



Republic of the Philippines
Tanggapan ng Sangguniang Panlungsod
City of Naga



ORDINANCE NO. 2003-004

AN ORDINANCE CREATING THE NAGA CITY TOURISM COUNCIL DEFINING ITS COMPOSITION, DUTIES AND FUNCTIONS:-

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Be it ordained by the Sangguniang Panlungsod of the City of Naga, that:

SECTION 1. - TITLE. - This ordinance shall be known as “An Ordinance Creating the Naga City Tourism Council”.

SECTION 2. - PURPOSE. - The creation of the Naga City Tourism Office (NCTO) and the establishment of the Naga City Conventions and Visitors Office (NCCVO), mandated under Executive Order No. 93-001, have led to the promotion and improvement of the tourism industry in the city. Operations of the said offices (NCTO & NCCVO) paved the way for the selection/election of the set of officers who carried out the implementation of tourism development efforts of the city.

For the purpose of strengthening and of continuously spearheading the efforts in the promotion and development of the tourism industry in the city, this Ordinance creating the Naga City Tourism Council needs to be enacted. The Naga City Tourism Council that shall be created shall prepare a comprehensive development tourism development program for the city and implement the same upon approval by the Sangguniang Panlungsod.

SECTION 3. - COMPOSITION OF THE NAGA CITY TOURISM COUNCIL AND MEMBERSHIP. - The Council shall be composed of the following:

Honorary Chairman:	The City Mayor
Chairman:	The Chairman, SP Comm. On Tourism
Co-Chairman:	Private Sector
Vice-Chairman:	From Private Sector
Secretary:	From Private Sector
Treasurer:	From Private Sector
Board of Directors:	All the Members of the SP Comm. on Tourism Chairman, SP Comm. on Public Safety The Chief, Naga City Tourism Information Office President, Hotel & Rest. Assoc. of Naga City City Engineer City Health Officer The Chief of Police The Division Schools Superintendent The DOST Tourism Provincial Field Coordinator

The representative from the private sector who will sit as Co-Chairman of the Council shall be elected annually by the members of the private sector.

The Board of Directors shall also have the power to set and draw up policies and implementing rules and regulations affecting or related to the promotion of the tourism industry in the city in general, and that includes the guidelines in the election of the positions of Vice-Chairman, Secretary and Treasurer.

SECTION 3.1. - MEMBERSHIP. - All Members of the Council shall be composed of 60% from the private sector and 40% from the government sector upon the discretion of the Board of Directors. Private sector participation must be drawn mainly from the business sector, and must comprise majority of the membership. All associations/entities which directly represent various sectors/elements of the tourism industry in the city are automatically members of the Naga City Tourism Council (City and Honorary Members only).

SECTION 3.2. - CLASSIFICATION OF MEMBERSHIP. - There shall be three classes of members, namely:

1. CITY MEMBERS - all associations/entities which directly represent various sectors/elements of the tourism industry in the city, as follows;
 - i. Airlines, both national and foreign; Hotels; Restaurants; Resorts; Tour/Travel Agencies; Tourist Land Transport Operators; Professional Congress Organizers; Tourist Souvenir Shops and other entities connected with the tourism industry
2. ALLIED MEMBERS - all associations/entities which do not directly represent any of the sectors/elements of the tourism industry in the city but which, nevertheless, are interested in the promotion/development of tourism in general; or which have tourism functions/interests but are not wholly private in structure or character; or which by virtue of discipline or business or otherwise are tourism-related.
3. HONORARY MEMBERS - all individuals, firms or associations, who/which by virtue of his/its contribution to the advancement of tourism deserve recognition.

SECTION 3.3. - MEMBERSHIP ADMISSION REQUIREMENTS. - The Board of Directors, upon the recommendation of the Committee on Membership, which shall be created by the Council, shall have the power to admit members, subject to such limitations and restrictions as it may impose. All applications for membership (Allied Members) shall be submitted in writing in the prescribed form of the Council, addressed to the Board of Directors, who shall submit the same to the Committee on Membership.

SECTION 3.4. - TERMINATION OF MEMBERSHIP. - The Board of Directors upon the recommendation of the Committee on Membership may terminate the membership of any member for any of the following causes:

- a. Unethical business practices which are highly derogatory of or inimical to the industry and/or the Council;
- b. Cessation by the member from his/its tourism-oriented or related business;

- c. Failure to effectively represent the sector concerned;
- d. Failure to pay fees or assessments that may be decided by the Council upon due consultation with and approval of the majority of its members.

