

Republic of the Philippines
MUNICIPALITY OF IBA
Province of Zambales



OFFICE OF THE SANGGUNIANG BAYAN

EXCERPT FROM THE JOURNAL OF THE 13TH SPECIAL SESSION OF THE 12TH SANGGUNIANG BAYAN OF IBA, ZAMBALES HELD ON **JUNE 20, 2025** AT THE MUNICIPAL SESSION HALL.

PRESENT:

HON. JOAN D. BALLESTEROS-ALBA, Vice Mayor and Presiding Officer

SANGGUNIANG BAYAN MEMBERS

HON. MARGIE M. NOVENO
HON. RYAN E. CASTILLO
HON. ALIRE JOHN T. FALLORIN
HON. EDGAR C. PAYUMO
HON. PAULO A. FORTIN
HON. ISAGANI Q. YAP
HON. JESSIE S. ECHAURE, Ed.D
HON. RUEL M. BUTARAN
HON. RICHARD N. REDONDO, Liga ng mga Barangay

ABSENT:

HON. CARLOS MIGUEL R. VILLAMIN, SK Federation

**ORDINANCE NO. 09
SERIES OF 2025**

AN ORDINANCE ENACTING THE IBA, ZAMBALES TOURISM CODE, WHICH PROVIDES RULES AND REGULATIONS FOR THE PROMOTION, DEVELOPMENT, AND ADMINISTRATION GOVERNING THE TOURISM INDUSTRY IN THE MUNICIPALITY OF IBA, ZAMBALES, AND PRESCRIBING PENALTIES FOR VIOLATIONS THEREOF

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WHEREAS, Section 16, Article II of the 1987 Constitution mandates that the State shall protect and advance the right of the people to a balanced and healthful ecology in accord with the rhythm and harmony of nature. This provision underscores the importance of sustainable development and environmental conservation, both of which are essential components of a Tourism Code.

WHEREAS, Republic Act No. 9593 or the **Tourism Act of 2009**, provides a comprehensive framework for tourism development in the Philippines, declaring tourism as an engine of investment, employment, growth, and national

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development. It mandates local government units (LGUs) to adopt tourism development plans in line with national policies, underscoring the need for municipalities like Iba to develop a Tourism Code that aligns with sustainable tourism practices and community involvement.

WHEREAS, Republic Act No. 7160 (Local Government Code of 1991), the Local Government Code empowers Local Government Units (LGUs) to enact ordinances for the welfare and development of their jurisdictions, including promoting tourism.

WHEREAS, Section 16 of the code provides that the LGUs have the power to enact measures that promote the health, safety, comfort, convenience, and general welfare of their constituents. A Tourism Code that outlines regulations for tourism activities, environmental protection, and local culture preservation falls within this mandate;

WHEREAS, Section 17 of the said code states that LGUs are empowered to deliver basic services, including tourism, for the benefit of their constituents. The Tourism Code can be a mechanism for effective and sustainable delivery of tourism services and development in Iba; and

WHEREAS, the Municipal Government of Iba, Zambales recognizes the valuable contribution of Mr. Ryan A. De Guia, Tourism Operations Officer II, in the drafting and formulation of the Iba Tourism Code;

WHEREFORE, BE IT ORDAINED BY THE SANGGUNIANG BAYAN OF IBA, ZAMBALES IN SESSION ASSEMBLED THAT:

CHAPTER I **THE POLICY AND OPERATING PRINCIPLES OF THE** **TOURISM CODE OF IBA, ZAMBALES**

SECTION 1. TITLE. This Ordinance shall be known as the Iba Tourism Code of 2025.

SECTION 2. SCOPE. This ordinance shall govern and regulate the tourism development and promotion programs of the municipality of Iba, including the licensing, registration, regulation and supervision of the operations of tourism oriented/related establishments.

SECTION 3. APPLICATION. This Ordinance shall apply to all tourism-related establishments, such as resorts, hotels, travel agencies, tourist guides, transport and organizations that are tourism oriented-related, and other similar establishments whether their operations are either domestic or international in scope.

SECTION 4. DECLARATION OF POLICY. It shall be the policy of the Municipality of Iba to pursue the sustainable development of Iba and Zambales as prime global tourist destinations, business hubs, retirees haven, ecological and environment models, and for these purposes shall:

