



Republic of the Philippines
Province of Cavite
CITY OF BACOR

Office of the Sangguniang Panlungsod

DISTRICT I

HON. CATHERINE SARINO-EVARISTO
City Councilor

HON. MICHAEL E. SOLIS
City Councilor

HON. ADRIELITO G. GAWARAN
City Councilor

HON. VICTORIO L. GUERRERO, JR.
City Councilor

HON. ALEJANDRO F. GUTIERREZ
City Councilor

HON. LEVY M. TELA
City Councilor

DISTRICT II

HON. ROBERTO L. ADVINCULA
City Councilor

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

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City Councilor

HON. ROGELIO M. NOLASCO
City Councilor

HON. ALDE JOSELITO F. PAGULAYAN
City Councilor

HON. SIMPLICIO G. DOMINGUEZ
City Councilor

HON. RANDY C. FRANCISCO
Barangay Vice President

HON. PALM ANGEL S. BUNCIO
SR Federation President

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

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

Approved by:
HON. STRIKE B. REVILLA
City Mayor

CITY ORDINANCE NO. 344-2024 Series Of 2024

AN ORDINANCE INSTITUTIONALIZING THE "MABUHAY" GESTURE AS OFFICIAL GREETINGS AND AS PART OF FILIPINO BRAND OF SERVICE EXCELLENCE IN THE CITY OF BACOR, PROVINCE OF CAVITE.

Sponsored by:
Hon. Reynaldo D. Palabrica

Co-Sponsored by:
Hon. Roberto L. Advincula, Hon. Palm Angel S. Buncio, Hon. Simplicio G. Dominguez, Hon. Catherine Sarino-Evaristo, Hon. Reynaldo M. Fabian, Hon. Randy C. Francisco, 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 City of Bacoor is gaining gradually positive strides in developing its tourism potential, which needs to be sustained by finding ways and means in improving its services. This includes the promotion and branding of the City of Bacoor as a unique tourism destination.

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 the City of Bacoor to come up with its own way of projecting its brand of service excellence by showing the following innate Filipino values: being religious, makakalikasan (loves the environment), makabansa (patriotic), hospitable, masayahin (cheerful), the bayanihan spirit, and with pag-asa (hope) in the face of adversity.

WHEREAS, this Sangguniang Panlungsod 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.

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 this purpose.



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City Vice Mayor

Approved by:
HON. STRIKE B. REVILLA
City Mayor

WHEREFORE, on the premises herein above enumerated, be it ordained by the Sangguniang Panlungsod of Bacoor, Province of Cavite in regular session assembled that:

Section 1. Title. This Ordinance shall be known as the "**Mabuhay**" **Greetings Gesture Ordinance of the City of Bacoor, Cavite**'.

Section 2. Declaration of Policy. The City Government shall promote the use of the "Mabuhay" greetings gesture in all schools, government facilities, tourist destinations, and during government events and programs as it symbolizes the brand of service excellence of the City of Bacoor, Cavite. The City Government commits to allocate resources to ensure that the said gesture shall be practiced and shall be part of the culture of the City of Bacoor, Cavite.

Section 3. Scope and Coverage. The 'Mabuhay' greetings gesture shall be institutionalized in all government offices, barangays, schools, tourism establishments, daycare centers, Civil Society Organizations (CSOs), government programs and gatherings, and in the private sector in the City of Bacoor, Province of Cavite.

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

a. Cultural Heritage — 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.

b. 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 "hurrah".

c. Service Excellence - the ability of service providers to consistently meet and occasionally even exceed customers' expectations.

Section 5. The Mabuhay Greetings Gesture. The inappropriate use of the 'Mabuhay' greetings gesture in the City of Bacoor, Cavite shall be discouraged. 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



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SK Federation President

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ATTY. KHALID A. ATEGA, JR.
Sangguniang Panlungsod Secretary

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

Approved by:
HON. STRIKE B. REVILLA
City Mayor

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 "Good Afternoon" or "Good Evening", as the case may be, then say the words: "Welcome to the City of Bacoor".

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 with open palm 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 Bacoor City Culture, History, Arts and Tourism Office (BCCHATO) shall endeavor to implement IECs on the implementation of this Ordinance through the 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 City.

Section 7. Inductor to Cultural Heritage. This Ordinance shall be included in the Cultural Heritage of the City and shall also be included in the City 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 City of Bacoor, Cavite for the greetings gesture to be institutionalized.

Section 9. Implementation. The Office of the City Mayor, through the City Government Department Head I of the BCCHATO, shall be responsible for the implementation of this Ordinance. The City Legal Services Office shall submit the draft Implementing Rules and Regulations of this Ordinance to the City Mayor for his approval not later than ninety (90) working days after the effective date hereof.

Section 10. Repealing Clause. All ordinances, executive orders and local issuances, rules and regulations, or parts thereof,



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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 Legislative Building of the City of Bacoor and in at least two (2) conspicuous places in the City of Bacoor, Cavite.

ENACTED this 12th day of February 2024 by the 5th Sangguniang Panlungsod of Bacoor during its regular session assembled.

I hereby certify that the foregoing Ordinance was duly approved by the 5th Sangguniang Panlungsod of the City of Bacoor, Cavite.

Certified by:


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

Attested by:

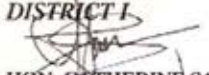

ATTY. KHALID A. ATEGA JR.
Sangguniang Panlungsod Secretary

Approved by:



HON. STRIKE B. REVILLA
City Mayor


Date of Approval: 08 MAR 2024

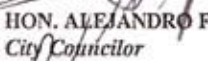
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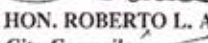

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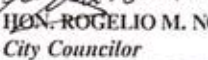

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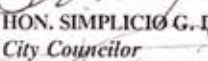

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President of the Sangguniang Kabataan Federation


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