



Republic of the Philippines  
Province of Isabela  
**MUNICIPALITY OF PALANAN**

**OFFICE OF THE SANGGUNIANG BAYAN**

EXCERPT FROM THE MINUTES OF THE REGULAR SESSION OF THE SANGGUNIANG BAYAN OF PALANAN, ISABELA  
HELD ON MARCH 16, 2020 AT THE SB SESSION HALL OF THE MUNICIPAL LEGISLATIVE SESSION HALL, PALANAN,  
ISABELA.

**PRESENT:**

HON. RONNIE A. ATIENZA	- Temporary Presiding Officer/ Sangguniang Bayan Member
HON. PACITA MONA Q. ATANACIO	- Sangguniang Bayan Member
HON. MICHAEL JOHN D. BERNARDO	- Sangguniang Bayan Member
HON. ROBERT B. NERI	- Sangguniang Bayan Member
HON. CRISELDA S. DELA PEÑA	- Sangguniang Bayan Member
HON. GLORIA D. CAULAN	- Sangguniang Bayan Member
HON. ANGELINA A. BERNARDO	- Liga Ng Mga Barangay President

**ON OFFICIAL BUSINESS:**

HON. JIMMY B. GONZALES	- Municipal Vice Mayor
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**ABSENT:**

HON. EARL JOHN ANGELO S. BERNARDO	- Sangguniang Bayan Member
HON. THEO ANGELO A. GARCIA	- Sangguniang Bayan Member
HON. JUSTIN KERBY S. BERNARDO	- SK Federation President

Sponsored by: **HON. CRISELDA S. DELA PENA**, Sangguniang Bayan Member

**MUNICIPAL ORDINANCE NO. 2020-040**

**AN ORDINANCE ENACTING THE TOURISM AND CULTURE CODE OF PALANAN, ISABELA.**

**SECTION 1. TITLE.** This Ordinance shall be known as the "Tourism and Culture Code of Palanan, Isabela".

**SECTION 2. DECLARATION POLICY.** It is hereby declared the policy of the Municipality to pursue the sustainable development of Palanan as Ecological Tourism Haven of the North and for this purpose:

- a. Conserve the natural environment including its biodiversity;
- b. Respect the cultural sensibilities and rights of host communities/tenured migrants;
- c. Safeguard and preserve the integrity of cultural heritage historical sites and natural endowments;
- d. Educate all stakeholder, community and tourist on the principles of responsible and sustainable tourism;
- e. Alleviate poverty through community based tourism strategies;
- f. Improve quality of services to be globally competitive.
- g. Support sustainable tourism development plans;
- h. Encourage active involvement and participation of communities in tourism development;
- i. Ensure that all tourism activities, plans, etc. should reflect the positive Filipino values especially the values of *Maka-Diyos, Makatao, Makakalikasan* (Pro-God, Pro-People and Pro-Environment);
- j. Identify, develop and promote existing and potential tourism areas and tourism enterprise zone;
- k. Institutionalize and advocate a responsible culture of tourism;
- l. Promote teamwork and cooperation among stakeholders to attain common goals and objectives for the common good through the creation of a Municipal Tourism Council;
- m. Encourage, promote and link-community based tourism support industries to the tourism mainstream;
- n. Strengthen and support the capacity of local government units in mandated tourism functions;
- o. Provide incentives and recognition to private initiative in the establishment and development of tourism-related programs, projects, activities/events and investments; and
- p. Develop and factor into the tourism industry highly professionalized and trained human resource component through the concerted efforts and cooperation of both public and private sectors.

ANGELINA A. BERNARDO  
LNB PRESIDENT

JUSTIN KERBY S. BERNARDO  
SK FEDERATION PRESIDENT

GLORIA D. CAULAN  
SB MEMBER

CRISELDA S. DELA PENA  
SB MEMBER

THEO ANGELO A. GARCIA  
SB MEMBER

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ROBERT B. NERI  
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PACITA MONA Q. ATANACIO  
SB MEMBER

RONNIE A. ATIENZA  
SB MEMBER



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SB MEMBER

RONNIE ATIENZA  
SB MEMBER

**SECTION 3. OPERATING PRINCIPLES.** The formulation and implementation of policies, rules, regulations, instructions and directives on tourism shall be guided by, and circumscribed within, the following operating principles:

