



OFFICE OF THE SAGGUNYANG PANLUNGSOD

COMMITTEE ON RULES AND PRIVILEGES, LAWS AND
ORDINANCES

COMMITTEE HEARING REPORT
CRPLO-PCO-2024-152

Subject: *A city ordinance institutionalizing the "MABUHAY" gesture as official greeting and as part of Filipino Brand of Service Excellence in the City of Bacoor, Province of Cavite.*

The above-mentioned subject matter underwent first reading on January 22, 2024, during the 75th Regular Session of the Sangguniang Panlungsod. The said subject matter was referred by the Presiding Officer Hon. Rowena Bautista Mendiola to the Committee on Rules and Privileges, Laws and Ordinances.

The Committee Rules on Rules and Privileges, Laws and Ordinances sent out invitations to the resource persons and conducted a committee hearing on February 08, 2024 at the Session Hall of the Sangguniang Panlungsod at 10:30 a.m.

FINDINGS:

City of Bacoor is a first-class urban component city in the Province of Cavite, dedicated in preserving, upholding, and elevating the values and character of its citizens through various programs and projects designed to sustain its growth and development as a community. Aside from addressing the needs of its constituents, the city government has been devising integrated activities to encourage, promote, and develop tourism, culture, and the arts as one of the important elements of community building.

Hospitality and Tourism Management students from various colleges and universities in the City of Bacoor as well as selected employees of the Bacoor Department of Tourism and Cultural Affairs, local resorts, hotels, travel and tour agencies, and other tourism-related establishments underwent a Filipino Brand of Service Excellence (FBSE) seminar from the Department of Tourism CALABARZON. FBSE is aimed to promote and establish everything that is good and positive about Filipino hospitality that can be used by all tourism workers and government employees in dealing with their clients, as well as to develop and apply a culture of service excellence among the frontliners who will contribute in creating an impactful and memorable experience for both local and foreign clientele.

Institutionalizing the "MABUHAY" gesture as official greetings and as a part of Filipino Brand of Service Excellence in the City of Bacoor would further the progressive development of the city's service delivery and ensure a closer relationship with its constituents.



OFFICE OF THE SAGGUNIANG PANLUNGSOD

RECOMMENDATION:

After a thorough review of all the circumstances and statements from the resource persons, the Committee respectfully recommends that the Sangguniang Panlungsod approve the above subject matter.

By the motion of Hon. Reynaldo C. Palabrica duly seconded by all the members of the Sangguniang Panlungsod, the above subject matter was **APPROVED** during its 78th Regular Session.


WE HEREBY CERTIFY that the contents of the foregoing report are true and correct.

Signed this 12th day of February 2024 at the City of Bacoor, Cavite.

Committee on Rules and Privileges, Laws and Ordinances



COUN. REYNALDO C. PALABRICA
Chairman



COUN. LEVY TELA
Vice Chairman



COUN. ALEJANDRO CUTIERREZ
Member



COUN. ADRELITO GAWARAN
Member 



OFFICE OF THE SAGGUNYANG PANLUNGSOD

Office of the Sangguniang Panlungsod
Received by: *[Signature]*
Date: *10/20/2023*

COMMITTEE ON RULES AND PRIVILEGES, LAWS AND
ORDINANCES

MINUTES OF THE COMMITTEE HEARING
CRPLO-PCO-2024-152

Subject: *A city ordinance institutionalizing the "MABUHAY" gesture as official greeting and as part of Filipino Brand of Service Excellence in the City of Bacoor, Province of Cavite.*

A committee hearing on the above-subject matter was conducted last February 8, 2024, 10:30 a.m. at the Sangguniang Panlungsod presided by Committee Chairman Hon. Reynaldo C. Palabrica.