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- A. Conserve, restore and preserve the natural environment including its biodiversity, cultural heritage, historical sites and natural endowments of the Municipality of Iba;
- B. Respect the cultural sensibilities and rights of host communities specially the indigenous people;
- C. Educate all stakeholders, community and tourists on the principles of responsible and sustainable tourism;
- D. Eradicate poverty and improve the economic status and standard of living of Ibanians and Zambaleños thru the benefits and effects of tourism;
- E. Encourage active participation of communities in the development of sustainable tourism plans;
- F. Ensure that all tourism activities and plans shall reflect positive values;
- G. Identify, develop and promote potential and existing tourism areas and enterprise zones;
- H. Institutionalize and advocate a responsible culture of tourism;
- I. Promote and develop cooperation among stakeholders to attain goals and objectives for the common good of the people;
- J. Encourage, promote and link community-based tourism support system and industries to the tourism mainstream;
- K. Strengthen and support the capability of the Local Government Unit of Iba both in the municipal and barangay levels in mandated tourism functions;
- L. Provide incentives and recognition to private initiatives and enterprises in the establishment and development of tourism related programs, projects, activities, events, and investment;
- M. Promote the network of best practices in local governance uniquely innovated and implemented in Iba towards creating a distinct Iba tourism brand;
- N. Develop and promote products and services including best practices that will strengthen Iba tourism industry;
- O. Create a distinct and unique tourism brand, develop tourism activities and highlight Iba best practices towards packaging Iba as a business hub, environment model and premier center of Zambales for agri-tourism; and
- P. Develop the tourism industry into highly professionalized and trained human resource component through the concerted efforts and cooperation of both the public and private sectors.

SECTION 5. OPERATING PRINCIPLES. The promotion and development of tourism industry shall be guided by and circumscribed by the Vision and Mission of the Municipality of Iba, which read:

Vision - "Imploring the aid of the Almighty, we envision Iba as a center for tourism, education and sports development of Zambales, with God-fearing and empowered citizenry who live in a safe and ecologically-balanced environment, a progressive and sustainable economy under a dynamic, transparent, and responsive leadership."

Mission - "To provide quality tourism services and equal opportunities for the general welfare of Ibanians geared towards sustainable economy, people empowerment and ecologically-balanced environment through efficient, honest and upright public service to the glory of God."

CHAPTER II COVERAGE AND SCOPE

SECTION 6. COVERAGE. This Code shall govern all tourism related matters within the territorial jurisdiction of the Municipality of Iba, Zambales and political subdivisions.

SECTION 7. SCOPE. The provisions of this Code shall apply to all local government units (municipal and barangay), agencies and instrumentalities, non-government organizations, businesses and establishments for tourism purposes, whether natural or juridical, directly or indirectly involved in the tourism industry. The Philippine Tourism Act of 2009 or RA 9593, Republic Act No. 7160 as well as such other relevant and applicable laws, rules and regulations issued by the national government and the Department of Tourism shall be the guide and basis of this Code.

CHAPTER III ADMINISTRATIVE AND TECHNICAL SET-UP

SECTION 8. ORGANIZATION FOR IMPLEMENTATION. For purposes of implementing the provisions of this Ordinance, technical and administrative duties and functions shall be performed by the Office of the Municipal Administrator, the BPLU, The Municipal Council Committee on Tourism and the Iba Tourism, Culture and Arts Council.

CHAPTER IV THE TOURISM INFRASTRUCTURE

SECTION 9. PHYSICAL INFRASTRUCTURE. Local governments (municipal and barangay units) and private stakeholders shall promote and encourage the construction of tourism related establishments and facilities either through public and private funding, or both, in their areas of jurisdiction. Towards this end, the Municipal Government of Iba and its component barangays shall:

- Enhance land, air and sea travel to tourist destination through construction and expansion of adequate road networks and terminals, international and domestic airport, as well as seaports, for passengers and cargo;
- Enhance the provision of basic utilities such as water, energy and power as well as communication facilities through expansion or upgrading based on long-term studies and carrying capacity of a tourist destination;
- Implement an integrated solid wastes and sewerage management system in tourist destinations and tourism investment zones, that is adequate and functioning, and in compliance with existing laws and ordinances on environment;
- Sustain the implementation and enhancement of tourism related infrastructures such as accommodation facilities including shopping centers, health care centers, emergency and safety facilities, recreation and safety facilities;
- Improve transport facilities through strict implementation and monitoring of environmental laws, rules and regulations;

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- F. Sustain the potable water sources and systems in the protection, rehabilitation and management of watershed areas municipal-wide;
- G. Engage in the development of watersheds and other potential alternative resources for power generation;
- H. Pursue a unified effort and institutionalize the proper solid waste management practices;
- I. Create or incorporate in the existing web portal for the municipality relating to tourism and linking the same with the province and other national or local agencies;
- J. Identify and facilitate assessment of potential tourist sites for tourism investment zones;
- K. Encourage active community-based tourism endeavors and undertakings;
- L. Ensure compliance to the prescribed and appropriate standard guidelines for the existing and new tourism-related establishments;
- M. Encourage the establishment of a one-stop-shop and one-town-one-product to be participated in by all barangays, invite other municipalities towards showcasing their best products;
- N. Diversify wholesome recreational and entertainment activities;
- O. Encourage the use of thematic designs and signage's that shall reflect Iba tourism covering its products, people and places highlighting its uniquely Ibanians cultural heritage, character and values; and
- P. Require all business establishments to get all necessary permits i.e, building permits, fencing permits, occupancy permits, business permits and the like before the issuance of a permit to operate.

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CHAPTER VI THE IBA TOURISM, CULTURE AND ARTS COUNCIL

SECTION 10. THE IBA TOURISM, CULTURE AND ARTS COUNCIL. There is hereby created the Iba Tourism, Culture and Arts Council which shall be the highest coordinating and policy formulating body on tourism in the Municipality. It shall be considered as one of the local special bodies of the municipality of Iba, Zambales

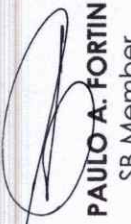
SECTION 11. COMPOSITION. The Iba Tourism Culture and Arts Council shall be composed of the following:

Chairperson:	Municipal Mayor
Vice-Chairperson:	Municipal Vice-Mayor
Regular Members:	President of the Iba Hotel, Resorts and Restaurants Association
	Chairperson, SB Committee on Tourism, Trade and Industry
	President/Representative of the Local Chamber of Commerce and Industry (Business Sector)
	1 CSO Representative
	President of the College of Tourism and Hospitality Management Student Body Organization (CTHM-SBO) of the President Ramon Magsaysay State University (PRMSU)

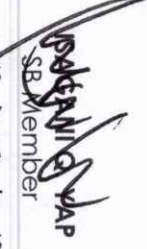
Secretariat:

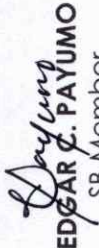
Tourism Operations Officer

Executive Secretary and 1 duly appointed staff from the Office of the Mayor

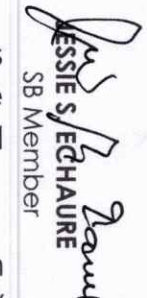

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SECTION 12. PROCESS OF SELECTION. The process of selection for representatives of various sectors to the Iba Tourism, Culture and Arts Council shall be initiated by the Municipal Investment and Tourism Promotions Office. Representatives shall be selected by and from among the members of the sector concerned. Only regular members can vote in the Council. A secretariat composed of three (3) employees shall assist the council in all its activities and function. The Secretariat shall be led by the Municipal Investment and Tourism Promotions Officer jointly with the Office of the Municipal Mayor.


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SECTION 13. TERM OF OFFICE. Officers of the Council shall serve for three (3) years upon issuance of an Executive Order by the Municipal Mayor or until an Executive Order is issued reorganizing the same. The Board of Directors, once formed, shall also hold office for three (3) years until a new Board of Directors is reorganized.

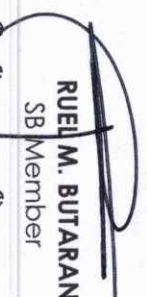

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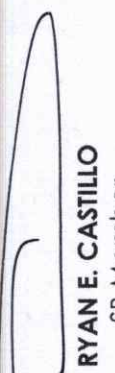
SECTION 14. MEMBERSHIP. The Council shall be composed of those listed in Section 11 hereof. All associations/entities which directly represent various sectors/elements of tourism industry in the municipality shall be encouraged to become members of Iba Tourism, Culture and Arts Council. The Council may create committees as needed.


ALURE JOHN T. FALLORIN
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SECTION 15. TYPES OF IBA TOURISM, CULTURE AND ARTS COUNCIL MEMBERSHIP. The Council shall have the following types of members:

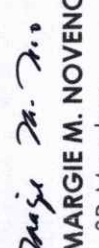
- A. Regular Members - all individuals/association/ entities/personalities which directly or indirectly represent any of the sectors/ elements of the tourism industry in the municipality or province or country; includes those as well whose line or undertakes interest in the promotion/ development of tourism in general; of which have tourism functions/ interests, may be public or private in structure or character, or which by virtue of discipline or business or otherwise are tourism- related.
- B. Advisers-those who are invited by the Municipal Mayor or the Council to provide guidance, advice and directions based on experiences or in case a product, event, tourism issue or any other tourism project or program requires technical expertise.


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SECTION 16. SOURCES OF FUNDS. The funds of the Council shall come from:

- A. Municipal Budget as may be ordained and to be utilized in accordance with legally allowed accounting and budgeting rules and as may be certified as to availability of funds;
- B. Proceeds from activities undertaken by the Council
- C. Grants and Donations; and
- D. Financial assistance thru local legislation, as well as any other income that may be legally earned by the Council.


MARGIE M. NOVENO
SB Member





Grants and donations and other proceeds from activities undertaken by the Council shall be accepted only after a specific project has been identified and that the sum shall be held in trust and the proceeds thereof shall be utilized solely for the project identified or subsequent projects that may require funding and expended as allowed in accordance with auditing and accounting rules if applicable.

SECTION 17. MEETING AND QUORUM. The Iba Tourism Council shall meet at least once every quarter. However, the Municipal Mayor may call on such special meetings as may be necessary.

SECTION 18. DUTIES AND FUNCTIONS OF THE COUNCIL. The Iba Tourism, Culture and Arts Council shall:

- A. Help identify, develop and promote potential tourism attractions;
- B. Extend technical assistance to all tourism- oriented and related establishments;
- C. Advocate for a responsible culture of tourism among stakeholders and tourists alike;
- D. Create sustainable tourism programs and projects for the community;
- E. Create and promote awareness on the benefits of tourism through mixed media;
- F. Help in monitoring compliance with the requirements of standards and regulations set by DOT, LGUs and other government agencies for the general welfare of tourists, visitors and the community;
- G. Coordinate with barangay government units/entities/associations/indigenous groups/other tourism-related groups in the implementation of the Iba Tourism Code;
- H. Formulate and recommend plans and policies on tourism development by both government and private sectors;
- I. Initiate and recommend the implementation of programs and activities on tourism in coordination with the DOT, the provincial government unit and other LGUs, Tourism Infrastructure and Enterprise Zone Authority (TIEZA), private sector and other entitles;
- J. Initiate private and public partnerships in implementing tourism development plans, programs and activities;
- K. Establish close coordination with individuals/entities/business establishments tourism-related groups and associations, other local government tourism councils, the DOT, Tourism Infrastructure and Enterprise Zone Authority (TIEZA) and other national agencies, to ensure responsive tourism through the proper Implementation of the Iba Tourism Code;
- L. Encourage the development of barangay tourism councils and indigenous group tourism councils and incorporation of tourism-related groups in accordance with the Iba Tourism Code;
- M. Promote and support sustainable tourism by facilitating community-based tourism activities;
- N. Facilitate resource generation for tourism activities; and
- O. Other related functions or activities as may be approved by the Iba Tourism Council and/or the Local Sangguniang Bayan.

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SECTION 19. In case of conflict among local government instrumentalities, the purpose, objectives and intent of the Iba Tourism Code shall prevail.

SECTION 20. Local Government Unit of Iba is mandated to regularly appropriate funds for programs and projects of the Local Tourism Councils subject to the availability thereof.

SECTION 21. Local Government Unit of Iba is mandated to closely coordinate with the PNP, LDRRMO, MPDO, and other government agencies for the special training of personnel assigned to tourism destinations and zones.

SECTION 22. The Local Government Unit of Iba shall create a Municipal Joint Inspection Team to monitor compliance of tourism related establishments with this Code, existing regulations ordinances, laws, and the protection of natural tourism sites.

SECTION 23. The Iba Tourism, Culture and Arts Council shall seek the assistance of appropriate government agencies in the implementation of its policies, projects and activities to attain its objectives.

CHAPTER VII TOURISM RESOURCES

SECTION 24. INVENTORY AND CLASSIFICATION OF RESOURCES. The Investment and Tourism Promotions Office, in coordination with the Municipal Tourism Council, shall periodically make an inventory to identify and classify the resources available that provide opportunities for tourism development and report the same to the Provincial Tourism Office.

SECTION 25. CLASSIFICATION OF TOURISM DESTINATIONS. The Municipal Investment and Tourism Promotions Office, in coordination with the Municipal Tourism Council and the respective LGUs shall, on an annual basis, classify tourism sites in accordance with DOT standards as existing, emerging and potential destinations.

SECTION 26. PRIORITIZED TOURISM DESTINATION. Tourism destination that are given higher classification shall be included among the priority for promotion and marketing.

SECTION 27. INVESTMENT AND DEVELOPMENT. The Municipal Investment and Tourism Promotions Office, in coordination with Municipal Tourism Culture and Arts Council, shall encourage the LGU to develop their respective tourist destinations.

SECTION 28. ESTABLISHMENT OF TOURISM RELATED ESTABLISHMENT IN AREAS UNDER ANCESTRAL DOMAINS. The Municipal Investment and Tourism Promotions Office, in coordination with the Municipal Tourism Culture and Arts Council and other related government agencies, shall determine ancestral domains in accordance with the standards provided for by existing laws. It shall have the power to recommend their accreditation and preservation. Prior and informed consent of indigenous peoples inhabiting the prospective area where the tourism related

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establishment is proposed should be secured before the beginning of any undertaking.

SECTION 29. PROTECTION AND PRESERVATION. The Municipal Investment and Tourism Promotions Office and the Municipal Tourism Culture and Arts Council in coordination with the LGU, shall ensure the integrity of all tourism resources shall be dealt with in accordance with this Code and other existing laws.

**CHAPTER VIII
CULTURAL ASSETS**

SECTION 30. PRESERVATION OF LOCAL CULTURE. The Local Government Unit shall ensure and support the preservation and conservation of culture; thus, developing plans and programs to ensure the development of our town as the tourist destination.

SECTION 31. SUSTAINABLE TOURISM. The Municipal Investment and Tourism Promotions Office must declare that sustainable tourism place a big role and preserving different cultures, heritage sites, and arts.

