

## Executive Order No. 2011 - 005

### SUPPORTING AND AIDING THE DEPARTMENT OF TOURISM'S IMPLEMENTATION OF THE COMPREHENSIVE SYSTEM OF ACCREDITATION FOR TOURISM ENTERPRISES IN THE CITY OF NAGA

**WHEREAS**, R.A. 9593, otherwise known as the "Tourism Act of 2009" declares tourism "as an engine of investment, employment, growth and national development";

**WHEREAS**, the City of Naga is a popular tourist destination for local and foreign visitors;

**WHEREAS**, the City of Naga is considered as the center of trade, education, culture, religion, and tourism in the Bicol Region because of its strategic location, rich history, and dynamic culture;

**WHEREAS**, the City Government understands the great economic potential of tourism industry and the City Government's role in developing it into a viable and productive economic engine;

**WHEREAS**, Section 14 (c & d) in Sub-chapter II-A of R.A. 9593 authorizes the Office of Tourism Standards and Regulations to "Develop and enforce a comprehensive system of mandatory accreditation for primary tourism enterprises, and voluntary accreditation for secondary tourism enterprises" and "Establish a system of registration, information, linkage, and mutual assistance among accredited tourism enterprises to enhance the value of accreditation and improve the quality of service rendered by such enterprises";

**WHEREAS**, the "Tourism Act of 2009" mandates Local Government Units to aid national agencies in the development, management, and promotion of local tourism destinations;

**WHEREAS**, the City Government realizes the importance of tourism accreditation as a mechanism to improve existing services offered by primary and secondary tourism enterprises;

**WHEREAS**, there is a need to fully implement standards, regulations, and accreditation as well as monitor the quality of services rendered by tourism enterprises;

**NOW THEREFORE, I, JOHN G. BONGAT**, Mayor of the City of Naga, by the powers vested in me by law, do hereby order the following:

**SECTION 1.** *Coordination with DOT.* The Public Information Division of the City Mayor's Office and the Arts, Culture, and Tourism Office (ACTO) shall coordinate with the Department of Tourism (DOT), specifically the Office of Tourism Standards and

Regulation under the Office of the Undersecretary for Tourism Regulation, Coordination and Resource Generation as well as the Regional Director of the DOT regarding the procedures and guidelines, as well as technical assistance for accreditation of primary and secondary tourism enterprises.

**SECTION 2.** *Consultation with stakeholders.* Upon consultation with the DOT, the Public Information Division of the City Mayor's Office and the ACTO are hereby directed to coordinate with business organizations and owners and managers of primary and secondary tourism enterprises in preparation for the full implementation of the national government's tourism accreditation policy. The ACTO will provide guidelines for standards to primary tourism enterprises. Secondary tourism enterprises may also request for copies of the guidelines. Copies of this Executive Order shall be given in advance to all registered business establishments identified as tourism enterprises.

**SECTION 3.** *Information dissemination.* All departments and agencies of the City Government concerned with public information services are hereby tasked to utilize all tools, methods and media to effectively inform owners and managers of primary and secondary tourism enterprises, as well as the general public of the value of tourism accreditation and the urgent need thereof.

**SECTION 4.** *Inter-agency coordination.* The City Treasurer's Office shall provide an updated list of all business enterprises and establishments to the Arts, Culture, and Tourism Office for immediate identification and classification of said establishments into primary or secondary tourism enterprises. The ACTO is also hereby directed to provide a copy of the accreditation guidelines of Department of Tourism to all identified primary tourism enterprises.

**SECTION 5.** *Inspection team.* After prior consultation with stakeholders, the creation of an accreditation inspection team is hereby mandated to ensure the quality of standards and services offered by primary tourism enterprises. Secondary tourism enterprises will be inspected upon voluntary application for accreditation. Inspections will be unannounced and will be conducted during business hours in consideration of applicants' privacy. Members of the inspection teams must identify themselves prior to inspection and must present valid IDs. The team will be composed of the following:

