



Republic of the Philippines
Province of Cavite
CITY OF BACOR

Office of the Sangguniang Panlungsod

DISTRICT I

OFFICIAL BUSINESS

ION. CATHERINE SARINO-EVARISTO
City Councilor

ION. MICHAEL E. SOLIS
City Councilor

ION. ADRIELITO G. GAWARAN
City Councilor

ION. VICTORIO L. GUERRERO, JR.
City Councilor

ION. ALEJANDRO F. GUTIERREZ
City Councilor

ION. LEVY M. TELA
City Councilor

DISTRICT II

ION. ROBERTO L. ADVINCULA
City Councilor

ION. REYNALDO D. PALABRICA
City Councilor / President Pro-Tempore

ION. REYNALDO M. FABIAN
City Councilor

ION. ROGELIO M. NOLASCO
City Councilor

ION. ALDE JOSELITO F. PAGULAYAN
City Councilor

SICK LEAVE

ION. SIMPLICIO G. DOMINGUEZ
City Councilor

OFFICIAL BUSINESS

ION. RAMON N. BAUTISTA
Liga ng mga Barangay President

OFFICIAL BUSINESS

ION. MAC RAVEN ESPERITU
SK Federation President

Attested by:
ATTY. KHALID A. ATEGA, JR.
Sangguniang Panlungsod Secretary

Certified by:
ION. ROWENA BAUTISTA-MENDIOLA
City Vice Mayor

Approved by:
ION. STRIKE B. REVILLA
City Mayor

CITY ORDINANCE NO. 297-2023

Series of 2023

AN ORDINANCE ESTABLISHING THE BACOR CITY CULTURE, HISTORY, ARTS AND TOURISM OFFICE AS THE TOURISM AND CULTURAL AFFAIRS DEPARTMENT OF THE CITY GOVERNMENT OF BACOR.

Sponsored by:

Hon. Reynaldo D. Palabrica

Co-Sponsored by:

Hon. Roberto L. Advincula, Hon. Reynaldo M. Fabian, Hon. Adrielito G. Gawaran, Hon. Alejandro F. Gutierrez, Hon. Rogelio M. Nolasco, Hon. Alde Joselito F. Pagulayan, Hon. Michael E. Solis and Hon. Levy M. Tela.

WHEREAS, the 1987 Constitution mandates the State to foster the preservation, enrichment, and dynamic evolution of a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and intellectual expression. The State shall also conserve, develop, promote, and popularize the nation's historical and cultural heritage and resources, as well as artistic creations. All the country's artistic and historic wealth constitutes the cultural treasure of the nation and shall be under the protection of the State which may regulate its disposition. The State shall ensure equal access to cultural opportunities through the educational system, public or private cultural entities, scholarships, grants and other incentives, and community cultural centers, and other public venues. The State shall also encourage and support researches and studies on the arts and culture;

WHEREAS, Republic Act No. 10066 otherwise known as "National Cultural Heritage Act of 2009" likewise endeavors to create a balanced atmosphere where the historic past co-exists in harmony with modern society. It aims to establish and strengthen cultural institutions, protect, preserve, conserve, and promote the nation's cultural heritage, its property and histories and ethnicity of local communities and protect cultural workers and ensure their professional development and well-being. It shall approach the problem of conservation in an integrated and holistic manner, cutting across all relevant disciplines and technologies, and further administer the heritage resources in a spirit of



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City Mayor

stewardship for the inspiration and benefit of the present and future generations;

WHEREAS, the Republic Act No. 10086 or the "Strengthening People's Nationalism Through Philippine History Act" provides that the State shall provide the means to strengthen people's nationalism, love of country, respect for its heroes and pride for the people's accomplishments by reinforcing the importance and popularization of Philippine national and local history in daily life with the end view of raising social consciousness, reinvigorating government support for historical research, and sustaining and enhancing programs for the protection, preservation and conservation of historical relics and memorabilia, monuments, sites and other historical resources. It shall likewise give utmost priority not only to the research on history but also to the popularization of history. In this way, the State will be able to build a Philippine national identity based on unity and pride in diversity held together by a common history;

WHEREAS, Republic Act No. 9593, otherwise known as the Tourism Act of 2009, declares a national policy for tourism as an engine of investment, employment, growth, and national development, and strengthening the Department of Tourism and its attached agencies to effectively and efficiently implement that policy, and appropriating funds therefor. Said Act stipulated the role of the local government units in integrating the local tourism plan in identifying strategies to ensure the implementation of such tourism plans and programs;

WHEREAS, Section 16 of the Republic Act No. 7160 otherwise known as "Local Government Code of 1991", provides that local government unit play and important role in the development, promotion and preservation of Filipino culture and encourage the participation of the people in the development and preservation of Filipino identity;

