

[PROCLAMATION NO. 4, January 22, 1954]

**DECLARING THE PERIOD FROM JANUARY 16 TO FEBRUARY 15,
1954, AS PHILIPPINE TOURIST MONTH**

WHEREAS, the attention of the travel world is now being focused on the Philippines as a potential tourist paradise;

WHEREAS, there will be held in Manila two international travel conferences, that of the Asian and Far Eastern Travel Commission (AFETC) from January 25 to January 27, 1954, and that of the Pacific Area Travel Association (PATA) from January 27 to February 1, 1954, to study, discuss and devise measures affecting common problems in travel development and tourist promotion work in Asia and the Pacific area;

WHEREAS, it is essential that our people understand and fully appreciate the fact that a prosperous travel industry can be a vital factor in the expansion and strengthening of our national economy; and

WHEREAS, it is highly desirable that the public cooperate with the government in the active development of a Philippine tourist industry as envisaged in Republic Act No. 710, granting a charter to the Philippine Tourist and Travel Association, Inc.;

NOW, THEREFORE, I, Ramon Magsaysay, President of the Philippines, do hereby declare the period from January 16 to February 15, 1954, as Philippine Tourist Promotion Month. I call upon all government offices and instrumentalities throughout the country as well as all private entities and individuals to participate in the proper observance of said period, to give fullest publicity to the tourist promotion activities organized in connection therewith, and otherwise to generously support the Philippine Tourist and Travel Association, Inc., in its task of carrying out the government's program of developing Philippine tourism and travel. I especially call on the schools, civic organizations and service clubs to devote one day of said period to a program of education for the promotion of knowledge and love of country as a sound basis for the encouragement of greater travel and intercourse among our people and those of other countries so as to increase tourism within our territory. I also call on the public to assist in the development of tourist attractions and facilities, especially enjoining everyone to keep our tourist spots not only beautiful but also clean and healthful for the common enjoyment of all.

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 22nd day of January, in the year of Our Lord, nineteen hundred and fifty-four, and of the Independence of the Philippines, the eighth.