



OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 13-A S. 2016

EXECUTIVE ORDER RECONSTITUTING THE MATNOG TOURISM, CULTURE AND ARTS DEVELOPMENT COUNCIL (TCADC)

WHEREAS, Eco-cultural tourism is one of the main thrusts for culture and tourism development adopted by the Municipal Government in consonance with the national government's effort to encourage the conservation of the environment and development of the tourism industry;

WHEREAS, the present administration deems it necessary to reconstitute the TCADC to formulate policies and to craft plans geared towards the promotion of tourism at the same time safeguard these natural sites from degradation and desecration and to implement policies and programs for the development of the culture and the arts;

WHEREAS, the level of consciousness of our people about our own cultural values shall be raised in order to strengthen our culture and to instill nationalism and cultural unity through information dissemination and promotion;

WHEREAS, it is the duty of every citizen to preserve and conserve the Filipino historical and cultural heritage and resources, retrieval and conservation of artifacts of Filipino culture and history shall be pursued by the council;

NOW, THEREFORE, I, CLAUDITH M. SO, Municipal Mayor of Matnog, by virtue of the powers vested in me by the Local Government Code of 1991 do hereby reconstitute the Matnog Tourism, Culture and Arts Development Council (TCADC) of the Municipality of Matnog, Sorsogon.

Section 1. Composition. There shall be reconstituted TCADC whose composition shall include the following:

Chairperson : **Hon. CLAUDITH M. SO**
Municipal Mayor

Vice Chairperson : **Arch. JOSELITO S. GARRIDO**
MPDC

Members : **Hon. JOSEPH O. GO**
Chairman, SB Committee on Tourism, Trade and
Commerce

Hon. SALVADOR L. FRENCILLO
Chairman, SB Committee on Education, Culture and Arts

Hon. CELERINA CECIL H. UBALDO
President, Liga nga mga Barangay

DELEN A. HURTADO
Municipal Tourism Officer - Designate

Engr. ANTONIO C. GONEO
Municipal Engineer

REBECCA M. DELLOSA
Municipal Budget Officer

JULIET TAMBOONG
PSDS, DepEd Matnog District

DELSON GARDON
President, BOOM

CELSO GARDON
Chieftain, Agta-Cimmaron IP Community of Naburacan


Section 2. Functions

1. Prepare and implement Local Tourism-Culture and Arts Development plans that integrate zoning, land use, infrastructure development, standards and sustainable development;
2. Adopt and enforce the national standard for operation of tourism enterprise and the development of cultural industries;
3. Plan and formulate policies relative to development based on the thrust of ecotourism without disturbing the present farming activities of the farmer occupants in the ecotourism areas while preserving their local cultural and historical heritage; and
4. Initiate and coordinate necessary undertakings for by the promotion of existing and potential tourism areas in the municipality, as well as cultural objects and sites, in the tourism market.

Section 3. Effectivity

This executive order shall take effect immediately.

Issued this 16th day of August 2016 at Matnog, Sorsogon.



CLAUDITH M. SO
Municipal Mayor



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OFFICE OF THE SANGGUNIANG BAYAN

EXCERPTS FROM THE MINUTES OF THE 23rd REGULAR SESSION OF THE 7th COUNCIL HELD AT THE SB SESSION HALL MUNICIPAL BUILDING, MATNOG, SORSOGON ON JULY 09, 2012 AT 1:00 IN THE AFTERNOON

Present:	Honorable Alex B. Dulay	Municipal Vice Mayor (Presiding Officer)
	Honorable Joseph Alan G. Gacis	-do-
	Honorable Evelyn S. Garalde	-do-
	Honorable Salvador I. Frencillo	-do-
	Honorable Benjamin R. Rili	-do-
	Honorable Julio E. Garduque	-do- (ABC President)
	Honorable Rotchien P. Fuster	-do- (SKMF President)

Excused: Honorable Edward Ruel T. Barlin Municipal Councilor

Absent: Honorable Christopher G. Hadap Municipal Councilor
Honorable Carlos G. Estrelon, Jr. -do-
Honorable Ernie G. Garcera -do-

Municipal Ordinance No. 02-2012

AN ORDINANCE ENACTING THE MUNICIPAL TOURISM CODE, ESTABLISHING PROCEDURES AND MEASURES FOR THE EFFECTIVE DEVELOPMENT AND PROMOTION OF TOURISM AS A MAJOR INDUSTRY OF THE MUNICIPALITY PROVIDING FUNDS THEREFOR, AND FOR OTHER PURPOSES

Authors: Honorable Edward Ruel T. Barlin and Honorable Salvador L. Frencillo

Be it ordained by the Sangguniang Bayan of Matnog, that:

Chapter I ✓

BASIC PRINCIPLES, OBJECTIVES AND DEFINITIONS

Section 1. Title – This Ordinance shall be known as the Matnog Tourism Code of 2012.

Section 2. Declaration of Principles. One with the province of Sorsogon, Matnog strive to be “a haven for an integrated, ecologically nurturing, cultural and gender sensitive tourism providing holistic and enriching experience to both local and international tourists and contributing to the sustained economic growth and development of the local communities.”

We will develop the tourism industry of Matnog in partnership with the private sector, Civil Society Organizations by integrating the following components:

- Responsible and well- studied development and sustainable resource management.
- Economic enterprises and preservation of socio-cultural heritage and local customs.
- Improvement of infrastructures and support facilities and protection and conservation of cultural and environmental assets.
- Effective maintenance and improvements of peace and order and the promotion and maintenance of general hygiene and health.
- Human resource development and community involvement and participation.

This code provides that Matnog shall pursue and implement policies in accord with national and local laws and issuances in observing the following principles:

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2.1. Economic Development and Benefits

- Tourism must benefit Matnog residents economically by instituting the following measures:
 1. tourism activities and events must be economically viable;
 2. involve the local communities as active stakeholders in the development of tourism products or destinations thereby ensuring that economic gains will directly benefit the local communities;
 3. develop, promote and provide tourism enterprise training programs to locals as alternative or substitute sources of livelihood;
 4. develop products that will be identified as a unique destinations brand;
 5. train locals on tourism services; and
 6. provide incentives and support to tourist-related business and initiatives.

2.2. Visitors Satisfaction and Well-being

- Tourism shall ensure that tourists experience the highest quality of services while at the tourism areas. These measures are recommended:
 1. Establish a system of evaluating existing and potential tourist destination based on national and international standards and recommend appropriate and realistic measure to satisfy such standards in cooperation with the stakeholder and the community.
 2. The stakeholders of particular destinations must properly inform the visitors about the basic features of the area, its responsible and sustainable tourism programs and the cultural- religious sensitivity of the locality.
 3. All concerned sector shall see to it the infrastructures development and business operations will maximize visitor enjoyment while minimizing if not preventing negative impacts to the natural and cultural resources and the residents.

2.3. Community Stakeholder Involvement

- In conforming community-based tourism development programs, the following factors are essential:
 1. There shall be participation by all concerned sectors in capability building programs for the community and the implementation of long term visitor development plans.
 2. Tourism activities shall be gender-sensitive in order to contribute to the enhancement of women's social, economic and cultural status in the community.
 3. There shall be implementation of fair labor practice and equitable distribution of benefits.

2.4. Respect for the Socio-cultural Integrity of the Community and the Environment:

- To ensure that both the visitors and the visited community experience a mutually positive encounter, the following measures are recommended:
 1. Stakeholder concerned shall undergo orientation on the basic concepts of tourism and customers service, and should agree to welcome visitors into the designated tourism area.
 2. Tourist shall be oriented by concerned stakeholders about the socio-cultural uniqueness of the community for them to understand the community's socio-cultural sensitivities.
 3. The carrying capacity of every designated tourism area, whether for mass or special tourism, shall be determined, and as much as possible, to observe to ensure sustainability.
 4. The cooperation of local residents should be encouraged to show manifestation of their cultural heritage during cultural tours and/or shows.
 5. The inherent and unique values of the natural resources must be recognized and respected.
 6. Enhance awareness and understanding of an area's natural and cultural systems through educational initiatives and information disseminations.
 7. Stakeholder shall make sure that tourism activities contribute to the conservation and management of natural resources.
 8. If physical development cannot be avoided, environmental sound measure should be adopted.

Section 3. Objectives – The code aims to attain the following objectives:

1. To develop and promote a sustainable tourism industry as one of the major development components of Municipality of Matnog.
2. To establish the necessary infrastructure, facilities and policies that will positively accelerate the development and promotion of the tourism industry;
3. To ensure accessibility of tourism site/destinations with reliable support facilities and to provide basic services in areas with tourism potential;
4. To promote capability building programs for local residents through community participation, environmental education, and cultural preservation;
5. To develop, manage and protect identified ecotourism sites and promote environmental educations and ethics;
6. To promote and mobilize support for ecotourism from all sectors and to develop a culture of tourism in the community;
7. To institutionalize community participation in planning, development, implementation and monitoring of ecotourism projects;
8. To develop the capability of LGUs and the local entrepreneurs in developing and managing the tourism resources of the municipality;
9. To encourage and facilitate domestic and foreign investment to fill in the tourism facilities' requirements by providing reasonable incentives; and
10. To develop globally competitive ecotourism products for quality visitor experience.

Section 4. Scope And Application - The ordinance shall govern and regulate all tourism and development and promotion programs and within the municipality of Matnog , including the licensing, registration, regulation and supervision of the operation of tourism-related establishment whether their scope is domestic or international. This code shall also apply to all unique and special qualities of tourist attractions available in Matnog, in term in natural assets, historical, socio-cultural events, and manmade creations including services and activities.

Section 5. Definitions Of Terms – The following terms and phrases used in this code shall mean as follows:

1. Accessibility – refers to the ease by which travelers are able to reach their destinations b y means of transportation systems and infrastructures;
2. Accommodation – refers to facilities used mainly for the provision of shelter or sleeping areas to travelers and may also include for provisions for food and other essential services;
3. Accreditation – a certification issued by SCTO that the owners is recognized as having complied with its minimum standards for the operations and maintenance of the establishment concerned which shall ensure the safety and comfort and convenience of the tourist.
4. Adventure guide – a tour guide who is especially competent in the field of adventure tourism such as mountain climbing, drift snorkeling, swimming, kayaking, spelunking, trekking and hiking.
5. Amenities – facilities consisting of accommodation, food, transport, communications, entertainment, etc. which enhance the potential value of a tourist destination.
6. Apartment, Hotel (Apartie) – any building or edifice containing several independent and furnished or semi-furnished apartments regularly leased to tourist and travelers for a period or less than one day.
7. Attraction - a site, facility, or events which attributes capable of drawing tourists and satisfying their interest and expectations.
8. Bar, Cocktail, Lounge, Beer Houses/Gardens/Night or Day clubs – Bar includes any place where intoxicating and fermented liquors or malt are sold, even without food, where services of hired hostesses and/or waitress are employed and here customers may dance to music rendered by a regular dance orchestra or musicians for the purpose; otherwise, the placed shall be classified as a dance hall or night or day club.

- 8.1. A cocktail lounge or beer garden is considered a bar even if there are no business or waitresses to entertain customers.
- 8.2. Night or Day Club includes any place frequented at night-time or daytime, as the case maybe, where patron are served food and drinks are allowed to dance or with their partners or with professional hostesses furnished by the management.
- 8.3. Night and Day Club means essentially the same as "Night or Day Club" except that it opens both during night or day.
9. Biodiversity – refers to the "integration of the varieties and variation of all living organism in relation to their habitats and ecological complexes".
10. BPLO – Business Permit Licensing Office
11. Carrying Capacity of Site – the maximum number of people who can use a site without an unacceptable decline in the quality of experience gained by visitors and without compromising the integrity of the environment.
12. Coastal – by the sea or seashore; adjacent to the sea; very near the sea; within the vicinity of the sea.
13. Code – refers to the Matnog Tourism Code.
14. Council – refers to the Matnog Tourism and Development Council, Inc.
15. Certification – refers to the confirmation of certain characteristics of an object, person, or organization. This confirmation is often but not always provided by some form of external view, education or assessment.
16. Community- based Ecotourism Guides/ Eco-guides – these are persons or group of persons who have been trained and qualified to guide visitors and interpret the cultural and natural heritage of their own municipality.
17. Culture – sum total of all knowledge, beliefs, art, morals, law, customs, values, attitudes, habits and forms of behavior that are shared by a society and are transmitted from generation to generation.
18. Civil Society Organization – refers to the area of uncoerced collective action around shared interest, purposes and values. In theory, its institutional forms are distinct from those of the state, family and market, though in practice, the boundaries between state, civil society, and market are often complex, blurred and negotiated. Civil society commonly embraces a diversity of spaces, actors and institutional form, varying in the degree of formality, autonomy and power: Civil society are often populated by organizations, such as registered women's organizations, faith-based organizations, professional associations, trade unions, self-help groups, social movements, business association, conditions and advocacy groups (WIKIPEDIA)
19. DENR – the Department of Environment and Natural Resources
20. Development – is the improvement of the quality of life of all regardless of age, sex, tribe, race and creed. It is characterized by an enrichment of Filipino Indigenous resources; sustainable utilization of the natural resources of the growth and balance ecology.
21. Domestic – refers to establishments that are locally owned and sourced.
22. DOT – the Department of Tourism.
23. Ecotourism – a form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of natural resources, culture and indigenous knowledge and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors. It is an alternative form of tourism that is natural resources-based with focus on conservation and commitment to remaining low-impact, small in scale, and locally oriented

24. Ethics – the moral codes or values that should underpin any decision making by individuals and organizations.
25. Food Establishment – refers to an establishment where food and drink are sold to customers.
26. Foreign Tourist – any person who is not a Filipino who comes to explore and visit Matnog.
27. Gender – is a society constructed difference of men and women. These social constructions attach themselves to behaviors, expectations, roles, representations and sometimes to value and beliefs that are specific to either men or women. Differences are created artificially, partly through socialization and partly through positive and negative discrimination in the various institution and structure of society.
28. Geological Attractions – natural attractions such as hills, mountains, volcanoes, and other extraordinary land formations that merit tourist attention.
29. Guides – generic terms for tour, specialist and adventure tour guides.
30. Carrying Capacity of the Boat - the determination by the community and the local government of the number of the people who can comfortably use the boat or the limit to which it can carry visitors so that the users' satisfaction is adequately achieved.
31. Inbound Tour – A tour of the Philippines or any place within the Philippines.
32. Local Tourism Destination – a physical space in which a visitor spends time for recreation, leisure and pleasure.
33. Local Products – locally made products such as foods, souvenir items, attractions and services.
34. LTO – the Land Transportation Office
35. "may" – when used in this code shall mean permitted.
36. Marketing - the process by which companies create customer interest in goods or service. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customers relationships and create under value for their customers and for themselves (Wikipedia).
37. MARINA - Maritime Industry Authority
38. MEB – Matnog Ecotourism Board
39. MTB - the Matnog Tourism Board
40. MTDCI – the Matnog Tourism and Development Council, Inc.
41. MTO – Municipal Treasurer's Office
42. Natural and Cultural Features – the uniqueness of a site as well as the richness and significance of its resources.
43. NGO – Non - Government Organization
44. NIPAS – the National Integrated Protected Area System
45. Outbound Tour – a tour to or any place outside the Philippines.
46. Pension House – a private or family-oriented tourist boarding house or tourist lodging house, employing non-professional domestic helpers, regularly catering to tourist and/or kitchen and where a combination of board and lodging may be provided.
47. Package Tour – a tour where the transportation, accommodation, local tour and airport transfer are included in the agreed upon price.