WHEREAS, the Department of Interior and Local Government supports the development of culture-based and tourism-oriented governance for local governments with the issuance of different DILG Memorandum Circulars encouraging all provinces, cities, municipalities, and barangays to attend seminar-workshops pertaining to culture-based and tourism-oriented governance, and encouraging such LGUs to create respective councils on tourism and cultural affairs;



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City Mayor

WHEREAS, the City Tourism Development Office of the City of Bacoor, which is currently under the Office of the Mayor, was established to responsibly manage the tourism program of the city, promote it with the use of traditional media and of the internet, submit recommendations to the Sangguniang Panlungsod on possible amendments to the Bacoor City Tourism Code of 2012 or the approval of additional ordinances intended to improve the local tourism industry, assist tourists in making their visit to the city as enjoyable and memorable as possible, maintain a Tourism Information Desk and Tourism Information Hotline, coordinate and consult with the private sector in the development of the local tourism industry, and perform such other tasks and duties that may be assigned to it by law, by ordinance, or by order of the City Mayor;

WHEREAS, there is a need to address our City Government's commitment to cultural, historical, artistic, and tourism heritage conservation and preservation since Bacoor is placed in the nation's history as one of the earliest towns in the archipelago;

WHEREAS, the establishment of the Bacoor City Culture, History, Arts, and Tourism Office (BCHATO) as a tourism and cultural affairs department of the City will help in the enrichment and promotion of the locality's cultural, historical, artistic, and tourism heritage;

NOW THEREFORE, be it ordained in session duly assembled by the Sangguniang Panlungsod of Bacoor to enact an ordinance establishing the Bacoor City Culture, History, Arts, and Tourism Office (BCHATO) as the Tourism and Cultural Affairs Department of the City of Bacoor, with the following stipulations:

SECTION 1. TITLE. This ordinance shall be known and cited as "THE BACOR CITY CULTURE, HISTORY, ARTS, AND TOURISM OFFICE ORDINANCE."

SECTION 2. DECLARATION OF POLICY. The City of Bacoor declares that it has a golden opportunity to develop a tourism industry that will revitalize sectors of the local economy that has been affected by the three-pronged onslaught of pollution, overpopulation, and infrastructure development while making its historic past a tangible part of the lives of its people.



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Towards this end, the City shall seek to:

- Formulate policies, and conceptualize and implement plans and programs on tourism and cultural product development and promotion;
- Coordinate with LGUs, provincial, and national government agencies for the integration of local tourism and cultural agenda through development plans;
- Oversee tourism facilities and parks owned by the City Government;
- Monitor standards and accreditation of tourism-related establishments and services;
- Supervise various cultural affairs that promote and preserve cultural heritage and growth of the city;
- Ensure the protection and conservation of historical assets and cultural identity of Bacooreños; and
- Develop partnership and establish linkages between LGUs and stakeholders in the sectors of culture and tourism.

SECTION 3. DEFINITION OF TERMS. The following terms, as used in the ordinance, shall be defined as follows:

- City - refers to the City of Bacoor and the City Government of Bacoor;
- Office or Tourism Office - refers to the created Bacoor City Culture, History, Arts, and Tourism Office, a Department in the City Government of Bacoor;
- City Tourism and Cultural Affairs Officer - refers to the Department Head of the Tourism Office;
- DOT - refers to the Department of Tourism;
- Cultural heritage - refers to the totality of cultural property preserved and developed through time and passed on to posterity;
- Tourism industry - refers to the group of businesses that provide services and facilities for tourist consumption;



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g) Integrated tourism marketing - refers to the strategy of combining different promotional vehicles like print/broadcast advertising, public relations, and direct marketing, and other promotional campaigns to ensure that advertisements or marketing messages are consistently received by the people;

h) Linkages and Partnership - refers to the enhancement of a productive exchange of information, services, and support of projects among individuals, associations, institutions, business group, and local government units;

i) Sustainable Tourism - refers to the management of all resources that meet the need of tourists and the city, while protecting the opportunities for the future, in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support;

j) Tourism-related Establishments - refers to facilities, services, and attractions involved in tourism, such as, but not limited to: travel and tour services; tourist transport services, whether for land, sea, or air transportation; tour guides; adventure sports services involving such sports as mountaineering, scuba diving, and other sports activities of significant tourism potential; convention organizers; accommodation establishments, including, but not limited to hotels, resorts, apartelles, tourist inns, motels, pension houses, and home stay operators; tourism estate management services, restaurants, shops, and department stores, sports, and recreational canterers, spas, museums and galleries, theme parks, convention centers, and zoos;

k) Stakeholders - refers to any individual or groups who are interested in, involved, or affected by tourism which include professionals, public authorities, media, and local community;

l) Tourism Standards - refers to the internationally competitive standards required for tourism facilities and services; and

m) Tourism Master Plan - refers to the "Plan" which consists of proposal design, and strategy of the office in



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conducting tourism and culture development planning, goals and overall arrangements based on local tourism, history, current situation, and market factors.