MEMBERS OF THE COMMITTEE:

HON. LEVY TELA
HON. ROGELIO NOLASCO
HON. ALDE PAGULAYAN
HON. SIMPLICIO DOMINGUEZ

RESOURCE PERSONS:

ATTY. MARIUS D. SUMIRA - OFFICE OF THE CITY LEGAL SERVICES
MS. NATIVIDAD LUGWIG OPLE - HRDMD

COUN. REYNALDO PALABRICA "The committee hearing on the proposed city ordinance institutionalizing the mabuhay gesture as official greeting and as part of Filipino Brand of Service Excellence in the City of Bacoor, Province of Cavite is now called to order."

COUN. REYNALDO PALABRICA "In attendance to this committee hearing are Councilors Levy Tela, Bok Nolasco, Alde Pagulayan and Simplicio Dominguez"

COUN. REYNALDO PALABRICA "Hingin ko lang po ang opinion ni Mam Naty regarding this proposed ordinance".



OFFICE OF THE SAGGUNIANG PANLUNGSOD

MS. NATIVIDAD LUDWIG OPLE "Ang nag proposed po nyan ang nagsulat ay si Mr. Edwin Guinto. Meron din pong sample dyan na ordinance na ginawa ng isang LGU na ang reason kung bakit gustong ipa implement ng tourism ay dahil part siya ng kultura ng mga Filipino. So sa basa ko lang po, hindi ko naman nakausap si Sir Edwin".

COUN. REYNALDO PALABRICA "Hindi ba natin na invite si Edwin?"

SP STAFF "Hindi po."

COUN. REYNALDO PALABRICA "Okey sige ituloy mo"

MS. NATIVIDAD LUDWIG OPLE "Opo, so yun nga, may bisita tayo, meron tayong ahh, ang magiging official greeting natin ay MABUHAY, ayun po. So ayun yung gesture, yun na po".

COUN. REYNALDO PALABRICA "Maganda nga yun para wala ng ano, physical contact, kase baka may covid pa rin ano".

COUN. ALDE PAGULAYAN "Pero ano siya, DOT prescribed or hindi naman".

MS. NATIVIDAD LUDWIG OPLE "Ahh, in encourage po ang pagkaka alam ko po kase po meron ng mga bayan na ini implement na po, nagsagawa at naglabas na po ang kanilang sariling sanggunian ng ordinansa implementing".

COUN. REYNALDO PALABRICA "Ang implementation nito ay fully dito sa, sa mga employees natin sa City Government".

COUN. ALDE PAGULAYAN "Sir, Mabuhay Gesture, it's a gesture, so ibig sabihin its an action".

MS. NATIVIDAD LUGWIG OPLE "Yes po, di ba po kapag nagpunta tayo sa Thailand naka ganito sila, so sa Pinoy naman po, diba po yung dati sa Philippine Airlines kapay nag welcome, MABUHAY. Ahh kahit dun po sa dati natin tourism ano, diba po ang Pinoy, ahh, ang greeting niya ay MABUHAY because you are greeting that person and then with gesture".

COUN. REYNALDO PALABRICA "Ang mga Koreano naman ganyan, Arigatu"

COUN. ALDE PAGULAYAN "So kamay sa kanang bahagi, sa puso"

COUN. REYNALDO PALABRICA "So Maganda yun ha, ok na to, thank you Ms. Naty".

COUN. REYNALDO PALABRICA "May mga tanong ba kayo?"

COUN. ALDE PAGULAYAN "Wala na, okay ako dyan"



OFFICE OF THE SAGGUNIANG PANLUNGSOD

COUN. ROGELIO NOLASCO "Okay din ako dyan. Maganda yan. I move for the adjournment of the committee hearing.


COUN. LEVY TELA, COUN. ALDE PAGULAYAN, COUN. SIMPLICIO DOMIGUEZ
"Second the motion"

The committee hearing ended at 10:45 a.m.

