

WHEREAS, Republic Act 9593 otherwise known as Tourism Act of 2009, declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos;

WHEREAS, Section 3 (j) of the same law provides that the State strengthens the role of tourism councils and encourages the participation of non-government organizations (NGOs), people's organizations (POs) and the private sector in initiating programs for tourism development and environmental protection;

WHEREAS, General Santos City possesses an enormous tourism potential which, if it is tapped and developed, could generate revenue for local businesses, create jobs, and improve basic services to the community;

WHEREAS, this Sangguniang recognizes the need to create General Santos City Tourism Council to strengthen and to continuously spearhead the efforts in the promotion and the development of a sustainable tourism industry in the city;

NOW, THEREFORE, on motion of City Councilor Shandee Theresa O. Llido-Pestaño, duly seconded by City Councilors _____ and _____, be it –

RESOLVED, as it is hereby resolved to enact the hereunder ordinance:

SPPO No. 1718 - _____
Series of 2017

**AN ORDINANCE CREATING THE GENERAL SANTOS CITY TOURISM COUNCIL
DEFINING ITS COMPOSITION, DUTIES AND FUNCTIONS**

HON. SHANDEE THERESA O. LLIDO-PESTAÑO – Author/Sponsor

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

Section 1. Short Title. – This ordinance shall be known as An Ordinance Creating the General Santos City Tourism Council.

Section 2. Purpose. – For purposes of strengthening and of continuously spearheading the efforts in the promotion and development of the tourism industry in the city, this Ordinance creating the General Santos City Tourism Council needs to be enacted. The General Santos City Tourism Council that shall be created shall prepare a comprehensive tourism development program for the city and implement the same upon approval by the Sangguniang Panlungsod.

Section 3. Creation and Composition of the General Santos City Tourism Council and Membership. – There shall be created a General Santos City Tourism Council which shall be composed of the following:

- a) Honorary Chairperson: The City Mayor
- b) Chairperson: From Private Sector
- c) Co-Chairperson: The Chairman, SP Comm. On Tourism
- d) Vice-Chairperson: From Private Sector
- e) Members:
 - Chairperson, SP Committee on Finance, Ways and Means and Appropriations
 - Chairperson, SP Committee on Transportation
 - Department Head, City Economic and Cooperative and Development Office (CEMCDO)
 - Department Head, City Environment and Natural Resources Office (CENRO)
 - Department Head, Waste Management Office (WMO)
 - Eleven (11) members representing the private sector or entities duly accredited by the City Government of General Santos

Section 3.1. Membership. –

- a. All Members of the Council shall be composed of 60% from the private sector and 40% from the government sector. Eleven (11) Representatives from the private sectors, such but not limited to the entities/ sectors enumerated below, shall be appointed by the Chief Local Executive,
 - i. General Santos City Hoteliers
 - ii. Tour Guides
 - iii. Mall Owners/ Operators
 - iv. Travel Agencies
 - v. Architects / Engineers
 - vi. Academe
 - vii. Media
 - viii. Sports Tourism-related establishments
 - ix. Wellness Tourism-related establishments
 - x. Pioneers and Descendants
 - xi. Tourism related Foundations
 - xii. Indoor-outdoor Special Interest Groups
 - xiii. Telecommunication Companies
- b. Chairperson of the Federation of the GSC Barangay Tourism Councils shall automatically be a member of the General Santos City Tourism Council.
- c. The GSC Tourism Council may invite association/entities which directly represent various sectors of the Tourism Industry in the City and those persons who have contributed to the advancement of tourism in the city such invited members will be part of the general membership.

Section 3.4. Term of Office. – Officers and members of the council shall serve for three (3) years to coincide with the term of office of the LGU officials pursuant to the Local Government Code of 1991.

Section 4. Sources of Funds. – The funds of the Council shall consist of

- a. A substantial amount to be allotted from the General Fund to be coursed through City Economic Management and Cooperative Development Office (CEMCDO) Tourism Promotion Division;
- b. Fees and dues approved by the members;
- c. Voluntary donations;
- d. Proceeds of the activities undertaken by the Council;
- e. Financial assistance thru local legislation; as well as any other income that may be legally earned by the Council.

Section 5. Meetings. – The General Santos City Tourism Council shall have a minimum frequency of meetings of four (4) times a year (quarterly). Due notice of meeting shall be served to all members at least forty eight (48) hours the scheduled date.

Section 6. – Duties and Functions of the Council. – For the purpose of this ordinance, the General Santos City Tourism Council shall have the following duties and functions:

1. Formulate and recommend programs and policies to the City Mayor that will develop the local tourism industries and its local tourist facilities and attractions;
2. Facilitate the consultations, planning, organizing and monitoring projects and programs to promote and advance the tourism industry in the city;
3. Create sustainable tourism programs and projects for the community;
4. Facilitate resource generation for tourism activities;
5. Coordinate with all establishments and institutions involved in tourism to enhance the city's tourism services and infrastructure;
6. Coordinate, collaborate and establish linkage/network with other relevant agencies and organization;
7. Initiate private and public partnerships in implementing tourism development plans, programs and activities;
8. Establish database and information center on Information and Communication Technology (ICT) of the city;
9. Assist in the regulation and supervision of tourism-oriented establishments;
10. Assist in the enforcement of sanitary standards and other policies and the laws in establishments frequent by tourists;
11. Assist the GSC Sisterhood Council in establishing sisterhood ties with cities in and out of the country;
12. Integrate, oversee and monitor all related festivals, initiatives, programs and projects on tourism in the city;
13. Other related functions or activities as may be approved by the members.

Section 7. Tourism Council Secretariat. - City Economic Management and Cooperative Development Office (CEMCDO) shall be designated as the secretariat and shall perform the following tasks and responsibilities:

1. Provide administrative support to the Tourism Council;

2. Coordinate and make all necessary arrangements for the Tourism Council meetings;
3. Prepare minutes of meetings and necessary reports;
4. Take custody of documents and be responsible for the provision of such to interested members and other entities;
5. Assist in the implementation of programs, projects and activities of the Tourism Council;
6. Serve as the coordination and communication center of Tourism Council;
7. Perform other functions as maybe requested or required by the Chair.

Section 8. Separability Clause. – Should any portion of this Ordinance be declared unconstitutional or illegal by any court of competent jurisdiction, the portions not so declared shall remain in full force and effect.

Section 9. Repealing Clause. – Ordinances, rules and regulations or parts thereof, which are inconsistent or in conflict with the provisions of this ordinance, are hereby repealed or modified accordingly.

Section 10. Effectivity. – This ordinance shall take effect immediately upon its approval and publication in a newspaper of general circulation.

Drafted by:

Maria Cecilia P. Parcasio
LLSA III

Reviewed by:

Ms. Rosalinda L. Mondido
Division Chef, LSD

Approved by:

Hon. Shandee Theresa O. Llido-Pestaño
City Councilor