SECTION 4. CREATION OF THE DEPARTMENT. The Bacoor City Culture, History, Arts, and Tourism Office (BCHATO), as a City Department, is hereby created and organized.

SECTION 5. VISION, MISSION, AND ORGANIZATIONAL STRUCTURE OF THE DEPARTMENT. The following are the vision, mission, and organizational structure of the Bacoor City Culture, History, Arts, and Tourism Office (BCHATO) for the purpose of the creation of the new department:

5.1 VISION. The Vision of the Bacoor City Culture, History, Arts, and Tourism Office (BCHATO) is:

5.1.1. A City that adheres to sustainable tourism practices and embraces its rich cultural, historical, and artistic heritage.

5.2 MISSION. The following shall serve as the Mission of the Bacoor City Culture, History, Arts, and Tourism Office (BCHATO):

5.2.1. To encourage the continuing and balanced development of a culture-based and tourism-oriented governance in Bacoor City;

5.2.2. To develop tourism and maximize Bacoor heritage, culture, and arts development as major components of the city's economy;

5.2.3. To generate community awareness on the conservation, promotion, and protection of Bacoor's artistic, cultural, and tourism products;

5.2.4. To develop capacities and improve capabilities of various stakeholders in the tourism and cultural sectors;

5.2.5. To produce sustainable influx of tourists, tourism expenditures, employment opportunities, and business and tax revenues;

5.2.6. To boost and support studies and discussions on local tourism and heritage through symposia, workshops, publications, exhibitions, and performance;

5.2.7. To ensure the integration of local history and culture and its various creative expressions



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as a dynamic part of Bacoor's sustainable tourism; and

5.2.8. To establish linkages and partnerships with other agencies and the private sector

5.3 ORGANIZATIONAL STRUCTURE. The Bacoor City Culture, History, Arts, and Tourism Office (BCHATO) shall be headed by the City Tourism and Cultural Affairs Officer with an equivalent of a City Government Department Head I position to be concurred by the Sangguniang Panlungsod pursuant to the provisions of R.A. 7160 or the Local Government Code of 1991 and Civil Service Commission Rules and Regulations. Under the office are four (4) divisions, namely:

5.3.1. Culture, Arts, and Parks Management Division – The division shall promote excellence in culture, arts, and parks management through the initiation and implementation of activities that aim to improve and elevate standards among local cultural workers, artists, park-goers, and audiences. The division is also mandated to repair and maintain the existing city-owned parks and playgrounds and regulate its operations.

5.3.2. Historical Conservation and Research Division – The division shall be responsible for the conservation and research of the local historical legacies. The division provides cultural program on historical studies, curatorial works, architectural conservation, local heraldry, historical information dissemination activities, restoration and preservation of relics and memorabilia of local heroes and other renowned locals, and to undertake the commemoration of significant events and personages in local history.

5.3.3. Tourism Development and Promotion Division – The division shall identify areas for tourism development such as local industries, tourism sites and activities, and to provide a planning framework for its promotion to play a key role in the development of the local economy.



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City Mayor

5.3.4. Administrative Division – The division shall plan and execute a comprehensive range of administrative services which support office operations. These services encompass the areas of human resource management, financial management, systems and information management, facilities management and support services.

SECTION 6. FUNCTIONS OF THE DEPARTMENT. The department shall perform the following functions:

6.1. To act as the implementing arm of the City Government in the formulation of policies and programs for the development and promotion of tourism, parks and sites, cultural, historical, and artistic conservation;

6.2. To serve as a liaison of the City Government to the agencies involved in the cultural, historical, artistic, parks and sites, and tourism development and promotion;

6.3. To create, design, and implement effective integrated tourism marketing and promotional campaigns upholding the city's designation as the Marching Band Capital of the Philippines;

6.4. To plan, facilitate, and organize the conduct of the year-round festivals and other activities of the City pertaining to cultural, historical, artistic, and tourism development and promotion;

6.5. To foster linkages and partnerships among barangays, cities, provincial, and national agencies as well as other organizations or institutions with respect to the cultural, historical, artistic, and tourism activities in the City;

6.6. To assist, manage, and monitor standards and accreditation of various tourism-related establishments and services as part of the City's effort to gain assistance and cooperation in attainment of both ASEAN and national tourism standards; and

6.7. To manage and serve as the administrator of Plaza de Padre Mariano Gomes, Bacoor Eco-Park, Bacoor Riverwalk and Bike Lane, and other



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monuments, shrines, structures, parks, and sites in the City with cultural, historical, artistic, and tourism significance.