Prepared by:


RONALDO M. VERONA
Clerk

Attested by:


COUNCILOR REYNALDO C. PALABRICA
Chairman
Committee on Rules and Privileges, Laws and Ordinances



Republic of the Philippines
PROVINCE OF CAVITE
City of Bacoor

OFFICE OF THE SAGGUNSIANG PANLUNGSOD

Office of the Sangguniang Panlungsod
Received by: Janet Pring
Date: JUN 19 5 20 24
Time: 1:18 pm

Committee on Rules and Privileges, Laws and Ordinances

NOTICE OF COMMITTEE HEARING

(PROOF OF RECEIPT)

(February 08, 2024 10:30 AM)
(SP Session Hall)

Subject: A CITY ORDINANCE INSTITUTIONALIZING THE "MABUHAY" GESTURE AS OFFICAL GREETING AND AS PART OF FILIPINO BRAND OF SERVICE EXCELLENCE IN THE CITY OF BACOOD, PROVINCE OF CAVITE. (PCR No. 2024-152)

NAME	OFFICE AFFILIATION	CONTACT NUMBER	SIGNATURE/DATE
HON. LEVY TELA	SP		Levy 2-7-24
HON. ALDE PAGULAYAN	SP	-	Alde 2/7/24
HON. ALEJANDRO GUTIERREZ	SP		Alejandro 2/7/24
Atty. KIM NYCA LOFRANCO (City Legal)			Office of the City Legal Service RECEIVED Kim 02-07-24 Name / Date
Ms. NATIVIDAD LUDWIG OPLE HRDMD	HRDMD		Faith 2/7/24

PCO 2024-152 – A CITY ORDINANCE INSTITUTIONALIZING THE “MABUHAY” GESTURE AS OFFICAL GREETING AND AS PART OF FILIPINO BRAND OF SERVICE EXCELLENCE IN THE CITY OF BACOOR, PROVINCE OF CAVITE.



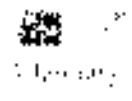
PCU 2024 - 132



Republic of the Philippines
Province of Cavite
City of Bacoor



City Culture, History, Arts, and Tourism Office



2024

HON. SERIKY B. REVELA
City Mayor

HRP

ATTY. KHALID ATEGA JR.
Sangguniang Panglungsod

Dear Mayor,

Greetings!

For the past 352 years, City of Bacoor, a first-class urban component city of the province of Cavite, has been dedicated in preserving, upholding, and elevating the values and character of its citizens through various programs and projects designed to sustain its growth and development as a community. Aside from addressing the needs of its constituents, the city government has been devising integrated activities to encourage, promote, and develop tourism, culture, and the arts as one of the important elements of community building.

In 2023, Hospitality and Tourism Management students from various colleges and universities in Bacoor as well as selected employees of the Bacoor Department of Tourism and Cultural Affairs, local resorts, hotels, travel and tour agencies, and other tourism-related establishments underwent a Filipino Brand of Service Excellence (FBSE) seminar in the Department of Tourism (DOT) at MARIKINA. FBSE is aimed to promote and establish everywhere the spirit and positive image of Filipino hospitality that can be used by all tourism workers and government employees in dealing with their clients, as well as to develop and apply a culture of service excellence among the frontliners who will contribute in creating an impactful and memorable experience for both local and foreign clients.

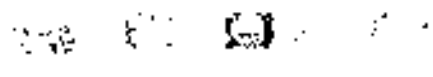
In this regard, we would like to request a city ordinance institutionalizing the "Malubogay" gesture as official greeting and as part of Filipino Brand of Service Excellence in the City of Bacoor. We believe that this measure would further the progressive development of the city's service delivery and ensure a closer relationship with our constituents. Kindly check attached "Bayabas" Sangguniang Panglungsod Ordinance No. 03 Series of 2024 known as "An Ordinance Institutionalizing the "Malubogay" Greetings Gesture in the Municipality of Bayabas, Sangguniang Panglungsod".

