BACOLOD CITY TOURISM DEVELOPMENT OFFICE
Bacolod City

Bacolod City Tourism Office is a division of the Office of the Mayor created by City Ordinance No. 158, Series of 1996. It is mandated with four major functions: (1) information dissemination, reception, and visitor's facilitation, (2) inspection and regulation of tourism-related establishments, (3) development of tourism infrastructures, (4) Promotion and marketing, (5) coordination with private tourism stakeholders for increased tourism investment.

1. **Reception, Information Dissemination & Visitors' Facilitation**
   Walk-in guests may request information from the BCTO. The information clerk greets guests with a smile and answers to the best of his/her ability. He/She may also ask other staff who may be able to help out. Other questions may be referred to the head of office. The clerk will also give a brochure and guide on what to see and what to do in Bacolod City.

Office or Division:	Bacolod City Tourism Development Office			
Classification:	✓ Simple ☐ Complex ☐ Highly Technical			
Type of Transaction:	✓ G2C – Government to Citizen ☐ G2B – Government to Business Entity ☐ G2G – Government to Government			
Who may avail:	Tourists, students, researchers			
CHECKLIST OF REQUIREMENTS		**WHERE TO SECURE**		
• None		• None		
CLIENT STEPS	**AGENCY ACTION**	**FEES TO BE PAID**	**PROCESSING TIME**	**PERSON RESPONSIBLE**
1. Go to information clerk	1. Greet guests and answer queries and/or accommodate requests	None	5 minutes	**Precious Badilla** BCTO Staff **Marylin Gomez** BCTO Staff
2. Request for what is needed	2. Receives and logs requests	None	Depends on the kind of information needed.	**Precious Badilla** BCTO Staff **Marylin Gomez** BCTO Staff
3. Receive brochure	3. Gives information and	None	5 minutes	**Precious Badilla** BCTO Staff

	hand out brochures			**Marylin Gomez** BCTO Staff
	TOTAL	None	10 minutes	

2. Provision of Tour Assistance

The service provides referral assistance. Groups are referred to tour agencies/tour operators and tour guides. If it is an official event, the City Tourism Office provides actual coordination.

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Who may avail:	Tourists, students, researchers			
CHECKLIST OF REQUIREMENTS		**WHERE TO SECURE**		
• Letter addressed to City Mayor/ Tourism Office		• Client		
CLIENT STEPS	**AGENCY ACTION**	**FEES TO BE PAID**	**PROCESSING TIME**	**PERSON RESPONSIBLE**
1. Submit written request	1. Refer to City Mayor's Office	None	10 minutes	City Mayor's Office with copy to BCTO
2. Upon the Mayor's approval visit the office and provide details of touring needs	2.1 Receives and logs the request 2.2 Prepares necessary actions and documents for touring needs	None	1 hour	**Liana Anne R. Reynes** Admin. Asst. III **Jeskah Marielle L. Madayag** Senior Tourism Operations Officer
	TOTAL:	None	1 hour & 10 minutes	

3. Frontline Services

At present, the office takes charge of the provision and regulation of tourism facilities, namely: the Bacolod City Tourism Information Center and the Panaad Bacolod Booth.

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Who may avail:	Tourists, students, researchers			
CHECKLIST OF REQUIREMENTS		**WHERE TO SECURE**		
• Letter addressed to City Mayor/ Tourism Office		• Client		
CLIENT STEPS	**AGENCY ACTION**	**FEES TO BE PAID**	**PROCESSING TIME**	**PERSON RESPONSIBLE**
1. Submit written request to City Mayor's Office	1. Refer to City Mayor's Office	None	10 minutes	City Mayor's Office with copy to BCTO
2. Upon the Mayor's approval visit the Tourism office and provide details of request	2.1 Receives and logs the request 2.2 Prepares necessary actions and documents for guest's requests	None	1 hour	**Liana Anne R. Reynes** Admin. Asst. III **Jeskah Marielle L. Madayag** Senior Tourism Operations Officer
	TOTAL:	None	1 hour & 10 minutes	

4. Registration Of Tourism-Related Establishments

City Ordinance 370, Series of 2004 known as the Tourism Code of Bacolod City, classifies all tourism-related businesses and imposes assessment/license fees according to establishment classification e.g., Class A, Class B restaurants, or first class or economy hotels. A one-time registration fee for establishments is required. The Ordinance supersedes all previous city ordinances on assessment and regulatory fees of tourism-oriented establishments. This is a pre-requisite for tourism-oriented businesses in securing a business permit.

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Classification:	✓ Simple ☐ Complex ☐ Highly Technical			
Type of Transaction:	☐ G2C – Government to Citizen ✓ G2B – Government to Business Entity ☐ G2G – Government to Government			
Who may avail:	Owners of existing tourist establishments, Those who desire to operate one.			
CHECKLIST OF REQUIREMENTS		**WHERE TO SECURE**		
• Duly accomplished Registration Form		• Bacolod Permits and Licensing Office		
CLIENT STEPS	**AGENCY ACTION**	**FEES TO BE PAID**	**PROCESSING TIME**	**PERSON RESPONSIBLE**
1. Secure registration form from BPLO	1. Refer to Bacolod Permits and Licensing Office	Depends on type of registration and business	5 minutes	BPLO Staff
2. Present form and supporting documents at Tourism Office for assessment	2. Receives, reviews, and evaluates duly accomplished registration form for the signature of Tourism Officer	None	15 minutes	**Precious Badilla** BCTO Office Staff **Carra Memoria** BCTO Office Staff **Pengar Guanzon**

				Tourism Operations Officer II **Jeskah Madayag** Senior Tourism Operations Officer
3. Pay at the City Treasurer's Office the necessary fees		According to Establishment Category under Revenue Code 2011	5 minutes	CTO Staff
	TOTAL:	Depends on type of business	25 minutes	