- a) As a custodian of the municipality's environment and natural resources, it is our responsibility that all development plans should strictly adhere to existing environmental laws and ordinances to ensure its sustainability for succeeding generations enjoyment.
- b) Uphold egalitarian principles and gender sensitivity including differences in sexual orientation;
- c) Respect for human rights as a cornerstone for sustainable tourism development, particularly individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous people as well;
- d) Truthful and honest marketing of tourism projects and services in all dealings with the travelers;
- e) Continuous improvement of tourism products and services to match specific target need;
- f) Pursuit of partnership and cooperation with concerned government entities and the private sector for the improvement, security, administration and management of tourism zones/destinations;
- g) Enjoining all sectors concerned specifically the academe to work to enhance the skills and capabilities of local human resources in response to the needs of the tourism industry;
- h) Upholding the Local Government Unit's autonomy in innovating and implementing tourism programs and activities in their respective areas and ensuring fair and equitable allocation of resources in project implementation and support;
- i) Ensure alignment of all tourism-related endeavors programs and projects with the thrusts and directions of Municipal, Provincial and Regional Tourism Master Plan, and that of the DOT;
- j) Warrant harmonization and reconciliation of program thrust of the Municipal Tourism Industry with all laws, rules and regulations of national and local government units; and
- k) Adoption of internationally recognized best practices acts relative to stewardship of natural resources.

ANGELINA A. BERNARDO  
LNB PRESIDENT

JUSTIN KERBY S. BERNARDO  
SK FEDERATION PRESIDENT

GIORJA D. CAULIAN  
SB MEMBER

## ARTICLE II

### COVERAGE, SCOPE, DEFINITION OF TERMS

**SECTION 4. COVERAGE.** This Code shall govern all tourism-related matters territorial jurisdiction of Municipality of Palanan, its units and its lower political subdivisions, the barangays.

**SECTION 5. SCOPE.** The provisions of this Code shall apply to all local government units, agencies and instrumentalities, non-government organizations, business and establishments for tourism persons, whether natural or juridical or indirectly involved in the tourism industry, local conditions and peculiarities obtaining the provisions of Executive Order No.120 in relation to Republic Act No. 7160 as well as such other relevant and applicable laws and regulations issued by the national government and Department of Tourism shall guide this Code.

**SECTION 6. DEFINITION OF TERMS.** In addition to the terms and phrases duly defined by the Department of Tourism in its several issuances of rules and regulations governing the accreditation of specific tourism establishments and facilities, which definitions are hereby adopted, the following are given their meaning in this Ordinance:

- a. **ACCREDITATION** – a certification issued by the appropriate government agency that the holder is recognized as having complied with the minimum standards required by the Council and the Department of Tourism (DOT) in the operation of establishments and facilities concerned.
- b. **CAPITAL RESOURCES** – refers to availability of capital financing, transportation, roads, harbors and marinas, trails and walkways, water, power, waste treatment and communications.
- c. **CULTURAL RESOURCES** – this includes historic buildings, sites, monuments, shrines, cuisine, ethnic cultures, industry, government, religion, anthropological resources and local celebrities.
- d. **HUMAN RESOURCES INFRASTRUCTURE** – these include the warm bodies in the tourism industry- the people operating the various establishments and facilities, the local population whose lives are intertwined with the development of tourism zones in their area; the tourists whose quality of lives are enriched and enhanced by the beauty, the history and the culture of their destinations.