- |              |   |
|--------------|---|
| Team leader: | Representative from the Arts, Culture, and Tourism Office   |
| Members:     | <ol style="list-style-type: none"><li>1. Documentation staff from the Arts, Culture, and Tourism Office</li><li>2. Fire Safety Inspector from the Naga City Fire Station</li><li>3. Representative from the Business Licensing Division, City Treasurer's Office</li><li>4. Building Code Inspector from the City Engineer's Office</li><li>5. Representative from the City Environment and Natural Resources Office (for eco-agri-tourism destinations)</li><li>6. Representative from the Naga City Peoples Council</li></ol> |

The inspection team shall provide itself with a set of inspection checklist of minimum standard requirements. All deficiencies found as well as the requirements duly complied with shall be noted in the checklist. Observations, objections, and relevant comments of the enterprise manager or owner will be noted. The applicant shall then be furnished with a copy of the accomplished inspection checklist.

**SECTION 6.** *Classification of tourism enterprises.* Primary and secondary tourism enterprises shall be classified according to the IRR of the "Tourism Act of 2009" to wit:

Primary Tourism Enterprises

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|---|-----------------------------------|
| 1. Travel and tour operators  | 6. Health and wellness facilities |
| 2. Hotels, resorts, motels, pension houses, inns, hostels, apartelles, lodging houses, ecolodges, bed and breakfast places, private residences used for homestay and other places of accommodation. | 7. Rest areas in gas stations     |
| 3. Meetings, incentives, conventions and exhibit organizers and facilities  | 8. Agri-tourism facilities        |
| 4. Sports and recreational facilities   | 9. Museums and galleries          |
| 5. Foreign exchange dealers   |                                   |

Secondary Tourism Enterprises

1. Restaurants
2. Specialty shops
3. Department stores
4. Theme parks
5. Zoos

Restaurants, shops, stores, and stalls offering Bicolano cuisine and souvenir shall be considered primary tourism enterprises. To further encourage tourists to patronize local establishments, the inspection team shall also take note of the availability of credit or debit card payment systems.

In lieu of representatives from the Naga City Fire Station, City Treasurer's Office, or the City Engineer's Office, updated documents pertaining to the safety of buildings and quality of services such as valid Mayor's Permit and Fire Safety Inspection Certificate may be substituted.

**SECTION 7.** *Confidentiality of data.* Information and documents received or filed for purposes of applying for accreditation shall be treated as confidential and shall not be divulged to any private party without the consent of the party concerned.

**SECTION 8.** *Processing of Applications for accreditation.* The ACTO shall collate, evaluate and submit all findings for accreditation thru the Department of Tourism's Online Accreditation System. Applicants unable to comply with accreditation standards shall be notified of their deficiencies for their compliance. Updated records of all establishments will be kept by said office and copies of which shall be forwarded to the City Treasurer's Office and the Naga City Investment Board.

**SECTION 9.** *Accreditation.* Upon satisfactorily qualifying for accreditation, primary and secondary tourism enterprises will be given a certificate from the Department of Tourism. This shall be accompanied by a certificate from the City Government indicating the type of business establishment as well as the date of inspection, date of awarding of accreditation, and the expiration date of said accreditation. The proof of accreditation shall be posted on a conspicuous area of the establishment and shall include contact details for complaints.

Fully accredited primary and secondary tourism enterprises will be given preference by the Department of Tourism and the City Government in tourism promotions and marketing campaigns as provided for in the Tourism Act of 2009 Implementing Rules and Regulations, Rule VII, Chapter 1, Section 123 (a). The Arts, Culture, and Tourism Office shall also orient local and foreign tourists regarding the value of accreditation.

**SECTION 10.** *Monitoring and Implementation.* The inspection team shall also concurrently serve monitoring functions pertaining to the implementation of standards regulations and the ACTO, as the secretariat of the inspection team shall receive all complaints and issue notices to enterprises who fail to comply with standards regulations and are found in violation of the terms of their accreditation.

**SECTION 11.** *Effectivity.* This Executive Order shall immediately take effect after its approval.

Issued this 9<sup>th</sup> day of February 2011 at Naga City, Philippines

**JOHN G. BONGAT**  
City Mayor

Attested by:

**FLORENCIO T. MONGOSO, JR. CSEE**  
Department Head II and Acting City Administrator