

[EXECUTIVE ORDER NO. 120, January 30, 1987]

**REORGANIZING THE MINISTRY OF TOURISM, DEFINING ITS
POWERS AND FUNCTIONS, AND FOR OTHER PURPOSES**

RECALLING that the reorganization of the government is mandated expressly in Article II, Section 1 (a), and Article III of the Freedom Constitution;

HAVING IN MIND that pursuant to Executive Order No. 5 (1986), it is directed that necessary and proper changes in the organizational and functional structures of the government, its agencies and instrumentalities, be effected in order to promote efficiency and effectiveness in the delivery of public services;

CONSIDERING that tourism is an international industry that has played a significant role in boosting the economies of many nations and in fostering goodwill between nations and peoples of the world;

TAKING NOTE that, in order to realize its full tourism potential in the magnitude suggested by the achievements of other countries which have been developed by private enterprises as well as by government, the Philippines needs:

A government ministry that will:

- (a) Assist in coordinating the plans and actions of various government instrumentalities on tourism matters;
- (b) Discharge the government's responsibilities arising from treaties, agreements and other commitments on tourism and travel;
- (c) Provide such other public sector services to the tourism industry as well as the formulation of standards and the compilation of statistics on tourism matters;

NOW, THEREFORE, I, CORAZON C. AQUINO, President of the Philippines, by virtue of the powers vested in me by the sovereign will of the Filipino People and the Freedom Constitution, do hereby order:

SECTION 1. *Title.* – This Order shall be known as the Reorganization Act of the Ministry of Tourism.

SEC. 2. *Reorganization.* – The Ministry of Tourism, hereinafter referred to as Ministry, is hereby reorganized, structurally and functionally, in accordance with the provisions of this Executive Order.

SEC. 3. *Declaration of Policy.* – It is hereby declared the policy of the State to

promote, encourage and develop Philippine tourism as a major national activity in which private sector investment, effort and initiative are fostered and supported, and through which socio-economic development may be accelerated, foreign exchange earned, international visitors offered the opportunity to travel to the Philippines and appreciate its natural beauty, history and culture, and Filipinos themselves enabled to see more of their country and imbued with greater pride in and commitment to the nation.

SEC. 4. *Mandate.* – The Ministry shall be the primary government agency charged with the responsibility to encourage, promote and develop tourism as a major socio-economic activity to generate foreign currency and employment and to spread the benefits of tourism to a wider segment of the population with the support, assistance and cooperation of both the private and public sector, and to assure the safe, convenient, enjoyable stay and travel of the foreign and local tourists in the country.

SEC. 5. *Powers and Functions.* – The Ministry shall have the following powers and functions:

- (a) Advise the President on the promulgation of laws relative to the policy, plans, programs and projects designed to promote and develop the tourism industry;
- (b) Formulate policies, plans, programs and projects for the development of the tourism industry, both domestic and international;
- (c) Devise an integrated marketing program designed to attract and induce people abroad to visit the Philippines and enhance the prestige of the Filipino people and the Republic;
- (d) Promote and ensure the pleasant and hospitable entry, stay and egress of tourists;
- (e) Coordinate with any or all government agencies, civil or military, in the implementation of this Executive Order, the Ministry's rules and regulations, other Ministry's rules and regulations, other issuances, and enforcement of its order and/or decisions;
- (f) Formulate standards for tourism-oriented establishments that will prescribe minimum levels of operating quality and efficiency in order to ensure that facilities, personnel and services are maintained in accordance with acceptable local and international norms in the operations of tourism-oriented establishments;
- (g) Promulgate rules and regulations governing the operations and activities of all persons, firms, entities and establishments that cater to tourists, to provide standards for accreditation of hotels, resorts, and tourist-oriented facilities for classification purposes, and to prescribe rules and regulations governing the issuances of licenses to travel

agencies;

- (h) Approve the construction standards of accredited tourism-oriented establishments including hotels, resorts, inns, motels, and other related facilities and services;
- (i) Prescribe information reporting and constructive development of the tourism industry;
- (j) Ensure a harmonious, positive and constructive development of the tourism industry;
- (k) To provide technical assistance to the Committee on Privatization and Asset Privatization Trust, or such other government agency, office or institution as are charged with the duty and/or responsibility of selling government-owned or controlled hotels, resorts and other tourist-oriented facilities;
- (l) Promote the Philippines as a locale for foreign film or movie production or any other form of entertainment that will serve to enhance the image of the Philippines as a tourist destination internationally;
- (m) Represent the government in all such conferences and meetings concerning tourism and travel and discharge such responsibilities of the government as may arise from treaties, agreements and other commitments on tourism and travel to which it is signatory;
- (n) Prescribe programs to encourage private-sector investment and participation in tourism activities and projects;
- (o) Compile and integrate statistical data bank on the tourism industry;
- (p) Promote the protection, maintenance and preservation of historical, cultural and natural assets with tourist attractions with the appropriate government agencies or with the private sector or with the owners of said assets or attractions;
- (q) Undertake research studies and surveys for the continuing economic conditions and trends relating to tourism and travel;
- (r) Set up and organize foreign field offices for the purpose of overseeing all marketing and promotional activities and implementing programs of the Ministry;
- (s) In order to project properly and enhance the Filipino image in the entertainment field and thereby gain better international respect and reputation for the country, assist the appropriate government agency in auditioning Filipino

entertainers being sent abroad;