CRISDEL A. DELA PENA  
SB MEMBER

THEO ANGELO A. GARCIA  
SB MEMBER



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SB MEMBER

- e. **HUMAN RESOURCES** – include hospitality skills, management skills, seasonal labor force, performing artists (music, drama, art) storytellers, craftsmen and artisans, other labor skills from chefs to lawyers, to researchers and local populations.
- f. **LAW REGULATORY INFRASTRUCTURE**- this component refers to rules of order necessary to manage and control the tourism industry and the people who are the very reason for the industry. The tourists, the service and amenities providers and the local population. With laws and regulatory measures, the relationships of tourists and their hosts thus become more harmonious and fulfilling.
- g. **NATURAL RESOURCES** – these refer to climate-seasons, water resources (lakes, streams, waterfalls), flora (forests, flowers, shrubs, wild edibles), fauna (fish and wildlife) geological resources (topography, soils, sand dunes, beaches, caves, rocks and minerals, fossils ) scenery.
- h. **PHYSICAL INFRASTRUCTURES**- shall include, but not limited to roads, bridges, administration buildings, toilets and comfort room facilities, parking areas, rest areas, forest tracks, walkways, viewing platforms, cottages, wharves, boat landing facilities, solid and liquid waste facilities, security and service facilities, and communication centers.
- i. **POTENTIAL TOURIST PROPERTIES** – these refer to sites and attractions not yet developed including but not limited to lakes, waterfalls, volcanic hot springs, caves and rainforests.
- j. **SUSTAINABLE TOURISM DEVELOPMENT** – means tourism development that leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological process, biological diversity and life support systems.
- k. **TOURISM** – a major municipal activities in which private sector investment effort and initiative are encouraged, fostered and supported, and through which socio-economic beauty, history and culture appreciated with greater pride and commitment.
- l. **TOURISM INDUSTRY** – refers to industries or business providing goods and services to tourists and all types of travelers while they stay, travel, visit and enjoy the facilities and destinations.
- m. **TOURISM INFRASTRUCTURES** – have three major components, namely: physical, human resource and legal regulatory.
- n. **TOURISM RESOURCES**- refers to natural, cultural, human or capital resources that either are being used or can be utilized to attract or serve tourists.

ANGELINA A. BERNARDO  
LNB PRESIDENT

JUSTIN KERRY S. BERNARDO  
SK FEDERATION PRESIDENT

GIORGIO D. CAULAN  
SB MEMBER

CRISDELIA J. DELA PENA  
SB MEMBER

THEO ANGELO A. GARCIA  
SB MEMBER

### ARTICLE III

### THE TOURISM INFRASTRUCTURES

**SECTION 7. PHYSICAL INFRASTRUCTURE.** Local governments and private stakeholders shall promote and encourage the construction of tourism – related establishments and facilities either through public or private funding, or both, in their areas of jurisdiction. Towards this end, local governments shall:

- a) Enhance connectivity of tourist destinations through construction and expansion of adequate road network and terminals, as well as seaports for passengers and cargo;
- b) Enhance the provision of basic utilities such as water, energy and power as well as communication facilities through expansion or upgrading based on long-term studies and carrying capacity of a tourist destination;
- c) Implement an integrated solid waste and sewerage management system in tourist destination and tourist investment zone, that is adequate and functioning and in compliance with existing laws and ordinances on environment;
- d) Sustain the implementation and enhancement of tourism-related infrastructures such as accommodation facilities through strict implementation and monitoring of environmental laws, rules and regulations;



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SB MEMBER

RONNIE PATIENZA  
SB MEMBER

- e) Improve transport facilities through strict implementation and monitoring of environmental laws, rules and regulations;
- f) Sustain the potable water sources and systems in the protection, rehabilitation and management of watershed areas municipal wide;
- g) Engage in the development of watersheds and other potential alternative resources for power generation;
- h) Pursue a unified effort and institutionalize the proper solid waste management practices
- i) Create a web portal for the municipality linking all the pertinent departments;
- j) Identify and facilitate assessment as to the potential tourist site for tourism investment zone;
- k) Encourage active community-based tourism endeavors/undertakings;
- l) Ensure compliance to the prescribed and appropriate standard guidelines for the existing and new tourism-related establishments;
- m) Encourage the establishment of one-stop-shops showcasing best products complementing each other;
- n) Build new and upgrade existing facilities, manpower components and capacity and capability building for health care services, emergency responses and safety of the tourists and local residents;
- o) Diversity wholesome recreational activities and entertainment; and
- p) Encourage the use of thematic design that reflects Palanan's culture and heritage.

ANGELINA A. BERNARDO  
LNB PRESIDENT

JUSTIN KERBY S. BERNARDO  
SK FEDERATION PRESIDENT

**SECTION 8. HUMAN RESOURCES INFRASTRUCTURES.** Tourism is recognized to be a major factor in income and employment generation of the Municipality of Palanan.

