

**[ REPUBLIC ACT NO. 710, June 06, 1952 ]**

**AN ACT GRANTING A CHARTER TO THE PHILIPPINE TOURIST AND TRAVEL ASSOCIATION, INC., FOR THE DEVELOPMENT AND PROMOTION OF THE PHILIPPINE TOURIST INDUSTRY.**

WHEREAS, it is most desirable that the Philippine tourist industry should be developed and promoted as a means of bringing in dollar revenues so essential to the economic stability and prosperity of the country and of enhancing the prestige and foreign relations of the Republic;

WHEREAS, at a time when the Government, with its limited resources, is not in a position to fully undertake by itself alone the necessary development and promotion work, it is equally desirable that the public as a whole, particularly the business community and the civic organizations, should be encouraged to extensively participate in this important national undertaking;

WHEREAS, it is essential that there be unity of action and an integration of activities and services of both Government and private entities, aiming at the same objectives, for purposes of economy, concentration of effort and avoidance of unnecessary duplications in facilities and expenditures; and

WHEREAS, the Philippine Tourist and Travel Association, a voluntary civic organization of local business and civic leaders and Government representatives, has proved itself desirous and adequately prepared to fully undertake tourist development and promotion work, having maintained with its own funds for at least a year now an office exclusively engaged in such work and a service for the assistance and benefit of visiting tourists and travelers: Now, therefore,

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

SECTION 1. There is hereby created in the Republic of the Philippines a body corporate and politic, to be the voluntary organization officially designated to assist the Republic of the Philippines in the development and promotion of the tourist industry; to develop and publicize Philippine tourist attractions and opportunities for the world at large; to organize, maintain and operate such services as may be necessary to attract and bring in tourists and travelers and to facilitate their travel, reception, and accommodation within the country; to encourage increased travel and greater intercourse as a means of promoting unity and love of country among the various groups of inhabitants of the Philippines; and to discharge any such obligations as may be set forth in any treaties agreements to which the Government is a signatory regarding tourism and travel. The headquarters of this Corporation shall be located in the national capital of the Philippines.

SEC. 2. The name of this Corporation shall be "The Philippine Tourist and Travel

Association, Inc.", and by that name shall have the power to sue and be sued; to own and hold such real and personal property as shall be deemed advisable, and to accept bequests, donations and contributions of property of all classes for the purposes of the said Corporation hereinafter set forth; to adopt a seal and to alter and destroy the same at pleasure; and to have the right to adopt and to use, in carrying out its purposes hereinafter designated, such emblem or badge as it may see fit; to ordain and establish by-laws and regulations not inconsistent with the laws of the Philippines; and generally to do all such acts and things as may be necessary to carry into effect the provisions of this Act and promote its purposes.

SEC. 3. The purposes of the Philippine Tourist and Travel Association, Inc., hereinafter called as the Corporation, shall be as follows:

1. To develop the tourist industry through the promotion of tourism and travel to and within the Philippines;
2. To formulate an integrated program of tourist promotion and development with the active participation of Government agencies, private entities and individual members of the community;
3. To carry out an extensive publicity and promotion Program abroad and within the country, using all available methods and media, to attract, inform and assist tourists and travelers to come to visit in the Philippines as well as travel bureaus, tourist agencies and international carriers handling tourist and travel business, and to acquaint the public with the benefits of increased tourism and travel in the country;
4. To maintain such services as may be necessary to facilitate travel, reception and accommodation of tourists as well as to help organize programs and schedules for group or guided tours, entertainment, enlightenment or amusement;
5. To promote educational tours and increased travel within the country as a means of bringing about more extensive intercourse and national unity among the people and of developing pride and love of country through increased familiarity with its historic and beauty spots and with its wealth of natural resources;
6. To locate, develop and place appropriate markers and guides to tourist attractions, resorts and other places of interest and to encourage and assist in the establishment of adequate facilities for the transportation and accommodation of tourists visiting them;
7. To encourage, promote and assist all businesses and trades that would aid in adequately servicing the requirements of tourists and travelers as well as those that would develop and thrive with increased tourist traffic;
8. To promote a spirit of service, mutual cooperation efficiency, courtesy and hospitality both among those that have anything to do with tourists and among the public at large, with a view to giving the tourists the best goods and services at uniformly attractive and reasonable rates and thus insure utmost satisfaction and goodwill among them as they leave the country;
9. To publish and circulate accurate and up to date information about the Philippines: books, pamphlets, brochures, leaflets, circulars and other suitable literature regarding tourist and travel opportunities and attractions as well as those bearing upon the history of the country, its progress, its natural resources, and the culture of the people;