

Republic of the Philippines CITY COUNCIL City of Manila

REGULAR SESSION NO. 171

12TH CITY COUNCIL

Begun and held in the City Council on Tuesday, the twenty-ninth day of October, Two Thousand Twenty-Four

ORDINANCE NO. 9085

AN ORDINANCE FORMULATING AND ESTABLISHING THE TOURISM CODE OF MANILA WHICH PROVIDES FOR THE RULES AND REGULATIONS GOVERNING THE TOURISM INDUSTRY IN THE CITY OF MANILA, ITS PROMOTION, DEVELOPMENT AND ADMINISTRATION, AND PRESCRIBING PENALTIES FOR VIOLATION THEREOF

PRINCIPAL AUTHORS:

HON, ARLENE MAILE I, ATIENZA

and

HON. ERNESTO C. ISIP, JR. Majority Floor Leader



EXPLANATORY NOTE

Section 2 of Republic Act No. 9593 otherwise known as The Tourism Act of 2009, provides, that: "The State declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos".

Section 16 of R.A. 7160 or the Local Government Code of 1991, provides, that: General Welfare "Every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare. Within their respective territorial jurisdiction, local government units shall ensure and support, among other things, the preservation and enrichment of culture, promote health and safety, enhance the right of the people to a balance ecology, encourage and support the development of appropriate and self-reliant, scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order and preserve the comfort and convenience of their inhabitants".

Section 17 of R.A. 7160 or the Local Government Code of 1991, grants to local government units, such other powers and discharge such other functions and responsibilities, as are necessary, appropriate or incidental for an efficient and effective provision of tourism facilities and other tourist attractions, including the acquisition of equipment, regulation and supervision of business concessions and security services for such facilities.

Such basic services and facilities include, among others, the regulatory powers, tourism enterprises, and businesses such as: cafes, restaurants, bars and pubs, beer houses, hotels, inns, pension houses, lodging houses, and other establishments, including tourist guides and transports.

To ensure efficient and effective operation and maintenance of all tourism-oriented and tourism enterprises or businesses, it is imperative to provide such rules and regulations as may be necessary for their governance through a systematic code.

In view of the foregoing, I seek the support of my colleagues for the passage of this Ordinance.

ARLENE MAILE I ATIENZA
Councilor, Third District
Manila

CHAPTER I GENERAL PROVISIONS

SECTION 1. Title. – This Ordinance shall be known as the Tourism Code of Manila.

- SEC. 2. Regulated Acts. No person, natural or juridical, partnership, corporation, single proprietorship or any other entity shall be allowed to keep, manage or operate any building, edifice or premises, or a completely independent part thereof, for the purpose of engaging in a tourist-oriented business without having first secured from the Department of Tourism, Culture and Arts of Manila (DTCAM) a certificate of registration of establishment, and a valid license from the Business Permit and Licensing Office (BPLO).
 - 2.a. All tourism enterprises catering directly to domestic and foreign, desiring to operate within the jurisdiction of the City of Manila shall be subject to an evaluation, site inspection and should meet the requirements, standard and proper documentation promulgated by the Department of Tourism, Culture and Arts of Manila (DTCAM), in coordination with the Department of Tourism (DOT), before they can secure a license to operate (diploma) certificate and a valid business permit.
 - 2.b. Upon the effectivity and implementation of this Ordinance, all tourism enterprises that are already operating within the jurisdiction of the City of Manila shall also be subject to an evaluation, site inspection, based on the requirements, standard and proper documentation promulgated by the Department of Tourism, Culture and Arts of Manila (DTCAM), in coordination with the Business Permits and Licensing Office (BPLO), prior to the renewal of their establishment's business permit.
 - 2.c. All tourism enterprises that failed to meet the requirements, standard and proper documentation upon evaluation, shall be given a prescribed period to comply. Failure to do so, upon the expiration of the prescribed period, shall not be allowed to register and shall result in the cancellation of their business permit.
 - 2.d. Tourism enterprises, catering incidentally to both domestic and foreign tourists that satisfactorily meet the standard upon the result of the evaluation conducted by the **Department of Tourism**, **Culture and Arts of Manila** (DTCAM) are also required to register.
 - 2.e. License to Operate (Diploma) Certificate shall be renewable on an annual basis. It shall be valid until revoked or cancelled for a justifiable cause. If the tourism enterprise concerned has ceased opening for at least six (6) months, it shall re-apply for registration.
- SEC. 3. Scope. This Ordinance shall govern and regulate tourism development and promotion programs of and within the City of Manila, including the licensing, registration, regulation and supervision of the operations of tourism enterprises. It shall apply to all travel and tour services, tourist transport services, tour guides, accommodation establishments, including hotels, resorts, apartels, tourist inns, motorist hotels, pension house, restaurants, shops and department stores, sports and recreational centers, spas, museums and galleries, theme parks, and convention centers and other similar tourism-oriented and related establishments whose operation is domestic or international scope.
- SEC. 4. Construction. These implementing rules and regulations shall be liberally construed in order to promote and implement its objectives.

- **SEC. 5. Definitions.** For purpose of this Ordinance, the terms and phrases enumerated in this Section shall be construed or interpreted to mean or refer to, as follows:
 - a. Apartment Hotel (Apartel) any building or edifice containing several independent and furnished or semi-furnished apartments, regularly leased to tourist and travelers for a period of not less than a day.
 - Association an organization of persons/entities having the subject of tourism as a common interest.
 - c. Bar (KTV/Videoke), Cocktail Lounge bars are establishments where intoxicating and fermented liquors or malt are sold in addition to cooked food, it may also feature videoke entertainment or live bands.
 - i. Karaoke Bar is considered a place where guest relation officers are available to entertain customers. Customers may sing rendered by the karaoke machine. Patrons are served with foods and drinks and are allowed to sing with their partners.
 - ii. Cocktail Lounge or Beer Garden is considered a bar even if there are no hostesses or waitresses to entertain customers.
 - d. Barangay Tourism Committee Every barangay within the territorial jurisdiction of the City of Manila shall organize a Tourism Committee to promote tourism primarily and to serve as the implementing arm of the Department of Tourism, Culture and Arts of Manila (DTCAM) at the Barangay Level.
 - e. BPLO Business Permit and Licensing Office.
 - f. City the City Government of Manila.
 - g. Convenience Store refers to any 24-hour service outlets.
 - h. Committee on Tourism (COT) is created through an executive order which shall be the partner of the Department of Tourism, Culture and Arts of Manila (DTCAM) in the policy making, regulation, promotion, and coordination of tourism programs and activities of the city.
 - i. DOT Department of Tourism.
 - Department Store a store which sells or carries several lines of merchandises in separate sections or departments including one devoted to native/Filipiniana items.
 - k. DTCAM Department of Tourism, Culture and Arts of Manila.
 - Gym refers to fitness centers.
 - m. Hotel any building, edifice or premise which offers a venue for receptions, functions, seminars/conventions/forums, accommodations or lodging of travelers or tourists for a fee.
 - n. Inland Resort resort located within the town proper or city.
 - o. License to Operate (Diploma) Certificate the privilege or authority granted by the Committee on Tourism (COT) to operate, manage and maintain a tourism enterprise and the listing of tourism enterprises, including those offering training and promotion programs, after such establishments and facilities have been certified by the City Government of Manila, through the Department of Tourism, Culture and Arts of Manila (DTCAM) as having conformed with the minimum standards/requirements in accordance with this Ordinance.
 - p. LGBTQIA+ refers to a diverse and complex group of identities including but not limited to lesbian, gay, bisexual, transgender, intersex, and queer persons.
 - i. Lesbian a woman whose emotional, romantic, and sexual energies are geared towards other women.
 - ii. Gay a man who is emotionally and sexually attracted to other men.
 - iii. **Bisexual** a person who is emotionally and/or physically attracted to members of both the same and opposite sex.
 - iv. **Transgender** people whose gender identity differs from the sex they were assigned at birth.

