

[EXECUTIVE ORDER NO. 904, June 29, 2010]

CREATING AND DESIGNATING THE MUNICIPALITY OF SAN JUAN, PROVINCE OF BATANGAS, AS A PRIORITY AREA FOR TOURISM DEVELOPMENT PURSUANT TO PRESIDENTIAL PROCLAMATION NO. 1801, ESTABLISHING CERTAIN PORTIONS THEREOF AS FOREST RESERVATION, AND AUTHORIZING A TOURISM TASK FORCE TO OVERSEE THE SUSTAINABLE DEVELOPMENT OF TOURISM IN THE AREA

WHEREAS, the Department of Tourism has identified the Municipality of San Juan in the Province of Batangas as a priority area of Tourism Development under the Philippine Tourism Master Plan;

WHEREAS, the whole Batangas Coastline was declared as a Tourist Zone and Marine Reserve under Presidential Proclamation No. 1801 dated November 10, 1978;

WHEREAS, under Presidential Proclamation No. 1801, the Philippine Tourism Authority was tasked to delineate within the tourist zone areas with potential tourism values and coordinate the integrated development of these areas for the optimum use of natural assets and attractions, as well as existing facilities;

WHEREAS, Republic Act No. 7916 identifies the Municipality of San Juan as potential Special Economic Zone;

WHEREAS, there is a need to effect the preservation of certain portions of the foreshore area of the properties in the Municipality of San Juan and to introduce and maintain suitable and appropriate facilities to conserve and maximize the site's tourism potential;

WHEREAS, pursuant to Presidential Decree No. 705, otherwise known as the Revised Forestry Code of the Philippines, as amended, the President of the Philippines may establish within any lands of the public domain, forest reserve and forest reservation for the national park system, for preservation as critical watersheds, or for any other purpose;

WHEREAS, the Philippine Tourism Authority (PTA) under Presidential Decree No. 564, series of 1973, is the government agency mandated by law to develop and preserve areas with tourism potential, or those devoted or currently in use as a tourism facility;

WHEREAS, the Philippine Retirement Authority (PRA) under Executive Order No. 1037, series of 1985, is a government-owned and controlled corporation whose mandate is to attract foreign nationals and former Filipino citizens to invest, reside and retire in the Philippines, and to make the Philippines the preferred retirement destination in Asia.

NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SEC. 1. Declaration of Policy. – It is hereby declared the policy of the State to ensure the sustainable development of the Batangas Coastline as a priority tourism destination. To this end the government shall plan, undertake, and cause the implementation of support projects and programs to preserve the attractiveness of the Batangas Coastline and adjoining areas as a tourism destination.

SEC. 2. Creation of a Special Tourism Zone. – Subject to the terms and conditions of this Order, the Municipality of San Juan, Province of Batangas, is hereby declared a Special Tourist Zone and shall be known as the San Juan Priority Tourism Area or "SJPTA".

SEC. 3. Establishment of a Forest Reservation. – There is hereby established a Forest Reservation on certain parcels of land of the public domain situated in the Municipality of San Juan, Batangas to be identified and delineated by the Forest Management Bureau ("FMB") and administered jointly by the FMB and SJPTA Task Force for the purpose of protecting and developing the scenic beauties of this reservation. Other uses of the forest including eco-tourism activities may be authorized as will not interfere with the above purposes.

SEC. 4. Creation of Task Force to Oversee the Development of SJPTA. – To ensure the effective implementation of the above-stated policy, the SJPTA Task Force is hereby created.

SEC. 5. Composition of the SJPTA Task Force. – The SJPTA Task Force shall be composed of the following:

PTA Representative

PEZA Representative

PRA Representative

Eminent Person from the 4th District of Batangas

Representatives from:

Office of the Mayor of San Juan, Batangas

Resort Owners

Chamber of Commerce or equivalent group or body

SEC. 6. Powers, Functions and Responsibilities. – The SJPTA Task Force shall have the following powers, functions and responsibilities:

- a) Formulate and implement a Master Plan for SJPTA;
- b) Ensure compliance to zoning restrictions per Master Plan;
- c) Ensure the availability of infrastructures and social services necessary for the development of SJPTA;
- d) Appoint or contract with an appropriate private sector entity to whom such appropriate powers, functions and responsibilities may be delegated in order to