For your consideration,

Respectfully yours,

OFFICE OF THE
SANGGUNIANG PANLUNGSOD
RECEIVED
BY: ARIEL
DATE: 12/12/24 TIME: 10:10
BACOR CITY, CAVITE

EDWIN B. GUINTO
HRP - City Government Department Head I



BACOR



Republic of the Philippines
Province of Surigao del Sur
MUNICIPALITY OF BAYABAS

Tanggapan ng Sangguniang Bayan

EXCERPT FROM THE MINUTES OF THE 2ND-2023 SPECIAL SESSION OF THE SANGGUNIANG BAYAN OF BAYABAS, SURIGAO DEL SUR HELD AT THE SB SESSION HALL ON MARCH 3, 2023.

PRESENT:

HON. MARIA CLARITA GARCIA-LIMBARO
Municipal Vice-Mayor
Presiding Officer

REGULAR MEMBERS:

Hon. Madelyn V. Lozada, RN	- SB Member
Hon. Loume Z. Maglangit	- SB Member
Hon. Rufo L. Ordoña	- SB Member
Hon. Merald Poll B. Hinampas, Jr.	- SB Member
Hon. Placido B. Ronquillo II	- SB Member
Hon. Gerald M. Ambray	- SB Member

EX-OFFICIO MEMBERS:

Hon. Nove Blaise L. Lopez	- President - SK Federation
Hon. Eddie B. Morse	- President Liga ng mga Barangay

ABSENT:

Hon. Edgardo J. Butad	- SB Member
Hon. Nicholson Y. Lozada	- SB Member

**Ordinance No. 03
Series of 2023**

AN ORDINANCE INSTITUTIONALIZING THE "MABUHAY" GESTURE AS OFFICIAL GREETINGS AND AS PART OF FILIPINO BRAND OF SERVICE EXCELLENCE IN THE MUNICIPALITY OF BAYABAS, SURIGAO DEL SUR.

Author: Hon. Madelyn V. Lozada, RN
Sponsors:

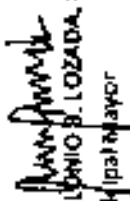
Hon. Loume Z. Maglangit; Hon. Rufo L. Ordoña; Hon. Merald Poll B. Hinampas, Jr.; Hon. Placido B. Ronquillo; Hon. Gerald M. Ambray; Hon. Eddie B. Morse; Hon. Nove Blaise L. Lopez

Explanatory Notes

WHEREAS, the Sangguniang Bayan of Bayabas has observed the erosion and debase of some of the basic moral values and good conduct among its people especially the youth sector;

WHEREAS, the Municipality is gaining gradually positive strides in developing its tourism potential, which needs to be sustained by finding ways and means in improving its services; promotion and branding included;

WHEREAS, in order to promote basic moral values and deportment, and in unity with the thrust of the Department of Tourism (DOT) to project a brand of service excellence, there is a need for this

APPROVED: 
APOLONIO B. LOZADA, DVM
 Municipal Mayor

Municipality to come up with its own way of projecting its brand of service excellence by showing innate Filipino values, which are being religious, makatutuhan, makabansa, hospitable, masayahin, bayanihan spirit, and with pag-asá in the face and against all odds in life:

WHEREAS, the Sanggunian recognizes that a greeting gesture is one of the effective ways in showing our innate Filipino values, which can stand out as a manifestation of our brand of service excellence, hence the idea of institutionalizing the "Mabuhay" greetings gesture; and

WHEREAS, in order to translate and put substance to the idea and in accordance to Section 16 of the Local Government Code of 1991, which provides that LGUs shall ensure and support, among others things, the preservation and enrichment of culture, an ordinance has to be enacted for the purpose

WHEREFORE, on the premises herein above enumerated, be it ordained by the Sangguniang Bayan of Bayabas, Surigao del Sur in session assembled, that:

Section 1. Title. This Ordinance shall be known as "An Ordinance Institutionalizing the "Mabuhay" Greetings Gesture in the Municipality of Bayabas, Surigao del Sur".

Section 2. Declaration of Policy. The "Mabuhay" greetings gesture symbolizes the brand of service excellence of the Municipality of Bayabas, Surigao del Sur in unity and oneness of its people in achieving its vision and mission, and as such, it shall be practiced and be part of its culture.