- v. Queer a broad term for individuals who don't identify strictly as heterosexual or cisgender. It is also a reclaimed term for those who embrace non-normative identities.
- vi. Intersex people born with physical sex characteristics (such as chromosomes, hormones, or anatomy) that don't fit typical definitions of male or female.
- vii. Asexual individuals who experience little to no sexual attraction to others. This can also include Aromantic individuals who experience little to no romantic attraction.
- viii. + signifies inclusivity, encompassing additional identities and experiences not explicitly covered by the main acronym (e.g., pansexual, non-binary, genderqueer, etc.).
- q. LTFRB Land Transportation Franchising and Board Regulation.
- r. LTO Land Transportation Office.
- s. Mall an enclosed building where different kinds of shopping establishments are located.
- t. MDRRMO Manila Disaster Risk Reduction and Management Office.
- u. Money Changer an establishment that exchanges foreign currencies.
- v. **Motorist Hotel** a lodging inn for tourists and travelers journeying by automobiles.
- w. Museum/Gallery refers to institutional establishments where a collection of valuable objects and artifacts on history and culture, arts and sciences are put on exhibition for the general public.
- x. Night or Day Club includes any place frequented at nighttime or daytime, as the case may be, where patrons are served foods and drinks and are allowed to dance with the partners or with professional dance instructors/hostesses furnished by the management.
- y. Outbound Tour a tour to or any other place outside the Philippines.
- z. Pension House a private or family-oriented tourist boarding house or tourist lodging house, employing non-professional domestic helpers, regularly catering to tourist and/or travelers, containing several independent lettable rooms, providing common facilities such as toilets, bathrooms/showers, living and dining rooms and/or kitchen and where a combination of board and lodging may be provided.
- aa. PDO Parks Development Office.
- bb. PRB Public Recreation Bureau.
- cc. PTA Philippine Tourism Authority.
- dd. Resort any place or places with a pleasant environment and atmosphere conducive to a comfortable, healthful relaxation, offering food, sleeping accommodations and recreational facilities to the public for a fee.
- ee. Restaurant, Kiosk, Fast Food any establishments offering to the public regular and special meals or menu, catered cooked foods or short orders, wrapped to go, beverages and drinks.
- ff. **Shop** a small retail establishment specializing in "Filipiniana" or other specialized items and souvenir products.
- gg. Spa, Saunas and Health Clubs refers to establishments which offer complete relaxation to its clients for beauty and wellness.
- hh. Super Club includes any establishments where foods and drinks are served to its patrons to the accompaniment of music furnished by such establishment with musicians under its employ or by jukeboxes player installed within its premises, and where patrons are allowed to dance only with partners who they bring along.
- ii. Sports and Recreational Facilities establishments providing sports and recreational facilities such as swimming pools, bowling lanes, tennis court, golf course, riding range, shooting range, archery range, aquatic/water sports arrangement, fishing, water skiing, and similar forming part of the resort. Also include establishments with arcade, computer games, internet and web surf, casino games, amusement and theme parks.

- jj. **Tenant** any tourist or traveler who is registered as paying occupants of any apartment-hotel.
- kk. Theaters and Cinemas refers to establishments used as venue for the performing arts or where motion pictures are shown.
- II. Ticketing Office an outlet or any establishments that sells air, land and sea transportation tickets.
- mm. **Tour Guide** an individual who is licensed by the BPLO and registered with the Department of Tourism, Culture and Arts of Manila (DTCAM) to guide tourists, both foreign and domestic, for a fee, commission or any other form of lawful remuneration.
 - nn. Tour Services refers to tourist transport, business operation by air, sea or land either on character or regular run.
 - 00. Tourism Development Plan The Department of Tourism and Cultural Affairs of Manila (DTCAM) has prepared the Manila Tourism and Cultural Development Plan (also known as Manila TCDP) 2020-2025. Said plan is with technical support from BioDev, a team of urban, tourism and cultural planning specialists which provides government and private organizations with alternative to conventional urban planning and management services. This Manila TCDP 2020-2025 intends to enable the city government to boost tourism and cultural reawakening after the COVID-19 associated slumber, and in the process recreate business and employment opportunities for the communities, and generate revenues for the local government for the succeeding years. The tourism planning process undertaken has spun-off from the traditional undertaking of then-Manila Tourism and Cultural Affairs (MTCAB) with a limited purpose of serving as the city's ambassadors welcoming guests, maintaining the city's museums and managing its cultural affairs. As a city department, the Department of Tourism, Culture and Arts of Manila (DTCAM) has evolved, and its new mandate calls for bigger responsibilities to support the city government not only in carrying out tourism and cultural development functions but also in expanding its revenue sources by achieving its entrepreneurial goals and objectives.
 - pp. Tourism Enterprises 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; convention organizers; accommodation establishments, including, but not limited to, hotels, resorts, apartels, tourist inns, motels, pension houses and home stay operators; tourism estate management services, restaurants, shops and department stores, sports and recreational centers, spas, museums and galleries, theme parks, and convention centers.
 - qq. Tourism-Oriented Establishments any establishments which caters directly to domestic and foreign tourists and is required to be registered with the Department of Tourism, Culture and Arts of Manila (DTCAM).
 - rr. **Tourism-Related Establishment** any establishment or enterprise which caters incidentally to both foreign and local travelers and tourists.
 - ss. Tourism Training Program any training program that caters to the tourism industry.
 - tt. Tourist Inn a lodging establishment that caters to local and foreign tourists, but does not meet the minimum requirements of an economy hotel.
 - uu. Tourist Land Transport Unit any vehicle, carriage or conveyance moving on wheels or tunnels used on public roads and highways and catering to tourists.
 - vv. **Tourist Manpower Training Center** a center conducting training for the manpower requirements of the tourism industry.
- ww. Tourist Transport Operator a person or entity which may either be a single proprietorship, partnership or corporation, regularly engaged in providing for a fee or lawful consideration, tourist transport services as hereinafter defined, either on charter or regular run.

- xx. Travel Agency an entity which may either be a single proprietorship, partnership or corporation regularly engaged in the business of extending to individual or groups, such services pertaining to documentation of travel papers, ticketing, sales and/or accommodation, handling and/or conduct of tours within or outside the Philippines whether or not for a fee, commission or any form of compensation.
- yy. **Travel Consultants** any establishment that act as a consultancy firm, pertaining to immigration and facilitation of travel documents.
- zz. Wine And Liquor Store includes the selling, giving away or dispensing of intoxicating malt, vino, mixed or fermented liquors at any retail outlet.

CHAPTER II SUPERVISION AND CONTROL

- SEC. 6. The Office of the City Mayor. The city mayor as the local chief executive shall be the chief operating officer of all tourism programs of the City of Manila.
- SEC. 7. Creation of Department of Tourism, Culture and Arts of Manila (DTCAM). Please see Annex A.
- SEC. 8. City Council Committees. The following are the functions of the committees of the City Council pertaining to tourism, culture and arts in Manila:
 - a. Tourism All matters relating to tourism and the promotion of the tourism industry, including the development and regulation of tourist spots and establishments and of twinning and domestic relations.
 - b. Culture and Arts All matters relating or pertaining to the promotion of culture and the arts. Development and preservation of the city's artistic and cultural heritage, the national language and resources including museums and theaters administered by the city.
 - c. International Relations All matters relating to social, cultural, economic, health, labor and tourism relations with Foreign Cities including the establishments of sister-city relationships.
- SEC. 9. BARANGAY TOURISM COMMITTEE. serves as the implementing arm of the Department of Tourism, Culture and Arts of Manila (DTCAM) at the Barangay Level and to promote tourism primarily. Please see Annex B.

Composition of the Barangay Tourism Committee:

Chairperson:

Punong Barangay

Members:

Sangguniang Barangay Member

Representative from the Department of Tourism,

Culture and Arts of Manila (DTCAM)

Representative from the Civil Society Organization

Representative from the Private Sector

The Barangay Tourism Committee shall have the following functions and responsibilities:

- a. Monitor and coordinate the implementation of tourism programs and projects at their barangay;
- b. Will act as information gather machinery in barangay level;
- c. Conduct dialogue with stakeholders on how to contribute to the improvement of tourism of barangay and the city;
- d. Formulate plans and recommend such measures necessary for the improvement of tourism in barangay and city level; and

e. Perform such other function which may be designated to them by the Department of Tourism, Culture and Arts of Manila (DTCAM) from time to time.

SEC. 10. The Manila Tourism, Culture and Arts Council as MTCAC for brevity. – Please see Annex C (Amended Ordinance).

The Manila Tourism, Culture and Arts Council shall have the powers and functions as provided under Section 6 of Republic Act No. 9593 otherwise known as the "Tourism Act of 2009". So, there is hereby created a Manila Tourism, Culture and Arts Council (MTCAC) which shall be the partner of the Department of Tourism, Culture and Arts of Manila (DTCAM) in the policy making, regulating promoting, and coordinating of tourism programs and activities in the city.

The Council shall meet regularly once a month and call for an emergency meeting as the need arises in the presence of its chairman and its members who shall constitute a quorum and their acts deemed as official. The Council shall have the following duties and responsibilities:

- a. Adopt its own internal rules and policies governing its meetings and decisions;
- b. Formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds;
- c. To enable the different groups in the government and the tourism related enterprises to collaborate and fuse their strength in the promotion of tourist destinations;
- d. To encourage local action and leadership in planning, coordinating and raising the standards of tourism industry;
- e. Strictly enforce sanitary standards in public restrooms frequented by public utility vehicles and tourist transport services, i.e. gasoline stations, restaurants along main highways and bus stops;
- f. Formulate programs for the development of the local artists talents;
- g. Ensure the protection, preservation and conservation of local artistic, cultural and historical heritage;
- h. In coordination with the private sectors, conduct cultural and artistic events such as competitions, lectures, seminars, workshops, symposia, guilds, and set up exhibits during said activities;
- i. Conduct regular consultations with stakeholders in order to identify the grassroots based on cultural artistic comers, welfare, issues and agenda;
- j. Encourage development of local cultural and artistic industries;
- k. Adopt programs that shall encourage, support, search, and promote local cultural and artistic talents among the constituents of the City of Manila including but not limited to students and out of school youths;
- I. Provide recognition program, incentives and awards to deserving bona fide Manileños that brings pride and honor to the City of Manila;
- m. Recommend establishment of Culture and Arts facilities for the exhibits and shows of art works and collections of Manileños;
- n. Establish and maintain the local cultural inventory with the head of local tourism, culture and arts department as the focal person and custodian of local inventory; and
- o. Empowered to create a funding source for its projects.

Compositions – The Manila Tourism and Cultural Affairs Council shall be composed of the following:

Chairman:

City Mayor of Manila

Vice Chairperson/s:

Chairperson of the Committee on Tourism, Arts and Culture Head of the Department of Tourism, Culture and Arts of Manila (DTCAM)

Members:

Local Planning and Development Officer

Local Information Officer

Local Budget Officer

Local Legal Officer

Local Engineer

Representative of the Department of Education (DepEd) - Manila

Representative of the Department of the Interior and Local Government (DILG) - Manila

Representative of the Department of Tourism (DOT) - Regional Office

Representative of Manila Barangay Bureau (MBB)

Representative of Liga ng mga Barangay

Representative of the Parks Development Office (PDO)

Representative of Manila Police District (MPD)

Representative of the Department of Environment and Natural Resources (DENR)

Representative of the Business Sector

Representative of the Local Artists Group

Representative of the National Commission for Culture and the Arts (NCCA)

Representative of the Manila Disaster Risk Reduction and Management Office (MDRRMO)

Representative of the National Historical Commission of the Philippines (NHCP)

Representative of the National Museum of the Philippines

Representative of the Intramuros Administration (IA)

Representative of the National Parks Development Committee (NPDC)

That the role of National Government Agencies (NGA) shall only be advisory in nature except for the NCCA, NHCP, and National Museum which play vital roles in the implementation of Republic Act 10066 otherwise known as the National Cultural Heritage Act of 2009.

CHAPTER III PROGRAMS, EVENTS, FACILITIES AND PARKS

SEC. 11. Regular Programs and Events from January to December. – The following are the regular annual tourism programs:

a. January

The Feast of the Black Nazarene

The Feast of the Black Nazarene, held every 9th of January, is a highly anticipated event among devotees across the country. The highlight of the celebration is the "Traslacion", where the revered image of the Black Nazarene is brought to the Quirino Grandstand for the "pahalik" (kissing of

the image) a day before it is paraded through the streets of Quiapo, Manila. Each year, more than a million devotees gather along the procession route, striving to get close to the image in the hope of having their prayers answered. As the host city, Manila plays a pivotal role by co-chairing the organizing committee. The city deploys its full complement of security, medical, and emergency response personnel to ensure the safety and smooth conduct of the event.

The Feast of Santo Niño De Tondo (Tondo Fiesta)

The Tondo Fiesta is celebrated every third Sunday of January, coinciding with other festivals across the Philippines that honor the Santo Niño as their patron. The centerpiece of the celebration is the "Lakbayaw Festival", where local "Ati-atihan" tribes' parade through the streets and alleys of Tondo dressed in vibrant native attire. Joining the "Ati-atihan" performers are various community groups, schools, and marching bands, all contributing to a lively and festive atmosphere that brings the district to life with music, dance, and colorful displays.

The Feast of Santo Niño De Pandacan

The Pandacan Fiesta, celebrated in honor of its patron, the Santo Niño, coincides with the festivities in Tondo. The "Samahan ng Sining at Kalinangan ng Pandacan" regularly leads a weeklong series of activities, co-sponsored by the city government through the Department of Tourism, Culture, and Arts of Manila (DTCAM). The highlight of the celebration is the "Buling-Buling Festival", a vibrant event that blends religious devotion with cultural expression. Devotees parade through the streets of Pandacan, dancing and proudly carrying the image of the Santo Niño.

b. February

Arts Month

A variety of events, exhibitions, performances, workshops, and other activities highlighting diverse forms of multiple artistic mediums, including visual arts, music, theater, dance, and literature.

Chinese New Year

As home to the oldest Chinatown in the world, Manila takes center stage in the celebration of the Chinese New Year. Held in January or February, depending on the Chinese lunar calendar, the entire Chinatown district is adorned with vibrant Chinese ornaments, blending Chinese culture with Filipino traditions. The celebration's highlights include the New Year's Eve Countdown, featuring a lively variety show that culminates at midnight with a dazzling fireworks display. On New Year's Day, a grand parade winds through the streets of Chinatown, showcasing dragon dancers, marching bands, and a diverse array of business and civic organizations from Binondo. The planning and execution of these festivities are coordinated with the Office of the Mayor through the Department of Tourism, Culture, and Arts of Manila (DTCAM), ensuring a safe, secure, and well-organized celebration for everyone.

Battle of Manila

The historic Battle for Manila is for the Liberation of Manila and is commemorated annually on the 3rd of February. The focus of the commemoration is the Freedom Triangle, a symbolic location as the Manila City Hall was heavily damaged during the Second World War. This celebration also extends to other locations in the City of Manila that were similarly devastated during the war. The event includes a wreath-laying ceremony, attended by representatives from Allied Forces nations, World

War II veterans, and various related organizations. The Department of Tourism, Culture, and Arts of Manila (DTCAM) serves as the main organizer, coordinating with local and national agencies to ensure the smooth and dignified execution of this historical tribute.

c. March

Women's Month Celebration

Showcase the talents and skills of a woman in the preservation of the City of Manila's history, cultural, heritage and arts in gender responsive activities. It celebrates the pivotal roles that women play. This is the time where series of activities are being held honoring and appreciating women for their contribution to their family, as well as to the state as part of the Gender and Development Code of Manila.

d. April

"Kalutong Pilipino"/ Flavors of Manila

Buwan ng "Kalutong Pilipino" or Filipino Food Month is an annual event celebrated by the City of Manila in accordance with Proclamation No. 469, s. 2018, which declares April as Filipino Food Month. This celebration highlights culinary traditions as an integral part of the nation's cultural heritage, reflecting the unique character of the Filipino people while fostering national pride and a sense of belonging. To ensure the preservation and transmission of these traditions to future generations, as well as to support farmers, agri-communities, and related industries, various activities are held throughout the month of April. These efforts aim to appreciate, promote, and safeguard the rich culinary legacy of the Philippines.

Manila Summer Pride LGBTQIA+

Ordinance No. 8695 or the Manila LGBTQIA+ Protection Ordinance of 2020 bans discrimination on the basis of Sexual Orientation and Gender Identity Expression (SOGIE). Likewise, with Ordinance No. 8681, Sec. 5.11 "Gender and Development Code of the City of Manila", provides that a violation of human rights to discriminate against any person on the basis of his/her sexual preference or orientation for employment, participation in the city development programs and projects, and/or other family or community activities. Every person's right to his/her sexual preference shall be respected and protected. To enable LGBTQIA+, regardless of their sexual preferences, to participate, contribute, and excel in the different fields of expertise. Thus, the City of Manila, gives importance and recognition to LGBTQIA+ communities thru this event. Attached are the subject Ordinances marked as Annexes D and E.

e. May

National Flag Day

In observance of Presidential Proclamation No. 374, s. 1965, the City of Manila joins the nation in celebrating National Flag Day. In addition to organizing an official event, the city, through the Department of Tourism, Culture, and Arts of Manila (DTCAM), encourages all public and private establishments, as well as Manila residents, to proudly display the Philippine flag at their businesses and homes.

"Battle of Bangkusay"

The "Battle of Bangkusay" took place on June 3, 1571, when Rajah Matanda, Sulayman, the general of Macabebe (Tarik Sulayman), and other local leaders declared war on the newly arrived Spaniards in Luzon. The battle occurred along the shores of the Kingdom of Tondo, near Manila Bay. Legazpi, the Spanish leader, was offended by Tarik Sulayman's refusal to accept bribes from the Spaniards, which led to the conflict. Meanwhile, Lakandula of Tondo, who had allied with the Spaniards, was seen as betraying other local rulers, which ultimately contributed to the Spanish victory in the Battle of Bangkusay. The commemoration of the Epic Battle of Bangkusay marks the beginning of a series of events celebrating the founding anniversary of the City of Manila. The Department of Tourism. Culture, and Arts of Manila (DTCAM) collaborated with the provinces of Bulacan and Pampanga, as well as the municipalities of Hagonoy, Bulacan and Macabebe, Pampanga, along with the Holy Angel University - Center for Kapampangan Studies to organize a wreath-laying ceremony in honor of the heroes of this historic battle.

Independence Day

As the capital city and home to the statue of our national hero, Dr. Jose P. Rizal, Manila serves as the focal point for the national celebration of Philippine Independence Day. Held every 12th of June, the celebration begins with a flag-raising ceremony at the Rizal Monument, attended by the Mayor of Manila as the civilian host, alongside officials from the national government. Simultaneously, a similar ceremony is held at the "Mausoleo de los Veteranos de la Revolución", the final resting place of Filipino revolutionaries who fought against Spanish colonial rule. During the commemorative program, the Vice Mayor of Manila represents the city in the formal wreath-laying activity. This event is prepared and coordinated by the Department of Tourism, Culture, and Arts of Manila (DTCAM).

The Manila Film Festival

The Manila Film Festival is a Film Grants Competition and Festival aimed at discovering and inspiring the next generation of Filipino filmmakers. In partnership with Artcore Productions, the festival is open to qualified bona fide students from public and private universities, colleges, and senior high schools. The goal is to promote and develop Filipino values, education, and sociocultural preservation through media arts, sciences, and performing arts. Additionally, it seeks to help revive the Philippine movie industry. The festival, which runs for a week, is a key feature of the "Araw ng Maynila" celebrations every June.

Miss Manila

Miss Manila is a City of Manila's initiative designed to find a Manileña who embodies values of empowerment and leadership, and who can make meaningful contributions to her own life and to the community of Manilans.

Manila Fashion Week/"Rampa Manila"

The event featured both emerging and renowned designers, showcasing collections that highlighted Manila's pivotal role in the Philippine fashion industry. The goal of "Rampa Manila" was to provide a platform for local designers while promoting the textile trade in Divisoria, a century-old market that has long been a central hub for sourcing materials in Philippine fashion. Divisoria has been famous for its affordability and vast variety of products, playing a crucial role in fashion history. However, with the rise of digital selling platforms, many designers have opted to bypass the market in favor

of ordering fabric online. In response, the local government of Manila conceptualized "Rampa Manila" to encourage designers to return to Divisoria, reclaiming the city's position in the Philippine fashion industry and supporting the livelihoods of local merchants.

"Gawad Manileño"

The Outstanding Manilans Award, also known as the "Gawad Manileño", honors individuals and organizations that have made significant contributions to the City of Manila. The highest distinction in this event is the Gat Andrés Bonifacio Award, named in honor of the Philippine national hero known for his leadership in the fight for independence. This prestigious award recognizes the most outstanding individual from Manila, celebrating exceptional contributions to the city's development, community service, and societal impact. It honors those who demonstrate remarkable leadership, innovation, and dedication to improving Manila, embodying the spirit and revolutionary ideals of Andrés Bonifacio.

Another distinguished honor is the "Rajah Sulayman Award" for the Most Outstanding Manilan. Named after Rajah Sulayman, a prominent pre-colonial leader known for his leadership and valor, this award recognizes individuals who have made significant contributions to Manila. It celebrates those who have achieved excellence in leadership and dedication, fostering progress and positive change within the city. Recipients of this award are acknowledged for their exemplary efforts in shaping the future and well-being of Manila.

Birth Anniversary of Dr. Jose P. Rizal

The City of Manila, home to the monument of Dr. Jose P. Rizal, serves as the focal point for the annual commemoration of the birth of our national hero, celebrated every 19th of June. The Mayor of Manila leads the ceremony, where officials and other offerors lay wreaths at the foot of Rizal's statue. This event is organized by the Department of Tourism, Culture, and Arts of Manila (DTCAM), in cooperation with the National Parks Development Committee.

"Araw Ng Maynila"

The most anticipated event of the year, "Araw ng Maynila", is spearheaded by the Department of Tourism, Culture, and Arts of Manila (DTCAM), which organizes and coordinates all related activities. While the official celebration takes place on June 24, a series of events typically begin several days before. The day's activities traditionally begin with wreath-laying rites at the Rajah Sulayman Monument and the tomb of Miguel Lopez de Legazpi, attended by the City Mayor and Vice Mayor, marking the start of a full day of celebrations.

g. August

"Buwan Ng Wika"

The Department of Tourism, Culture, and Arts of Manila (DTCAM), in collaboration with the Department of Education (DepEd) - Manila, organizes an event to celebrate the "Buwan ng Wikang Pambansa". The celebration typically features a "Sabayang Pagbigkas" competition, where students from various public schools across Manila compete. The highlight of the event is the grand finals, usually held at the Kartilya side of the Bonifacio Shrine, drawing a large crowd of spectators.

h. September

Tourism Month Celebration

As the primary tourism arm of the local government, the Department of Tourism, Culture, and Arts of Manila (DTCAM) organizes various events to celebrate Tourism Month. These activities include cultural presentations, exhibitions, and more. Students and talents from both public and private universities in the City of Manila are actively involved in these programs.

i. October

Museum and Galleries Month

Month long celebration through conducting unique exhibitions, community initiatives, educational programs, etc., that highlights and encourages the value of institutions in preserving history, fostering creativity, and enhancing cultural understanding.

Indigenous Month

Indigenous Peoples' traditions, history, and accomplishments are celebrated and honored during this month. It offers activities, educational courses, and events that advance knowledge, comprehension, and admiration of indigenous customs and history.

i. November

All Saints/Souls Day

The Department of Tourism, Culture and Arts of Manila (DTCAM) ensures giving honor to noted and significant historical, political and civilian personalities whose tombs are inside the Manila North and South cemeteries. This is through the offering of wreaths and floral arrangements at their resting place.

Christmas Tree Lighting

The City Government of Manila officially ushers in the holiday season with its annual ceremonial lighting of the Christmas tree, "Belen", and lanterns throughout the city. This festive event is joined by several national government agencies, including the National Commission for Culture and the Arts (NCCA), the National Museum of the Philippines (NMP), the National Parks Development Committee (NPDC), the Intramuros Administration (IA), and the Bangko Sentral ng Pilipinas (BSP). These agencies also light their own iconic sites, colorful Christmas trees, and lanterns, synchronizing their displays with the city's celebration.

Andres Bonifacio Dav

November 30, a national holiday, is a significant day for the City of Manila, as the entire nation commemorates the birth of the great hero of Tondo, Andres Bonifacio. The day is marked by a formal wreath-laying ceremony at the Andres Bonifacio Memorial Shrine, with assistance from the Armed Forces of the Philippines' ceremonial elements. Various national government offices and private sector representatives pay tribute to the hero by offering wreaths at the base of the shrine. The highlight of the celebration is the address by the local chief executive, who delivers a speech honoring the Manila-born hero.

k. December

"Simbang Gabi"

In line with traditional Filipino religious practices, the Department of Tourism, Culture, and Arts of Manila (DTCAM) organizes the "Simbang Gabi", an event open to the general public. Typically held at the Kartilya side of the Bonifacio Shrine, the masses are presided over by priests from various parishes in the City of Manila. The event is sponsored by different departments of the local government.

Fireworks Display

As the year draws to a close, the City of Manila organizes its annual New Year countdown fireworks display, a vibrant celebration marking the transition into the New Year. The event features a breathtaking display of pyrotechnics that light up the sky, drawing large crowds who come together to celebrate and share in the excitement. This spectacular showcase creates an unforgettable experience, symbolizing hope, renewal, and the promise of a fresh start.

SEC. 12. Special Events.

a. Courtesy Calls, Receptions of Foreign Dignitaries, VIPs And Special Guests of the City and the Office of the Mayor

As the recognized social arm of the city government, the Department of Tourism, Culture, and Arts of Manila (DTCAM) is responsible for receiving official guests of the city through courtesy calls. A standard welcoming ceremony is held to honor these guests, typically taking place at the Manila City Hall quadrangle.

b. Benchmarking/"Lakbay Aral"

As the recognized social arm of the city government, the Department of Tourism, Culture, and Arts of Manila (DTCAM) takes the lead in receiving guests for benchmarking visits from various cities and municipalities across the country. A standard welcoming ceremony is held to honor these guests, typically taking place at the Manila City Hall quadrangle.

c. Inaugurations and Blessings, Groundbreakings, Ribbon Cuttings of Various Flagship Projects of the Office of the Mayor

As the primary event organizing arm of the City Government, the Department of Tourism, Culture, and Arts of Manila (DTCAM) is responsible for planning and coordinating various programs. This ensures the systematic, uniform, and organized implementation of all activities related to the events mentioned above.

SEC. 13. Parks, Playgrounds, Gardens and Other Tourist Spots. – The City Government of Manila initiated and implemented a Comprehensive Midterm Tourism Development Plan through the Department of Tourism, Culture, and Arts of Manila (DTCAM). This plan, which forms part of the city's Tourism Code, is accompanied by the Book of Maps, Book of Drawings, and the Tourism and Cultural Profile (see Annex F).

The Tourism Development Plan highlights identified tourism hubs, presents an analysis of demographic and tourism indicators, and includes a detailed Cultural Heritage Tourism Destination Map organized by tourism hubs.

Additionally, the plan provides comprehensive details about parks, gardens, and playgrounds, specifying those undergoing repairs, slated for future repair, redevelopment, or reconstruction. These facilities are managed by the Parks Development Office (PDO) and Public Recreation Bureau (PRB). All establishments mentioned are required to submit monthly data on guest visits to these tourist spots.

CHAPTER IV THE COMMITTEE ON TOURISM

- SEC. 14. The Committee on Tourism (COT). The Committee on Tourism (COT) is created through an executive order (see Annex G) which shall be the partner of the Department of Tourism, Culture and Arts of Manila (DTCAM) in the policy making, regulating, promoting, and coordinating of tourism programs and activities of the City.
- SEC. 15. Functions and Responsibilities. The Committee on Tourism (COT) in coordination with the Department of Tourism, Culture and Arts of Manila (DTCAM), Business Permits and Licensing Office (BPLO), and Department of Tourism (DOT), shall regulate, promote and coordinate all tourism programs and activities within the city.

The Committee shall meet regularly once a month and call for an emergency meeting as the need arises in the presence of its duly elected chairman, vice chairman and three (3) members who shall constitute a quorum and their acts shall be deemed as official. The Committee shall have the following duties and responsibilities.

- a. Ratify all License to Operate Certificate (Diploma) issued by Committee on Tourism to tourism establishments;
- b. Exercise appellate jurisdiction on decisions or actions of the Committee on Tourism (COT) and Business Permits and Licensing Office (BPLO) on matters involving the issuance, renewal revocation or denial of Certificates of Registration and/or License of Tourism Establishments, and other cases arising from the implementation of this ordinance shall resolve the same within fifteen (15) days from termination of the hearing. All orders or resolutions of the Board shall be appealable to the city mayor whose decision is final and immediately executory:
- c. When public interest requires and upon recommendation of the Committee on Tourism (COT), authorize special inspection by the composite inspection team or any member thereof, to tourism establishments.
- d. Formulate and recommend to the city mayor, policies and programs aimed at promoting the tourism industry in the City of Manila;
- e. Perform other duties and responsibilities as maybe required by law or this ordinance:

SEC. 16. Composition. – The Committee on Tourism (COT) shall be composed of the following:

Chairman:

City Mayor

Vice Chairman:

Head, Department of Tourism, Culture and Arts of Manila

(DTCAM)

Members:

Head, Business Permits and Licensing Office (BPLO)

Head, City Legal Office

Head, City Planning and Development Office (CPDO)

CHAPTER V CLASSIFICATION OF TOURISM ESTABLISHMENTS

SEC. 17. All tourism enterprises in the City of Manila must be classified, accredited, registered and regulated in accordance with the Rules and Regulations promulgated by the Department of Tourism (DOT) on 20 April 1992 and 26 August 1992, and published in the Supplement of the Official Gazette, Volume 89, No. 20 dated 17 May 1993. Said establishments must likewise comply with existing local laws, rules and regulations covering their business operations in the city.

SEC. 18. Classification.

- 18.1 TOURISM-ORIENTED ESTABLISHMENTS. For this purpose, the following are considered tourism-oriented establishments:
 - a. Hotel
 - b. Apartment Hotel (Apartel)
 - c. Motorist Hotel
 - d. Pension House
 - e. Tour Services
 - f. Tourist Inn
 - g. Tourist Land Transport
 - h. Tourist Transport Operator
 - i. Travel Agency
 - j. Travel Consultancy Services k. Tour Guide
- 18.2. TOURISM-RELATED ESTABLISHMENTS. For this purpose, the following are considered tourism-oriented establishments:
 - a. Bar (KTV/Videoke), Cocktail Lounge
 - b. Convenience Store
 - c. Department Store
 - d. Gvm
 - e. Kiosk, Fastfoods
 - f. Money Changer
 - g. Night or Day Club and Super Club
 - h. Restaurant
 - i. Saunas, Spas and Health Clubs
 - i. Shop
 - k. Sports and Recreational Facilities
 - I. Theaters and Cinemas
 - m. Tourist Manpower Training Center
 - n. Wine And Liquor Store
 - o. "Calesa" Operation

CHAPTER VI REGISTRATION, LICENSING AND ACCREDITATION OF TOURISM ENTERPRISES

- SEC. 19. Mandatory Registration and Licensing of Tourism Enterprises. No person, natural or juridical, shall keep, manage, or operate any building, edifice or premises, or completely independent part thereof, for the purpose of engaging the tourism enterprises without having first secured from the City Government of Manila a License to Operate (Diploma) Certificate from the Committee on Tourism (COT), and a valid Business Registration from the Business Permit and Licensing Office (BPLO).
 - All tourism enterprises catering directly to domestic and foreign tourism, a. desiring to operate within the jurisdiction of the City of Manila shall be subject to an evaluation, site inspection and should meet the requirements, standard and proper documentation promulgated by the Committee on Tourism in coordination with the Department of Tourism. Culture and Arts of Manila (DTCAM), before they can secure a License to Operate and a valid business permit.
 - b. Upon the effectivity and implementation of this ordinance, all tourism enterprises that are already operating within the jurisdiction of the City of Manila shall also be subject to an evaluation, site inspection, based on the requirements, standard and proper documentation promulgated

by the Committee on Tourism (COT), in coordination with the Department of Tourism, Culture and Arts of Manila (DTCAM), prior to the registration of their establishment.

- c. All tourism enterprises that failed to meet the requirements, standard and proper documentation upon evaluation and inspection, shall be given a prescribed period to comply. Failure to comply upon the expiration of the prescribed period, shall not be allowed to register and shall result in to the cancellation of their business permit.
- d. Tourism enterprises, catering incidentally to both domestic and foreign tourist that satisfactorily meet the standard upon the result of the evaluation conducted by the Committee on Tourism (COT) in coordination with the Department of Tourism, Culture and Arts of Manila (DTCAM), are also required to register.
- e. License to Operate (Diploma) Certificate shall be renewable on an annual basis. It shall be valid until the end of the calendar year, or until revoked or cancelled, for a valid cause. If the tourism oriented or related business establishment concerned has ceased operating for at least six (6) months, it shall re-apply for registration.
- f. All registered and licensed Tourism Enterprises located within the City of Manila shall conform with the programs, guidelines, and rules promulgated by the Committee on Tourism in coordination with the Department of Tourism, Culture and Arts of Manila (DTCAM).
- SEC. 20. Application for License to Operate (Diploma) Certificate. Any person, partnership, corporation, or other entity desiring to establish, and/or maintain tourism enterprises shall apply for their License to Operate (Diploma) Certificate first from the Committee on Tourism (COT) before proceeding to Business Permits and Licensing Office (BPLO) for their permit.
- SEC. 21. Who are Authorized to Sign Application In the filing of application for registration and license, the following shall be considered authorized to sign said application:
 - a. In the case of sole proprietorship, the owner thereof or his duly authorized representative.
 - b. In the case of partnership, one of the partners designated on the sworn certification by all the partners to sign the application.
 - c. In the case of corporation, the person named in the board resolution as authorized to sign the application or person so designated in its by-laws.

SEC. 22. Procedure in Registering Business for New Tourism Establishments.

- a. Business Office Set up business in a commercial area.
- b. Compliance with the National Requirements
- c. Department of Engineering and Public Works (DEPW)— For accommodation, food service, and amusement, adventure and entertainment establishments, secure Annual Building Certificate (for old buildings) or Occupancy Certificate (for new buildings), and Electrical Permit from this office.
- d. Bureau of Fire Protection (BFP)/ Manila Fire District For accommodation, food service, and amusement, adventure and entertainment establishments, secure Fire Safety Inspection Certificate from this office.

- e. **Manila Health Department (MHD)** For accommodation, food service, and amusement, adventure and entertainment establishments, secure Sanitary Permit from this office.
- f. Committee on Tourism (COT) After completion of requirements and inspection, Committee on Tourism will issue a License to Operate (Diploma) Certificate.
- g. Business Permits and Licensing Office (BPLO) Register with Business Permits and Licensing Office and submit the License to Operate (Diploma) Certificate together with other requirements. This office will issue the Business Permit.
- h. Department of Tourism (DOT) For Primary Tourism Enterprises, it is mandatory to apply for an accreditation to the Department of Tourism.
- Land Transport Franchise and Regulatory Board (LTFRB) For Tourist Transport Operators, register with LTFRB to secure approval for Certificate of Public Conveyance franchise.
- SEC. 23. Requirements for Newly Established Business. Tourism establishments and businesses shall register with Committee on Tourism by submission of the following requirements:

23.1 For All Tourism Enterprises:

- a. Compliance with national requirements
- b. Secure permits/certification from Bureau of Fire Protection (BFP), Department of Engineering and Public Works (DEPW), and Manila Health Department (MHD)
- c. Notarized certificate or list containing the names of Owner/s, Officers, Officials, and Employees, their designation, nationality, residence, and signature accompanied by a 1x1 photo of each of them. The format will be provided by the Committee on Tourism Staff.
- d. Valid visa from the Bureau of Immigration and Department of Labor and Employment (DOLE) permit for alien personnel
- e. Proof of ownership/valid contract of lease of the property where business is to be operated
- f. Notarized Authority to transact/file for Committee on Tourism (COT)
- g. Data Information Sheet provided by the Committee on Tourism (COT) Staff
- h. Department of Tourism (DOT) Accreditation for primary tourism enterprises
- i. Such other papers or documents as may be required from time to time pursuant to existing laws, ordinances and other legal issuances

23.2 Additional Requirements for Accommodation Establishments:

- a. Schedule of current room rates, and booking information
- b. Certificate of compliance to Sanitary, Fire Safety, Electrical and Building Code

23.3 Additional Requirements for Travel Agencies:

- a. Bank Certificate
- b. List of the names and addresses of Tour Guides and travel representatives

23.4 Additional Requirements for Tourist Transport Operators:

- a. Proof of ownership or contract of lease over an area adequate to serve as maintenance depot and garage for all its units;
- b. Copy of LTFRB Certificate of Public Conveyance franchise as authorization;
- c. Copy of Transportation Rates as approved by LTFRB;
- d. Compulsory motor vehicle liability insurance in the amount of not less than the following:
 - i. Third Party Liability Thirty Thousand Pesos (PhP30,000) per unit
 - ii. Passenger accident Fifteen Thousand Pesos (PhP15,000) per unit
- e. Pictures of the vehicle showing the side, back and front views thereof, with the company's name and logo imprinted at its rear sides, respectively;
- f. Copy of Official Receipt and Certificate of Registration (OR/CR) of all vehicles:
- g. Copy of Driver's License of all registered drivers

23.5 Additional Requirements for Amusement, Adventure and Entertainment Establishments.

- a. List of services and rates
- b. Certificate of compliance to Sanitary, Fire Safety, Electrical and Building Code.

23.6 Additional Requirements for Food Service Establishments.

- a. List of services, food and beverage prices and menu
- b. Certificate of compliance to Sanitary, Fire Safety, Electrical and Building Code.

SEC. 24. Requirements for Renewal of License. – Application for the renewal of License shall be supported by the following documents:

- a. Notarized certificate or list containing the names of Owner/s, Officers, Officials, and Employees, their designation, nationality, residence, and signature accompanied by a 1x1 photo of each of them of additional personnel if any, or any change in the manpower. The format will be provided by the COT Staff;
- Proof of annual certificate to Sanitary, Fire Safety, Electrical and Building Code (for Accommodation, Food Service and Amusement, Adventure and Entertainment Establishments);
- c. For Accommodation Establishments, updated copy of room rates, booking information, if any;
- d. For Food Service Establishments, updated copy of services, food and beverages prices and menu, if any;
- e. For Amusement, Adventure and Entertainment Establishments, updated copy of services and rates, if any;
- f. For Transport Tour Operators, copy of valid LTFRB Tourist Transport Service Franchise of Vehicles, copy of Certificate of Registration of additional vehicles, and copy of Driver's License of new drivers;
- g. Department of Tourism Accreditation; for primary tourism enterprises; and
- h. Updated Data Information Sheet provided by the Committee on Tourism Staff

- **SEC. 25. Requirements for Tour Guide**. Documents required to support application for Tour Guide:
 - a. Occupational Permit for those employed under a private company and their company's business permit and if freelancer, registered business permit from the BPLO.
 - b. Certificate of Participation issued by the City Government of Manila as a proof that the applicant has undergone a Tour Guiding Seminar conducted by the City;
 - c. Health Certificate issued by any duly accredited government physician, if freelancer:
 - d. Clearance from the National Bureau of Investigation (NBI);
 - e. In the case of alien applicants, proof of employment with duly licensed agency, permit to work or registration certificate from the Department of Labor and Employment (DOLE), duly approved Work Visa issued by the Bureau of Immigration and proof of reciprocity, which shall consist of a certificate by the proper official of the home state of the applicant to the effect that the law of such state permits reciprocal rights to Filipino citizens to engage in tour guiding, which must also be properly authenticated; and
 - f. A copy of their ID Picture (1x1) for the Tour Guide ID provided by the DTCAM.
- SEC. 26. ACCREDITATION. The Department of Tourism, Culture and Arts of Manila (DTCAM) shall require accreditation in the Department of Tourism (DOT) for all Primary Tourism Enterprise.

CHAPTER VII REGULATION OF TRAVEL AGENCIES AND TOURIST TRANSPORT OPERATIONS

SEC. 27. ADMINISTRATIVE PROVISIONS:

- a. It shall be mandatory for travel agencies in Manila to offer tour packages based on clusters and themes prepared by the City in its Tourism Development Plan.
- b. Tour guides should be duly accredited by the Department of Tourism (DOT), UNESCO or the City Government of Manila
- SEC. 28. Tourist Transport Operations. Tourist transport service shall be offered on a regular point-to-point run and shall be priced at rates higher than those charged by public utility operators for the same route. The points of departure and destination of a tourist transport regularly plying a route, shall be a hotel or such similar tourism facility, and picking up or unloading of passengers in between such point is prohibited.
- SEC. 29. Charter Rates. A transport tour operator shall charge only charter rates as previously approved in accordance with these rules.
- SEC. 30. Regular Run on Pub Routes. When a tourist transport operator makes a regular run, and it is the only available transportation service being offered, it may be allowed to run on public utility bus routes, provided that there is prior approval by the LTFRB under conditions and requirements it may prescribe.
- SEC. 31. Designated Parking Areas. The designated parking areas for tourist transport vehicles are provided for under the specific provisions of the Land Transportation and Traffic Code.

- **SEC. 32. Manner of Fixing.** The fixing of rates for tourist transport shall be the responsibility of the LTFRB. No tourist transport operator shall charge rates other than those so prescribed by the LTFRB.
- SEC. 33. Application for Increases of Transportation Rates. All applications for the increase of transportation rates shall be filed before the LTFRB.

CHAPTER VIII COMPLIANCE WITH CITY ORDINANCES AND OTHER LAWS

- SEC, 34. Compliance with City Ordinances and Other Laws. All tourism enterprises must comply with city ordinances pertaining to, among others;
 - a. Sanitation
 - b. Zoning/set-back/parking
 - c. Regulation on the use, operation and construction of "VIP rooms" inside the Food Service and Amusement, Adventure and Entertainment Establishments.
 - d. Regulation of establishments catering to minors

Likewise, all tourism enterprises must comply with the National Building Code and other national laws.

- SEC. 35. Disaster Risk Reduction and Management and Evacuation Plan. Tourism establishments shall prepare a disaster risk management and evacuation plan in accordance with the standards set by the Manila Disaster Risk Reduction and Management Office (MDRRMO), said office's functions was set in an Ordinance No. 8816 which is hereto attached as Annex H.
- SEC. 36. Compliance with Environmental Laws. All tourism establishments shall maintain cleanliness and sanitation in their premises and facilities, as well as compliance with environmental and sanitation laws and other relevant rules and regulations.
- SEC. 37. "Calesa" Operation. The operation of horse-drawn utility vehicles ("calesa") shall be governed in the specific provisions of the Manila Transportation and Traffic Code.

CHAPTER IX INSPECTION AND MONITORING OF COMPLIANCE TO STANDARDS OF TOURISM ESTABLISHMENTS

- SEC. 38. Composite Inspection Team. An inspection team is created with powers and duty to conduct inspection and verification on tourism enterprises, purposely to determine the owners/operator's compliance with applicable laws, ordinance, and rules and regulations. The team shall also perform such other duties and responsibilities assigned to it by the Committee on Tourism (COT).
- SEC. 39. Functions of the Composite Inspection Teams. For all establishments already in operation, the Composite Inspection Team shall have exclusive authority to conduct inspection for purpose of renewal of License to Operate (Diploma) Certificate. For new establishments, the normal process of requiring the clearances and recommendation of the different technical departments is required.
- SEC. 40. Frequency and Time of Regular Inspections. Inspection shall be made every six (6) months for renewal establishments and three (3) times a week for new establishments or as need arises.

- **SEC. 41. Special Inspections.** When public interest so requires, the Tourism, Culture and Arts Council, upon recommendation of Committee on Tourism (COT), may authorize the Composite Inspection Teams or any member or members thereof, to conduct special inspection.
- SEC. 42. Checklist to be Accomplished During Inspection. The Committee on Tourism (COT) will provide a necessary checklist to be completed by the members. The items on the checklist must be verified in the presence of an authorized representative from the establishments, who will then sign or acknowledge the checklist.
- SEC. 43. Report of the Inspection Team. Within five (5) working days from the date of inspection, the team leader shall submit a report detailing the findings and any recommendations to the Chairman of Committee on Tourism (COT).

CHAPTER X TOURISM CERTIFICATION FEES AND OTHER CHARGES

SEC. 44. Registration. — A registration fee shall be imposed on all tourism establishments, whether operating as principal, branch or extension office at the city payable as follows and without prejudice to the collection of taxes, fees and surcharges imposed under existing laws, ordinances regulations and other local issuances. An annual registration shall be imposed on a pro-rata basis in accordance to the Ordinance No. 8959, please see **Annex I.**

i. Tourism-oriented establishments

a.	Hotel	₱ 1,500.00
b.	Apartment Hotel (Apartel)	₱ 1,000.00
C.	Motorist Hotel	₱ 1,000.00
d.	Pension House	₱ 1,000.00
e.	Tour Services	P 1,000.00
f.	Tourist Inn	₱ 1,000.00
g.	Tourist Land Transport	₱ 1,000.00
h.	Tourist Transport Operator	₱ 1,000.00
i.	Travel Agency	₱ 1,000.00
j.	Travel Consultancy Services	₱ 1,000.00
k.	Tour Guide	₱ 500.00

ii. Tourism-related establishments

a. Bar (KTV/Videoke), Cocktail Lounge b. Convenience Store	₱ 1,000.00 ₱ 500.00
c. Department Store	₱ 1,500.00
d. Gym	₱ 500.00
e. Kiosk, Fast foods, and Food Stalls Eatery	₱ 500.00
f. Money Changer	₱ 500.00
g. Night or Day Club and Super Club	₱ 1,000.00
h. Restaurant	₱ 1,000.00
i. Saunas, Spas and Health Clubs	P 1,000.00
j. Shop	₱ 500.00
k. Sports and Recreational Facilities	₱ 500.00
I. Theaters and Cinemas	₱ 1,000.00
m. Tourist Manpower Training Center	₱ 500.00
n. Wine and Liquor Store	P 1,000.00