For this purpose, LGUs and tourism stakeholders are strongly encouraged to:

- a) Adopt necessary measures to conserve all forms of tangible, intangible, built, and movable cultural heritage practices, sites, landmarks, buildings, and arts with the existence of 50 years or more.
- b) Gather more information about the different historical destinations and attractions of Iba to secure and centralize a data management system about heritage, culture and arts of our town in collaboration with the local culture and the arts council.
- c) Educate the community and tourists on how Ibanians value their culture and arts.
- d) Encourage tourism stakeholders and community to develop, include, and emphasize their culture and arts to their potential and existing tourism destinations.
- e) Restore buildings and structures that depict the Ibanians heritage culture and arts.
- f) Improve built and movable cultural heritage facilities through the strict implementation of the laws, rules, and regulations including the policies of the NCCA.
- g) Encourage stakeholders to use artistic designs that depict Ibanian culture and arts to their veranda or balcony, signages and facade
- h) Ensure longevity of heritage data and automated documentation to keep a register for such purpose.
- i) Develop Cultural Heritage Practices in every tourism establishment.

**CHAPTER IX
BUSINESS PERMIT, LICENSING, AND REQUIREMENTS FOR OPERATION,
MAINTENANCE AND ACCREDITATION**

SECTION 32. BUSINESS PERMIT, LICENSE TO OPERATE AND ACCREDITATION. No person, natural or juridical shall keep, manage or operate any building, edifice or premises or a completely independent part thereof for the purpose of engaging in the business of, or related to tourism without first having issued a business permit by the Business Permit and Licensing Unit of the Local Government Unit where it is located. It shall likewise secure accreditation with the Department of Tourism or a Local Certificate of Compliance from the Provincial Tourism and Investment Promotions Office after an endorsement by the Municipal Investment and Tourism Promotions Office, as the case may be. Failure to secure the business permit and accreditation or certificate of compliance shall be a ground to prohibit its operation within the Municipality.

Prior to the issuance of a business permit, the tourism establishment must comply with the minimum requirements for the operations and maintenance of tourism oriented/related establishments as stated in this Code.

SECTION 33. REQUIREMENTS FOR OPERATIONS AND ACCREDITATION. The following shall be the minimum requirements for the accreditation, operations and maintenance of tourism oriented/related establishment in the Municipality of Iba:

A. Minimum Standard Requirements for the Operation and Maintenance of Guest Accommodation (Tourist Inn, Pension Use, Motel, Bed and Breakfast, and Other Similar Establishments)

- a) At least 60% of its personnel and/or employees are residents of Iba. To this end, a list of its employees and their residences must be submitted to the Municipal Investment and Tourism Promotions Office once a year.
- b) Rooms and Rest rooms must be clean with adequate supply of clean water on a 24-hour basis.
- c) Emergency contact numbers, evacuation/fire exit plans posted.
- d) Property and security services designed to ensure guest safety at all times.
- e) Personnel trained on basic life support.
- f) Safety systems and documentation in place to respond to possible natural disasters and man-made threats, as well as the movement of guests within and across municipalities.
- g) An environmental management system must be in place to reduce hazardous, residual, bio-waste and recyclable waste, and to protect against fecal contamination. These include septic tanks that are regularly siphoned, "maintenance of a well-designed sewerage system and an individual or clustered sewage treatment facility that considers its location based on bedrock and seawater levels, to be determined by the respective municipalities. A material recovery facility is likewise encouraged to be maintained.

B. Minimum Standard Requirements for the Operation and Maintenance of Hotels

- a) At least 60% of its personnel and/or employees are residents of Iba. To this end, a list of its employees and their residences must be submitted to the Municipal Investment and Tourism Promotions Office once a year.
- b) The locality and environment shall be such as are suitable for a good hotel.

Angis

Spindler

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- c) Rooms and Rest rooms must be clear with adequate supply of clean water on a 24-hour basis.
- d) Emergency contact numbers, evacuation/fire exit plans posted in all rooms.
- e) Property and security personnel and services designed to ensure guest safety at all times.
- f) Personnel trained on basic life support.
- g) Safety systems and documentation in place to respond to possible natural disasters and man-made threats, as well as the movement of guests within and across municipalities.
- h) An environmental management system must be in place to reduce hazardous, residual, bio waste and recyclable waste, and to protect against fecal contamination. These include septic tanks that are regularly siphoned, maintenance of a well-designed sewerage system and an individual or clustered sewage treatment facility that considers its location based on bedrock and seawater levels, to be determined by the respective municipalities. A material recovery facility is likewise encouraged to be maintained.