Section 3. Scope and Coverage. The "Mabuhay" greetings gesture shall be institutionalized in government offices, Barangay Local Government Units (BLGUs), schools, tourism establishments, daycare centers, Civil Society Organizations (CSOs), government programs and gatherings, and in the private sector within the Municipality of Bayabas, Surigao del Sur.

Section 4. Definition of Terms. As used in this Ordinance, the following words or terms are construed as follows:

- a. Mabuhay – is a Filipino greeting, usually expressed as Mabuhay! which literally means "long live". The term is also occasionally used for toasts during celebrations to mean "cheers". It is similar to the Hawaiian expression "aloha". It also carries various meanings including "long live", "may you live", "cheers", "welcome", and "hurray".
- b. Service Excellence - Service excellence is not just about delivering luxury-level service. By definition, service excellence refers to the ability of service providers to consistently meet and occasionally even exceed customers' expectations.
- c. Cultural Heritage – Refers to the "intangible cultural heritage", which connotes the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

Section 5. The Mabuhay Greetings Gesture. It shall be highly discouraged for any person to do inappropriate use of the "Mabuhay" greetings gesture in the Municipality of Bayabas, Surigao del Sur in order to give sanctity and reverence to the same, and as such, the proper execution of the "Mabuhay" greetings gesture shall be as follows:

- a. To utter the word "Mabuhay" with the right hand in open palm ("close knitted") placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the words good morning or afternoon or evening as the case may be, and then to be followed with: what can I do for you or may I help you, whichever is convenient;
- b. For welcoming visitors or guests: To say the word "Mabuhay" with the right hand in open palm ("close knitted") placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the words Good Morning or Afternoon or Evening, as the case may be, then say the words: Welcome to Bayabas;
- c. For offering a toast: Say the word "Mabuhay", simultaneously raising the glass of wine;
- d. During speeches: As part of salutation, after acknowledging the guests or visitors, Say the word "Mabuhay", with the right hand in open palm ("close knitted") placed on the left side of the chest, then simultaneously bow the head, then utter the words good morning or afternoon or evening as the case may be. At the end of each speech, say the words: Thank you and "Mabuhay" or "Mabuhay" tayong lahat; and
- e. In answering telephone calls: upon answering, to say first the words "Hello and Mabuhay" then followed by the words: What can I do for you.

Section 6. Information and Education Campaign (IEC). The Municipal Tourism Council or the Municipal Tourism Officer shall endeavor to implement IECs on the Implementation of this Ordinance by production of promotion collaterals and posting or publications of the same in social media platforms and to conduct seminars/orientations/trainings related to it within the Municipality.

Section 7. Inclusion to Cultural Heritage. This Ordinance shall be included in the Cultural Heritage of the Municipality and shall also be included in the Municipal Tourism Development Plan.

Section 8. Academic Application. The "Mabuhay" greetings gesture, its meaning and relevance shall be integrated to the daycare and K to 12 curricula, in all daycare centers and schools in the Municipality of Bayabas, Surigao del Sur for the greetings gesture to be institutionalized.

Section 9. Implementation. The Office of the Municipal Mayor through the Municipal Tourism Officer shall be responsible for the implementation of this Ordinance.

Section 10. Repealing Clause. Any ordinances, executive orders and local issuances, rules and regulations, or parts thereof, inconsistent with or in conflict with this ordinance are hereby repealed and or modified accordingly.

Section 11. Effectivity. This ordinance shall take effect after ten (10) days from the date a copy hereof is posted in the bulletin board at the entrance of the Municipal Building of Bayabas, Surigao del Sur and in at least two (2) conspicuous places in the municipality.

ENACTED this 3rd day of March, 2023 upon motion of Hon. Merald Poff B. Hinampas duly seconded by all Sangguniang Bayan Members present.

APPROVED: APOLOONIO BE LOZADA, DVM
Municipal Mayor