



Republika ng Pilipinas  
**Tanggapan ng Sangguniang Panlungsod**  
Lungsod ng Bacolod

CITY ORDINANCE NO. 97  
January 29, 1993

EXPLANATORY NOTES

A report submitted by Robert Dowling, former Secretary of Tourism of Vancouver, Canada and contracted by the Negros Occidental Task Force on Tourism Development (1991) showed that Bacolod (to mean both the city and the province) has a growing number of tourism assets and existing potentials to develop into a sustainable tourism industry.

What is needed, according to the report, is a business plan and an organization based on outcomes and the recognition of the vitally important role to be played by the private sector. The marketing strategy to be adopted is based on the necessity for a cooperative, collaborative regional approach to marketing Bacolod as a tourism destination.

Profile of the TCDC

1. An organization that truly represents the major players in the tourism industry (individual, groups of individuals, business sector, organizations, associations, government entities)
2. An executive core shall be elected from a larger representative group with the authority to act and concretize policies and directives of the whole group
3. The council should have representation from both the City and the Province with the vision of coming-up with only one integrated tourism plan for the whole province.
4. The organization should have a strong private sector thrust with an open "one window" approach for the industry to access all government levels, their programs and support mechanisms.
5. The organization should not be powerless, but should have the confidence of government and private sector.

WHEREAS, Bacolod (the City and Province) has a real and growing potential to develop its human resources as well as its current underdeveloped and developed tourism assets into a sustainable tourism industry;

WHEREAS, there are already many projects that have been effectively undertaken by individuals, groups of individuals, governments, association, and the private sector, each but a single facet of the multitude, that, when combined create a complete tourism package; an umbrella with well established goals, development plans, market priorities and a collaborative, cooperative marketing strategy that will stimulate the development of a tourism industry in Bacolod;

WHEREAS, a firm tourism development base from which the industry will grow, create meaningful employment, many substantial opportunities for profitable investment and economic growth for Bacolod;

WHEREAS, the tourism organization should not be powerless, but have the confidence of government and the private sector and therefore be in a positive through its advise to receive the consent and support for positive action.

NOW, THEREFORE, be it ordained by the Sangguniang Panlungsod of Bacolod in session assembled

RESOLVED, AS IT IS HEREBY RESOLVED, to pass the following City Ordinances:

AN ORDINANCE CREATING A TOURISM AND CULTURAL DEVELOPMENT COUNCIL (TCDC) IN THE CITY OF BACOLOD TO PLAN, EVALUATE AND EXECUTE TOURISM PROGRAMMES/PROJECTS.

Be it ordained by the Sangguniang Panlungsod of Bacolod, that:

Section 1- Creation. There is hereby created an agency under the Office of the City Mayor, the Tourism and Cultural Development Council (TCDC), hereinafter referred to as the Council.

Section 2 - Composition. The Council shall be composed of not more than fifteen (15) members, eight (8) coming from government and seven (7) coming from the private sector, appointed by the City Mayor as Chairman of the Council.

Section 3 - Functions and Powers. The Council shall have the following powers:

- a.) To formulate and develop business plans in the enhancement of tourist attractions in the City of Bacolod with a view to market Bacolod as a tourism destination.
  - b.) To develop a tourism industry that contributes to the economic growth of Bacolod and provides wider diversified opportunities for employment and economic activities;
  - c.) to supervise, coordinate and evaluate the implementation of tourism and cultural programs/services/activities to be implemented by various offices/entities of both government and the private sector concerned with evolving and promoting tourism initiative for positive action;
  - d.) to coordinate and integrate policies and programs formulated by the Bacolod Tourism Council (BTC-Provincial level structure) in the Visayas Region;
  - e.) to coordinate the release of public funds for tourism purposes in accordance with approved projects, programs/services.
  - f.) to coordinate all request for loans and grants by the City government involved in the tourism development and promotion.
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- g.) to call on any department, office, agency and other instrumentalities of the government for assistance in the form of personnel, facilities and resources as the need arises.

Section 4 - Officers of the Council. The Chairperson of the Council shall be appointed by the City Mayor shall act as the Presiding Officer. He shall maintain a close link with the tourism programs of the government from the provincial, regional and national levels. In his absence, the Vice-Chairperson, elected from among the members of the Council, shall be the Acting Chairperson.

The Tourism Officer from the Office of the City Mayor and a member of the Council shall be the Executive Director. He shall implement the policies, programs, projects, services and decisions of the Commission.

A Deputy Executive Director may be appointed by the Council and shall assist the Executive Director in the performance of his duties or take charge of special projects assigned by the Executive Director.

The Council shall hire such other personnel as may be necessary for the performance of its basic functions. All positions, except the technical and professional staff and such other positions as the Council may declare to be highly technical, policy determining, or primarily confidential, shall be subject to Civil Service rules and regulations and the Standardization Law.

Section 5- Tourism Month. The month of October shall be designated as TOURISM MONTH, highlighting the Masskara Week and the Charter Day Celebration of the City. The celebration shall also aim to create greater awareness among our people on the importance of tourism. Activities thereto shall be approved and coordinated with the City Government and the Masskara Foundation and all others.

Section 6 - Other Activities. In order to make more effective the implementation and to carry out successfully the aforesaid plans/programs, there is a need for recruitment of trained tourist guides for selected tourist scenic spots in Bacolod City and the province of Negros Occidental.

Section 7 - Donations. The Council shall be authorized to receive donations, grants or gifts in whatever form and from whatever sources, and, said grants, gifts or donations shall be turned-over as Trust Fund to the City Government for appropriate management, utilization and/or disbursement in accordance with the terms of the grant or donations. The Council shall effectively monitor the management of the grant, donation or gifts.

Section 8 - Appropriations. For its first year of operation, the amount of P2 million, shall be appropriated from the City Government Fund and PACCOR Fund. Provided that, the said amount may be increased or decreased in the succeeding years by the Council in accordance with the City's financial position and shall be included in the Annual Appropriations Act of the City of Bacolod.

Section 9 - Effectivity. This ordinance shall take effect fifteen (15) days after its publication in a newspaper of local circulation.

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CARRIED BY THE VOTE:

Affirmatives:

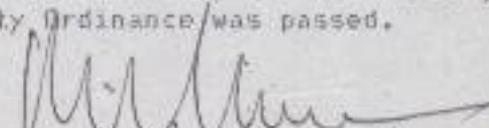
Councilors: Renerito S. Novero, Milmar L. Dylon, Lorendo K. Dilag, Juanito S. Amihan, Jr., Napoleon A. Cordova, Constancio B. Legaspi, Lurviminda S. Valdez, Jovito H. Sayson, Arturo V. Parreño.

Negative : Councilor Inocencio V. Ferrer, Jr.

Absent : Councilor Joaquin L. Torre - On Official Travel  
Councilor Mario V. Salazar, Jr.

Passed : January 29, 1993.

Comments : P a s s e d .  
Floor Leader Alfredo G. Jalbuena, Jr. was no longer around when this City Ordinance was passed.

  
ROLANDO V. VILLAMOR  
Acting Presiding Officer

ATTESTED:

  
ATTY. NILO T. ALEJANDRINO  
Secretary to the Sanggunian

APPROVED: August , 1993.

ALFREDO L. MONTELIBANO, JR.  
City Mayor