Every barangay is therefore strongly encouraged to create a barangay tourism office with qualified manpower component and sufficient budgetary allocation for its operations.

Tourism programs shall be geared towards the fulfillment of the needs of the key players and stakeholders of the tourism industry. Towards this end, both local government and private investors in tourism shall join hands to:

- a) Provide financial and technical support for the professionalization of services and skills of tourism industry workers;
- b) Organize and train a team of local trainers to capacitate and improve delivery of services of tourism front liners such as tourism officers, transport operators, tour guides, drivers, boatmen, porters and the like;
- c) The Municipal Tourism Office in coordination with the Municipal Tourism Council and the DOT shall implement a certification and accreditation system to regulate the quality of service and skills provided by front liners and other tourism industry workers;
- d) Coordinate with concerned government agencies in monitoring and evaluate certified and accredited tourism industry workers annually which will be the basis for renewal or revocation of certification and accreditation;
- e) Incorporate the culture of tourism and values formation in all levels of education starting with the elementary or primary level;
- f) Advocate the culture of tourism at all levels;
- g) Ensure that tourism front liners are well-trained and qualified provided with incentives and rewards, organized and federated based on their work affiliations; and
- h) Implement guidelines, rules and regulations through appropriate local government agencies in accordance with DOT standards for the construction of appropriate and adequate accommodation facilities including shopping centers, health care centers, emergency and safety facilities, recreation and entertainment and restaurants conforming to unified design.

GLORIA D. CAULIAN  
SB MEMBER

CRISLEIDA S. DELA PENA  
SB MEMBER

THEO ANGELO A. GARCIA  
SB MEMBER

**SECTION 9. LEGAL AND REGULATORY INFRASTRUCTURE.**

- a) The tourism industry is governed by national and local laws as rules and regulations issued by the administrative bodies pursuant thereto. Local Government Units shall issue rules, regulations and directives on tourism pursuant to the provisions of RA 7160, otherwise known as the Local Government Code of 1991.
- b) No foreign tour guides/escorts shall be allowed under this Code except when there are no available local tour guides/ escorts speaking the language of a particular foreign tourist market, in which case travel/ tour organizers shall be required to hire accredited local tour guides as understudy.



**ARTICLE IV.****MUNICIPAL TOURISM DEVELOPMENT COUNCIL**

**SECTION 10. CREATION.** There is hereby created the Palanan Tourism Development Council. This shall be the highest coordinating and policy formulating body on tourism in the municipality.

**SECTION 11. COMPOSITION.** The Palanan Tourism Development Council shall be composed of the following:

Chairperson	- THE MUNICIPAL MAYOR
Vice Chairperson	- THE MUNICIPAL VICE MAYOR
Secretary	- MS. KATYA MIKAYLA REALUBIT
Treasurer	- MS. GENEVIE C. CHAVEZ, CPA
SB Chairman, Committee on Tourism	-
Representatives from Hotels and Resorts Association and	
Restaurant/ Carienderias , Bars Association, and Videoke Bars	- MR. ALBERTO M. GONZALES
Representative from Land and Sea Transportation Sector – PATODA President & Motorboat	
	Association President
Municipal Tourism Officer -	-
Liga Ng Mga Barangay President -	
Tour Guides Association President	- MR. VIRGILIO P. DELA PENA
Representative, Local Education Sector/Academe	- MS. ROSEMARIE T. FRANCISCO

**SECTION 12. BOARD OF DIRECTORS.** The BODs shall be composed of **seven (7) members** elected from the general membership of the Council.

**SECTION 13. PROCESS OF SELECTION.** The process of selection for representatives of various sectors to the Municipal Tourism Development Council shall be initiated by the Municipal Tourism Office. Representatives shall be selected by and from among the members of the sector concerned. Only regular members can vote and be voted as officers of the Council.

A *Secretariat* composed of **three (3) employees** shall assist the Council in all its activities and functions and shall be composed of:

Head Secretariat	-	Municipal Tourism Officer
Members	-	Administrative Officer V
		(Office of the Mayor)
	-	Data Encoder

**SECTION 14. TERM OF OFFICE.** Office of the Council shall serve for three (3) years. Election of Officers shall be held after every three years to be held on the month of July. The term of Office of new set of Officers shall commence on August 1 of the same calendar year.