- (t) Evaluate incentives to tourist-oriented facilities, and submit its appropriate recommendations to the President;
- (u) Delegate in writing any specific powers and functions in favor other regional offices;
- (v) Upon petition of the Minister of Tourism, the police district superintendent or station commander concerned shall deputize the personnel of the Tourist Assistance Unit of the Ministry for the purpose of enabling them to assist in the enforcement of all laws and regulations for the protection of tourists and other transients;
- (w) Exercise such powers and functions and other activities that may be necessary, proper, or incidental to the attainment of its mandate;
- (x) Arrange, whenever deemed appropriate, for the reclamation of any land adjacent to or adjoining a tourist zone in coordination with appropriate government agencies;
- (y) Coordinate with appropriate government agencies the development of infrastructure requirements supporting a tourist zone, such as but not limited to, access roads to the zone, electric power brought to the proper line of the zone, airports, harbors, and other support facilities;
- (z) Coordinate with concerned government agencies the provision of social infrastructure requirements supporting a tourist zone as educational facilities, health centers, social and recreational outlets and other necessary amenities for the social upliftment of the populace and preservation of ecological balance.

SEC. 6. *Ministry of Tourism.* – The authority and responsibility for the exercise of the mandate of the Ministry and for the discharge of its powers and functions shall be vested in the Minister of Tourism, hereinafter referred to as Minister, who shall have supervision and control of the Ministry and shall be appointed by the President.

SEC. 7. *Office of the Minister.* – The Office of the Minister shall consist of the Minister and his immediate staff.

SEC. 8. *Deputy Ministers.* – The Minister shall be assisted by four (4) Deputy Ministers appointed by the President upon the recommendation of the Minister, namely:

- (a) Deputy Minister for Planning, Product Development and Coordination who shall be responsible for the Office of Tourism Development Planning, Office of Product Development, and Office of Tourism Coordination;
- (b) Deputy Minister for Tourism Services and Regional Offices,

who shall be responsible for the Office of Tourism Standards and all Regional Offices;

(c) Deputy Minister for Tourism Promotions, who shall be responsible for the Bureau of International Tourism Promotion, Bureau of Domestic Tourism Promotions, and Office of Tourism Information;

(d) Deputy Minister for Internal Services, who shall be responsible for the Financial and Management Service, Administrative Service, and Legal Service.

SEC. 9. *Ministry Proper.* – The Ministry Proper shall consist of the Offices of the Minister and Deputy Ministers and shall be responsible for the preparation and development of the policies, plans, programs, and projects of the Ministry in the context of its mandate, powers and functions.

SEC. 10. *Structural Organization.* – The Ministry, aside from the Ministry Proper, shall consist of its Services, Bureaus, Offices, Regional Offices and Foreign Field Offices.

SEC. 11. *Financial and Management Service.* – The Financial and Management Service is hereby created and shall provide the Ministry with staff advice and assistance on budgetary, financial, and management matters and shall perform such other related functions as may be assigned or delegated to it by the Minister.

SEC. 12. *Administrative Service.* – The Administrative Office is hereby created and shall provide the Ministry with staff advice and assistance on personnel information, record, communications, supplies, equipment, collection, disbursements, security, other custodial work and such other related duties and responsibilities as may be assigned or delegated to it by the Minister.

SEC. 13. *Legal Service.* – The Legal Service is hereby created and shall provide the Ministry with staff advice and assistance on all legal matters affecting the Ministry, and to perform such other related functions as may be assigned or delegated to it by the Minister.

SEC. 14. *Service Character and Head.* – The services under Sections 11 to 13 hereof shall be essentially staff in character, each of which shall be headed by a Service Chief.

SEC. 15. *Bureau of Domestic Tourism Promotions and Information.* – The Bureau of Domestic Tourism Promotions and Information is hereby created and shall have the following functions;

(a) Organize and coordinate programs of public relations, promotions, and publicity; encourage domestic tourism and encourage overseas visitors to travel throughout the Philippines;

(b) Design and provide support for dissemination of materials for publicity as tourist attractions in the Philippines; promote educational and cultural tours to increase travel within the