SECTION 7. CREATION OF A NEW POSITION. The position of City Government Department Head I with a Salary Grade 25 shall be created under the Tourism and Cultural Affairs Department of the City of Bacoor as mandated by the law.

SECTION 8. QUALIFICATION, REQUIREMENTS, AND DUTIES AND RESPONSIBILITIES OF THE NEW POSITION.

8.1. The city tourism and cultural affairs officer must be a citizen of the Philippines, a resident of the City of Bacoor, of good moral character, a holder of a college degree and a second grade civil service eligible or its equivalent. He must have acquired experience in tourism and cultural affairs work for at least five (5) years immediately preceding the date of his appointment. Must at least have 32 hours of relevant training.

8.2. The city tourism and cultural affairs officer shall receive such compensation, emoluments, and allowances as may be determined by law.

8.3. The city tourism and cultural affairs officer shall take charge of the office of the city tourism and cultural affairs, and shall:

8.3.1. Develop plans and strategies and, upon the approval thereof by the city mayor, implement the same, particularly those which have to do with tourism and cultural affairs programs and projects which the city mayor is empowered to implement and which the sangguniang panlungsod is empowered to provide;

8.3.2. Be in the frontline of the delivery of repair and reconstruction work related to tourism and cultural affairs, particularly during and in the aftermath of man-made and natural disasters or calamities;

8.3.3. Recommend to the sangguniang panlungsod and advise the city mayor on all matters relative to the tourism and cultural affairs of the City; and



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8.3.4. Perform such other duties and functions and exercise such other powers as provided for under the Local Government Code of 1991, and those that are prescribed by law or ordinance.

All personnel of the existing City Tourism Development Office, a unit under the Office of the City Mayor, are hereby merged with that of BCHATO. Their assignments shall be determined by the department pursuant to its approved organizational structure and functions.

SECTION 9. SEPARABILITY CLAUSE. Should any provision in this ordinance be declared unconstitutional by any competent court, the remaining provisions shall remain valid and legal.

SECTION 10. REPEALING CLAUSE. Any ordinance, rules and regulations and executive issuances found inconsistent with the provisions of this ordinance are hereby repealed or modified accordingly.

SECTION 11. EFFECTIVITY. This ordinance shall take effect upon the approval of the Sangguniang Panlalawigan ng Cavite.

ENACTED this 11th day of August 2023 at the City of Bacoor, Cavite.

I hereby certify that this Ordinance was passed in accordance with law by the 5th Sangguniang Panlungsod of the City of Bacoor, Cavite.

Certified by:

HON. ROWENA BAUTISTA-MENDIOLA
City Vice Mayor / Presiding Officer

Attested by:

ATTY. KHALID A. ATEGA JR.
Sangguniang Panlungsod Secretary



Republic of the Philippines
Province of Cavite
CITY OF BACOOR

Office of the Sangguniang Panlungsod

DISTRICT I

OFFICIAL BUSINESS

ION. CATHERINE SARINO-EVARISTO
City Councilor

ION. MICHAEL E. SOLIS
City Councilor

ION. ADRIELITO G. GAWARAN
City Councilor

ION. VICTORIO I. GUERRERO, JR.
City Councilor

ION. ALEJANDRO F. GUTIERREZ
City Councilor

ION. LEY M. TELA
City Councilor

DISTRICT II

ION. ROBERTO L. ADVINCULA
City Councilor

ION. REYNALDO D. PALABRICA
City Councilor / President Pro-Tempore

ION. REYNALDO M. FABIAN
City Councilor

ION. ROGELIO M. NOLASCO
City Councilor

ION. ALDE JOSELITO F. PAGULAYAN
City Councilor

SICK LEAVE

ION. SIMPLICIO G. DOMINGUEZ
City Councilor

OFFICIAL BUSINESS

ION. RAMON N. BAUTISTA
Liga ng mga Barangay President

OFFICIAL BUSINESS

ION. MAC RAVEN ESPIRITU
SK Federation President

Attested by:

VTTY. KHAJID A. MTEGA, JR.
Sangguniang Panlungsod Secretary


Certified by:

ION. ROWENA BAUTISTA-MENDIOLA
City Vice Mayor

Approved by:

ION. STRIKE B. REVILLA
City Mayor

Approved by:


HON. STRIKE B. REVILLA
City Mayor

Date of Approval: 25 SEP 2023