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 FROM THE ORIGINAL
 JOSEPHINE M. TOSTA
 SB SECRETARY
 5/26/17

48. PNP – the Philippine National Police
49. Province – refers to the Province of Sorsogon
50. TIEZA – the Tourism Infrastructure and Enterprise Zone Authority is the replacement to the Philippine Tourism Authority
51. TO – Municipal Tourism Office
52. TOM – Tourism Officer of Matnog
53. Resort – any place or places with pleasant environment and conducive to comport, healthful relaxation and rest, offering food sleeping accommodations and recreational facilities to the public for a fee or remuneration and drinks, and with enough spaces for parking and maneuvering vehicles.
54. Rest Areas/Stops – refers to any establishment that offers minimum amenities such as toilets/wash rooms, rest area, foods and drinks and with enough spaces for parking and maneuvering vehicles.
55. Special Events – special events may be in the form of festivals, fairs, ceremonies, commemorations, expositions jubilees, celebrations, pilgrimages, parades or rituals.
56. Stakeholder – groups or individual who have investments or interests in tourist sites and who are directly affected by tourist activities.
57. Standard – an established norm or requirement. It is usually a formal document that establishes uniform criteria, methods, processes and practices. A standard may be developed privately or unilaterally, for example by a corporation, regulatory body, industry, etc. Standards can also be develop by groups such as trade associations. Standard organizations often have more diverse input and usually develop voluntary standards: these might become mandatory if adopted by a government, business contract, etc.
58. Suite – a hotel room with one or more bedrooms and a receiving area. A suite may have a bar, more than one bathroom and a small kitchen.
59. Tourism – the activities of a persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
60. Tourism-related Establishments – refers to Restaurants, Sundry and Souvenir Shops, Department Store, Sports and Recreational Facilities, Galleries and Museums, Training Centers, Homestay Sites, Rest Areas/Stops.
61. Tourism Support Services – additional or extra services provided to tourists to enhance the quality of their stay in a destination. These include among others currency exchange, postal, banking and communications services.
62. Tourist Behavior - a visitor whose visit is for at least one night and whose main purpose of visit may be classified under one of the following three groups: leisure and holidays, business and professional, and other tourism purposes.

Tourists are already classified as the following:

- a. International Visitor – any person who travels to a country over than that in which he/his usual residence and outside such person's usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.
- b. Domestic Visitor – any person residing in a country who travels to a place within the country outside his/her usual environment for a period of not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

- c. Overnight Visitor – any visitor who stays at least one night in collective or private accommodation in the place visited.
 - d. Same-day Visitor – any visitor who does not spend the night in collective or private accommodation in the place visited. This definition includes cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension owners or passenger of yachts and passengers on a group tour accommodated in a train, etc.
63. Tour/Tour Guide – a person trained and qualified by the Department of Tourism or any accredited training institute for tourism to guide visitors and interpret the cultural and natural heritage of a tourist destination for a fee, commission, or any other form of lawful remuneration.
 64. Tourist Air Transport – any air conveyance catering mainly for tourists.
 65. Tourist Land Transport – any land vehicle used mainly for the conveyance of tourists.
 66. Tourist Water Transport - any water vessel used mainly for the water transport of tourists.
 67. Tour Operator – a company that arranges accommodation, transportation and other travel services into a package for resale through wholesalers or retailers.
 68. Tourist Satisfaction – focused to tourist's return and recommend the destination to others or conversely lure others to come. It is therefore a leading indicator of the long-term sustainability of a destination
 69. View Deck – an elevated, developed site where tourists can enjoy an overlooking view of the surrounding area.
 70. VIP – Very Important Persons.
 71. Website – a collection of related web page, images, videos or other digital assets that there are addresses relative to a common Uniform Resource Locator (URL), often consisting of only the domain name, or the IP address, and the root path ("/") in an Internet Protocol- based network. A website is hosted on at least on web server accessible via a net work such as the Internet or a private local area net work (WIKIPEDIA).

A website is analogous to an electronic brochure/pamphlet, a source of information available to the whole world 24 hours a day.

Section 6. Types of Tourism

1. Adventure Tourism- activities that involve an interaction with the natural environment and contain an element of risk, where the outcome is determined by the participant, the setting and management of the tourist experience (e.g. backpacking hang gliding, mountaineering, rappelling, rock climbing, sailing, spelunking, diving, etc.).
2. Agricultural/Farm Tourism – a form of tourism activity conducted in a farm area which may include tending to farm animals, planting, harvesting and processing of farm products. It covers attractions, activities, services and amenities as well as other resources of the area to promote an appreciation of the local culture, heritage and traditions through personal contact with the local people.
3. Cultural tourism – motivated primarily by cultural attractions including visits to museums, art galleries, heritage sites, cultural presentations, etc.
4. Ecotourism – form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of a natural resources, culture and indigenous knowledge and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors. It is an alternative form of tourism that is natural, resources-based with focus on conservation and commitment to remaining low-impact, small in scale, and locally oriented.

5. Event Tourism – travel directed at observing and/or participating in special events such as but not limited to fairs, ceremonies, commemorations, contests and competitions, expositions, games, jubilees, parties or celebrations, pilgrimages, parades, rituals or rare natural phenomena like solar eclipses and volcanic eruptions.
6. Factory/Industry Tourism – a tourism activity where factories or manufacturing facilities open their doors to visitors (e.g. pilinut candy making, abaca weaving, bolo forging or pagpanday sundang, etc.).
7. Health Tourism – travel to improve one's health through the following sauna, massage, faith healing, diet resorts, health spas, hot springs, mineral springs, meditation centers, etc.
8. Sport Tourism – travel to participate in or observe sporting competitions/activities like basketball, boxing, cockfighting, triathlons, adventure/games/races, etc

CHAPTER II IMPLEMENTING PROVISIONS

Section 7. The Matnog Tourism Board (MTB). The Matnog Tourism Board shall be created to serve as the policy making body of Matnog Tourism. The Municipal Mayor shall serve as the Chairperson of this Board.

Section 8. Composition of the Matnog Tourism Board. The following shall compose the MTB.

Chairman : The Municipal Mayor

Vice Chairman : Chairman – Committee on Tourism, SB

Members:

1. Tourism Officer/ Coordinator
2. Chairman - Committee on Natural Resources and Environmental Protection
3. Chairman - Committee on Public Order and Safety
4. MPDO
5. The PNP Chief-of-Police, Matnog Police Station
6. Liga ng mga Barangay President
7. SK Federation President
8. The Municipal Engineer
9. Department of Trade and Industry, Provincial Director
10. Representative from the Department of Tourism
11. Representative from the Transport Sector (Land)
12. Representative from the Transport Sector (Sea)
13. Representative from NGO (involve in tourism)
14. Municipal Health Officer

Secretariat : Municipal Tourism Office

The MTB may also invite other government agencies and private sectors to participate in specific programs and meetings where they are also involved.

Each organization shall designate official and alternate members to the Board. The term of each board members shall be reviewed one month after each election. The members shall serve a term of one (1) year.

Section 9. Duties and Functions of the Municipal Tourism Board:

1. Formulates policies, set direction and act as the oversight and regulatory body for all municipal tourism activities in line with the provisions of this code.
2. Review and approve tourism-related development proposals within tourism destination areas.
3. Maintain an updated Data Bank in the Tourism Office of all data concerning tourism and related concerns.
4. Establish standards and indicators.
5. Initiate the review of this code and recommend amendments to make this code consistent and relevant to the existing situations and conditions.

- All agencies involved, LGUs, departments and sectors shall submit to the MTB through the TOM a monthly report of data from their respective offices on tourism and relative concerns.
- The MTB shall have the power to form and activate committees, Special Task Forces or Groups and Civil Society Organizations. It shall also tap other government agencies, to implement any of the provisions of this code.
- The MTB in partnership with the TOM will develop tourism certification standard and processes.
- The MTB shall review and recommend improvements on all government and private sector-led ecotourism and related development proposals

Section 10. Meeting of the MTB – The MTB shall meet every three (3) months . However, within one (1) month after effectivity of this code, the majority of the members of the MTB shall call and ensure the holding of the first meeting/conference to decide and determine among other important matters, the venue and date of their quarterly meetings that shall be held regularly. Special meetings shall be called by the Chairperson of the MTB or by the majority of its members, as the need arises.

Section 11. The Matnog Tourism Technical Working Group (MTTWG). In the period between meetings, a technical working group, the composition of which will be decided by the BOARD, shall act on matters pertaining to tourism, and prepare the agenda and action points for the approval/appropriate action of the MTB.

- The MTWG shall, from time to time, review evaluate and recommend standards and process for certification.
- The MTWG shall be headed by the TOM and shall meet monthly to a date they so decide.

Section 12. The Matnog Tourism Office - Refer to Matnog Municipal Ordinance No. 04 -2011 .

Section 13. Composition of the Tourism Office (TO) - Composition of Tourism Office may be determined by the BOARD subject to the approval of the Sangguniang Bayan.

13.1 The MTB shall identify and assign the official tasks and responsibilities of the various sections of the TOM. The following are the initial tasks and responsibilities of the different sections of the MTO pending the issuance of the official job descriptions from the MTB.

CHAPTER III OPERATION AND DEVELOPMENT PROVISIONS

Section 14. Development Guidelines and Maintenance Of Tourist Attractions. The development guidelines and maintenance for tourist attractions and facilities shall observe and adhere to the relevant national and local laws among which are:

- Republic Act 9593, otherwise known as the Tourism Act of 2009
- Republic Act No. 10066, otherwise known as the National Cultural Heritage Act of 2009
- Republic Act 9072, The Cave Act of 2002
- Republic Act 9003, Ecological Solid Waste Act Of 2002
- Republic Act 8550, The Philippine Fisheries Code
- Joint DENR-DOT Memorandum Circular No. 98-02; Guidelines for Ecotourism for Development of the Philippines
- Republic Act 7586, NIPAS Act of 1992
- Republic Act 7160, otherwise known as the Local Government Code of 1991
- D.O.T's Rules and Regulations to Govern the Accreditation of Hotels, Tourist Inns, Motels, Apartels, Resort, Pension Houses and other Accommodation Establishments
- P.D. 856, otherwise known as the Sanitation Code of the Philippines
- Sorsogon Provincial Ordinance No. 04-2009, the Sorsogon Ecotourism Code
- Sorsogon Provincial Ordinance No. 05-2009, the Environmental Code
- Sorsogon Provincial Ordinance No. 03-2010, Sorsogon Investment Incentive Code
- Sorsogon Provincial Ordinance No. 05-2007, GAD Code
- Municipal Ordinance No. 10-2005, Fishery Code
- Municipal Ordinance No. 07-2006, Ecological Solid Waste Management
- Any other relevant rules and regulations that may be prescribed by law or ordinance.

OFFICE OF THE SANGGUNIANG BAYAN
CAPITOL BUILDING
MUNICIPALITY OF MATNOG
SORSOGON PROVINCE
5/20/17
JOSEPHINE M. CRISTINA
SB SECRETARY

TOURISM MASTER PLAN FOR THE BICOL REGION

14.1 Eco-Tourism Site. The Municipality of Matnog shall identify and designate areas to be developed as eco-tourism site in adherence to the Provincial Ecotourism Code.

14.2 Geological and Marine Attractions. The Bicol Tourism Master Plan, the joint DENR-DOT Memorandum 98-02 P.D. 856 and the Guidelines for the Formulation of Comprehensive Land Use Plan must be observed.

14.3 Historical and Cultural Sites. The TOM, in its consultation and partnership to relevant authorities shall be responsible for the inventory, upkeep and maintenance of the cultural and historical sites.

14.4 Special Events. Special events may take the form of celebrations, ceremonies, commemorations, expositions, fairs festivals, parades, pilgrimages, rituals or tributes. The TOM in coordination with the MTB shall be responsible for initiating and establishing especial event as the situation so demands.

Section 15. Development Guidelines and Maintenance of Tourism-Related Business. The BPLO shall issue guidelines based on DOT and MTB recommended standards.

Section 16. Accreditation of All Tourist Service Providers and Products. As mandated by law, accreditation for major and minor ecotourism related projects and activities should be from the DOT National and Regional Office, respectively.

Section 17. Issuance of Permit to Operate For Tourism Related Activities/Projects: All tourism-related activities and service providers, must have permit from the Municipal Tourism Office of this LGU before it can operate or provide services to the tourists. The following are the requirements for the issuance of permit to operate:

- A. For stakeholders, associations, groups and organizations:
 - 1. Accreditation from the Department of Tourism with a certificate from the National Ecotourism Certification Program (NECP)
 - 2. Constitution and By-Laws
 - 3. Track record of activities, in connection with tourism, done at least in a year
 - 4. Minutes of latest General Assembly and election of Officers
 - 5. List of Membership
 - 6. Financial Status (latest Statement of Income and Expenses)
 - 7. Mayor's Permit
- B. For Service Providers:
 - B.1. Personnel
 - a. Certificate of Training and Accreditation by a recognized body (TO, DOT, DTI)
 - b. Community Tax Certificate
 - c. Barangay Clearance
 - d. Police Clearance
 - B.2. Tour Packager
 - a. Registration and Accreditation in any National Government Agency (DOT, SEC, DTI, DOLE)
 - b. Mayor's Permit
 - c. Certificate of Registratimn from MTO
 - B.3. Equipment (boat):
 - a. Registration from Maritime Industry Authority (MARINA)
 - b. Certificate of Accreditation issued by Department of Tourism
 - B.4. Places/Establishments
 - a. Mayor's Permit
 - b. Certificate of Registration from MTO
 - c. Accreditation by a recognized body (TO, DOT, DTI)

The Municipal Tourism Office shall register, determine and identify and monitor the types and capacity of the boat and other locomotives to be used for specific tourism activity.



Section 18. Application For Registration and License. The BPLO shall issue relevant guidelines to any person, partnership or cooperation, or other entity desiring to establish, maintain and/or operate a tourism-oriented establishment.

Section 19. Inspection of Tourist-Oriented Establishments. The BPLO in partnership with the MTO shall conduct inspection of tourist-oriented establishments to make sure that such establishments adhere to the tourism-related guidelines set forth by the DOT and the MTB.

Section 20. Frequency and Time Regular Inspection. Inspection shall be made once every six (6) months during office hours.

Section 21. Special Inspections. When public interest so requires, the recommendation of the TO may serve as basis for an authorization for the BPLO or any member or members thereof, to conduct a special inspection.

Section 22. Report of the Inspection Teams. Within five (5) days from the date of inspection, the team leader shall submit a report of its findings and/or recommendations to the Office of the Municipal Mayor.

Section 23. Scheduling of Service of Sea Crafts And Guides:

1. It is the duty of the TO to schedule the trips of all registered and accredited boats and personnel, whether or not they are member of any tourist related association or group.
2. The tourist has an option to seek additional guide register with the TOM subject to additional charge as well. The additional guide may not be a part of the scheduled rotation.
3. The TO classifies the guides based on their expertise, trainings and seminars attended. The TOM or his duly authorized representative shall assist VIPs.
4. The TO provides a Feed Back Sheet Form to be filled up by tourist and collects them in any appropriate time.

Section 24. Study, Research and Documentation of Tourism Related Activities. Anybody who intends to conduct studies, research and other documentation in any tourism activity in Matnog, Sorsogon must secure a Mayor's Permit.

Section 25. Visit of Very Important Persons (VIPs). In order to provide utmost care and safety to the visitors, the following shall be observed:

1. Considered VIPs are the following:
 - a. Government Officials, whether foreign , national or local , to wit:
 - a.1 President
 - a.2 Vice President
 - a.3 Senators
 - a.4 Regional Directors
 - a.5 Assistant Regional Directors
 - a.6 Department Secretaries
 - a.7 Department Under-Secretaries/Asst. Secretaries
 - a.8 Congressmen
 - a.9 Governors
 - a.10 Vice Governors
 - a.11 Board Members of Sorsogon
 - a.12 City and Municipal Councilors of the Province of Sorsogon
 - a.13 Mayors
 - a.14 Vice Mayors of the Province of Sorsogon
 - a.15 Chairman, Comm. On Tourism of LGUs
 - a.16 Tourism Officer
 - a.17 Officials of the Department of Tourism and the Department of Trade and Industry
2. The TO determines whether the VIP is a guest of the LGU or a guest of other government agency. The VIP shall be accorded with privileges as determined by the TOM.
3. The LGU, through the TO may provide additional security upon request of the VIP guest.

OFFICE OF THE CONCERNED BAY
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JOSEPHINE TORRESISTA
SB SECRETARY

[Signature] 3/29/17

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5/29/17
JOSEPHINE M. MATA
SB SECRETARY

Section 26. Tourist Registration and Environmental Fee. Tourists shall register at the TO and shall pay an Environmental Fee as follows:

- a. Tourist Registration:
 - 1. Foreign - P300.00
 - 2. Domestic - 50.00
- b. Environmental Fee - 20.00

Section 27. Financial Management For Income of Tourism Related Activities: Fees collected from tourism-related activities must be deposited as Trust Fund. The Matnog Tourism Council is authorized to disburse fund from the Trust Fund upon the approval of the majority of the MTB. The fund shall be used solely for tourism activities. Prescribed registration fees of tourist shall be paid directly to the Municipal Treasurer or his authorized representative.

Section 28. Fees. All fees and rentals shall be determined by the MTB and subject to the approval of the Sangguniang Bayan. The same shall be published through the internet, radio, newspaper and others.

CHAPTER IV GROUNDS FOR SUSPENSION OR REVOCATION OF ACCREDITATION

Section 29. The Following are Grounds for Suspension or Revocation of License:

- 1. Boat Operator:
 - a. Allowing non-accredited person to operate the boat.
 - b. Violation of any of the provisions of this Ordinance.
- 2. Boatmen and Tour Guides:
 - a. Any act of dishonesty, misrepresentation or misconduct committed against a member of his/her tour group or against his/her employer or co-employer.
 - b. Violation of any of the provisions of this Ordinance.

CHAPTER V REGULATION, CONTROL AND SUPERVISION OF THE OPERATION OF TOURIST-ORIENTED AND TOURIST RELATED ESTABLISHMENTS

Section 30. Transfer of Certificate of Registration/License. The certificate of Registration/License is a matter of privilege and may be issued only to qualified applicants. Accordingly, no owner and/or operator shall transfer to alienate in any manner said certificate and license

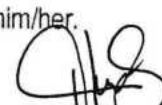
Section 31. Display of Certification of Registration/License Sticker. The certificate of registration and license shall be displayed in a conspicuous area in their place of business. Stickers shall be posted in entrance/doors, gates of such establishments for easy identification purposes.

Section 32. Provision of a Lifeguard. All beach operators receiving payment for use of the establishment, are required to provide a lifeguard in the area. Other beaches shall be provided with a lifeguard by the MTB.

CHAPTER VI REGISTRATION OF GUEST

Section 33. Registry. Resort/Hotel/Apartel /Tourist Inn/Pension House/Lodge shall keep a registry book. All guests/visitors seeking accommodations shall be required to register the following particulars in the registry and/or record books.

- 1. His /Her Full Name
- 2. Particulars of any identity card, passport or other travel documents issued to him/her.
- 3. The place of his/her origin and his/her permanent, regular or known address
- 4. The probable duration of his/her stay and his/her intended destination



5. The occupation and place of employment
6. His/her nationality
7. The time and date of his/her arrival

Section 34. Time of Entry. Before the guests/visitors are allowed to occupy a certain room of a resort/hotel/apartel/tourist inn/pension house/lodge and/ or its respective premises, the particulars prescribed in the preceding section shall be entered forthwith in the Registry Book Card, or if he/she is not to write, by the keepers,/managers/clerks and in either case, the entry shall be signed by the guest or if he/she is unable to write, it should be authenticated by his/her right thumb print.

Section 35 Visitor Invited By Guest Required To Register. Any visitor invited by a guest to stay in his/her room shall register in a separate book for visitors, in which the TOM may require.

Section 36. False Entry in the Registry Book or Card. No manager/operator shall enter or cause to be entered in the registry book or card or any information or particular of which he knows or could, by the exercise of reasonable diligence, have been ascertained to be false.

Section 37. Registry of Property Left by Guests. A book in which shall be entered without delay the particular of any property left in any resort/hotel/apartel/tourist inn/ pension house/motorist hotel/lodge by any guest shall kept in an manner which the MTO may require.

Section 38. Guest Suffering Form Dangerous Contagious and Infectious Disease. The manager/operator shall immediately report to Matnog Tourism Office (TO) any guest, tenant or member of any tourism establishment concerned who is found to be suffering from a dangerous contagious, and/or infectious disease. The TOM shall immediately refer the case to the Municipal Health Officer (MHO), who shall issue the necessary direction/instruction to prevent the spread of the disease or to require the transfer of the patient to the hotel.

Section 39. Death in the Tourism Establishment. The manager operator shall immediately report to the nearest police station the death of any person or one dying in a certain tourism establishment. A copy of the report shall be transmitted to the TOM.

CHAPTER VII DISCIPLINE AND TRAINING OF STAFF, CODE OF ETHICS AND CONDUCT

Section 40. Liability of Managers/Operators for Acts or Omissions of Tourism Oriented and Tourism-Related Establishments Employees. Without the prejudice the provisions of the existing laws, manager/operators and assistants of tourism establishments shall be administratively liable for the acts or omissions of its members against any guest/visitors. They may however be exempt from liability if they could establish that they have exercised the diligence of a good father of the family in the supervision of the erring employees, or where the acts or omissions complained of are beyond the control of the manager/operators of their assistant due to fortuitous events or forces beyond human control.

Section 41. Training Programs for Staff. All tourism establishment shall provide a staff training designed to familiarize if not master their duties and responsibilities.

Section 42. Code of Ethics and/or Conduct. Tourism establishment managers/operators and/or association, if any, shall draft, with the assistance of the MTO, their Respective Code of Ethics and/or Conduct which shall govern their dealings with one another and with the guest/tenants of the establishments. Such Code of Ethics and/or conduct shall include the Administrative penalties that may be imposed for their violation. The said Code of Ethics and/or of conflict between any provision of these rules and said Code of Ethics and/or Conduct, the former shall prevail.

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PREPARED BY

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**CHAPTER XI
MISCELLANEOUS PROVISIONS**

Section 49. Incentives for Registration of Tourism-Oriented and Tourism-Related Establishment. In the grant of incentives, equal preference shall be given to large investments those with great potential for employment and those of local small and medium enterprises. .

Section 50. Grant of Tax Exemptions and Privileges by the Municipal Council to Tourism Establishments of International Standards. In addition to the privileges mentioned in the preceding section, The Municipal Council may, upon recommendation of the Matnog Tourism Office, grant tax exemptions and incentives to tourism establishments of international standards such as, but not limited to, the following:

1. 5-Star De Luxe Hotels
 2. International Convention Centers
 3. Man-made resorts or recreational parks of international standard
 4. Such similar establishments as may be determined by the Matnog Tourism Council Office
- The establishments referred to in this section may also apply for the utilization of the Municipal government-owned lands through lease agreement or joint venture under terms and conditions which the Municipal Council may deem proper to impose.

Section 51. Confidential Character Of Certain Data. Information and documents received by or filed with the Matnog Tourism Office in pursuance of the requirements of this Ordinance shall be treated as confidential and shall not be divulged to any private party without the consent of the party concerned when public interest so requires. Any official or employee of the Matnog Tourism Office, including those that are temporarily assigned therewith, who shall violate the provision of the Section shall be guilty of an offense, whether under this Ordinance.

Section 52. Enlistment of Aid, Assistant and Support of Other Government Agencies. In the implementation of the provisions of this code the Matnog Tourism Office may enlist the aid, assistance and support of any and all government agencies, whether local or national.

Section 53. Registration of License Form. As the case may be, the Municipal government shall make available applications for registration and/or license form which shall be accomplish by the applicants and all other forms that may be deemed necessary in the implementation of this ordinance


Section 54. Implementing Rules. The Municipal Mayor, from time to time shall issue rules and regulations as he/she may deem fitting and necessary for the effective implementation of this code.

Section 55. Funding. The funds necessary for the implementation of this Code shall be taken from the devolved funds for tourism regulation, promotion and development. Succeeding funding requirements for the succeeding year shall be provided for in the Annual Budget of the Municipal Government.

Section 56. Repealing Clause. If for any reason, any portion or part thereof is found to be a violation of any law, rule or regulation, no any other part shall be rendered unconstitutional or invalid.

Section 57. Effectivity. This ordinance shall take effect after the period of publication for three consecutive weeks in any local newspaper of general circulation and after posting in three conspicuous places for three consecutive weeks.

I hereby certify to the correctness of the foregoing.


JOSEPHINE G. BAUTISTA
SB Secretary

ATTESTED BY: **HONORABLE ALEX B. DULAY**
Municipal Vice Mayor/Presiding Officer

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APPROVED: **EMILIO G. UBALDO**
Municipal Mayor

**CHAPTER VIII
TRANSPORTATION RATES (TOURIST TRANSPORT)**

Section 43. Manager Fixing. The fixing of rates for tourist transport (buses, jeepneys, vans, etc.) shall be in accordance with the approved rates set forth by the Land Transportation Franchising and Regulatory Board (LTFRB). In case of tricycles and those modes of transport under LGU, the SB shall issue the applicable rates.

- The TO shall issue the updated transport rate advisories on its website and travel brochures. All tourist establishments are likewise encouraged to post updated rates list for all tourism-related transport.

Section 44. Application for Increase of Transport Rates. All application for the increase of transport rates shall be filed before the LTFRB and LGU respectively.

**CHAPTER IX
REGULATION OF TOURIST TRANSPORT OPERATIONS**

Section 45. Tourist Transport Service. Tourist transport service shall be offered on a regular point-to-point run. The points of departure and destinations of a tourist transport regularly plying the route shall be a hotel, resort, or such similar tourism facility and picking up or unloading of passengers in between such point is prohibited to prevent untoward security incidences.

Section 46. Charter Rates. A tourist transport operator shall charge only charter rates as previously approved in accordance with these rules.

Section 47. Filing of Schedule of Charges. Tourist establishments shall file with the Matnog Tourism Office and shall readily make available in printed or copied form schedule of charges on all services and related fees. Any change in the charges shall be communicated to the TO within seven (7) days from the effectivity of such charges.

**CHAPTER X
PENAL PROVISIONS**

Section 48. Criminal Sanctions:

48.1. Violation of a Non-Holder of Authority. Any person who is ~~not~~ a holder of a license from the BPLO who violates any of the provisions of this Ordinance shall upon conviction by a competent court, suffer the penalty of imprisonment not exceeding six (6) months, or fine of not more than Two Thousand Five Hundred (Php2,500.00) or both the discretion of the court.

48.2. Penalty Imposed Upon Officers of Juridical Persons. If the offender of the provisions in the next preceding paragraph hereof is a corporation, partnership firm or association, the penalty provided therefore shall be imposed upon the officers responsible for the violation; and if such officer is an alien, he/she shall, in addition be subject to deportation.

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5/26/17



- a) The MTO coordinates, permits, approves all studies, researches and documentation regarding all tourism related activities;
- b) The MTO facilitates study or research, documentary/documentation requiring the use of boats, guides, etc.
- c) Researcher/Producer pays the necessary fees for the use of boats and guides and for tourism related activities;
- d) The researcher/producer has the duty to provide the MTO the finished materials of the research or study;
- e) The Researcher/Producer has the responsibility/duty to acknowledge the LGU-Donsol as the locale of his/her work;
- f) Studies/Researches and Documentaries/Documentation for business purposes; exhibits for sale, for TV series, and movies, are required to pay a royalty tax to the LGU Donsol.
- g) When such studies, researches, documentaries/documentation are used for soliciting funds, the researcher/producer must provide the LGU the intention/purpose of the solicitation and submit a report on the amount collected and its disbursement.

The municipal government shall impose fees for all tourism-related commercial activities undertaken for gain and shall require a permit for such activities. The fee imposed herein shall extend, but not limited to the following:

Type of tourism-related activities	FEE ((Php.)
Photography and videography	5,000.00/day

CHAPTER IV TRUST ACCOUNT

SECTION 19 - ECOTOURISM TRUST ACCOUNT

An Ecotourism Trust Account is hereby created in the general fund in accordance with Section 309 of the Local Government Code. All funds raised from the fees and taxes imposed on tourism-related activities and from fines, contributions and donations shall be deposited in this trust fund.

The ecotourism trust account shall be managed by the LGU, any disbursement of the said account shall be determined by the stakeholders.

SECTION 20 - DISBURSEMENTS

Disbursement from the Ecotourism Tourism Trust Account shall be made solely for the protection, conservation, maintenance, administration and management of marine, coastal resources, rivers of Donsol and other ecotourism-related projects, specifically on the following:

- a. Coastal and river clean-up
- b. Information and Education Campaigns
- c. Educational Program for the Municipality
- d. Rehabilitation of coastal and marine habitats
- e. Pollution control (e.g., garbage bin, waste segregation, regular collection, etc.)
- f. Research activities on whale shark and its habitat
- g. *Palomares Festival*
- h. *Infrastructure Projects tourism related*
- i. *Management and monitoring/patrolling*



Republic of the Philippines
MUNICIPALITY OF MATNOG
Province of Sorsogon



OFFICE OF THE SANGGUNIANG BAYAN

Municipal Ordinance No. 01-2018

AN ORDINANCE AMENDING THE MATNOG TOURISM CODE AND FIXING THE FARE RATES ON BOATS USED FOR TOURISM RELATED ACTIVITIES

Authors: Honorable Emilio G. Ubaldo, III and Honorable Recto G. Dulay

Be it ordained by the Sangguniang Bayan of Matnog, that:

Chapter I

BASIC PRINCIPLES, OBJECTIVES AND DEFINITIONS

Section 1. Title – This Ordinance shall be known as the Matnog Tourism Code of 2012.

Section 2. Declaration of Principles. One with the province of Sorsogon, Matnog strive to be “a haven for an integrated, ecologically nurturing, cultural and gender sensitive tourism providing holistic and enriching experience to both local and international tourists and contributing to the sustained economic growth and development of the local communities.”

We will develop the tourism industry of Matnog in partnership with the private sector, Civil Society Organizations by integrating the following components:

- Responsible and well- studied development and sustainable resource management.
- Economic enterprises and preservation of socio-cultural heritage and local customs.
- Improvement of infrastructures and support facilities and protection and conservation of cultural and environmental assets.
- Effective maintenance and improvements of peace and order and the promotion and maintenance of general hygiene and health.
- Human resource development and community involvement and participation.

This code provides that Matnog shall pursue and implement policies in accord with national and local laws and issuances in observing the following principles:

2.1. Economic Development and Benefits

- Tourism must benefit Matnog residents economically by instituting the following measures:
 1. tourism activities and events must be economically viable;
 2. involve the local communities as active stakeholders in the development of tourism products or destinations thereby ensuring that economic gains will directly benefit the local communities;
 3. develop, promote and provide tourism enterprise training programs to locals as alternative or substitute sources of livelihood;
 4. develop products that will be identified as a unique destinations brand;
 5. train locals on tourism services; and
 6. provide incentives and support to tourist-related business and initiatives.

1 Tourism Code of Matnog.

2.2. Visitors Satisfaction and Well-being

- Tourism shall ensure that tourists experience the highest quality of services while at the tourism areas. These measures are recommended:
 1. Establish a system of evaluating existing and potential tourist destination based on national and international standards and recommend appropriate and realistic measure to satisfy such standards in cooperation with the stakeholder and the community.
 2. The stakeholders of particular destinations must properly inform the visitors about the basic features of the area, its responsible and sustainable tourism programs and the cultural- religious sensitivity of the locality.
 3. All concerned sector shall see to it the infrastructures development and business operations will maximize visitor enjoyment while maximizing negative impacts to the natural and cultural resources and the residents.

2.3. Community Stakeholder Involvement

- In conforming community-based tourism development programs, the following factors are essential:
 1. There shall be participation by all concerned sectors in capability building programs for the community and the implementation of long term visitor development plans.
 2. Tourism activities shall be gender-sensitive in order to contribute to the enhancement of women's social, economic and cultural status in the community.
 3. There shall be implementation of fair labor practice and equitable distribution of benefits.

2.4. Respect for the Socio-cultural Integrity of the Community and the Environment:

- To ensure that both the visitors and the visited community experience a mutually positive encounter, the following measures are recommended:
 1. Stakeholder concerned shall undergo orientation on the basic concepts of tourism and customers service, and should agree to welcome visitors into the designated tourism area.
 2. Tourist shall be oriented by concerned stakeholders about the socio-cultural uniqueness of the community for them to understand the community's socio-cultural sensitivities.
 3. The carrying capacity of every designated tourism area, whether for mass or special tourism, shall be determined, and as much as possible, to observe to ensure sustainability.
 4. The cooperation of local residents should be encouraged to show manifestation of their cultural heritage during cultural tours and/or shows.
 5. The inherent and unique values of the natural resources must be recognized and respected.
 6. Enhance awareness and understanding of an area's natural and cultural systems through educational initiatives and information disseminations.
 7. Stakeholder shall make sure that tourism activities contribute to the conservation and management of natural resources.
 8. If physical development cannot be avoided, environmental sound measure should be adopted.

Section 3. Objectives – The code aims to attain the following objectives:

1. To develop and promote a sustainable tourism industry as one of the major development components of Municipality of Matnog.
2. To establish the necessary infrastructure, facilities and policies that will positively accelerate the development and promotion of the tourism industry;
3. To ensure accessibility of tourism site/destinations with reliable support facilities and to provide basic services in areas with tourism potential;
4. To promote capability building programs for local residents through community participation, environmental education, and cultural preservation;
5. To develop, manage and protect identified ecotourism sites and promote environmental educations and ethics;
6. To promote and mobilize support for ecotourism from all sectors and to develop a culture of tourism in the community;
7. To institutionalize community participation in planning, development, implementation and monitoring of ecotourism projects;
8. To develop the capability of LGUs and the local entrepreneurs in developing and managing the tourism resources of the municipality;
9. To encourage and facilitate domestic and foreign investment to fill in the tourism facilities' requirements by providing reasonable incentives; and
10. To develop globally competitive ecotourism products for quality visitor experience.

Section 4. Scope And Application - The ordinance shall govern and regulate all tourism and development and promotion programs and within the municipality of Matnog , including the licensing, registration, regulation and supervision of the operation of tourism-related establishment whether their scope is domestic or international. This code shall also apply to all unique and special qualities of tourist attractions available in Matnog, in term in natural assets, historical, socio-cultural events, and manmade creations including services and activities.

Section 5. Definitions Of Terms – The following terms and phrases used in this code shall mean as follows:

1. Accessibility – refers to the ease by which travelers are able to reach their destinations b y means of transportation systems and infrastructures;
2. Accommodation – refers to facilities used mainly for the provision of shelter or sleeping areas to travelers and may also include for provisions for food and other essential services;
3. Accreditation – a certification issued by SCTO that the owners is recognized as having complied with its minimum standards for the operations and maintenance of the establishment concerned which shall ensure the safety and comfort and convenience of the tourist.
4. Adventure guide – a tour guide who is especially competent in the field of adventure tourism such as mountain climbing, drift snorkeling, swimming, kayaking, spelunking, trekking and hiking.
5. Amenities – facilities consisting of accommodation, food, transport, communications, entertainment, etc. which enhance the potential value of a tourist destination.
6. Apartment, Hotel (Apartel) – any building or edifice containing several independent and furnished or semi-furnished apartments regularly leased to tourist and travelers for a period or less than one day.
7. Attraction - a site, facility, or events which attributes capable of drawing tourists and satisfying their interest and expectations.

3 Tourism Code of Matnog.

8. Bar, Cocktail, Lounge, Beer Houses/Gardens/Night or Day clubs – Bar includes any place where intoxicating and fermented liquors or malt are sold, even without food, where services of hired hostesses and/or waitress are employed and here customers may dance to music rendered by a regular dance orchestra or musicians for the purpose; otherwise, the place shall be classified as a dance hall or night or day club.
 - a. A cocktail lounge or beer garden is considered a bar even if there are no business or waitresses to entertain customers.
 - b. Night or Day Club includes any place frequented at night-time or daytime, as the case maybe, where patron are served food and drinks are allowed to dance or with their partners or with professional hostesses furnished by the management.
 - c. Night and Day Club means essentially the same as "Night or Day Club" except that it opens both during night or day.
9. Biodiversity – refers to the "integration of the varieties and variation of all living organism in relation to their habitats and ecological complexes".
10. Carrying/Holding Capacity – the maximum number of people who can use a site without an unacceptable decline in the quality of experience gained by visitors and without compromising the integrity of the environment.
11. Coastal – by the sea or seashore; adjacent to the sea; very near the sea; within the vicinity of the sea.
12. Code – refers to the Matnog Tourism Code.
13. Council – refers to the Matnog Tourism and Development Council, Inc.
14. Certification – refers to the confirmation of certain characteristics of an object, person, or organization. This confirmation is often but not always provided by some form of external view, education or assessment.
15. Community- based Ecotourism Guides/ Eco-guides – these are persons or group of persons who have been trained and qualified to guide visitors and interpret the cultural and natural heritage of their own municipality.
16. Culture – sum total of all knowledge, beliefs, art, morals, law, customs, values, attitudes, habits and forms of behavior that are shared by a society and are transmitted from generation to generation.
17. Civil Society Organization – refers to the area of uncoerced collective action around shared interest, purposes and values. In theory, its institutional forms are distinct from those of the state, family and market, though in practice, the boundaries between state, civil society, and market are often complex, blurred and negotiated. Civil society commonly embraces a diversity of spaces, actors and institutional form, varying in the degree of formality, autonomy and power: Civil society are often populated by organizations, such as registered women's organizations, faith-based organizations, professional associations, trade unions, self-help groups, social movements, business association, conditions and advocacy groups (WIKIPEDIA)
18. DENR – the Department of Environment and Natural Resources

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19. Development – is the improvement of the quality of life of all regardless of age, sex, tribe, race and creed. It is characterized by an enrichment of Filipino Indigenous resources; sustainable utilization of the natural resources of the growth and balance ecology.
20. Domestic – refers to establishments that are locally owned and sourced.
21. DOT – the Department of Tourism.
22. Ecotourism – a form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of natural resources, culture and indigenous knowledge and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors. It is an alternative form of tourism that is natural resources-based with focus on conservation and commitment to remaining low-impact, small in scale, and locally oriented
23. Ethics – the moral codes or values that should underpin any decision making by individuals and organizations.
24. Food Establishment – refers to an establishment where food and drink are sold to customers.
25. Foreign Tourist – any person who is not a Filipino who comes to explore and visit Matnog.
26. Gender – is a society constructed difference of men and women. These social constructions attach themselves to behaviors, expectations, roles, representations and sometimes to value and beliefs that are specific to either men or women. Differences are created artificially, partly through socialization and partly through positive and negative discrimination in the various institution and structure of society.
27. Geological Attractions – natural attractions such as hills, mountains, volcanoes, and other extraordinary land formations that merit tourist attention.
28. Guides – generic terms for tour, specialist and adventure tour guides.
29. Holding/Carrying Capacity- the determination by the community and the local government of the number of the people who can comfortably use the site or the limit to which the site can admit visitors so that the users' satisfaction is adequately achieved.
30. Inbound Tour – A tour of the Philippines or any place within the Philippines.
31. Local Tourism Destination – a physical space in which a visitor spends time for recreation, leisure and pleasure.
32. Local Products – locally made products such as foods, souvenir items, attractions and services.
33. LTO – the Land Transportation Office
34. "may" – when used in this code shall mean permitted.
35. Marketing - the process by which companies create customer interest in goods or service. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customers relationships and create under value for their customers and for themselves (Wikipedia).

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36. MEB – Matnog Ecotourism Board
37. MTB - the Matnog Tourism Board
38. MTDCI – the Matnog Tourism and Development Council, Inc.
39. MTO – Municipal Treasurer's Office
40. Natural and Cultural Features – the uniqueness of a site as well as the richness and significance of its resources.
41. NGO – Non - Government Organization
42. NIPAS – the National Integrated Protected Area System
43. Outbound Tour – a tour to or any place outside the Philippines.
44. Pension House – a private or family-oriented tourist boarding house or tourist lodging house, employing non-professional domestic helpers, regularly catering to tourist and/or kitchen and where a combination of board and lodging may be provided.
45. Package Tour – a tour where the transportation, accommodation, local tour and airport transfer are included in the agreed upon price.
46. PNP – the Philippine National Police
47. Province – refers to the Province of Sorsogon
48. TIEZA – the Tourism Infrastructure and Enterprise Zone Authority is the replacement to the Philippine Tourism Authority
49. TO – Municipal Tourism Office
50. TOM – Tourism Officer of Matnog
51. Resort – any place or places with pleasant environment and conducive to comport, healthful relaxation and rest, offering food sleeping accommodations and recreational facilities to the public for a fee or remuneration and drinks, and with enough spaces for parking and maneuvering vehicles.
52. Rest Areas/Stops – refers to any establishment that offers minimum amenities such as toilets/wash rooms, rest area, foods and drinks and with enough spaces for parking and maneuvering vehicles.
53. Special Events – special events may be in the form of festivals, fairs, ceremonies, commemorations, expositions jubilees, celebrations, pilgrimages, parades or rituals.
54. Stakeholder – groups or individual who have investments or interests in tourist sites and who are directly affected by tourist activities.
55. Standard – an established norm or requirement. It is usually a formal document that establishes uniform criteria, methods, processes and practices. A standard may be developed privately or

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unilaterally, for example by a corporation, regulatory body, industry, etc. Standards can also be developed by groups such as trade associations. Standard organizations often have more diverse input and usually develop voluntary standards: these might become mandatory if adopted by a government, business contract, etc.

56. Suite – a hotel room with one or more bedrooms and a receiving area. A suite may have a bar, more than one bathroom and a small kitchen.
57. Tourism – the activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
58. Tourism-related Establishments – refers to Restaurants, Sundry and Souvenir Shops, Department Store, Sports and Recreational Facilities, Galleries and Museums, Training Centers, Homestay Sites, Rest Areas/Stops.
59. Tourism Support Services – additional or extra services provided to tourists to enhance the quality of their stay in a destination. These include among others currency exchange, postal, banking and communications services.
60. Tourist Behavior - a visitor whose visit is for at least one night and whose main purpose of visit may be classified under one of the following three groups: leisure and holidays, business and professional, and other tourism purposes.

Tourists are already classified as the following:

- a. International Visitor – any person who travels to a country other than that in which he/his usual residence and outside such person's usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.
 - b. Domestic Visitor – any person residing in a country who travels to a place within the country outside his/her usual environment for a period of not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
 - c. Overnight Visitor – any visitor who stays at least one night in collective or private accommodation in the place visited.
 - d. Same-day Visitor – any visitor who does not spend the night in collective or private accommodation in the place visited. This definition includes cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension owners or passenger of yachts and passengers on a group tour accommodated in a train, etc.
61. Tour/Tour Guide – a person trained and qualified by the Department of Tourism or any accredited training institute for tourism to guide visitors and interpret the cultural and natural heritage of a tourist destination for a fee, commission, or any other form of lawful remuneration.
 62. Tourist Air Transport – any air conveyance catering mainly for tourists.
 63. Tourist Land Transport – any land vehicle used mainly for the conveyance of tourists.

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64. Tourist Water Transport - any water vessel used mainly for the water transport of tourists.
65. Tour Operator – a company that arranges accommodation, transportation and other travel services into a package for resale through wholesalers or retailers.
66. Tourist Satisfaction – focused on tourist's return and recommend the destination to others or conversely lure others to come. It is therefore a leading indicator of the long-term sustainability of a destination
67. View Deck – an elevated, developed site where tourists can enjoy an overlooking view of the surrounding area.
68. VIP – Very Important Persons.
69. Website – a collection of related web page, images, videos or other digital assets that there are addresses relative to a common Uniform Resource Locator (URL), often consisting of only the domain name, or the IP address, and the root path ('/') in an Internet Protocol- based network. A website is hosted on at least on web server accessible via a net work such as the Internet or a private local area net work (WIKIPEDIA).

A website is analogous to an electronic brochure/pamphlet, a source of information available to the whole world 24 hours a day.

Section 6. Types Of Tourism

1. Adventure Tourism- activities that involve an interaction with the natural environment and contain an element of risk, where the outcome is determined by the participant, the setting and management of the tourist experience (e.g. backpacking hang gliding, mountaineering, rappelling, rock climbing, sailing, spelunking, diving, etc.).
2. Agricultural/Farm Tourism – a form of tourism activity conducted in a farm area which may include tending to farm animals, planting, harvesting and processing of farm products. It covers attractions, activities, services and amenities as well as other resources of the area to promote an appreciation of the local culture, heritage and traditions through personal contact with the local people.
3. Cultural tourism – motivated primarily by cultural attractions including visits to museums, art galleries, heritage sites, cultural presentations, etc.
4. Ecotourism – form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of a natural resources, culture and indigenous knowledge and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors. It is an alternative form of tourism that is natural, resources-based with focus on conservation and commitment to remaining low-impact, small in scale, and locally oriented.
5. Event Tourism – travel directed at observing and/or participating in special events such as but not limited to fairs, ceremonies, commemorations, contests and competitions, expositions, games, jubilees, parties or celebrations, pilgrimages, parades, rituals or rare natural phenomena like solar eclipses and volcanic eruptions.
6. Factory/Industry Tourism – a tourism activity where factories or manufacturing facilities open their doors to visitors (e.g. pilinut candy making, abaca weaving, bolo forging or pagpanday sundang, etc.).
7. Health Tourism – travel to improve one's health through the following sauna, massage, faith healing, diet resorts, health spas, hot springs, mineral springs, meditation centers, etc.
8. Sport Tourism – travel to participate in or observe sporting competitions/activities like basketball, boxing, cockfighting, triathlons, adventure/games/races, etc

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CHAPTER II IMPLEMENTING PROVISIONS

Section 7. The Matnog Tourism Board (MTB). The Matnog Tourism Board shall be created to serve as the policy making body of Matnog Tourism. The Municipal Mayor shall serve as the Chairperson of this Board.

Section 8. Composition of the Matnog Tourism Board. The following shall compose the MTB.

Chairman : The Municipal Mayor

Vice Chairman : Chairman – Committee on Tourism, SB

Members:

1. Tourism Officer/ Coordinator
2. Chairman - Committee on Natural Resources and Environmental Protection
3. Chairman - Committee on Public Order and Safety
4. MPDO
5. The PNP Chief-of-Police, Matnog Police Station
6. Liga ng mga Barangay President
7. SK Federation President
8. The Municipal Engineer
9. Department of Trade and Industry, Provincial Director
10. Representative from the Department of Tourism
11. Representative from the Transport Sector (Land)
12. Representative from the Transport Sector (Sea)
13. Representative from NGO (involve in tourism)
14. Municipal Health Officer

IC. MENDO

Secretariat : Municipal Tourism Office

The MTB may also invite other government agencies and private sectors to participate in specific programs and meetings where they are also involved.

Each organization shall designate official and alternate members to the Board. The term of each board members shall be reviewed one month after each election. The members shall serve a term of one (1) year.

Section 9. Duties and Functions of the Municipal Tourism Board:

1. Formulates policies set direction and act as the oversight and regulatory body for all municipal tourism activities in line with the provisions of this code.
 2. Review and approve tourism-related development proposals within tourism destination areas.
 3. Maintain an updated Data Bank in the Tourism Office of all data concerning tourism and related concerns.
 4. Establish standards and indicators.
 5. Initiate the review of this code and recommend amendments to make this code consistent and relevant to the existing situations and conditions.
- All agencies involved, LGUs, departments and sectors shall submit to the MTB through the TOM a monthly report of data from their respective offices on tourism and relative concerns.

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- The MTB shall have the power to form and activate committees, Special Task Forces or Groups and Civil Society Organizations. It shall also tap other government agencies, to implement any of the provisions of this code.
- The MTB in partnership with the TOM will develop tourism certification standard and processes.
- The MTB shall review and recommend improvements on all government and private sector-led ecotourism and related development proposals

Section 10. Meeting of the MTB – The MTB shall meet every three (3) months . However, within one (1) month after affectivity of this code, the majority of the members of the MTB shall call and ensure the holding of the first meeting/conference to decide and determine among other important matters, the venue and date of their quarterly meetings that shall be held regularly. Special meetings shall be called by the Chairperson of the MTB or by the majority of its members, as the need arises.

Section 11. The Matnog Tourism Technical Working Group (MTTWG). In the period between meetings, a technical working group, the composition of which will be decided by the BOARD, shall act on matters pertaining to tourism, and prepare the agenda and action points for the approval/appropriate action of the MTB.

- The MTWG shall, from time to time, review evaluate and recommend standards and process for certification.
- The MTWG shall be headed by the TOM and shall meet monthly to a date they so decide.

Section 12. The Matnog Tourism Office - Refer to Matnog Municipal Ordinance No. 04 -2011 .

Section 13. Composition of the Tourism Office (TO) - Composition of Tourism Office may be determined by the BOARD subject to the approval of the Sangguniang Bayan.

13.1 The MTB shall identify and assign the official tasks and responsibilities of the various sections of the TOM. The following are the initial tasks and responsibilities of the different sections of the MTO pending the issuance of the official job descriptions from the MTB.

CHAPTER III OPERATION AND DEVELOPMENT PROVISIONS

Section 14. Development Guidelines and Maintenance Of Tourist Attractions. The development guidelines and maintenance for tourist attractions and facilities shall observe and adhere to the relevant national and local laws among which are:

- Republic Act 9593, otherwise known as the Tourism Act of 2009
- Republic Act No. 10066, otherwise known as the National Cultural Heritage Act of 2009
- Republic Act 9072, The Cave Act of 2002
- Republic Act 9003, Ecological Solid Waste Act Of 2002
- Joint DENR-DOT Memorandum Circular No. 98-02; Guidelines for Ecotourism for Development of the Philippines
- Republic Act 7586, ~~NIPAS Act of 1992~~ - ENIPAS Act 2018
- Republic Act 7160, otherwise known as the Local Government Code of 1991
- D.O.T's Rules and Regulations to Govern the Accreditation of Hotels, Tourist Inns, Motels, Apartels, Resort, Pension Houses and other Accommodation Establishments
- P.D. 856, otherwise known as the Sanitation Code of the Philippines
- Sorsogon Provincial Ordinance No. 04-2009, the Sorsogon Ecotourism Code
- Sorsogon Provincial Ordinance No. 05-2009, the Environmental Code

• RA 9275, Cleanwater Act of 2004

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- RA 7849, Cleanair Act of 1999 (Establishments)

- Sorsogon Provincial Ordinance No. 05-2007, GAD Code
- Municipal Ordinance No. 10-2005, Fishery Code
- Municipal Ordinance No. 07-2006, Ecological Solid Waste Management
- Any other relevant rules and regulations that may be prescribed by law or ordinance.

TOURISM MASTER PLAN FOR THE BICOL REGION

14.1 Eco-Tourism Site. The Municipality of Matnog shall identify and designate areas to be developed as eco-tourism site in adherence to the Provincial Ecotourism Code.

14.2 Geological and Marine Attractions. The Bicol Tourism Master Plan, the joint DENR-DOT Memorandum 98-02 P.D. 856 and the Guidelines for the Formulation of Comprehensive Land Use Plan must be observed.

14.3 Historical and Cultural Sites. The TOM, in its consultation and partnership to relevant authorities shall be responsible for the inventory, upkeep and maintenance of the cultural and historical sites.

14.4 Special Events. Special events may take the form of celebrations, ceremonies, commemorations, expositions, fairs festivals, parades, pilgrimages, rituals or tributes. The TOM in coordination with the MTB shall be responsible for initiating and establishing especial event as the situation so demands.

Section 15. Development Guidelines and Maintenance of Tourism-Related Business. The BPLO shall issue guidelines based on DOT and MTB recommended standards.

Section 16. Accreditation of All Tourist Service Providers and Products. As mandated by law, accreditation for major and minor ecotourism related projects and activities should be from the DOT National and Regional Office, respectively.

Section 17. Issuance of Permit to Operate For Tourism Related Activities/Projects: All tourism-related activities and service providers, must have permit from the Municipal Tourism Office of this LGU before it can operate or provide services to the tourists. The following are the requirements for the issuance of permit to operate:

- A. For stakeholders, associations, groups and organizations:
 1. Accreditation from the Department of Tourism with a certificate from the National Ecotourism Certification Program (NECP)
 2. Constitution and By-Laws
 3. Track record of activities, in connection with tourism, done at least in a year
 4. Minutes of latest General Assembly and election of Officers
 5. List of Membership
 6. Financial Status (latest Statement of Income and Expenses)
 7. Mayor's Permit
- B. For Service Providers:
 - B.1. Personnel
 - a. Certificate of Training and Accreditation by a recognized body (TO, DOT, DTI)
 - b. Community Tax Certificate
 - c. Barangay Clearance
 - d. Police Clearance

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- B.2. Tour Packager
 - a. Registration and Accreditation in any National Government Agency (DOT, SEC, DTI, DOLE)
 - b. Mayor's Permit
 - c. Certificate of Registration from MTO

- B.3. Equipment (boat):
 - a. Registration from Maritime Industry Authority (MARINA)
 - b. Certificate of Accreditation issued by Department of Tourism

- B.4. Places/Establishments
 - a. Mayor's Permit
 - b. Certificate of Registration from MTO
 - c. Accreditation by a recognized body (TO, DOT, DTI, DENR)

The Municipal Tourism Office shall accredit, determine and identify the types and capacity of the boat and other locomotives to be used for specific tourism activity.

Section 18. Application For Registration and License. The BPLO shall issue relevant guidelines to any person, partnership or cooperation, or other entity desiring to establish, maintain and/or operate a tourism-oriented establishment.

Section 19. Inspection of Tourist-Oriented Establishments. The BPLO in partnership with the MTO shall conduct inspection of tourist-oriented establishments to make sure that such establishments adhere to the tourism-related guidelines set forth by the DOT and the MTB.

Section 20. Frequency and Time Regular Inspection. Inspection shall be made once every six (6) months during office hours.

Section 21. Special Inspections. When public interest so requires, the recommendation of the TO may serve as basis for an authorization for the BPLO or any member or members thereof, to conduct a special inspection.

Section 22. Report of the Inspection Teams. Within five (5) days from the date of inspection, the team leader shall submit a report of its findings and/or recommendations to the Office of the Municipal Mayor.

Section 23. Scheduling of Service of Sea Crafts and Guides:

1. It is the duty of the TO to schedule the trips of all registered and accredited boats and personnel, whether or not they are member of any tourist related association or group.
2. The tourist has an option to seek additional guide subject to additional charge as well. The additional guide may not be a part of the scheduled rotation.
3. The TO classifies the guides based on their expertise, trainings and seminars attended. The TOM or his duly authorized representative shall assist VIPs.
4. The TO provides a Feed Back Sheet Form to be filled up by tourist and collects them in any appropriate time.

Section 24. Study, Research and Documentation of Tourism Related Activities. Anybody who intends to conduct studies, research and other documentation in any tourism activity in Matnog, Sorsogon must secure a Mayor's Permit.

Section 25. Visit of Very Important Persons (VIPs). In order to provide utmost care and safety to the visitors, the following shall be observed:

1. Considered VIPs are the following:
 - a. Government Officials, whether foreign , national or local , to wit:
 - a.1 President
 - a.2 Vice President
 - a.3 Senators
 - a.4 Regional Directors
 - a.5 Assistant Regional Directors
 - a.6 Department Secretaries
 - a.7 Department Under-Secretaries/Asst. Secretaries
 - a.8 Congressmen
 - a.9 Governors
 - a.10 Vice Governors
 - a.11 Board Members
 - a.12 City and Municipal Councilors
 - a.13 Mayors
 - a.14 Vice Mayors
 - a.15 Chairman, Comm. On Tourism of LGUs
 - a.16 Tourism Officer
 - a.17 Officials of the Department of Tourism and the Department of Trade and Industry
2. The TO determines whether the VIP is a guest of the LGU or a guest of other government agency. The VIP shall be accorded with privileges as determined by the TOM.
3. The LGU, through the TO may provide additional security upon request of the VIP guest.

Section 26. Tourist Registration and Environmental Fee. Tourists shall register at the TO and shall pay an Environmental Fee as follows:

a. Tourist Registration:			
1. Foreign	-	P50.00	- 350.00
2. Domestic	-	10.00	- 300.00
			- 100.00
b. Environmental Fee	-	20.00	

Section 27. Disposition of Fees Collected from the Environmental Fee. The amount of Twenty (P20.00) Pesos collected from the Environmental Fee shall be allocated as follows:

- | | |
|--|------------------------|
| a. Five (P5.00) Pesos for Barangay Calintaan | d. Environmental Fee - |
| b. Five (P5.00) Pesos for Barangay Camcaman | e. MOOE - |
| c. Ten (P10.00) Pesos for the LGU of Matnog | |

Provided, however, that Barangay Calintaan and Camcaman shall conduct twice a week shoreline clean-up, provide Barangay Tanod to assist in the orderly docking of tourism boats and provide security as well and shall maintain a daily record of all registered tourists. This daily record shall be summarized monthly and shall be a basis for collection for the barangay share to be submitted to the Treasurer's Office for verification.

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Section 28. Financial Management For Income of Tourism Related Activities: Fees collected from tourism-related activities must be deposited as Trust Fund. The Matnog Tourism Council is authorized to disburse fund from the Trust Fund upon the approval of the majority of the MTB. The fund shall be used solely for tourism activities. Prescribed registration fees of tourist shall be paid directly to the Municipal Treasurer or his authorized representative.

Section 29. Sea Craft Registration Fees. Fees for the registration of sea crafts to be used for any tourism related activities in Matnog shall be in accordance with Municipal Ordinance No. 09-2005.

CHAPTER IV GROUNDS FOR SUSPENSION OR REVOCATION OF ACCREDITATION

Section 30. The Following are Grounds for Suspension or Revocation of License:

1. Boat Operator: *Owner*
 - a. Allowing non-accredited person to operate the boat.
 - b. Violation of any of the provisions of this Ordinance.
2. Boatmen and Tour Guides: *Boat Crew (Boat Captain and Boat Crew)*
 - a. Any act of dishonesty, misrepresentation or misconduct committed against a member of his/her tour group or against his/her employer or co-employer.
 - b. Violation of any of the provisions of this Ordinance.
3. ~~Violation of any tourism~~ *Violation of Tourism Office regulation.*
 - a. *Queuing of boats*

CHAPTER V REGULATION, CONTROL AND SUPERVISION OF THE OPERATION OF TOURIST-ORIENTED AND TOURIST RELATED ESTABLISHMENTS

Section 31. Transfer of Certificate of Registration/License. The certificate of Registration/License is a matter of privilege and may be issued only to qualified applicants. Accordingly, no owner and/or operator shall transfer to alienate in any manner said certificate and license

Section 32. Display of Certification of Registration/License Sticker. The certificate of registration and license shall be displayed in a conspicuous area in their place of business. Stickers shall be posted in entrance/doors, gates of such establishments for easy identification purposes.

Section 33. Provision of a Lifeguard. All beach operators receiving payment for use of the establishment, are required to provide a lifeguard in the area. Other beaches shall be provided with a lifeguard by the MTB.

CHAPTER VI REGISTRATION OF GUEST

Section 34. Registry. Resort/Hotel/Apartel /Tourist Inn/Pension House/Lodge shall keep a registry book. All guests/visitors seeking accommodations shall be required to register the following particulars in the registry and/or record books.

1. His /Her Full Name
2. Particulars of any identity card, passport or other travel documents issued to him/her.
3. The place of his/her origin and his/her permanent, regular or known address
4. The probable duration of his/her stay and his/her intended destination
5. The occupation and place of employment
6. His/her nationality
7. The time and date of his/her arrival

Section 35. Time of Entry. Before the guests/visitors are allowed to occupy a certain room of a resort/hotel/apartel/tourist inn/pension house/lodge and/ or its respective premises, the particulars prescribed in the preceding section shall be entered forthwith in the Registry Book Card, or if he/she is not to write, by the keepers,/managers/clerks and in either case, the entry shall be signed by the guest or if he/she is unable to write, it should be authenticated by his/her right thumb print.

Section 36. Visitor Invited By Guest Required To Register. Any visitor invited by a guest to stay in his/her room shall register in a separate book for visitors, in which the TOM may require.

Section 37. False Entry in the Registry Book or Card. No manager/operator shall enter or cause to be entered in the registry book or card or any information or particular of which he knows or could, by the exercise of reasonable diligence, have been ascertained to be false.

Section 38. Registry of Property Left by Guests. A book in which shall be entered without delay the particular of any property left in any resort/hotel/ apartelle / tourist inn/ pension house/motorist hotel/lodge by any guest shall kept in an manner which the MTO may require.

Section 39. Guest Suffering Form Dangerous Contagious and Infectious Disease. The manager/operator shall immediately report to Matnog Tourism Office (TO) any guest, tenant or member of any tourism establishment concerned who is found to be suffering from a dangerous contagious, and/or infectious disease. The TOM shall immediately refer the case to the Municipal Health Officer (MHO), who shall issue the necessary direction/instruction to prevent the spread of the disease or to require the transfer of the patient to the hotel.

Section 40. Death in the Tourism Establishment. The manager operator shall immediately report to the nearest police station the death of any person or one dying in a certain tourism establishment. A copy of the report shall be transmitted to the TOM.

**CHAPTER VII
DISCIPLINE AND TRAINING OF STAFF, CODE OF ETHICS AND CONDUCT**

Section 41. Liability of Managers/Operators for Acts or Omissions of Tourism Oriented and Tourism-Related Establishments Employees. Without the prejudice the provisions of the existing laws, manager/operators and assistants of tourism establishments shall be administratively liable for the acts or omissions of its members against any guest/visitors. They may however be exempt from liability if they could establish that they have exercised the diligence of a good father of the family in the supervision of the erring employees, or where the acts or omissions complained of are beyond the control of the manager/operators of their assistant due to fortuitous events or forces beyond human control.

Section 42. Training Programs for Staff. All tourism establishment shall provide a staff training designed to familiarize if not master their duties and responsibilities.

Section 43. Code of Ethics and/or Conduct. Tourism establishment managers/operators and/or association, if any, shall draft, with the assistance of the MTO, their Respective Code of Ethics and/or Conduct which shall govern their dealings with one another and with the guest/tenants of the establishments. Such Code of Ethics and/or conduct shall include the Administrative penalties that may be imposed for their violation. The said Code of Ethics and/or of conflict between any provision of these rules and said Code of Ethics and/or Conduct, the former shall prevail.

**CHAPTER VIII
TRANSPORTATION RATES (TOURIST TRANSPORT)**

Section 44. Manager Fixing. The fixing of rates for tourist transport (buses, jeepneys, vans, etc.) shall be in accordance with the approved rates set forth by the Land Transportation Franchising and Regulatory Board (LTFRB). In case of tricycles and those modes of transport under LGU, the SB shall issue the applicable rates.

- The TO shall issue the updated transport rate advisories on its website and travel brochures. All tourist establishments are likewise encouraged to post updated rates list for all tourism-related transport.

Section 45. Schedule of Fare Rates. Schedule of fare rates for boats used in any tourism activity shall be as follows:

BOAT CAPACITY	DAY TOUR	OVERNIGHT
10 persons (9 to 14 m length)	P2,000.00	P2,500.00
20 persons (15 m length, double engine)	P3,000.00	P3,500.00

Section 46. Application for Increase of Transport Rates. All application for the increase of transport rates shall be filed before the LTFRB and LGU respectively.

**CHAPTER IX
REGULATION OF TOURIST TRANSPORT OPERATIONS**

Section 47. Tourist Transport Service. Tourist transport service shall be offered on a regular point-to-point run. The point of departure shall be Barangay Camcaman and point of destination, shall be at the dockyard at Sitio Talaksan where unloading of tourist shall take place. Boats for tourist transport shall be docked therein. Picking up or unloading of passengers in between such point is prohibited to prevent untoward security incidences.

Section 48. Charter Rates. A tourist transport operator shall charge only charter rates as previously approved in accordance with these rules.

Section 49. Filing of Schedule of Charges. Tourist establishments shall file with the Matnog Tourism Office and shall readily make available in printed or copied form schedule of charges on all services and related fees. Any change in the charges shall be communicated to the TO within seven (7) days from the effectivity of such charges.

**CHAPTER X
PENAL PROVISIONS**

Section 50. Criminal Sanctions:

50.1. Violation of a Non-Holder of Authority. Any person who is not a holder of a license from the BPLO who violates any of the provisions of this Ordinance shall upon conviction by a competent court, suffer the penalty of imprisonment not exceeding one (1) year, or fine of not less than Two Thousand Five Hundred (Php2,500.00) or both the discretion of the court.

50.2. Penalty Imposed Upon Officers of Juridical Persons. If the offender of the provisions in the next preceding paragraph hereof is a corporation, partnership firm or association, the penalty provided therefore shall be imposed upon the officers responsible for the violation: and if such officer is an alien, he/she shall, in addition be subject to deportation.

**CHAPTER XI
MISCELLANEOUS PROVISIONS**

Section 51. Incentives for Registration of Tourism-Oriented and Tourism-Related Establishment. In the grant of incentives, equal preference shall be given to large investments those with great potential for employment and those of local small and medium enterprises.

- Tourism-oriented and Tourism-related establishments which are duly registered and licensed by the Municipal Government shall be entitled to avail of incentives mentioned in the investment code.

Section 52. Grant of Tax Exemptions and Privileges by the Municipal Council to Tourism Establishments of International Standards. In addition to the privileges mentioned in the preceding section, The Municipal Council may, upon recommendation of the Matnog Tourism Office, grant tax exemptions and incentives to tourism establishments of international standards such as, but not limited to, the following:

1. 5-star Deluxe Hotels
2. International Convention Centers
3. Man-made resorts or recreational parks of international standard
4. Such similar establishments as may be determined by the Matnog Tourism Council Office

- The establishments referred to in this section may also apply for the utilization of the Municipal government-owned lands through lease agreement or joint venture under terms and conditions which the Municipal Council may deem proper to impose.

Section 53. Confidential Character Of Certain Data. Information and documents received by or filed with the Matnog Tourism Office in pursuance of the requirements of this Ordinance shall be treated as confidential and shall not be divulged to any private party without the consent of the party concerned when public interest so requires. Any official or employee of the Matnog Tourism Office, including those that are temporarily assigned therewith, who shall violate the provision of the Section shall be guilty of an offense, whether under this Ordinance.

Section 54. Enlistment of Aid, Assistant and Support of Other Government Agencies. In the implementation of the provisions of this code the Matnog Tourism Office may enlist the aid, assistance and support of any and all government agencies, whether local or national.

Section 55. Registration of License Form. As the case may be, the Municipal government shall make available applications for registration and/or license form which shall be accomplish by the applicants and all other forms that may be deemed necessary in the implementation of this ordinance

Section 56. Implementing Rules. The Municipal Mayor, from time to time shall issue rules and regulations as he/she may deem fitting and necessary for the effective implementation of this code.

Section 57. Funding. The funds necessary for the implementation of this Code shall be taken from the devolved funds for tourism regulation, promotion and development. Succeeding funding requirements for the succeeding year shall be provided for in the Annual Budget of the Municipal Government.

Section 58. Separability Clause. If any part of this ordinance is declared as unconstitutional or unlawful, such declaration shall not affect the other parts or sections hereof that are not declared unlawful or unconstitutional.

Section 59. Repealing Clause. All previous ordinances inconsistent with this ordinance shall be deemed repealed or modified accordingly.

Section 60. Effectivity. This ordinance shall take after publication in a newspaper of general circulation and posting in three conspicuous places for three (3) consecutive weeks.

OFFICE OF THE SANGGUNIANG BAYAN

EXCERPTS FROM THE MINUTES OF THE 12th REGULAR SESSION OF THE 7th COUNCIL HELD AT THE SB SESSION HALL MUNICIPAL BUILDING, MATNOG, SORSOGON ON APRIL 16, 2012 AT 1:00 IN THE AFTERNOON

Present:

Honorable Alex B. Dulay	Municipal Vice Mayor (Presiding Officer)
Honorable Christopher G. Hadap	Municipal Councilor
Honorable Carlos G. Estrelon, Jr.	-do-
Honorable Joseph Alan G. Gacis	-do-
Honorable Edward Ruel T. Barlin	-do-
Honorable Salvador I. Frencillo	-do-
Honorable Ernie G. Garcera	-do-
Honorable Rotchien P. Fuster	-do- (SKMF President)

On Official Business:

Honorable Julio E. Garduque	ABC President
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Absent:

Honorable Evelyn S. Galalde	Municipal Councilor
Honorable Benjamin R. Rili	-do-

Municipal Ordinance No. 02-2012

AN ORDINANCE ENACTING THE MUNICIPAL TOURISM CODE, ESTABLISHING PROCEDURES AND MEASURES FOR THE EFFECTIVE DEVELOPMENT AND PROMOTION OF TOURISM AS A MAJOR INDUSTRY OF THE MUNICIPALITY PROVIDING FUNDS THEREFOR, AND FOR OTHER PURPOSES

Authors: Honorable Edward Ruel T. Barlin and Honorable Salvador L. Frencillo

Be it ordained by the Sangguniang Bayan of Matnog, that:

Chapter I

BASIC PRINCIPLES, OBJECTIVES AND DEFINITIONS

Section 1. Title – This Ordinance shall be known as the Matnog Tourism Code of 2012.

Section 2. Declaration of Principles. One with the province of Sorsogon, Matnog strive to be "a haven for an integrated, ecologically nurturing, cultural and gender sensitive tourism providing holistic and enriching experience to both local and international tourists and contributing to the sustained economic growth and development of the local communities."

We will develop the tourism industry of Matnog in partnership with the private sector, Civil Society Organizations by integrating the following components:

- Responsible and well- studied development and sustainable resource management.
- Economic enterprises and preservation of socio-cultural heritage and local customs.
- Improvement of infrastructures and support facilities and protection and conservation of cultural and environmental assets.
- Effective maintenance and improvements of peace and order and the promotion and maintenance of general hygiene and health.
- Human resource development and community involvement and participation.

This code provides that Matnog shall pursue and implement policies in accord with national and local laws and issuances in observing the following principles:

2.1. Economic Development and Benefits

- Tourism must benefit Matnog residents economically by instituting the following measures:

1. tourism activities and events must be economically viable;
2. involve the local communities as active stakeholders in the development of tourism products or destinations thereby ensuring that economic gains will directly benefit the local communities;
3. develop, promote and provide tourism enterprise training programs to locals as alternative or substitute sources of livelihood;
4. develop products that will be identified as a unique destinations brand;
5. train locals on tourism services; and
6. provide incentives and support to tourist-related business and initiatives.

2.2. Visitors Satisfaction and Well-being

- Tourism shall ensure that tourists experience the highest quality of services while at the tourism areas. These measures are recommended:
 1. Establish a system of evaluating existing and potential tourist destination based on national and international standards and recommend appropriate and realistic measure to satisfy such standards in cooperation with the stakeholder and the community.
 2. The stakeholders of particular destinations must properly inform the visitors about the basic features of the area, its responsible and sustainable tourism programs and the cultural- religious sensitivity of the locality.
 3. All concerned sector shall see to it the infrastructures development and business operations will maximize visitor enjoyment while maximizing negative impacts to the natural and cultural resources and the residents.

2.3. Community Stakeholder Involvement

- In conforming community-based tourism development programs, the following factors are essential:
 1. There shall be participation by all concerned sectors in capability building programs for the community and the implementation of long term visitor development plans.
 2. Tourism activities shall be gender-sensitive in order to contribute to the enhancement of women's social, economic and cultural status in the community.
 3. There shall be implementation of fair labor practice and equitable distribution of benefits.

2.4. Respect for the Socio-cultural Integrity of the Community and the Environment:

- To ensure that both the visitors and the visited community experience a mutually positive encounter, the following measures are recommended:
 1. Stakeholder concerned shall undergo orientation on the basic concepts of tourism and customers service, and should agree to welcome visitors into the designated tourism area.
 2. Tourist shall be oriented by concerned stakeholders about the socio-cultural uniqueness of the community for them to understand the community's socio-cultural sensitivities.
 3. The carrying capacity of every designated tourism area, whether for mass or special tourism, shall be determined, and as much as possible, to observe to ensure sustainability.
 4. The cooperation of local residents should be encouraged to show manifestation of their cultural heritage during cultural tours and/or shows.
 5. The inherent and unique values of the natural resources must be recognized and respected.
 6. Enhance awareness and understanding of an area's natural and cultural systems through educational initiatives and information disseminations.
 7. Stakeholder shall make sure that tourism activities contribute to the conservation and management of natural resources.
 8. If physical development can not be avoided, environmental sound measure should be adopted.

Section 3. Objectives – The code aims to attain the following objectives:

1. To develop and promote a sustainable tourism industry as one of the major development components of Municipality of Matnog.
2. To establish the necessary infrastructure, facilities and policies that will positively accelerate the development and promotion of the tourism industry;
3. To ensure accessibility of tourism site/destinations with reliable support facilities and to provide basic services in areas with tourism potential;

- and ethics;
6. To promote and mobilize support for ecotourism from all sectors and to develop a culture of tourism in the community;
 7. To institutionalize community participation in planning, development, implementation and monitoring of ecotourism projects;
 8. To develop the capability of LGUs and the local entrepreneurs in developing and managing the tourism resources of the municipality;
 9. To encourage and facilitate domestic and foreign investment to fill in the tourism facilities' requirements by providing reasonable incentives; and
 10. To develop globally competitive ecotourism products for quality visitor experience.

Section 4. Scope And Application - The ordinance shall govern and regulate all tourism and development and promotion programs and within the municipality of Matnog , including the licensing, registration, regulation and supervision of the operation of tourism-related establishment whether their scope is domestic or international. This code shall also apply to all unique and special qualities of tourist attractions available in Matnog, in term in natural assets, historical, socio-cultural events, and man made creations including services and activities.

