



Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 041-2016

AN ORDER CREATING THE MUNICIPAL TOURISM COUNCIL (MTC) OF PINAMALAYAN, ORIENTAL MINDORO.

WHEREAS, the Department of Interior and Local Government Memorandum Circular No. 95162, dated 02 October 1995, states that there is a need to organize a Tourism Council;

WHEREAS, pursuant to Republic Act No. 7160, otherwise known as the Local Government Code of 1991, Local Government Units (LGUs) shall prepare, adopt, implement and monitor their local tourism purposes;

WHEREAS, there is a need for this LGU to create Municipal Tourism Council in order to promote tourism and to give due regard to the conservation of natural endowments and preservation of cultural heritage while according opportunity for local communities to achieve a better quality of life.

NOW, THEREFORE, I, ARISTEO A. BALDOS, JR., by virtue of the power vested in me by law, do hereby order the creation of Municipal Tourism Council.

Section 1. COMPOSITION. The MTC membership shall be at least sixty percent (60%) from the private sector and forty percent (40%) from the Local Government Unit. As such it shall be composed of the following:

EXECUTIVE BOARD

Hon. Aristeo A. Baldos, Jr.	Chairperson/Municipal Mayor
Hon. Rodolfo M. Magsino	Co-Chairperson/Municipal/Vice-Mayor
Hon. Jeffrey Paul Umbao	SB Member/Chairman Comm. On Tourism
Hon. Norman J. Jacinto	ABC President
Ms. Mirasol J. Santos	Municipal Administrator
Mr. Rosenio A. Toriano	MPDC
Mr. Cresenciano Abel	Permits and Licensing Office
Engr. Manolito Masculino	MENRO/Zoning Officer III
Engr. Teodora M. Fortu	Municipal Engineer
P/Supt. Jessie R. Ylagan	MPS Chief of Police
Dra. Cecilia A. Morales	Municipal Health Officer
Ms. Esmeralda M. Perez	Market Supervisor

EXECUTIVE OFFICERS

President	Michael S. Landicho
Vice-President	Marlon A. Atienza
Secretary	Carmel S. Belino
Treasurer	Marjoreen D. Bae
P.R.O.	Marlet F. Falceso
	Rogelio Lamanilao
	Eunice Helera
Business Manager	Marja Leena S. Colorado
Auditor	Kim Andrew D. Cabral

Members

Representative - Transport

Representative - Hotels and Restaurants
Representatives - Resorts
Representatives - Local Media
Representatives - Educational Institutions
Representatives- General Service Establishments
Representatives - Hospitals and Health Centers

GENERAL COUNCIL FEDERATION

For purpose of efficiency, the General Council Federation shall be composed of sub-groups representing the different service sectors:

- a. Transportation
- b. Hotels and Restaurants
- c. Resorts
- d. Local Media (including local printers)
- e. Educational Institutions
- f. General Service Establishments
- g. Hospital and Health Centers

To determine the Executive Officers, the following shall be observed:

- Each sub-group shall have its own set of elected officers;
- Each sub-group President-elect shall automatically take the Representative position in the Executive Body;
- Representatives shall then elect the Executive Officers from among themselves;
- The Executive Officer's term shall be co-terminus with that of the Local Chief Executive;
- Representative positions vacated by those elected as Executive Officers shall be automatically filled in by their respective sub-group Vice Presidents.

Section 2. Duties and Functions. The MTC shall perform the duties and functions:

ENVIRONMENTAL MANAGEMENT

1. Integrate government and private sector involvement in managing effective environment protection programs and encourage a community-wide compliance with local zoning;

HISTORY, CULTURE AND ARTS ENHANCEMENT

2. Study and initiate the development and establishment of a cultural/tourism museum depicting in photos, antiquities, costumes, etc., the history, cultural development, achievement, etc., of the community;
3. Develop and promote regular food festivals, sports fest, cultural presentations, tourism/trade bazaars and other tourist activities;
4. Organize and encourage the organization of local dance and music cultural groups and to schedule performances of the groups in various towns and cities, within and outside the province and region;

PEACE AND ORDER

5. To initiate, maintain and monitor sanitation and beautification activities in the community;
6. Strictly enforce sanitary standards in public restrooms frequented by the public utility vehicles and tourist transport services, i.e., gasoline stations, restaurants along main highways and bus stops,
7. Liaise and coordinate with police agencies on matters of traffic and peace and order conditions affecting tourism and to monitor and assist in the early resolution of crimes reported by tourists;
8. Assist in monitoring the implementation of the Local Government Code on the matter of licensing of tourism establishments in the locality to ascertain the safe and enjoyable stay of travelers;

9. Monitor major road and street improvement plans, particularly those that lead to the town proper and tourist spots, and to seek government action whenever it may be urgently needed;
10. Study and initiate the installation of highly-visible and uniform directional signs and billboards leading to various tourist destinations in the community;
11. Monitor availability of transport and communication services;

PLANNING AND LEGISLATION

12. Formulate and submit tourism development/promotion proposals for local and provincial legislation, seek approval from the executive branch to provide fiscal and non-fiscal incentives that will strengthen private sector investments in tourism-related activities;

TOURISM-RELATED TRAINING

13. To promote the welfare of, protection and hospitable reception of local and foreign tourists during their stay in the community;
14. Plan, develop and initiate training programs for personnel in food and lodging establishments and local tour guides (whenever necessary), in collaboration with accredited organizations, i.e. HRAP, PTAA and the like;
15. Initiate and promote a community-wide campaign on courtesy and hospitality;

MARKETING AND PUBLICITY

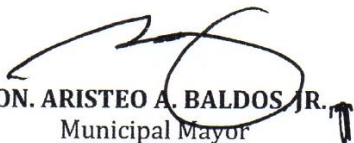
16. Initiate and promote exchange-visit programs among civic/religious organizations with their counterparts in other provinces or regions;
17. Liaise and coordinate with licensed tour operators for the promotion of the community as a tourist destination;
18. Create and promote a continued awareness program on the benefits of tourism through local media.

Other such functions and responsibilities as may be deemed necessary in the proper performance of its duties.

Section 4. SECRETARIAT. The Secretariat shall be the Tourism Office.

Section 3. EFFECTIVITY. This order shall take effect immediately.

Done in the Municipality of Pinamalayan this 23th day of September, 2016 at Pinamalayan, Oriental Mindoro


HON. ARISTEO A. BALDOS JR.
Municipal Mayor