



ADMINISTRATIVE ORDER NO. 20
Series of 2023

REORGANIZING THE LOCAL TOURISM COUNCIL OF THE MUNICIPALITY OF ITOGON, ESTABLISHING A TOURIST ASSISTANCE AND INFORMATION DESK AND FOR OTHER PURPOSES.

WHEREAS, under R.A. 9593, or the Tourism Act of 2009, it is declared a policy of the State that tourism as an indispensable element of 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, R.A. 7160, or the Local Government Code of 1991 mandates Local Government Units to prepare, adopt, implement and monitor their local tourism development plans, enforce standards for tourism enterprises, and collect statistical data for tourism purposes;

WHEREAS, the creation of a local tourism council is necessary for an effective execution of the local government's duties, functions, and purposes and to ensure the continuity of plans for tourism development, consistent with the pertinent provisions of the National Tourism Development Plan and all applicable laws, rules and regulations;

WHEREAS, it is also imperative to establish a Local Tourist Assistance and Information Desk to serve as medium for coordination, information dissemination, and delivery of other tourism-related services;

NOW THEREFORE, by virtue of the powers vested in me as Municipal Mayor of the Municipality of Itogon, I, **BERNARD S. WACLIN** hereby re-organize the Local Tourism Council of the Municipality of Itogon as follows:

Section 1. *Composition.* The Local Tourism Council of the Municipality of Itogon is hereby reorganized to be composed of the following:

Chairman:	HON. BERNARD S. WACLIN Municipal Mayor
Co-chairperson:	HON. CLINT D. GALUTAN Chairman, S.B. Comm. On Tourism and Information
Vice Chairperson:	MS. JOAN P. WACLIN Civic Action group
Members:	ENGR. IMELDA F. NUGUID Municipal Planning and Development Coordinator MS. VERONICA K. COMISING Municipal Budget Officer ATTY. FARIDA D. ROMILLO-MATEO Municipal Accountant MS. IRENE F. FERNANDO Municipal Treasurer MS. THELMA B. BENTRES Local Civil Registrar MS. GRACE O. POCSOL MSWD Officer

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ENGR. ROGER P. CATAYAO
Acting Municipal Agriculturist
ENGR. AVELINO S. MEDINA JR.
Municipal Assessor
ENGR. MICHELLE A. BUSACAY
Municipal Engineer
DR. OLIVER P. GUADAÑA
Municipal Health Officer
MR. FERDINAND F. SAPALONG
Tourism Operations Officer I
HON. ALJAY K. CUYAHON
SKF President/S.B. Member
MS. AMALIA A. IBARRA
BPLO-Designate
MS. ANALIZA G. CAMTI
LEDIPO-Designate
ENGR. BENIGNO M. APIDOS
MENRO-Designate
ENGR, CYRIL L. BATCAGAN
MDRRMO
P/MAJ MATHEW T BURGOS
Chief of Police, IMPS
DR. JONATHAN P. SADEY
PSDS, Itogon District I
MS. JULIET K. BALDO
PSDS, Itogon District II
MS. JULIE C. MALIG
DILG-MLGOO
ALL PUNONG BARANGAYS
This municipality
MS. ROSE WHITE
Representative, SNAPB
ENGR. ADONIS UNIAS
Representative, SRPC
Representative from the following companies:
1. Benguet Corporation
2. Philex Mining Corporation
3. Itogon-Suyoc Resources Incorporated
4. Alphaland Baguio Mountain Lodges
MR. RAMSEE AMODIA
Representative, Tourist Guides and Porters
MR. PABLO GUINIAWAN JR.
Representative, Mount Ulap Tour Guides
MR. GREGORIO M. FIANZA
Representative, Tourist Transport Owners
MR. LITO KIMAYONG
Representative, ASPOL
MS. ESTRELITA C. APIDOS
Representative, Itogon Women's Federation
Representative, PIA-CAR

Section 2. *Duties and Functions.* The Local Tourism Council of the Municipality of Itogon shall perform the following duties and functions:

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1. Formulate a strategic/framework plan for the development and sustainability of the tourism potentials and tourism industry of the Municipality of Itogon;
2. In coordination with the Local Development Council, formulate plans and programs for the development of tourism facilities in strategic areas to be incorporated in the Comprehensive Development and Investment Plan of the municipality;
3. Adopt and spearhead the implementation of tourism-oriented practices in the operation of business establishments, and relative thereto, the council shall conduct Information, Education and Communication campaign and similar activities to owners and/or operators of such establishments and enjoin their full cooperation in this endeavor;
4. Recommend appropriate measures to the Sanguniang Bayan relative to the promotion and regulation of tourism activities in the municipality, including the development of sites and places with potentials to be established as tourist attractions;
5. In coordination with the Department of Tourism, the Provincial Government, and other concerned agencies and offices, shall conduct tourism-related activities including festivals, competitions, lectures, seminars, and symposia;
6. Shall advise the Local Chief Executive or the Sanguniang Bayan on matters relative to the status and development of tourism in the municipality;
7. Shall oversee the activities of the Tourist Assistance and Information Desk established under this Administrative Order;
8. Perform such other duties and functions as may be directed by the Municipal Mayor and/or pursuant to law or ordinance.

Section 3. *The Tourist Assistance and Information Desk.* (a) There is hereby established a Tourist Assistance and Information Desk to be handled by the Municipal Tourism Operations Officer with the assistance of the designated Public Information Officer. The Tourist Assistance and Information Desk shall be located at the municipal function hall.

(b). The Tourist Assistance and Information Desk shall coordinate tourism events, activities and programs. It shall be responsible in arranging the itinerary or schedule of activities, coordinating of transportation and accommodation of incoming tourists. It shall also keep and maintain an updated record of tourist arrivals with their respective destinations as well as the date and time of their departure upon completion of their tour. Finally, it shall serve as secretariat to the Local Tourism Council.

Section 4. *Repealing Clause.* All administrative orders or parts thereof that are inconsistent herewith or parts hereof are deemed repealed or modified accordingly.

Section 5. *Effectivity.* This Administrative Order shall take effect immediately.

DONE this 14th day of August, 2023 at Itogon, Benguet.

HON. BERNARD S. WACLIN
Municipal Mayor

Copy furnished:

-All concerned
-file