation's standing before the international community.

SECTION 14. Tourism Peace-and-Order Auxiliary. — The Service shall organize, train, deputize, and supervise a Tourism Peace-and-Order Auxiliary composed of willing local government personnel, barangay peacekeeping officers, and accredited tourism frontliners, to serve as force-multipliers in keeping tourism destinations safe and welcoming. The Auxiliary shall assist, observe, guide, and report, and shall operate strictly under the supervision and rules of the Service. It shall not exercise the power of arrest nor bear arms by reason of this Act, and shall never be used as a private or political force. Through the Auxiliary, peace and order becomes the shared work of the whole community in protecting its own livelihood.

SECTION 15. Community Recognition and Incentives for Peace and Order. — A community's record of visitor safety and hospitality shall form part of its performance under the PIE Framework and its categorization under Section 6, and shall be a basis for recognition and priority support. The DOT and the Department of the Interior and Local Government shall establish a program to honor and reward barangays, communities, and local government units that make their destinations safe, clean, and welcoming, so that the community contribution to peace and order is met with tangible recognition and benefit.

SECTION 16. Happy Vibes as a National Tourism Asset. — The State recognizes the warmth and hospitality of the Filipino — the happy vibes rooted in our culture and shared even by those not directly employed in tourism — as a national tourism asset to be cherished and cultivated through education, recognition, and honor, and never by compulsion. Programs under this Act shall nurture this culture of welcome as a shared source of national pride and prosperity.

SECTION 17. Source-Market Profiling and Authentic Promotion. — The DOT shall, using the visitor-arrivals data underlying the categorization under Section 6, profile the principal source markets — the countries and places of origin of visitors — of each destination, and shall align tourism promotion, marketing, and the language and cultural training of frontliners to those markets. The DOT shall favor authentic, experience-based promotion: engaging personalities, creators, and other influential figures from a destination's source markets who have genuinely visited and experienced the destination, and featuring their real interactions with local tourism frontliners and communities, so as to convey the genuine warmth and the sense of homecoming that draw visitors to return. Such engagements shall be transparent and truthful, the featured experience shall be genuine, and any paid partnership shall be disclosed as such, so that the promotion strengthens rather than undermines the authenticity it conveys.

SECTION 18. Implementing Agencies. — The DOT shall lead the PIE Framework and the categorization; the Philippine National Police shall establish and operate the Philippine Tourism Police Service; the DPWH and the Department of Transportation shall implement the infrastructure convergence; the Department of the Interior and Local Government and local government units shall implement the community peace-and-order and ease-of-doing-business measures; and the National Commission on Indigenous Peoples shall be consulted where destinations involve ancestral domains, consistent with the companion frontliner measure and the Indigenous Peoples' Rights Act.

SECTION 19. Appropriations. — The amount necessary to carry out this Act shall be provided under a new appropriation in the annual General Appropriations Act, with distinct line items for (a) the Philippine Tourism Police Service, which shall have its own permanent budget so that it no longer depends upon temporary memoranda; (b) the destination categorization system; and (c) the development pathway for Rising Star Destinations and Hidden Gems. The same shall not be sourced by diminishing existing tourism, infrastructure, or police programs.

SECTION 20. Implementing Rules and Regulations. — Within ninety (90) days from the effectivity of this Act, the DOT, in coordination with the PNP, DPWH, DOTr, DILG, ARTA, NCIP, and representatives of local government units and tourism stakeholders, shall promulgate the implementing rules and regulations, including the published categorization criteria and the training curriculum of the Service. Failure to promulgate the same shall not prevent the implementation of this Act.

SECTION 21. Congressional Oversight. — A Congressional Oversight Committee, composed of the chairpersons and members of the appropriate committees of both Houses, shall monitor the implementation of this Act and review its effectiveness, particularly the operation of the Philippine Tourism Police Service and the fairness of the categorization, within three (3) years from its effectivity.

SECTION 22. Separability Clause. — If any provision of this Act is declared invalid or unconstitutional, the other provisions not affected thereby shall remain in full force and effect.

SECTION 23. Repealing Clause. — All laws, decrees, executive orders, rules and regulations, and other issuances or parts thereof inconsistent with this Act are hereby repealed, amended, or modified accordingly.

SECTION 24. Effectivity. — This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved.