



OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 32

Series of 2023

CREATION OF TOURIST ASSISTANCE DESK UNDER THE SUPERVISION OF THE MUNICIPAL TOURISM, INFORMATION & CULTURAL OFFICE (MTICAO) AND MUNICIPAL TOURISM COUNCIL

WHEREAS, tourism has great potential in attracting large investments in infrastructure and in bringing in foreign exchange earnings. Tourism is likewise a great contributor to the country's SDG goal of ending poverty through jobs creation, investments attraction and entrepreneurship **opportunities** especially for the poor, the women and indigenous groups;

WHEREAS, Republic Act 9593, The Tourism Act of 2009, acknowledges tourism as an "indispensable element of national economy and an industry of national interest and importance" that must be harnessed to stimulate socio affirmation to bring in investments, foreign exchange and employment;

WHEREAS, the Philippine National Tourism Development Plan (NTDP) utilizes the full potentials of the government and to which local government units can have an indispensable role and valuable contribution. This role and contribution depend for its success, on the level of information and capacity of Local Government Code in the proper implementation of the Tourism Act and the effective convergence of support from national agencies to local governments and communities;

WHEREAS, local government units, and their cultural resources, are the primary tourism assets of any destination; they are also in the forefront in local economic development. Thus, they should be well prepared and equipped with sufficient expertise and manpower and should provide resources to create enabling environments to encourage tourism enterprises to do business successfully, thus creating jobs and generating income for the members of the community; and

WHEREAS, tourist assistance desk would be important in contributing to the safety and ensuring a pleasant experience for tourists/travelers and provide relevant information for planning and improvement of the Municipality's tourism plan;

WHEREAS, is a medium which gathers, compiles and makes available records of the Municipality of Bayambang pertinent to tourism activities,

"Baley ko, Pawilen ko, Aroen ko, tan Tubungan ko"



THE LONGEST BARBEQUE
8.016 KILOMETERS
April 4, 2014
Bayambang, Pangasinan, Philippines



THE TALLEST BAMBOO SCULPTURE (Supported)
50.23M
April 5, 2019
St. Vincent Ferrer Prayer Park
Barangay Beni, Bayambang
Pangasinan, Philippines

OFFICE OF THE MAYOR
Municipal Hall, Roxas St. Zone II,
Bayambang, 2423 Pangasinan
(075) 633-1000 Loc 100

destinations, potentials, transportation schedules and other relevant data for those who may need them, particularly tourists or visitors.

NOW THEREFORE, I, MARY CLARE JUDITH PHYLLIS JOSE-QUIAMBAO, Municipal Mayor of the Municipality of Bayambang, Province of Pangasinan, by virtue of the powers vested in me by law, do hereby approve the creation of Tourist Assistance Desk of the Municipality of Bayambang, Pangasinan, with the following:

Section 1. Composition

The Tourist Assistance Desk shall be managed and supervised by the following:

Chairman : **HON. MARY CLARE JUDITH PHYLLIS JOSE-QUIAMBAO**
Municipal Mayor

Vice Chairman : **HON. BENJAMIN FRANCISCO S. DE VERA**
SBM, Chairman on Tourism, Arts & Culture

Members : **MR. RAFAEL L. SAYGO**
Municipal Senior Tourism Operations Officer

**STAFF OF THE MUNICIPAL TOURISM,
INFORMATION & CULTURAL
AFFAIRS OFFICE (MTICAO)**

**MEMBERS OF THE MUNICIPAL
TOURISM COUNCIL**

Section 2. Function/s

General Function:

- Serve as a medium which gathers, compiles and makes available records of the Municipality of Bayambang pertinent to tourism activities, destinations, potentials, transportation schedules and other relevant data for those who may need them, particularly tourists or visitors;
- Serve as the Frontline Desk Officers on all tourism-related activities;
- Provide input in the formulation of programs/projects/activities and crafting of policies governing tourism activities in Bayambang.

Specific Functions:

- Ensure the pleasant and hospitable assistance to tourists/travelers;
- Coordinate with relevant entities if tourists/travelers need such assistance;

- Assist tourist/travelers in the initial handling of complaints and refer complaints to relevant entities;
- Ensure accomplishment of tourist information sheet to be consolidated for planning purposes;
- Consolidate all complaints and feedback from tourists/travelers;
- Ensure accomplishment of client feedback forms;
- Ensure that standard operating procedure for tourist assistance is appropriately followed;
- Ensure that the desk is always manned by the Tourist Assistance from 6 am to 6 pm;
- Provide support to all promotional activities and for the dissemination of materials for publicity of tourist attractions in Bayambang;
- Provide support in organizing and disseminating promotional and tourist information materials to various tourist assistance center;
- Coordinate with the MTICAO for the consolidated tourism events and programs in Bayambang to update brochures and other IEC materials;
- Provide input to the crafting of policies governing the operations and activities of all persons, firms, entities and establishments that cater to tourists, drafting of standards for accreditation of hotels, resorts, and tourist-oriented facilities for classification purposes, and formulation of rules and regulations governing the issuance of licenses to travel agencies based on the consolidated feedback form; and
- Assist in the formulation of programs/projects/activities and recommendation to ensure a safe and enjoyable stay of the tourists and travelers based on the consolidated feedback form.

Section 3. Effectivity

This Executive Order shall take effect immediately this 14th day of April 2023 in the Municipality of Bayambang, Province of Pangasinan.

HON. MARY CLARE JUDITH PHYLLIS JOSE-QUIAMBAO

Municipal Mayor