**SECTION 15. MEMBERSHIP.** All association/entities, which directly represent various sectors/elements of the tourism industry in the municipality and duly accredited shall be encouraged to become members of the Palanan Tourism Development Council.

EARL JOHN ANGELO S. BERNARDO  
SB MEMBER

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SK FEDERATION PRESIDENT

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THEO ANGELO A. GARCIA  
SB MEMBER



**SECTION 16. SOURCES OF FUND.** Funds needed for the operation of the Council shall be taken from the 20 % *Economic Development Fund* and *MOOE of the Municipal Mayor* and *MOOE Municipal Tourism Officer, if the office is already separated from the Office of the Municipal Mayor.*

**SECTION 17. MEETINGS AND QUORUM.** The Palanan Tourism Development Council shall meet *once every quarter. Special meetings* can be called upon by the Chairperson as the need arises.

**SECTION 18. DUTIES AND FUNCTIONS OF THE COUNCIL.** The Palanan Tourism shall:

- a) Help identify, develop and promote potential tourism attractions;
- b) Extend technical assistance to all tourism-oriented and related establishments;
- c) Advocate for a responsible culture of tourism among stakeholders and tourist alike;
- d) Create sustainable tourism programs and projects for the community;
- e) To create and promote awareness on the benefits of tourism through mixed media;
- f) Help in monitoring compliance of the requirements of standards and regulations set by DOT, LGUs and other government agencies for the general welfare of tourists, visitors and community;
- g) Coordinate with the LGUs in the implementation of the Municipal Tourism Code;
- h) Formulate and recommend plans and policies on tourism development by both government and private sectors;
- i) Initiate and recommend the implementation of programs and activities on tourism in coordination with the DOT, LGU, private sector and other entities;
- j) Initiate private and public partnerships in implementing tourism development plans, programs and activities;
- k) Establish close coordination with local government tourism councils to ensure responsive tourism through the proper implementation of the Tourism Code of Palanan;
- l) Encourage the development of Barangay Tourism Councils in the Municipality in accordance with the Tourism Code of Palanan;
- m) Promote and support sustainable tourism by facilitating community based tourism activities; and
- n) Facilitate resource generation for tourism activities;

**SECTION 19. INVESTMENT, DEVELOPMENT, PROTECTION AND PRESERVATION.** The Municipal Tourism Office in coordination with the Municipal Tourism Development Council, shall encourage the Barangays to invest in and develop their respective tourist destinations and shall ensure the integrity of all tourism resources for its protection and preservation.

## ARTICLE V

### INCENTIVES

**SECTION 20. INCENTIVES.** All tourism-related investments in the Municipality may avail of the following incentives in addition to those provided under the Local Investment Incentive Code:

1. Technical assistance and networking;
2. Projects for restoration of cultural and heritage sites shall be given tax holidays to be determined by the Sangguniang Bayan;
3. Inclusion in marketing and promotional collaterals;

**SECTION 21. RECOMMENDATION AND ENDORSEMENT.** For tourism related-business to avail of incentives under this Article an endorsement must first be secured from the Municipal Tourism Office.

EARL JOHN ANGELO S. BERNARDO  
SB MEMBER

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SB MEMBER

ANGELINA A. BERNARDO  
LMB PRESIDENT

JUSTIN KERBY S. BERNARDO  
SK FEDERATION PRESIDENT

GLORIA D. CAULAN  
SB MEMBER

CRISLEDA S. DELA PENA  
SB MEMBER

THEO ANGELO A. GARCIA  
SB MEMBER



**ARTICLE VI**

**ASSESSMENT, MONITORING AND EVALUATION**

**SECTION 22. MONITORING AND EVALUATION SYSTEM.** The Municipal Tourism Office together with the Municipal Tourism Development Council and the respective Barangay LGUs shall establish a monitoring and evaluation system in order to evaluate the economic, social and environmental impact of the tourism activity. They should cover all elements that are crucial to sustainability of the tourism resources in compliance with the provisions of this Code. Monitoring and evaluation indicators should include service quality and participation to local activities.

