

[PROCLAMATION NO. 574, May 07, 2013]

DECLARING THE THIRD MONDAY OF JUNE OF EVERY YEAR AS THE NATIONAL TOUR GUIDES' DAY

WHEREAS, tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation;

WHEREAS, Republic Act No. 9593 or the "Tourism Act of 2009," promotes a tourism industry that is ecologically sustainable, responsible and participative;

WHEREAS, tour guides play a very significant role in tourism, as they promote, market and advocate the Philippines as a tourism destination, creating a favorable image of the country and contributing to an enriching Philippine experience for local and foreign visitors;

WHEREAS, the National Tour Guides Day will give recognition to the sector's contribution in the development, promotion and sustainability of tourism in the Philippines; and

WHEREAS, the National Tour Guides' Day provides an opportunity for professional tour guides to convene and conduct activities that will promote and advance their profession, and that will also draw the attention of authorities, the public and the media to the quality and the value of their work.

NOW, THEREFORE, I, BENIGNO S. AQUINO III, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the third Monday of June of every year as the NATIONAL TOUR GUIDES' DAY.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

DONE, in the City of Manila, this 7th day of May, in the year of our Lord, Two Thousand and Thirteen.

(SGD.) BENIGNO S. AQUINO III
President of the Philippines

By authority of the President:

(SGD.) PAQUITO N. OCHOA, JR.
Executive Secretary