C. Minimum Standard Requirements for the Operation and Maintenance of Resorts

- a) At least 60% of its personnel and/or employees are residents of the Municipality. To this end, a list of its employees and their residences must be submitted to the Municipal Investment and Tourism Promotions Office once a year.
- b) Rooms and Rest rooms must be clean with adequate supply of clean water on a 24-hour basis.
- c) Emergency evacuation/fire exit plans posted in all rooms.
- d) Property and security services designed to ensure guest safety at all times.
- e) Personnel trained on basic life support.
- f) Safety systems and documentation in place to respond to possible natural disasters and man-made threats, as well as the movement of guests within and across municipalities.
- g) An environmental management system must be in place to reduce hazardous, residual, bio-waste and recyclable waste, and to protect against fecal contamination. These include septic tanks that are regularly siphoned, maintenance of a well-designed sewerage system and an individual or clustered sewage treatment facility that considers its location based on bedrock and seawater levels, to be determined by the respective municipalities. A material recovery facility is likewise encouraged to be maintained.

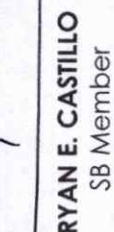
D. Operation of Coastal, Beach Resorts, and Other Bodies of Water

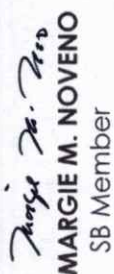
- a) All resorts shall make available the services of at least one (1) of lifeguard duly trained by PRC, PLS or other PCG accredited organization and be certificated by the Philippine Coast Guard.


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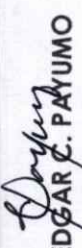


- b) All resorts shall make available the services of a physician, either on call or on full-time basis, depending on their volume of operation and accessibility to hospital or medical centers.
- c) First aid medicines and necessary life-saving 'equipment shall be provided within the premises.
- d) There shall be placed on a coastal or beach resort an adequate number of buoys (approximately 1 for every 10 meters) attached with safety net which shall be spread within the area whenever there is an abrupt depth of water (kantilado). However, when the beach front has no abrupt depth of water, adequate number of buoys shall be placed to be determined by the resort owner or keeper as safe for swimming purposes.
- e) There shall be posted visible signs in strategic areas in the resort or at the beach to warn guests/customers of the presence of artificial, natural, or weather-related hazards, danger areas or occurrences thereat.
- f) Inclusion of beach warning signage, allowed swimming hours, and flag signals. In no case shall the resort management allow swimming at the beach front beyond 6:00p.m., and shall only resume swimming activities at 6:00 in the morning. Neither shall intoxicated guests be allowed to swim at all times. Appropriate notices shall be posted to inform the resort guest of this regulation.
- g) There shall be a list of telephone numbers for the nearest hospital, ambulance, barangay, and police or rescue squads or paramedics.
- h) Without prejudice to existing ones, no resort shall be established or constructed within a radius of five (5) kilometers from any pollution-causing factory or plant.
- i) Motorized vehicles are strictly prohibited in the shoreline to ensure the safety of the tourists, guests and the locals.
- j) Construction of pala-pala shall be allowed subject to the following conditions:
- It shall be constructed 10 meters away from the shoreline.
 - The maximum allowable size of pala-pala shall not exceed 3 x 3 meters.
 - The daily business operation shall start at 6:00am until 10:00pm only.
 - The operation of pala-pala shall start on the 1st day of February until 31st of May of every year only. It shall be demolished by the pala-pala owner effective on 1st day of June every year.
 - Maintain the cleanliness of the immediate surroundings and must provide garbage bins for recyclable, biodegradable and non-biodegradable materials
 - The construction materials allowed are bamboo, recycled woods and eco-friendly materials.
 - Adhere to barangay rules on peace and order and follow the ordinance on the use of videoke.

E. Regulation on Boat "Banca" Operation for recreational purposes

- a) All boats for recreational purposes shall secure clearance and permit from the Barangay
- b) All boats to be used for recreation purposes shall secure business permit and registration from the Office of the Mayor, and BPLO.
- c) All boat operators must provide safety gear such as life vest and other protective materials from possible drowning.

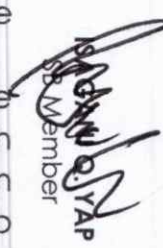

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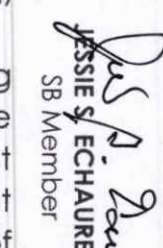

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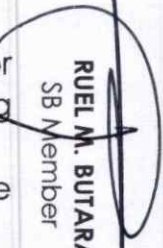

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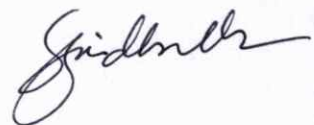

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- d) Boats must be likewise registered from the Coast Guard and submit daily manifesto of passenger/s for safety purposes.
- e) Boat operators must prepare the proof of manifesto or secure template format from the office of the Coast Guard.

F. Operation of Swimming Pools

- a) Every swimming pool or bathhouse shall be under the supervision of a trained individual who shall be responsible for pool operation and maintenance, safety of bathers, and sanitation of the pool or bathhouse.
- b) In no case shall intoxicated guests be allowed to swim at all times.
- c) It must be equipped with a standard 24-unit first aid kit that shall be kept filled and readily accessible for emergency use.
- d) There shall be a list of telephone numbers of the nearest hospital/s, ambulance, barangay, and police or rescue squads or paramedics.

