



Republic of the Philippines
PROVINCE OF PANGASINAN

Lingayen

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OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY

CERTIFICATION

TO WHOM IT MAY CONCERN:

THIS IS TO CERTIFY that at the regular session duly constituted of the Sangguniang Panlalawigan, Province of Pangasinan, held on December 1, 2014 at Lingayen, Pangasinan, the following provincial ordinance was approved:

Authored by Vice Governor Jose Ferdinand Z. Calimlim, Jr.
and SP Member Angel M. Baniqued, Jr.

PROVINCIAL ORDINANCE NO.184-2014

AN ORDINANCE CREATING THE PANGASINAN TOURISM AND CULTURAL AFFAIRS OFFICE, A PROVINCIAL DEPARTMENT, DEFINING ITS POWERS AND FUNCTIONS, APPROPRIATING FUNDS THEREOF AND FOR OTHER PURPOSES

WHEREAS, the Tourism Operations Division, a division under the Office of the Provincial Governor, was established in the provincial government of Pangasinan to responsibly implement the tourism development and promotion programs of the Province of Pangasinan;

WHEREAS, Republic Act No. 9593, otherwise known as the Tourism Act of 2009, declares a national policy for tourism as an engine of investment, employment, growth and national development, and strengthening the Department of Tourism and its attached agencies to effectively and efficiently implement that policy, and appropriating funds therefor;

WHEREAS, said Act stipulated the role of local government units in integrating the local tourism development and plans with the national tourism plan in identifying strategies to ensure the implementation of such tourism plans and programs;

WHEREAS, Section 463, par. (c) (2) provides that the Sangguniang Panlalawigan is empowered to create such other offices as may be the necessary to carry out the purposes of the provincial government;

WHEREAS, the Sangguniang Panlalawigan finds the need to create a Provincial Tourism and Cultural Affairs Office in Pangasinan as a department considering the increasing and local spread of tourism programs and projects, to include culture and arts preservation and promotion activities in the Province of Pangasinan leading to socio-economic and sustainable development;



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NOW, THEREFORE, on motion of *Vice Governor Jose Ferdinand Z. Calimlim, Jr.* and (Labor) SP Member *Angel M. Baniqued, Jr.*, duly seconded,

Be it enacted by the Sangguniang Panlalawigan in session assembled:

SECTION 1. **Short Title.** – This Ordinance shall be known as “**AN ORDINANCE CREATING THE PROVINCIAL TOURISM AND CULTURAL AFFAIRS OFFICE**”.

SECTION 2. **Declaration of Policy.** – The Province declares tourism as a product and service oriented industry which would generate widespread benefits and impacts to the social growth and cultural affirmation to generate investment, employment, economic development and to continue to mold an enhanced sense of pride for all Pangasinenses, in particular, and all Filipinos, in general.

Towards the end, the Province shall seek to:

- a. Include the Tourism and Culture Agenda in the Local Development Plan;
- b. Formulate tourism friendly policies, standards and incentives;
- c. Strengthen the Local Tourism Council and the Local Culture and Arts Council;
- d. Implement infrastructure development to support tourism;
- e. Maintain peace and order and public safety;
- f. Implement the development of local products and eco-tourism; and
- g. Preserve the historical sites and cultural heritage.

SECTION 3. **Objectives.** – Pursuant to the above declaration, the Province shall adopt the following objectives:

- a. To develop tourism as a major and sustainable socio-economic activity in the Province;
- b. To generate community awareness and support on tourism and develop the culture of tourism among Pangasinenses;
- c. To maximize Pangasinan heritage and the development of its arts and culture as a foundation of tourism in the Province;
- d. To promote cultural heritage growth and preservation;
- e. To encourage municipal and city governments and the private sector to develop sites, products and activities related to tourism;
- f. To improve the capabilities and capacities of various tourism stakeholders and cultural workers;
- g. To generate sustainable influx of tourists in the Province; and
- h. To establish linkages and partnerships with other agencies and the private sector.