

Republic of the Philippines
Office of the City Mayor
 City of Naga, 4400



EXECUTIVE ORDER NO. 2023-035
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**CREATING THE TECHNICAL WORKING GROUP FOR THE FORMULATION
 OF THE NAGA CITY TOURISM DEVELOPMENT PLAN**

WHEREAS, Section 37 of Republic Act No. 9593, otherwise known as the "Tourism Act of 2009" states that Local Government Units (LGUs), in consultation with stakeholders, are encouraged to utilize their powers under Republic Act No. 7160, otherwise known as the Local Government Code of 1991, to ensure the preparation and implementation of a tourism development plan, the enforcement of standards and the collection of statistical data for tourism purposes, to develop and promote tourism and the general welfare in their respective jurisdictions;

WHEREAS, DILG Memorandum Circular (MC) No. 95-162 encourages Local Chief Executives (LCEs) to organize Tourism Councils in their jurisdictions, composed of government and private sector representatives to formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds;

WHEREAS, the State declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold and enhance a sense of national pride among all Filipinos;

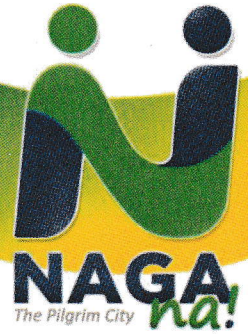
WHEREAS, the City of Naga is an emerging tourist destination with a rich cultural and historical heritage and as the Bicol Region's economic, cultural, educational, and religious center;

WHEREAS, there is a need to formulate a Tourism Development Plan (TDP) that will: a) set the goals for tourism in Naga in the next ten (10) years, b) formulate the strategies, and c) identify the programs, projects and activities that need to be implemented to attain the city's tourism goals;

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WHEREAS, Executive Order No. 2023-010, which took effect on 5 May 2023 constituted the Naga City Tourism Council, which is tasked, among others, to “ensure the preparation and implementation of a tourism development plan...”;

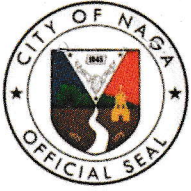
WHEREAS, the creation of a Technical Working Group that can focus personnel and resources can result to more efficient and effective formulation of the city’s tourism development plan;

NOW THEREFORE, I, NELSON S. LEGACION, Mayor of the City of Naga, by virtue of the powers vested in me by the law, do hereby order the following:

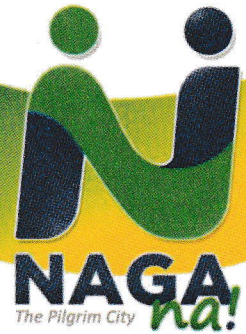
SECTION 1. CREATION. There is hereby created a Technical Working Group (TWG) that will take the lead in the formulation of the Naga City Tourism Development Plan (TDP).

SECTION 2. COMPOSITION OF THE TECHNICAL WORKING GROUP. The TWG shall be headed by the Executive Director of the Investment & Tourism Promotions Office who shall serve as chairperson. The members shall be composed of the following:

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| a) City Planning and Development Office | - Department Head |
| b) City Environment and Natural Resources Office | - Department Head |
| c) City Engineer's Office | - Department Head |
| d) City Events, Protocol and Public Information Office | - Department Head
- Executive Officer |
| e) Metro Naga Development Council | |
| f) Naga City Police Office (Tourist Police Unit) | - Officer-In-Charge |
| g) Metro Naga Tourism Council | - President |
| h) Representatives of the following associations of Tourism Stakeholders | |
| • Hotels and accommodations | |
| • Resorts | |
| • Restaurants/Food and Beverages | |
| • Travel Agencies and Tour Operators | |
| • Tour Guides | |
| • Event Organizers | |
| • Academe | |



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SECTION 3. DUTIES AND FUNCTIONS. The TWG shall perform the following duties and functions:

- a) Prepare a work plan for the preparation of the TDP;
- b) Formulate the tourism development plan;
- c) Conduct consultations with residents and stakeholders;
- d) Present the TDP to the Naga City Tourism Council for the latter's approval
- e) Assist the Naga City Tourism Council in presenting the TDP to the Sangguniang Panlungsod and other institutions that the former may deem necessary.

The Naga City Tourism Council shall be responsible for seeking the approval of the Sangguniang Panlungsod of the city's Tourism Development Plan.

SECTION 4. TERM. The Technical Working Group shall exist until it has accomplished the purpose of this Executive Order.

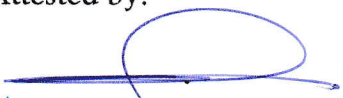
SECTION 5. FUNDING. The budgetary requirements for the conduct of activities and delivery of outputs shall be sourced from local funds.

SECTION 6. EFFECTIVITY. This executive order shall take effect immediately.

Issued this 4th day of September 2023 at Naga City, Philippines.


NELSON S. LEGACION
City Mayor

Attested by:


ELMER S. BALDEMORO
City Administrator