



Republic of the Philippines
OFFICE OF THE CITY MAYOR

City of Angeles

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By the City Mayor

Executive Order No. 30
Series of 2014

TASK FORCE TO CRAFT THE TOURISM DEVELOPMENT PLAN

WHEREAS, there is an urgent need to craft a comprehensive Tourism Development Plan that will serve as guide of the Tourism Program of the City;

WHEREAS, this Tourism Development Plan will form as an integral part of the Tourism Master Plan for the City;

WHEREAS, This Tourism Development Plan is also one of the requirements of the Local Governance Performance Management System (LGPMs);

NOW, THEREFORE, I, EDGARDO D. PAMINTUAN, Mayor of Angeles City, by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1: CREATION OF THE TASK FORCE TOURISM DEVELOPMENT PLAN- The Task Force Tourism Development Plan is hereby created and shall analyze the current tourism scenario and prepare a project document for the formulation of a Tourism Development Plan.

SECTION 2: COMPOSITION OF THE TASK FORCE TOURISM DEVELOPMENT PLAN- The Task Force Tourism Development Plan shall be composed of the following:

Chairman: Mr. Leonardo Kirk I. Galanza, Secretary to the Mayor
Co-Chairman: Dr. Richard G. Daenos, Angeles City Tourism Officer
Members: Mr. Cornelio Melan L. Cruz, Angeles City Tourism Council
Mr. John R. Montances, ACTO Deputy Officer
Ms. Teresa Viray, Angeles City Tourism Office
Mr. Jonathan Roque, Angeles City Tourism Office
Ms. Angel Marie P. Rosas, Angeles City Tourism Office
Ms. Hermilinda Galvan, City Planning and Development Office
Ms. Nerissa Centeno, City Planning and Development Office
Ms. Kirby Ara T. Ponce, Mayor's Office

SECTION 3: SECRETARIAT- The Angeles City Tourism Office (ACTO) shall serve as the Secretariat.

SECTION 4: FUNCTIONS AND POWERS- The Task Force Tourism Development Plan shall have the following functions and powers:


1. Formulate a comprehensive development plan for tourism with emphasis on policy and strategy, planning, institutional strengthening, legislation and regulation, product development and diversification, marketing and promotion, tourism infrastructure, and socio-cultural and environmental impacts of tourism. In drafting the development plan, the task shall use the JICA-DOT Guide and other pertinent documents.
2. Develop a framework that focuses on the following sectors:
 - a. transport;
 - b. accommodation;
 - c. tourist activities;
 - d. product development;
 - e. tourism zoning;
 - f. marketing and promotion;
 - g. institutional framework;
 - h. statistics and research;
 - i. legislation and regulation; and
 - j. quality standards of tourism services
3. Develop an action plan for priority programs/projects to be undertaken to kick-start a sustainable tourism development.

SECTION 5: EFFECTIVITY- This Executive Order shall take effect immediately.

DONE, this 4th day of September 2014, City of Angeles, Pampanga.


ATTY. EDGARDO D. PAMINTUAN
City Mayor

Attested by:


LEONARDO KIRK I. GALANZA
Secretary to the Mayor