Section 5. Definitions Of Terms – The following terms and phrases used in this code shall mean as follows:

1. Accessibility – refers to the ease by which travelers are able to reach their destinations b y means of transportation systems and infrastructures;
2. Accommodation – refers to facilities used mainly for the provision of shelter or sleeping areas to travelers and may also include for provisions for food and other essential services;
3. Accreditation – a certification issued by SCTO that the owners is recognized as having complied with its minimum standards for the operations and maintenance of the establishment concerned which shall ensure the safety and comfort and convenience of the tourist.
4. Adventure guide – a tour guide who is especially competent in the field of adventure tourism such as mountain climbing, drift snorkeling, swimming, kayaking, spelunking, trekking and hiking.
5. Amenities – facilities consisting of accommodation, food, transport, communications, entertainment, etc. which enhance the potential value of a tourist destination.
6. Apartment, Hotel (Apartle) – any building or edifice containing several independent and furnished or semi-furnished apartments regularly leased to tourist and travelers for a period or less than one day.
7. Attraction - a site, facility, or events which attributes capable of drawing tourists and satisfying their interest and expectations.
8. Bar, Cocktail, Lounge, Beer Houses/Gardens/Night or Day clubs – Bar includes any place where intoxicating and fermented liquors or malt are sold, even without food, where services of hired hostesses and/or waitress are employed and here customers may dance to music rendered by a regular dance orchestra or musicians for the purpose; otherwise, the placed shall be classified as a dance hall or night or day club.
 - a. A cocktail lounge or beer garden is considered a bar even if there are no business or waitresses to entertain customers.
 - b. Night or Day Club includes any place frequented at night-time or daytime, as the case maybe, where patron are served food and drinks are allowed to dance or with their partners or with professional hostesses furnished by the management.
 - c. Night and Day Club means essentially the same as "Night or Day Club" except that it opens both during night or day.
9. Biodiversity – refers to the "integration of the varieties and variation of all living organism in relation to their habitats and ecological complexes".
10. Carrying/Holding Capacity – the maximum number of people who can use a site without an unacceptable decline in the quality of experience gained by visitors and without compromising the integrity of the environment

11. Coastal – by the sea or seashore; adjacent to the sea; very near the sea; within the vicinity of the sea.
12. Code – refers to the Matnog Tourism Code.
13. Council – refers to the Matnog Tourism and Development Council, Inc.
14. Certification – refers to the confirmation of certain characteristics of an object, person, or organization. This confirmation is often but not always provided by some form of external view, education or assessment.
15. Community- based Ecotourism Guides/ Eco-guides – these are persons or group of persons who have been trained and qualified to guide visitors and interpret the cultural and natural heritage of their own municipality.
16. Culture – sum total of all knowledge, beliefs, art, morals, law, customs, values, attitudes, habits and forms of behavior that are shared by a society and are transmitted from generation to generation.
17. Civil Society Organization – refers to the area of uncoerced collective action around shared interest, purposes and values. In theory, its institutional forms are distinct from those of the state, family and market, though in practice, the boundaries between state, civil society, and market are often complex, blurred and negotiated. Civil society commonly embraces a diversity of spaces, actors and institutional form, varying in the degree of formality, autonomy and power: Civil society are often populated by organizations, such as registered women's organizations, faith-based organizations, professional associations, trade unions, self-help groups, social movements, business association, conditions and advocacy groups (WIKIPEDIA)
18. DENR – the Department of Environment and Natural Resources
19. Development – is the improvement of the quality of life of all regardless of age, sex, tribe, race and creed. It is characterized by an enrichment of Filipino Indigenous resources; sustainable utilization of the natural resources of the growth and balance ecology.
20. Domestic – refers to establishments that are locally owned and sourced.
21. DOT – the Department of Tourism.
22. Ecotourism – a form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of natural resources, culture and indigenous knowledge and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors. It is an alternative form of tourism that is natural resources-based with focus on conservation and commitment to remaining low-impact, small in scale, and locally oriented
23. Ethics – the moral codes or values that should underpin any decision making by individuals and organizations.
24. Food Establishment – refers to an establishment where food and drink are sold to customers.
25. Foreign Tourist – any person who is not a Filipino who comes to explore and visit Matnog.
26. Gender – is a society constructed difference of men and women. These social constructions attach themselves to behaviors, expectations, roles, representations and sometimes to value and beliefs that are specific to either men or women. Differences are created artificially, partly through socialization and partly through positive and negative discrimination in the various institution and structure of society.
27. Geological Attractions – natural attractions such as hills, mountains, volcanoes, and other extraordinary land formations that merit tourist attention.
28. Guides – generic terms for tour, specialist and adventure tour guides.
29. Holding/Carrying Capacity- the determination by the community and the local government of the number of the people who can comfortably use the site or the limit to which the site can admit visitors

30. Inbound Tour – A tour of the Philippines or any place within the Philippines.
31. Local Tourism Destination – a physical space in which a visitor spends time for recreation, leisure and pleasure.
32. Local Products – locally made products such as foods, souvenir items, attractions and services.
33. LTO – the Land Transportation Office
34. "may" – when used in this code shall mean permitted.
35. Marketing - the process by which companies create customer interest in goods or service. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customers relationships and create under value for their customers and for themselves (Wikipedia).
36. MEB – Matnog Ecotourism Board
37. MTB - the Matnog Tourism Board
38. MTDCI – the Matnog Tourism and Development Council, Inc.
39. MTO – Municipal Treasurer's Office
40. Natural and Cultural Features – the uniqueness of a site as well as the richness and significance of its resources.
41. NGO – Non - Government Organization
42. NIPAS – the National Integrated Protected Area System
43. Outbound Tour – a tour to or any place outside the Philippines.
44. Pension House – a private or family-oriented tourist boarding house or tourist lodging house, employing non-professional domestic helpers, regularly catering to tourist and/or kitchen and where a combination of board and lodging may be provided.
45. Package Tour – a tour where the transportation, accommodation, local tour and airport transfer are included in the agreed upon price.
46. PNP – the Philippine National Police
47. Province – refers to the Province of Sorsogon
48. TIEZA – the Tourism Infrastructure and Enterprise Zone Authority is the replacement to the Philippine Tourism Authority
49. TO – Municipal Tourism Office
50. TOM – Tourism Officer of Matnog
51. Resort – any place or places with pleasant environment and conducive to comport, healthful relaxation and rest, offering food sleeping accommodations and recreational facilities to the public for a fee or remuneration and drinks, and with enough spaces for parking and maneuvering vehicles.
52. Rest Areas/Stops – refers to any establishment that offers minimum amenities such as toilets/wash rooms, rest area, foods and drinks and with enough spaces for parking and maneuvering vehicles.
53. Special Events – special events may be in the form of festivals, fairs, ceremonies, commemorations, expositions jubilees, celebrations, pilgrimages, parades or rituals.
54. Stakeholder – groups or individual who have investments or interests in tourist sites and who are directly affected by tourist activities.

55. Standard – an established norm or requirement. It is usually a formal document that establishes uniform criteria, methods, processes and practices. A standard may be developed privately or unilaterally, for example by a corporation, regulatory body, industry, etc. Standards can also be developed by groups such as trade associations. Standard organizations often have more diverse input and usually develop voluntary standards: these might become mandatory if adopted by a government, business contract, etc.
56. Suite – a hotel room with one or more bedrooms and a receiving area. A suite may have a bar, more than one bathroom and a small kitchen.
57. Tourism – the activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
58. Tourism-related Establishments – refers to Restaurants, Sundry and Souvenir Shops, Department Store, Sports and Recreational Facilities, Galleries and Museums, Training Centers, Homestay Sites, Rest Areas/Stops.
59. Tourism Support Services – additional or extra services provided to tourists to enhance the quality of their stay in a destination. These include among others currency exchange, postal, banking and communications services.
60. Tourist Behavior - a visitor whose visit is for at least one night and whose main purpose of visit may be classified under one of the following three groups: leisure and holidays, business and professional, and other tourism purposes.

Tourists are already classified as the following:

- a. International Visitor – any person who travels to a country other than that in which he/his usual residence and outside such person's usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.
 - b. Domestic Visitor – any person residing in a country who travels to a place within the country outside his/her usual environment for a period of not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
 - c. Overnight Visitor – any visitor who stays at least one night in collective or private accommodation in the place visited.
 - d. Same-day Visitor – any visitor who does not spend the night in collective or private accommodation in the place visited. This definition includes cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension owners or passenger of yachts and passengers on a group tour accommodated in a train, etc.
61. Tour/Tour Guide – a person trained and qualified by the Department of Tourism or any accredited training institute for tourism to guide visitors and interpret the cultural and natural heritage of a tourist destination for a fee, commission, or any other form of lawful remuneration.
 62. Tourist Air Transport – any air conveyance catering mainly for tourists.
 63. Tourist Land Transport – any land vehicle used mainly for the conveyance of tourists.
 64. Tourist Water Transport - any water vessel used mainly for the water transport of tourists.
 65. Tour Operator – a company that arranges accommodation, transportation and other travel services into a package for resale through wholesalers or retailers.
 66. Tourist Satisfaction – focused to tourist's return and recommend the destination to others or conversely lure others to come. It is therefore a leading indicator of the long-term sustainability of a destination

67. View Deck – an elevated, developed site where tourists can enjoy an overlooking view of the surrounding area.
68. VIP – Very Important Persons.
69. Website – a collection of related web page, images, videos or other digital assets that there are addresses relative to a common Uniform Resource Locator (URL), often consisting of only the domain name, or the IP address, and the root path ('/') in an Internet Protocol- based network. A website is hosted on at least on web server accessible via a net work such as the Internet or a private local area net work (WIKIPEDIA).

A website is analogous to an electronic brochure/pamphlet, a source of information available to the whole world 24 hours a day.

Section 6. Types Of Tourism

1. Adventure Tourism- activities that involve an interaction with the natural environment and contain an element of risk, where the out come is determined by the participant, the setting and management of the tourist experience (e.g. backpacking hang gliding, mountaineering, rappelling, rock climbing, sailing, spelunking, diving, etc.).
2. Agricultural/Farm Tourism – a form of tourism activity conducted in a farm area which may include tending to farm animals, planting, harvesting and processing of farm products. It covers attractions, activities, services and amenities as well as other resources of the area to promote an appreciation of the local culture, heritage and traditions through personal contact with the local people.
3. Cultural tourism – motivated primarily by cultural attractions including visits to museums, art galleries, heritage sites, cultural presentations, etc.
4. Ecotourism – form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of a natural resources, culture and indigenous knowledge and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors. It is an alternative form of tourism that is natural, resources-based with focus on conservation and commitment to remaining low-impact, small in scale, and locally oriented.
5. Event Tourism – travel directed at observing and/or participating in special events such as but not limited to fairs, ceremonies, commemorations, contests and competitions, expositions, games, jubilees, parties or celebrations, pilgrimages, parades, rituals or rare natural phenomena like solar eclipses and volcanic eruptions.
6. Factory/Industry Tourism – a tourism activity where factories or manufacturing facilities open their doors to visitors (e.g. pilinut candy making, abaca weaving, bolo forging or pagpanday sundang, etc.).
7. Health Tourism – travel to improve one's health through the following sauna, massage, faith healing, diet resorts, health spas, hot springs, mineral springs, meditation centers, etc.
8. Sport Tourism – travel to participate in or observe sporting competitions/activities like basketball, boxing, cockfighting, triathlons, adventure/games/races, etc

CHAPTER II IMPLEMENTING PROVISIONS

Section 7. The Matnog Tourism Board (MTB). The Matnog Tourism Board shall be created to serve as the policy making body of Matnog Tourism. The Municipal Mayor shall serve as the Chairperson of this Board.

Section 8. Composition of the Matnog Tourism Board. The following shall compose the MTB.

Chairman : The Municipal Mayor

Vice Chairman : Chairman – Committee on Tourism, SB

Members:

1. Tourism Officer/ Coordinator
2. Chairman - Committee on Natural Resources and Environmental Protection

5. The PNP Chief-of-Police, Matnog Police Station
6. Liga ng mga Barangay President
7. SK Federation President
8. The Municipal Engineer
9. Department of Trade and Industry, Provincial Director
10. Representative from the Department of Tourism
11. Representative from the Transport Sector (Land)
12. Representative from the Transport Sector (Sea)
13. Representative from NGO (involve in tourism)
14. Municipal Health Officer

Secretariat : Municipal Tourism Office

The MTB may also invite other government agencies and private sectors to participate in specific programs and meetings where they are also involved.

Each organization shall designate official and alternate members to the Board. The term of each board members shall be reviewed one month after each election. The members shall serve a term of one (1) year.

Section 9. Duties and Functions of the Municipal Tourism Board:

1. Formulates policies set direction and act as the oversight and regulatory body for all municipal tourism activities in line with the provisions of this code.
 2. Review and approve tourism-related development proposals within tourism destination areas.
 3. Maintain an updated Data Bank in the Tourism Office of all data concerning tourism and related concerns.
 4. Establish standards and indicators.
 5. Initiate the review of this code and recommend amendments to make this code consistent and relevant to the existing situations and conditions.
- All agencies involved, LGUs, departments and sectors shall submit to the MTB through the TOM a monthly report of data from their respective offices on tourism and relative concerns.
 - The MTB shall have the power to form and activate committees, Special Task Forces or Groups and Civil Society Organizations. It shall also tap other government agencies, to implement any of the provisions of this code.
 - The MTB in partnership with the TOM will develop tourism certification standard and processes.
 - The MTB shall review and recommend improvements on all government and private sector-led ecotourism and related development proposals

Section 10. Meeting of the MTB – The MTB shall meet every three (3) months . However, within one (1) month after affectivity of this code, the majority of the members of the MTB shall call and ensure the holding of the first meeting/conference to decide and determine among other important matters, the venue and date of their quarterly meetings that shall be held regularly. Special meetings shall be called by the Chairperson of the MTB or by the majority of its members, as the need arises.

Section 11. The Matnog Tourism Technical Working Group (MTTWG). In the period between meetings, a technical working group, the composition of which will be decided by the BOARD, shall act on matters pertaining to tourism, and prepare the agenda and action points for the approval/appropriate action of the MTB.

- The MTWG shall, from time to time, review evaluate and recommend standards and process for certification.
- The MTWG shall be headed by the TOM and shall meet monthly to a date they so decide.

Section 12. The Matnog Tourism Office - Refer to Matnog Municipal Ordinance No. 04 -2011 .

Section 13. Composition of the Tourism Office (TO) - Composition of Tourism Office may be determined by the BOARD subject to the approval of the Sangguniang Bayan.

13.1 The MTB shall identify and assign the official tasks and responsibilities of the various sections of the TOM. The following are the initial tasks and responsibilities of the different sections of the MTO pending the issuance of the official job descriptions from the MTB.

**CHAPTER III
OPERATION AND DEVELOPMENT PROVISIONS**

Section 14. Development Guidelines and Maintenance Of Tourist Attractions. The development guidelines and maintenance for tourist attractions and facilities shall observe and adhere to the relevant national and local laws among which are:

- Republic Act 9593, otherwise known as the Tourism Act of 2009
- Republic Act No. 10066, otherwise known as the National Cultural Heritage Act of 2009
- Republic Act 9072, The Cave Act of 2002
- Republic Act 9003, Ecological Solid Waste Act Of 2002
- Joint DENR-DOT Memorandum Circular No. 98-02; Guidelines for Ecotourism for Development of the Philippines
- Republic Act 7586, NIPAS Act of 1992
- Republic Act 7160, otherwise known as the Local Government Code of 1991
- D.O.T's Rules and Regulations to Govern the Accreditation of Hotels, Tourist Inns, Motels, Apartels, Resort, Pension Houses and other Accommodation Establishments
- P.D. 856, otherwise known as the Sanitation Code of the Philippines
- Sorsogon Provincial Ordinance No. 04-2009, the Sorsogon Ecotourism Code
- Sorsogon Provincial Ordinance No. 05-2009, the Environmental Code
- Sorsogon Provincial Ordinance No. 05-2007, GAD Code
- Municipal Ordinance No. 10-2005, Fishery Code
- Municipal Ordinance No. 07-2006, Ecological Solid Waste Management
- Any other relevant rules and regulations that may be prescribed by law or ordinance.

TOURISM MASTER PLAN FOR THE BICOL REGION

14.1 Eco-Tourism Site. The Municipality of Matnog shall identify and designate areas to be developed as eco-tourism site in adherence to the Provincial Ecotourism Code.