G. Minimum Standard Requirements for the Operation and Maintenance of Eco guides, Eco tours, Eco lodges and Eco tour Facilities

- a) At least 60% of its personnel and/or employees are residents of Iba. To this end, a list of its employees and their residences must be submitted to the Municipal Investment and Tourism and Promotions Office once a year.
- b) Should be culturally and environmentally sensitive.
- c) The facility essentially needs to provide inside education to tourists/visitors on the culture and heritage of the municipality.
- d) Should take all necessary measures to conserve and minimize all negative environmental, social, cultural and economic impacts.
- e) Appropriate tourism activities compatible with local heritage.

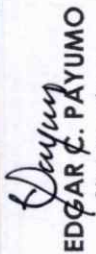
H. Minimum Standard Requirements for the Operation and Maintenance of Museums

- a) At least 60% of its personnel and/or employees are residents of the Iba. To this end a list of its employees and their residences must be submitted to the Municipal Investment and Tourism Promotions Office once a year.
- b) The institution shall be a member of the National Committee on Museums.
- c) Adequate security shall be provided at all times.
- d) Well-informed, well-educated receptionist.

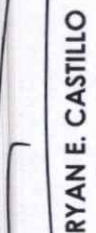
I. Minimum Standard Requirements for the Operation and Maintenance of Public Restrooms, and Restrooms in Commercial Establishments (Gasoline Stations, Convention Centers, Public Markets, Parks, and other Similar Establishments)

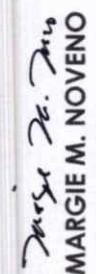
- a) Must always have clean water and fully operational toilets.
- b) Otherwise, if the flush is not working, there must be an available pail and dipper.
- c) Toilets are maintained and cleaned on a regular basis with frequent checking for foul odors, broken doors, malfunctioning flush systems.


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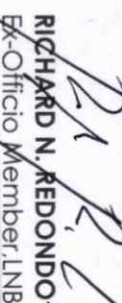

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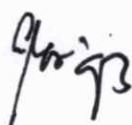

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J. Minimum Standard Requirements for the Operation and Maintenance of Passenger Boats used by Tourists

- a) Operators and boatmen must secure a valid Certificate of Training for Basic First-Aid or Basic Life Support and register their passenger boats to the Philippine Coast Guard or Local Government Unit.
- b) Only registered boats shall transport tourists to island destinations and areas across bodies of water.
- c) Boat operators and-boatmen must submit a Medical Certificate, Barangay Clearance, Mayor's Clearance & Police Clearance, or NBI clearance with no derogatory or criminal records to the Municipal Tourism Office.
- d) Boat operators and boatmen shall ensure that all passengers are registered on a manifesto prior to boarding and shall provide life vests and other safety equipment.

K. Minimum Standards for Tour Guides

- a) Tour guides, whether a resident or not of Iba, operating within the town must first register with the Municipal Investment and Tourism Promotions Office prior to accepting clients.
- b) They must have a valid Certificate of Training for Tour Guiding and Basic First-Aid or Basic Life Support Training with the DOT or a DOT-Accredited institution.
- c) Prior DOT Accreditation must be secured.

L. Minimum Requirements Applicable to all Tourism, Eco- Tourism, Agri-Tourism Establishments and Other Related

- a) Adopt measures to minimize loitering dogs, cats and other animals.
- b) Ensure that plants used for landscaping shall not be toxic to animals.
- c) Animals kept as tourist attractions shall be checked regularly for safety and security of guests.
- d) Ascertain that tourism related activities should not interfere with local wildlife.
- e) Sea turtles laying eggs on beach resorts and other seaside establishments shall not be disturbed. After it has returned to the sea, the existence of clutches shall be reported to the Local Government Unit of Iba within 24 hours.

SECTION 34. PRIMARY TOURISM ESTABLISHMENTS OPERATING IN THE MUNICIPALITY NOT COVERED BY DOT ACCREDITATION (GLAMPING SITES AND SIMILAR ESTABLISHMENTS). Primary Tourism Establishments operating and or preparing to operate in Iba that are not covered by DOT accreditation should secure a Local Certificate of Compliance from the Provincial Tourism and Investment Promotions Office through an endorsement from their Municipal Tourism Office after a process of documentary review and inspection conducted by the Municipal Joint Inspection Team and the Provincial Joint Inspection Team, subject to the same requirements in Sections 32 and 33 of this Code.

SECTION 35. ANNUAL CLEARANCE CERTIFICATE. All owners/operators/ proprietors of accommodation establishments described above shall secure an Annual Clearance Certificate from the Municipal Investment and Tourism Promotions Office and Provincial Tourism and Investment Office as proof of their compliance in the minimum requirements stated in this code. Said clearance certificate shall be a requirement in the issuance/or renewal of business permits.