**ARTICLE VII**

**TOURISM TRAINING INSTITUTION**

**SECTION 23. COORDINATION WITH BOTH GOVERNMENT AND PRIVATE TOURISM INSTITUTIONS.** The Municipal Tourism Office should coordinate with both government and private tourism entities to institutionalize tourism training programs, formal and informal with corresponding certification upon completion.

**SECTION 24. LINKAGES.** Both the Provincial Tourism Office and the Municipal Tourism Development Council shall strengthen their networking and linkages to access financial and technical resources including organizing a pool of trainers to provide other skills training needed by the industry.

**SECTION 25. TRAINING PROGRAMS AND LABORATORY.** Local communities shall have priority access to all tourism-training programs. The Legislative Session Hall shall serve as the Municipality's tourism training laboratory for its training programs.

**ARTICLE VIII**

**FUNDING REQUIREMENTS**

**SECTION 26. REGULAR BUDGETS.** The Barangay Governments are encouraged to include in their annual budgets such estimated funding requirements for the development of tourism facilities, access roads and amenities within their respective jurisdiction.

The Municipal Government of Palanan shall allocate initial funding for the implementation of this Code and thereafter shall annually appropriate such amount necessary for its enforcement from available sources of fund for the operating and maintenance of tourism programs, projects and activities.

**SECTION 27. FUNDING SUPPORT FROM THE NATIONAL GOVERNMENT.** Specific tourism projects may be undertaken with funding support from the Provincial Tourism Office, Regional Tourism Office, the National Government and its various instrumentalities through representatives made by the Local Government Units.

**ARTICLE IX**

**MISCELLANEOUS AND FINAL PROVISIONS**

EARL JOHN ANGELO S. BERNARDO  
SB MEMBER

MOB Bernardo  
MICHAEL JOHN D. BERNARDO  
SB MEMBER

ROBERT B. NERI  
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RONNIE ALATIENZA  
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GOFIA B. CAULIAN  
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SB MEMBER

**SECTION 28. APPLICABILITY OF NATIONAL LAWS, RULES, REGULATIONS AND ISSUANCES.** In the implementation of the provisions of this Code, reference shall always be made to existing national laws, rules, regulations and issuances on Tourism. For this purpose, the Municipal Tourism Development Council shall issue directives to spell out with clarity specific provisions of law applicable in the municipality.

**SECTION 29. APPLICABILITY OF THE ENVIRONMENT CODE.** Relevant provisions of the Environment Code of the Municipality to the Tourism Industry are hereby adopted to highlight the overriding importance of environment preservation and protection.

**SECTION 30. PENAL PROVISIONS.** Penal provisions provided for in specific tourism laws, rules regulations are hereby adopted to protect the best interest of tourists, stakeholders, visitors and the general public.

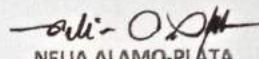
**SECTION 31. REPEALING CLAUSE.** Any Ordinance or part thereof inconsistent with this Ordinance is hereby repealed, amended or modified accordingly.

**SECTION 32. SEPARABILITY CLAUSE.** If for any reason, any provision, section or part of this ordinance shall be held to be unconstitutional or invalid, other parts or provision hereof which are not affected shall continue to be in full force and effect.

**SECTION 33. EFFECTIVITY CLAUSE.** This Ordinance shall take effect after a period of ten (10) days of posting in at least three (3) conspicuous places within the Municipality.

Enacted, March 16, 2020.

I HEREBY CERTIFY to the correctness of the foregoing Ordinance.

  
NELIA ALAMO-PLATA  
Secretary to the Sanggunian

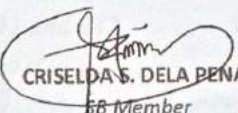
CONCURRED:

RONNIE A. ATIENZA  
SB Member

PACITA MONA Q. ATANACIO  
SB Member

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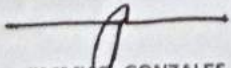
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SB Member

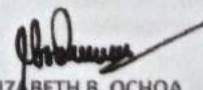
ANGELINA A. BERNARDO  
LNB President

JUSTIN KERBY S. BERNARDO  
SK Federation President

ATTESTED:

  
JIMMY E. GONZALES  
Presiding Officer/Municipal Vice Mayor

APPROVED:

  
ELIZABETH B. OCHOA  
Municipal Mayor  
03-18-2020