

[PRESIDENTIAL DECREE NO. 189, May 11, 1973]

AMENDING PART IX OF THE INTEGRATED REORGANIZATION PLAN BY RENAMING THE DEPARTMENT OF TRADE AND TOURISM AS THE DEPARTMENT OF TRADE, AND CREATING THE DEPARTMENT OF TOURISM WITH A PHILIPPINE TOURIST AUTHORITY ATTACHED TO IT IN LIEU OF THE PHILIPPINE TOURIST COMMISSION[*].

WHEREAS, there is need to realign government efforts towards trade promotion and tourism development for greater effectiveness;

WHEREAS, the tourist industry still represents an untapped resource base toward an accelerated socio-economic development of the Philippines;

WHEREAS, the tourism program is subjected to various administrative and organizational problems; and

WHEREAS, tourism properly deserves the Government's immediate and priority attention;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by the Constitution as Commander-in-Chief of all the Armed Forces of the Philippines, and pursuant to Proclamation No. 1081, dated September 21, 1972, as amended, and in order to effect desired changes and reforms in the social, economic, and political structures of our society do hereby adopt, approve, and make as part of the law of the land the amendment to the provisions of Part IX of the Integrated Reorganization Plan by renaming the Department of Trade and Tourism as the Department of Trade and creating the Department of Tourism with a Philippine Tourist Authority attached to it in lieu of the Philippine Tourist Commission.

SECTION 1. Declaration of Policy. — It is hereby declared to be the policy of the Government to make the tourist industry a positive instrument towards accelerated national development; through which more people from other lands may visit and better appreciate the Philippines and through which the Filipinos themselves may learn more about the natural beauty, history and culture of their country and thus develop greater pride in and commitment to the nation.

SEC. 2. Creation of a Department of Tourism. — There is hereby created a Department of Tourism, hereinafter referred to as the Department, which shall be the primary policy, planning, programming, coordinating and administrative entity of the executive branch of Government in the development of the tourist industry, both domestic and international.

SEC. 3. Authority and Responsibility. —The authority and responsibility for the exercise of the powers and the discharge of the functions of the Department shall be vested in the Secretary of Tourism, hereinafter referred to as the Secretary. The Secretary shall be assisted by one Undersecretary.

SEC. 4. Functions. — The Department shall be responsible for the following functions:

- a. Supervise all activities of the Government which concern tourism;
- b. Effect the removal of unnecessary barriers to travel; the integration and simplification of travel regulations; as well as their efficient, fair and courteous enforcement to assure expeditious and hospitable reception of all visitors;
- c. Formulate an integrated program of promotion and publicity designed to attract and induce people abroad to visit the Philippines, and patronize things Philippine, and to enhance the prestige of the Filipino people and the Republic;
- d. Review all tourism projects which may involve loans from government financial institutions before said institutions may take action on them, and approve all tourism projects and firms applying for tax incentives under the Export Incentives Act, as amended by Presidential Decree No. 92, before the Board of Investments may take action on them;
- e. Represent the Government in all such conferences and meetings concerning tourism and travel and discharge such responsibilities of Government as may arise from treaties, agreements and other commitments on tourism and travel, to which it is a signatory;
- f. License, regulate and supervise travel agents, tour operators and tour guides;
- g. Classify, regulate, supervise and license hotels, resorts, inns, motels, hostels, restaurants and other related facilities and services which cater to foreign and domestic tourists and in addition, formulate suitable standards to ensure that the highest possible standards are met, reasonable fees and charges are made and that services are given with honesty, courtesy, and efficiency; and
- h. Perform such other functions as may be provided by law.

SEC. 5. The Department shall have an Administrative Service, a Planning Service, and a Financial and Management Service in conformity with Part II of the Integrated Reorganization Plan.

SEC. 6. The Department shall have such number of field offices here and abroad as may be necessary for the effective promotion of the tourist industry.

SEC. 7. *Bureau of Tourist Promotion.* — There is created a Bureau of Tourist Promotion which shall, among others, be responsible for organizing and supporting a program of public relations, promotion and publicity calculated to interest, attract and encourage overseas travellers to visit the Philippines, including the publication and dissemination of pamphlets, brochures and other literature and publicity materials and the production and distribution of audio-visual materials, participation in travel fairs and other sales and promotion arts.

It shall have the following divisions with corresponding duties and responsibilities, among others:

a. Press and Publication Division

1. Publish, produce and disseminate publicity materials as may have bearing on tourist attractions in the country, and the history of the Philippines, its progress, its natural resources and the culture and art of its people;
2. Encourage educational and cultural tours to increase travel within the country as a means of developing domestic tourism; and
3. Participate in fairs and exhibits to promote local goods and products and provide a medium for the dissemination of information about the Philippines as a tourist spot.

b. Research and Statistics Division

1. Compile, analyze and integrate statistical data on Tourist Industry;
2. Develop, forecast and prepare economic reports and review based on conductive research; and
3. Undertake continuing analysis of economic conditions and trends relating to the sectoral area concerned.

c. Training and Evaluation Division

1. Conduct training courses and apprenticeship programs for tourist guides, hotel and restaurant personnel and such other personnel who perform functions that have a bearing upon the tourist industry; and
2. Organize and conduct promotional training seminars.

SEC. 8. *Bureau of Special Services.* — There is hereby created a Bureau of Special Services which shall have the following divisions with corresponding duties and responsibilities, among others:

a. Tourist Reception Division

1. Coordinate with all other agencies concerned, whether government or private, on procedures to assure hospitable reception of tourists during their visit to the country, including the establishment of efficiently-run information centers at strategic locations; and
2. Maintain a security force, where necessary, to provide security and assistance to tourists and travellers and to extend investigative services to tourists who may require such assistance.

b. Licensing and Inspection Division

1. Prepare and maintain for ready reference a register of all businesses and establishments that offer transportation, accommodation or service of any kind to tourists;
2. Regulate and license the business of travel agencies; tour operators, and tour guides;
3. Classify, regulate and license hotels, resorts, restaurants, inns, motels, and hostels in accordance with set standards and guidelines; and
4. Exercise supervision over the operation of all Facilities and services that cater to, or have anything to do with travellers.

SEC. 9. *Creation of the Philippine Tourism Authority.* — To implement the policies and programs of the Department, there is hereby created a Philippine Tourism Authority, hereinafter referred to as the Authority, which shall be attached to the Department. The functions of the Authority are hereby declared to be governmental.

SEC. 10. *Purposes and Specific Powers.* — The purposes and specific powers of the Authority are as follows:

- a. Implement all policies and programs of the Department on project development;
- b. Collect such taxes as may be provided by law;