SEC. 45. Failure of Tourism Enterprises to file and secure License to Operate (Diploma) Certificate from Department of Tourism, Culture and Arts of Manila (DTCAM), the penalty of fine of not less than Three Thousand Pesos (PhP3,000.00) shall be imposed. Second violation shall merit suspension of Business Permit with warning that repetition of the same for the third time shall mean revocation/cancellation of the Business Permit as may be justified under the circumstances

CHAPTER XI ISSUANCE OF LICENSE TO OPERATE (DIPLOMA) CERTIFICATE

- SEC. 46. Issuance of License to Operate (Diploma) Certificate. After having determined that all requirements set forth in the preceding sections have been satisfied and/or completed by the applicant, the Committee on Tourism (COT) and Business Permits and Licensing Office (BPLO) shall issue the corresponding business permit and license to operate (diploma) certificate within three (3) working days after the receipt of application.
- SEC. 47. Validity of License to Operate (Diploma) Certificate. The license to operate (diploma) certificate for tourism enterprises shall remain valid until revoked or canceled for a valid cause. The license must be renewed annually. If the tourism enterprise has ceased operations for more than six (6) months, it will be required to reapply for registration.
- SEC. 48. Display of License to Operate (Diploma) Certificate. The License to Operate (Diploma) Certificate shall be displayed in a conspicuous area in their place of business.
- SEC. 49. Objection to Applications for License to Operate (Diploma) Certificate of Premises Any person may file a written objection to the Committee on Tourism for the issuance or renewal of License to Operate (Diploma) Certificate to the applicant. The objection shall state the facts upon which it is based and shall be sworn to before a person authorized to administer oath. Upon receipt of such objection, the Committee on Tourism (COT) shall within three (3) working days furnish the applicant with a copy of the objection and require them to answer within five (5) working days from receipt thereof. The Committee on Tourism shall then conduct a hearing with both parties duly notified and present. The Committee on Tourism (COT) shall render a decision on the objection within seven (7) working days from the start of the hearing.
- SEC. 50. Transfer of License to Operate (Diploma) Certificate. The license to operate (diploma) certificate is a matter of privilege and issued only to qualified applicants. Accordingly, no owner and/or operator shall transfer or alienate in any manner the said certificate and license.

CHAPTER XII PRIVILEGES AND INCENTIVES OF REGISTERED TOURISM ESTABLISHMENTS

- SEC. 51. Incentives for Registration of Tourism-Oriented and Tourism-Related Establishments. Tourism enterprises which are duly registered and licensed by the City Government shall be entitled to the following incentives:
 - a. "One stop shop" processing of license at Committee on Tourism (COT) which shall be completed within a period of three (3) days upon completion of requirements.
 - b. Tourism enterprises shall be entitled to a wider promotion and campaign programs carried out by the Committee on Tourism (COT) in coordination with the Department of Tourism, Culture and Arts of Manila (DTCAM), both domestic and abroad.

- c. Registered tourism enterprises shall be included and published in the list of accredited Committee on Tourism (COT) establishment within the city.
- d. Inspection by the Committee on Tourism's Composite Inspection Team of the City Government is to be done only once every six (6) months, except in special cases as public interest may require whenever authorized by the Committee on Tourism (COT).
- e. Other support programs and incentives to enhance or promote tourism enterprises.
- f. Free promotion in all publications, brochures, tourism flyers, leaflets, or collateral materials issued by the City government.
- g. Free feature in the website managed by the city government.
- h. Inclusion in Lakbay-Aral Tours/tour packages. Registered tourism enterprises will be part of the itinerary of tourists.
- i. Inclusion/priority to participate in certain festivals, trade shows, exhibits which are by nature invitation only.
- j. Inclusion to promote registered tourism enterprises at the Tourist Information Center.
- k. Privileges in the use of selected government-owned facilities.
- I. Incentives as provided by the Department of Tourism (DOT).
- SEC. 52. Grant of Tax Exemption and Privileges by the City Council to Tourism Establishments of International Standards. In addition to the privileges mentioned in the preceding section, the city council may upon recommendation of the Tourism Board, grant tax exemptions and incentives to tourism establishments of international standards such as, but not limited to, the following:
 - a. 5-star or De Luxe Hotel.
 - b. International Convention Center, Manila Arena and similar infrastructure.
 - c. Man-made resorts or recreational parks of international standard similar to "Disneyland" or "Ocean Park".
 - d. International film center/movie studio with hi-tech. modern equipment and realistic film location sets of international standards similar to "Universal Studios".
 - e. Other similar establishments as may be determined by the Tourism Board.

The establishments referred to this section may also apply for the utilization of city government owned lands through lease agreement, public-private partnership or joint venture under terms and conditions which the city may deem proper to impose.

CHAPTER XIII

CLOSURE OF TOURISM ESTABLISHMENTS, IMPOSITION OF FINE, SUSPENSION, CANCELLATION AND/OR NON-RENEWAL OF LICENSE

SECTION 53. Grounds for Closure, Imposition of Fine, Suspension, Cancellation and/or Non-Renewal of License. —

a. Making any false declaration or statement or making use of any such declaration or statement, or any document containing the same, or committing fraud or any act of misrepresentation for the purpose of obtaining the issuance, grant or renewal of any certificate of registration/accreditation/re-accreditation or license.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty of Three Thousand Pesos

(PhP3,000.00)

b. Failure to comply with or contravene any of the conditions set forth in license.

First Offense: Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense: Penalty of Three Thousand Pesos

(PhP3,000.00)

Third Offense: Penalty of Five Thousand Pesos (PhP5,000.00)

c. Failure to meet the standards and requirements for the operation of tourism establishments, as prescribed in these rules.

First Offense: Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense: Penalty of Three Thousand Pesos

(PhP3,000.00)

Third Offense: Penalty of Five Thousand Pesos (PhP5,000.00)

d. Serious physical injury or loss of life of any guest due to the fault or negligence of its official or employee (for resort/hotel/tourist inn/apartel/or other tourism-related establishment).

First Offense: Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense: Penalty of Three Thousand Pesos

(PhP3,000.00)

e. Allowing or permitting the tourism enterprise, including any of its facilities, to be used for illegal, immoral, illicit activities, such as: gambling, prostitution, etc. (for resort/hotel/tourist inn/apartel/or other tourism-related establishment).

f. Suspension of permit pending investigation which will lead to cancellation. Managers and/or Operator shall exert all possible efforts not to permit a person whom they known to be drunk and/or have reason to believe to be either a prostitute, a pedophile, or a bad character to occupy any room or to frequent the premises. To accomplish this end, they shall immediately report to the nearest police station the presence in the premises of any such person.

First Offense: Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense: Penalty of Three Thousand Pesos

(PhP3,000.00)

g. Violation of any of the conditions of the LTFRB franchise (for tourist transport operation).

First Offense: Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense: Penalty of Three Thousand Pesos

(PhP3,000.00)

Third Offense: Penalty of Five Thousand Pesos (PhP5,000.00)

h. Tolerance of gross misconduct, discourtesy, dishonesty, or misinterpretation and/or fraudulent solicitation of business committed by any of the officers or employees against their clients to the detriment of the tourism industry.

First Offense: Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense: Penalty of Three Thousand Pesos

(PhP3,000.00)

i. Willful violation of agreements and/or contracts entered into by the tourism establishment and its clients.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty of Three Thousand **Pesos**

(PhP3,000.00)

Failure to pay fine, as well as fees, dues and contribution imposed under existing laws.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty of Three Thousand

Pesos

(PhP3,000.00)

Third Offense:

Penalty of Five Thousand Pesos (PhP5,000.00)

k. Failure to submit a notice of any change in its personnel within fifteen (15) working days of such change.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

of Three Thousand **Pesos**

(PhP3,000.00)

Penalty

Third Offense:

Penalty of Five Thousand Pesos (PhP5,000.00)

I. Employment/hiring of employees (Tour Guides) who are not holders of license or accredited by the City Government or non-Filipino employees, whether contractual or permanent; without valid working visa and work permit.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty Three of Thousand Pesos

(PhP3,000.00)

Third Offense:

Penalty of Five Thousand Pesos (PhP5,000.00)

m. Opening of any branch without prior registration with the Department of Tourism, Culture and Arts of Manila.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty of Three Thousand

(PhP3,000.00)

Third Offense:

Penalty of Five Thousand Pesos (PhP5,000.00)

n. Non-settlement of account and/or non-remittance of collections due to carrier of their agencies, or any agency of the government or any individual within the period prescribed by law.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty of Three Thousand

(PhP3,000.00)

Third Offense:

Penalty of Five Thousand Pesos (PhP5,000.00)

o. Any other acts/omissions that worked against the interest of the tourism industry.