14.2 Geological and Marine Attractions. The Bicol Tourism Master Plan, the joint DENR-DOT Memorandum 98-02 P.D. 856 and the Guidelines for the Formulation of Comprehensive Land Use Plan must be observed.

14.3 Historical and Cultural Sites. The TOM, in its consultation and partnership to relevant authorities shall be responsible for the inventory, upkeep and maintenance of the cultural and historical sites.

14.4 Special Events. Special events may take the form of celebrations, ceremonies, commemorations, expositions, fairs festivals, parades, pilgrimages, rituals or tributes. The TOM in coordination with the MTB shall be responsible for initiating and establishing especial event as the situation so demands.

Section 15. Development Guidelines and Maintenance of Tourism-Related Business. The BPLO shall issue guidelines based on DOT and MTB recommended standards.

Section 16. Accreditation of All Tourist Service Providers and Products. As mandated by law, accreditation for major and minor ecotourism related projects and activities should be from the DOT National and Regional Office, respectively.

Section 17. Issuance of Permit to Operate For Tourism Related Activities/Projects: All tourism-related activities and service providers, must have permit from the Municipal Tourism Office of this LGU before it can operate or provide services to the tourists. The following are the requirements for the issuance of permit to operate:

- A. For stakeholders, associations, groups and organizations:
 1. Accreditation from the Department of Tourism with a certificate from the National Ecotourism Certification Program (NECP)
 2. Constitution and By-Laws
 3. Track record of activities, in connection with tourism, done at least in a year
 4. Minutes of latest General Assembly and election of Officers
 5. List of Membership
 6. Financial Status (latest Statement of Income and Expenses)
 7. Mayor's Permit

- B. For Service Providers:
 - B.1. Personnel
 - a. Certificate of Training and Accreditation by a recognized body (TO, DOT, DTI)
 - b. Community Tax Certificate
 - c. Barangay Clearance
 - d. Police Clearance
 - B.2. Tour Packager
 - a. Registration and Accreditation in any National Government Agency (DOT, SEC, DTI, DOLE)
 - b. Mayor's Permit
 - c. Certificate of Registration from MTO
 - B.3. Equipment (boat):
 - a. Registration from Maritime Industry Authority (MARINA)
 - b. Certificate of Accreditation issued by Department of Tourism
 - B.4. Places/Establishments
 - a. Mayor's Permit
 - b. Certificate of Registration from MTO
 - c. Accreditation by a recognized body (TO, DOT, DTI)

The Municipal Tourism Office shall accredit, determine and identify the types and capacity of the boat and other locomotives to be used for specific tourism activity.

Section 18. Application For Registration and License. The BPLO shall issue relevant guidelines to any person, partnership or cooperation, or other entity desiring to establish, maintain and/or operate a tourism-oriented establishment.

Section 19. Inspection of Tourist-Oriented Establishments. The BPLO in partnership with the MTO shall conduct inspection of tourist-oriented establishments to make sure that such establishments adhere to the tourism-related guidelines set forth by the DOT and the MTB.

Section 20. Frequency and Time Regular Inspection. Inspection shall be made once every six (6) months during office hours.

Section 21. Special Inspections. When public interest so requires, the recommendation of the TO may serve as basis for an authorization for the BPLO or any member or members thereof, to conduct a special inspection.

Section 22. Report of the Inspection Teams. Within five (5) days from the date of inspection, the team leader shall submit a report of its findings and/or recommendations to the Office of the Municipal Mayor.

Section 23. Scheduling of Service of Sea Crafts And Guides:

1. It is the duty of the TO to schedule the trips of all registered and accredited boats and personnel, whether or not they are member of any tourist related association or group.
2. The tourist has an option to seek additional guide subject to additional charge as well. The additional guide may not be a part of the scheduled rotation.
3. The TO classifies the guides based on their expertise, trainings and seminars attended. The TOM or his duly authorized representative shall assist VIPs.
4. The TO provides a Feed Back Sheet Form to be filled up by tourist and collects them in any appropriate time.

Section 24. Study, Research and Documentation of Tourism Related Activities. Anybody who intends to conduct studies, research and other documentation in any tourism activity in Matnog, Sorsogon must secure a Mayor's Permit.

Section 25. Visit of Very Important Persons (VIPs). In order to provide utmost care and safety to the visitors, the following shall be observed:

1. Considered VIPs are the following.
 - a. Government Officials, whether foreign , national or local , to wit:
 - a.1 President
 - a.2 Vice President
 - a.3 Senators
 - a.4 Regional Directors
 - a.5 Assistant Regional Directors
 - a.6 Department Secretaries
 - a.7 Department Under-Secretaries/Asst. Secretaries
 - a.8 Congressmen
 - a.9 Governors
 - a.10 Vice Governors
 - a.11 Board Members of Sorsogon
 - a.12 City and Municipal Councilors of the Province of Sorsogon
 - a.13 Mayors
 - a.14 Vice Mayors of the Province of Sorsogon
 - a.15 Chairman, Comm. On Tourism of LGUs
 - a.16 Tourism Officer
 - a.17 Officials of the Department of Tourism and the Department of Trade and Industry
2. The TO determines whether the VIP is a guest of the LGU or a guest of other government agency. The VIP shall be accorded with privileges as determined by the TOM.
3. The LGU, through the TO may provide additional security upon request of the VIP guest.

Section 26. Tourist Registration and Environmental Fee. Tourists shall register at the TO and shall pay an Environmental Fee as follows:

a. Tourist Registration:		
1. Foreign	-	P50.00
2. Domestic	-	10.00
b. Environmental Fee	-	20.00

Section 27. Financial Management For Income of Tourism Related Activities: Fees collected from tourism-related activities must be deposited as Trust Fund. The Matnog Tourism Council is authorized to disburse fund from the Trust Fund upon the approval of the majority of the MTB. The fund shall be used solely for tourism activities. Prescribed registration fees of tourist shall be paid directly to the Municipal Treasurer or his authorized representative.

Section 28. Sea Craft Registration Fees. Fees for the registration of sea crafts to be used for any tourism related activities in Matnog shall be in accordance with Municipal Ordinance No. 09-2005.

Section 29. Fees. All fees and rentals shall be determined by the MTB and subject to the approval of the Sangguniang Bayan. The same shall be published through the internet, radio, newspaper and others.

CHAPTER IV GROUNDS FOR SUSPENSION OR REVOCATION OF ACCREDITATION

Section 30. The Following are Grounds for Suspension or Revocation of License:

1. Boat Operator:
 - a. Allowing non-accredited person to operate the boat.
 - b. Violation of any of the provisions of this Ordinance.
2. Boatmen and Tour Guides:
 - a. Any act of dishonesty, misrepresentation or misconduct committed against a member of his/her tour group or against his/her employer or co-employer.
 - b. Violation of any of the provisions of this Ordinance.

**REGULATION, CONTROL AND SUPERVISION OF THE OPERATION OF TOURIST-ORIENTED
AND TOURIST RELATED ESTABLISHMENTS**

Section 31. Transfer of Certificate of Registration/License. The certificate of Registration/License is a matter of privilege and may be issued only to qualified applicants. Accordingly, no owner and/or operator shall transfer to alienate in any manner said certificate and license

Section 32. Display of Certification of Registration/License Sticker. The certificate of registration and license shall be displayed in a conspicuous area in their place of business. Stickers shall be posted in entrance/doors, gates of such establishments for easy identification purposes.

Section 33. Provision of a Lifeguard. All beach operators receiving payment for use of the establishment, are required to provide a lifeguard in the area. Other beaches shall be provided with a lifeguard by the MTB.

**CHAPTER VI
REGISTRATION OF GUEST**

Section 34. Registry. Resort/Hotel/Apartel /Tourist Inn/Pension House/Lodge shall keep a registry book. All guests/visitors seeking accommodations shall be required to register the following particulars in the registry and/or record books.

1. His /Her Full Name
2. Particulars of any identity card, passport or other travel documents issued to him/her.
3. The place of his/her origin and his/her permanent, regular or known address
4. The probable duration of his/her stay and his/her intended destination
5. The occupation and place of employment
6. His/her nationality
7. The time and date of his/her arrival

Section 35. Time of Entry. Before the guests/visitors are allowed to occupy a certain room of a resort/hotel/apartel/tourist inn/pension house/lodge and/ or its respective premises, the particulars prescribed in the preceding section shall be entered forthwith in the Registry Book Card, or if he/she is not to write, by the keepers,/managers/clerks and in either case, the entry shall be signed by the guest or if he/she is unable to write, it should be authenticated by his/her right thumb print.

Section 36. Visitor Invited By Guest Required To Register. Any visitor invited by a guest to stay in his/her room shall register in a separate book for visitors, in which the TOM may require.

Section 37. False Entry in the Registry Book or Card. No manager/operator shall enter or cause to be entered in the registry book or card or any information or particular of which he knows or could, by the exercise of reasonable diligence, have been ascertained to be false.

Section 38. Registry of Property Left by Guests. A book in which shall be entered without delay the particular of any property left in any resort/hotel/apartel/tourist inn/ pension house/motorist hotel/lodge by any guest shall kept in an manner which the MTO may require.

Section 39. Guest Suffering Form Dangerous Contagious and Infectious Disease. The manager/operator shall immediately report to Matnog Tourism Office (TO) any guest, tenant or member of any tourism establishment concerned who is found to be suffering from a dangerous contagious, and/or infectious disease. The TOM shall immediately refer the case to the Municipal Health Officer (MHO), who shall issue the necessary direction/instruction to prevent the spread of the disease or to require the transfer of the patient to the hotel.

Section 40. Death in the Tourism Establishment. The manager operator shall immediately report to the nearest police station the death of any person or one dying in a certain tourism establishment. A copy of the report shall be transmitted to the TOM.

**CHAPTER VII
DISCIPLINE AND TRAINING OF STAFF, CODE OF ETHICS AND CONDUCT**

Section 41. Liability of Managers/Operators for Acts or Omissions of Tourism Oriented and Tourism-Related Establishments Employees. Without the prejudice the provisions of the existing laws, manager/operators and assistants of tourism establishments shall be administratively liable for the acts or omissions of its members against any guest/visitors. They may however be exempt from liability if they could establish that they have exercised the diligence of a good father of the family in the supervision of the erring employees, or where the acts or omissions complained of are beyond the control of the manager/operators of their assistant due to fortuitous events or forces beyond human control.

Section 42. Training Programs for Staff. All tourism establishment shall provide a staff training designed to familiarize if not master their duties and responsibilities.

Section 43. Code of Ethics and/or Conduct. Tourism establishment managers/operators and/or association, if any, shall draft, with the assistance of the MTO, their Respective Code of Ethics and/or Conduct which shall govern their dealings with one another and with the guest/tenants of the establishments. Such Code of Ethics and/or conduct shall include the Administrative penalties that may be imposed for their violation. The said Code of Ethics and/or of conflict between any provision of these rules and said Code of Ethics and/or Conduct, the former shall prevail.

**CHAPTER VIII
TRANSPORTATION RATES (TOURIST TRANSPORT)**

Section 44. Manager Fixing. The fixing of rates for tourist transport (buses, jeepneys, vans, etc.) shall be in accordance with the approved rates set forth by the Land Transportation Franchising and Regulatory Board (LTFRB). In case of tricycles and those modes of transport under LGU, the SB shall issue the applicable rates.

- The TO shall issue the updated transport rate advisories on its website and travel brochures. All tourist establishments are likewise encouraged to post updated rates list for all tourism-related transport.

Section 45. Application for Increase of Transport Rates. All application for the increase of transport rates shall be filed before the LTFRB and LGU respectively.

**CHAPTER IX
REGULATION OF TOURIST TRANSPORT OPERATIONS**

Section 46. Tourist Transport Service. Tourist transport service shall be offered on a regular point-to-point run. The points of departure and destinations of a tourist transport regularly plying the route shall be a hotel, resort, or such similar tourism facility and picking up or unloading of passengers in between such point is prohibited to prevent untoward security incidences.

Section 47. Charter Rates. A tourist transport operator shall charge only charter rates as previously approved in accordance with these rules.

Section 48. Filing of Schedule of Charges. Tourist establishments shall file with the Matnog Tourism Office and shall readily make available in printed or copied form schedule of charges on all services and related fees. Any change in the charges shall be communicated to the TO within seven (7) days from the effectivity of such charges.

**CHAPTER X
PENAL PROVISIONS**

Section 49. Criminal Sanctions:

50.1. Violation of a Non-Holder of Authority. Any person who is not a holder of a license from the BPLO who violates any of the provisions of this Ordinance shall upon conviction by a competent court, suffer the penalty of imprisonment not exceeding one (1) year, or fine of not less than Two Thousand Five Hundred (Php2,500.00) or both the discretion of the court.

49. 2. Penalty Imposed Upon Officers of Juridical Persons. If the offender of the provisions in the next

Section 50. Incentives for Registration of Tourism-Oriented and Tourism-Related Establishment. In the grant of incentives, equal preference shall be given to large investments those with great potential for employment and those of local small and medium enterprises.

- Tourism-oriented and Tourism-related establishments which are duly registered and licensed by the Municipal Government shall be entitled to avail of incentives mentioned in the investment code.

Section 51. Grant of Tax Exemptions and Privileges by the Municipal Council to Tourism Establishments of International Standards. In addition to the privileges mentioned in the preceding section, The Municipal Council may, upon recommendation of the Matnog Tourism Office, grant tax exemptions and incentives to tourism establishments of international standards such as, but not limited to, the following:

1. 5-star De Luxe Hotels
2. International Convention Centers
3. Man-made resorts or recreational parks of international standard
4. Such similar establishments as may be determined by the Matnog Tourism Council Office

- The establishments referred to in this section may also apply for the utilization of the Municipal government-owned lands through lease agreement or joint venture under terms and conditions which the Municipal Council may deem proper to impose.

Section 52. Confidential Character Of Certain Data. Information and documents received by or filed with the Matnog Tourism Office in pursuance of the requirements of this Ordinance shall be treated as confidential and shall not be divulged to any private party without the consent of the party concerned when public interest so requires. Any official or employee of the Matnog Tourism Office, including those that are temporarily assigned therewith, who shall violate the provision of the Section shall be guilty of an offense, whether under this Ordinance.

Section 53. Enlistment of Aid, Assistant and Support of Other Government Agencies. In the implementation of the provisions of this code the Matnog Tourism Office may enlist the aid, assistance and support of any and all government agencies, whether local or national.

Section 54. Registration of License Form. As the case may be, the Municipal government shall make available applications for registration and/or license form which shall be accomplish by the applicants and all other forms that may be deemed necessary in the implementation of this ordinance

Section 55. Implementing Rules. The Municipal Mayor, from time to time shall issue rules and regulations as he/she may deem fitting and necessary for the effective implementation of this code.


Section 56. Funding. The funds necessary for the implementation of this Code shall be taken from the devolved funds for tourism regulation, promotion and development. Succeeding funding requirements for the succeeding year shall be provided for in the Annual Budget of the Municipal Government.

I hereby certify to the correctness of the foregoing.

ATTESTED BY:




HONORABLE ALEX B. DULAY
Municipal Vice Mayor
Presiding Officer



JOSEPHINE G. BAUTISTA
SB Secretary

APPROVED BY:



EMILIO G. UBALDO
Municipal Mayor