SECTION 4. - SOURCES OF FUNDS. - The funds of the Council shall consist of (a) fees and dues approved by the members and the Board of Directors; (b) voluntary donations; (c) proceeds of the activities undertaken by the association; (d) financial assistance thru local legislation; as well as any other income that may be legally earned by the Council.

SECTION 5. - MEETINGS AND QUOROM. - The Naga City Tourism Council shall have a minimum frequency of meetings of four (4) times a year (quarterly). Any number of the officers and members present in any meeting called upon prior written notice shall constitute a quorum.

SECTION 6. - DUTIES AND FUNCTIONS OF THE COUNCIL. - For the purpose of this ordinance, the Naga City Tourism Council shall have the following duties and functions:

1. To work for unity and mutual cooperation among all members of the different sectors in the tourism industry with the end in view of striving for the common interest and welfare of the industry;
2. To coordinate rationalization of the various programs and activities undertaken by the different sectors, both government and private;
3. To act as the consultative body in matters pertaining to issues affecting the conduct of the tourism industry in the city;
4. To spearhead efforts in the formulation of policies concerning the promotion and development of tourism in the city requiring legislation or other action;
5. To formulate plans and programs for the improvement of existing landmarks and tourist spots in the city, and to identify more areas for tourism development; and
6. To represent the tourism industry of the city in various functions and events.

SECTION 7. - BASIC CONCERNS/ACTIVITIES OF THE NAGA CITY TOURISM COUNCIL. - In the interim, it shall:

1. Promote the city as a:
 - a. Convention center;
 - b. Religious/historical/cultural center;
 - c. Recreation/Resort center;
 - d. Business center;
 - e. Billeting for Bicolwide visitors and tourists.
2. Sell the city (site, facilities, culture, activities) to civic clubs, professional organizations, travel and tourism agencies and recommend measures to line offices of the city government which will improve the city's tourism potential;
3. Initiate, maintain and monitor sanitation, cleanliness and beautification activities in the city;

4. Monitor major road and street improvements and plans particularly those that affect access to city proper and tourist spots, and to seek government action where it may be urgently needed;
5. Oversee maintenance and upkeep of public toilets and comfort areas inside restaurants, hotels, gas stations, movie houses, bus stations, and other public places;
6. Coordinate and package periodic tourist events (develop and promote regular food festivals, sports fests, cultural presentations, etc.... as tourism activities) in the city;
7. Coordinate with the private sector and government agencies in the identification, planning and implementation of tourism-oriented activities;
8. Identify, plan and develop potential tourist spots in the city and study and initiate the development and establishment of a cultural/tourism museum depicting in visual arts and photos, religious and archeological artifacts, costumes and other paraphernalia, the history, culture, cultural development and achievement and religiosity of the community;
9. Study and initiate installation of highly visible (uniform) road directional signs and billboards leading to various tourist destinations in the city and at the same time institute measures to protect historical sites and the environment from any adverse effect of tourism;
10. Accredite and classify tourism-oriented establishments in accordance with standards set by the Department of Tourism;
11. Plan, develop and initiate training programs for personnel in food and lodging establishments and local tour guides (when necessary) in collaboration with accredited organizations; and
12. Liaise and coordinate with police agencies on matters of traffic and peace and order conditions affecting tourism and to monitor and assist in the early resolution of crimes reported by tourists.

SECTION 8. - SEPARABILITY CLAUSE. - Any provision/s or portion/s of this ordinance found to be violative of the constitution or invalid shall not impair the other provisions or part/s thereof which shall continue to be in force and in effect.

SECTION 9. - REPEALING CLAUSE. - Ordinances, rules and regulations or parts thereof, which are inconsistent or in conflict with the provisions of this ordinance, are hereby repealed or modified accordingly.

SECTION 10. - EFFECTIVITY. - This ordinance shall take effect immediately upon its approval and publication in a newspaper of general circulation.

ENACTED: January 15, 2003.

WE HEREBY CERTIFY to the correctness of the foregoing ordinance.

ESTEBAN R. ABONAL
City Vice Mayor & Presiding Officer

GIL A. DE LA TORRE
Board Secretary II
& Secretary Designate

APPROVED:

JESSE M. ROBREDO
City Mayor