First Offense:

Penalty of One Thousand Pesos (PhP1,000.00)

Second Offense:

Penalty Thousand of Three Pesos

(PhP3.000.00)

Third Offense:

Penalty of Five Thousand Pesos (PhP5,000.00)

p. In case of Tour Guides, the following are grounds for cancellation and suspension of license.

i. Cancellation of license

- 1. Conviction of a crime involving moral turpitude; and
- 2. Conviction of more than one of any of the acts listed below:
 - Engaging in acts of dishonesty, misrepresentation or misconduct toward members of a tour group, employers or colleagues.
 - b. Failure to comply with the mandatory requirement of wearing the prescribed uniform and identification card.
 - c. Violating any provision of the city's circulars and orders.
 - d. Acting in gross and evident bad faith when dealing with guests or engaging in fraudulent solicitation of business.
 - e. Tampering with identification cards.
 - f. Causing serious physical injury or loss of life due to negligence or fault.
 - g. Encouraging, permitting or failing to report guests involved in illegal, immoral or illicit activities.
 - h. Encouraging, permitting or failing to report guest violations of environmental laws and ordinances.

ii. Suspension of License

- 1. Any overt act of dishonesty, misrepresentation, or misconduct committed against a member of his/her tour group or against his/her employer or co-employee.
- 2. Forced tipping or contributions from tourist/s
- 3. Failure to comply with the requirements as to the compulsory wearing of identification cards; and
- 4. Violation of any of the provisions of these rules and regulation

SEC. 54. Cancellation of License.

- i. Any violation mentioned above:
- ii. Conviction of a crime involving moral turpitude; and
- iii. Any other acts committed that is inimical to the well-being, of the person.

SEC. 55. Suspension of License.

- i. Any violation as stated above;
- ii. Any overt act of dishonesty, misrepresentation or misconduct committed against member of his/her tour group or against her employer or co-employees;
- iii. Forced tipping or contribution from tourists;
- iv. Failure to comply with the requirement as to the compulsory wearing of ID; and
- v. Violation of any of the provisions of these Rules and Regulations.

CHAPTER XIV PENAL PROVISIONS

- SEC. 56. Penalty for Failure to Remedy the Defect, etc. If the management of any tourism establishment fails to remedy the defects or deficiencies noted within the prescribed period, the following penalties shall be imposed:
 - a. Hotel fine of Seventy Five Pesos (PhP75.00) for every day of delay but not exceeding Two Thousand Five Hundred Pesos (PhP2,500.00).
 - b. Apartel/Tourism Inn fine of Fifty Pesos (PhP50.00) for every day of delay but not exceeding Two Thousand Five Hundred Pesos (PhP2,500.00).
 - c. Others fine of Fifty Pesos (PhP50.00) for every day of delay but not exceeding Two Thousand Five Hundred Pesos (PhP2,500.00).

Provided, that the maximum fine imposable under this section has been reached and the tourism establishment concerned has continuously failed to rectify the defects or complete the deficiencies noted, the license to operate (diploma) certificate may be revoked/suspended as may be justified under the circumstances.

- SEC. 57. Penalty for "Calesa" Operation. Violation of any of its provision shall be penalized as follows:
 - a. First Offense: A fine of Five Hundred Pesos (PhP500.00)
 - b. Second offense: Suspension for one (1) month of Mayor's Permit
 - c. Third Offense: Suspension of the Manila "Cuchero" License and the Mayor's Permit for six (6) months and a fine of One Thousand Five Hundred Pesos (PhP1,500.00)
- SEC. 58. Administrative Penalties. Without prejudice to the application of the above penal sanctions, the Committee on Tourism may impose an administrative fine of not less than Five Thousand Pesos (PhP5,000.00) against any person, natural or juridical, who shall violate or cause another to violate any provision of this Code or suspend or revoke the license of such person.

CHAPTER XV DISCIPLINE AND TRAINING OF STAFF, CODE OF ETHICS AND CONDUCT

SEC. 59. Training Program for Staff. – All tourism establishments shall undertake to provide a staff training program to acquaint each member of the staff of its duties and responsibilities in coordination with Committee on Tourism (COT).

CHAPTER XVI REGULATION, CONTROL AND SUPERVISION OF THE OPERATION OF TOURISM ENTERPRISES

- **SEC.60. Registry.** All tourism enterprises shall keep a registry or record book. All guests/visitors/seeking accommodation shall be required to register the following particulars in the registry and/or record book.
 - a. Full name;
 - b. Particulars of any identity card, passport or other travels documents issued to him/her;
 - c. The place of origin and permanent, regular, or known address;
 - d. The probable duration of his stay and his intended destination;
 - e. The occupation and place of employment;
 - f. Nationality:
 - g. The hour and date of arrival.

- SEC. 61. Data Submission. All tourism enterprises are required to submit data on tourist arrivals and any relevant information for research and analysis by the City Government of Manila to the Department of Tourism, Culture and Arts of Manila (DTCAM) on a monthly basis. This data must be submitted during the first week of the following month. For example, data for May 2024 should be submitted in the first week of June 2024.
- SEC. 62. Time of Entry of Particulars. Before the guests/visitors are allowed to occupy certain room or facility of an accommodation establishment and amusement, adventure and entertainment establishment, the particulars described in the preceding section shall be entered forth within the registry of book or card, or if he/she is not able to write, by the keepers/managers/clerks and in either case, the entry shall be signed by the guest or if he/she is unable to write, it should be authenticated by his/her right thumb print.
- SEC. 63. Required Registration of Visitors Invited by Guests. Any visitors invited by guest to stay in his/her room shall register in a separate book for visitors in which the name, address, and other particulars of the visitor shall be entered.
- SEC. 64. False Entry in Registry Book or Card. No manager shall enter or cause to be entered in the registry book or card any information or particular which he knows, or by the exercise of reasonable diligence, have been ascertained to be false.
- SEC. 65. Registry of Property Left by Guest. A book in which shall be entered without delay the particular of any property left in accommodation establishment and amusement, adventure and entertainment establishment by any guest shall be kept in a manner which the Department of Tourism, Culture and Arts of Manila (DTCAM) may require.
- SEC. 66. Guest Suffering from Dangerous, Contagious and/or Infectious Disease. The keeper/manager/operator shall immediately report to the Committee on Tourism (COT) any guest, tenant or members of any tourism establishment concerned who is found to be suffering from a dangerous, contagious and/or infectious and/or infectious disease. The Committee on Tourism (COT) shall immediately refer the case to the City Health Officer, who shall issue the necessary directions/instructions to prevent the spread of the disease or to require the transfer of the patient to the hospital.
- SEC. 67. Death in the Tourism Establishment. The keeper/manager/operator shall immediately report to the nearest police station the death of any person or one dying in a certain tourism establishment. A copy of the report shall be transmitted forthwith to Committee on Tourism (COT).
- SEC. 68. Employment of Foreign Nationals. In the employment of foreign nationals, valid visa and permit to work issued by the Bureau of Immigration and the Department of Labor and Employment (DOLE), respectively, shall be submitted.
- SEC. 69. Periodic Inspection. The inspection team shall conduct periodic inspection of tourism enterprises. The purpose of said inspection is to find out whether the establishment conforms to the standards set forth by law or ordinance. The inspection shall be conducted at a reasonable time of the day with due regard and respect accorded to privacy of the guests. All inspection is covered by an office order signed by the honorable mayor stating therein the scope of authority and such other matters necessary for the purpose.
- SEC. 70. Defects and Deficiencies Found During the Inspection. Where certain defects or deficiencies have been found in the course of inspection, the Committee on Tourism (COT) shall give directions to the keeper/manager/operator of the tourism establishments concerned to rectify/remedy the defects or deficiencies within the period of seven (7) working days from notice thereof.

- SEC. 79. Implementation of Rules. The city mayor may, from time to time, issue rules and regulations, as he may deem fit and necessary for the effective implementation of this Code.
- SEC. 80. Funding. The funds necessary for the implementation of this Code shall be taken from the General Fund of the city. Succeeding funding requirements for the succeeding years shall be provided for in the Annual Budget of the city government. Funds may also be sourced from donations, fund raising, grants and special tax revenue measures. A private-public partnership may also be explored for this venture. The allocation will be taken from the general funds of the city and funding requirements for the succeeding years shall be provided in the annual or supplemental budget of the city.
- SEC. 81. Separability Clause. The provisions of this Ordinance are separable, and in the event that any or more of such provisions are declared invalid, the validity of all the other provisions are not affected thereby.
- SEC. 82. Repealing Clause. Any ordinance, executive order or rules and regulations of local issuance which are inconsistent with this ordinance are hereby repealed and/or modified accordingly.
 - SEC. 83. Effectivity Clause. The Ordinance shall take effect upon its approval.

This Ordinance was finally enacted by the City Council of Manila on November 19, 2024.

PRESIDED BY:

CARIO M. LACSON President Pro-Tempore and Acting Presiding Officer City Council, Manila

ATTESTED:

LUCH R. GEMPIS, JR. City Government Department Head III

Secretary to the City Council

APPROVED BY HER HONOR, THE MAYOR, ON

JAN 2 1 2025

MARIA SHEILAH "Honey" H. LACU Mayor City of Manila A-PANGAN, MD, FPDS

ATTESTED:

ATTY. MARLON M. LACSON

City Government Department Head III

(Secretary to the Mayor)...

JMG/RRB: jhb/md/ag /egv/eys