CHAPTER X TOURIST ARRIVAL, REPORTING AND CLEARANCES

SECTION 36. MONTHLY TOURIST ARRIVAL REPORT. All owners, operators, and/or proprietors of accommodation establishments mentioned above and the like, shall submit their respective monthly report of all tourist arrivals, both to the Municipal Tourism Office and Provincial Tourism Office for proper monitoring, information and guidance of said offices.

SECTION 37. CONFIDENTIALITY, PRIVACY AND SECURITY OF INFORMATION. Documents filed and submitted with the Tourism Office shall be treated as confidential and shall not be divulged to any private party without the consent of the party concerned when the public interest so requires or by competent court. Any official or employee who shall violate the provision of this section shall be administratively and criminally charged in accordance with R.A. 10173, or the Data Privacy Act of 2012.

SECTION 38. DELISTING. Failure to comply with Section 36 for three (3) consecutive months shall be a cause to delist the tourism establishment.

SECTION 39. REPORTING OF GUESTS. All Tourism-related establishments are required to report to their respective Tourist Police Units, Municipal Disaster Risk Officers, and barangay officials the names of guests who have not returned or have given notice of their whereabouts for at least eight (8) hours.

SECTION 40. TOURISTS THAT ARE TRAVELLING WITHIN MUNICIPALITIES. Tourism-related establishments and the municipal tourism office are required to remind tourists to observe the municipal ordinances whenever they are travelling within and across the different municipalities.

ARTICLE XI INCENTIVES

SECTION 41. INCENTIVES. All tourism-related investments in Iba with capitalization of a minimum of P3,000,000.00 shall avail of the following incentives:

- Technical assistance and networking;
- Projects for restoration of cultural and heritage sites shall be given tax holidays to be determined by LGUS concerned; and
- Inclusion in all marketing and promotional materials of the Municipality;
- Tourism establishments with the capitalization stated above that intend to avail of incentives shall be referred to the Iba Investments and Incentives Board.

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SECTION 42. RECOMMENDATION AND ENDORSEMENT. The recommendation and endorsement shall be issued by the Municipal Investment and Tourism Promotions Office to establishments that have fully met the requirements of the Municipal Tourism and Arts Council and the Local Government Units concerned where the tourism investment is located.

CHAPTER XII ASSESSMENT, MONITORING AND EVALUATION

SECTION 43. MONITORING AND EVALUATION SYSTEM. Whenever necessary, the Municipal Investment and Tourism Promotions Office shall immediately recommend to the Municipal Tourism Culture and Arts Council the declaration of certain zones as off-limits to tourists due to an eminent threat to public safety, and other similar reasons. Trespassing on these zones shall be subject to fines and penalties under this code and existing laws.

SECTION 44. MONITORING AND EVALUATION TEAM. The local government unit shall create a monitoring and evaluation team that is ideally composed of representatives from the Municipal Tourism Office, Barangays, Health or Sanitation and a representative from the Tourist Police Unit to conduct quarterly inspection and immediately issue notices of violation if any. In addition, resort owners are required to maintain a client suggestion and comment box, that will be collected on a monthly basis by the municipal tourism office. The Tourism Office shall in turn create a customer feedback collection system to easily address concerns.

SECTION 45. WEATHER-DEPENDENT TOURIST ACTIVITIES. The Local Government unit is encouraged to enact ordinances in place which include the mandatory provision of accredited tour guides when necessary, or the parameters when to cancel such activities involving surfing, camping, sailing, mountain climbing, trekking, biking and other similar weather-dependent activities to ensure the safety of tourists.

CHAPTER XIII TOURISM TRAINING INSTITUTION

SECTION 49. COORDINATION WITH BOTH GOVERNMENT AND PRIVATE TOURISM INSTITUTIONS. The Municipal Investment and Tourism Promotions Office should coordinate with both government and private tourism entities to institutionalize tourism training programs formal and informal, with corresponding certification upon completion.

SECTION 50. LINKAGES. Both the Municipal Investment and Tourism Promotions Office and the Municipal Tourism and Arts Council shall strengthen their networking and linkages to access financial and technical resources including organizing a pool of trainers to provide other skills training needed by the industry.

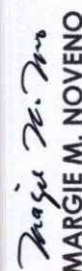
SECTION 51. TRAINING PROGRAMS AND CENTER. Local communities shall have priority access to all tourism training programs. The local government unit of Iba shall establish a tourism center for its training programs.


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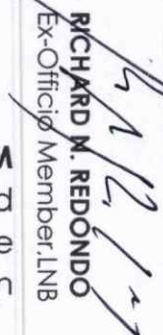

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CHAPTER XIV SUPPLEMENTARY PROVISION

SECTION 52. APPLICABILITY OF NATIONAL LAWS, RULES, REGULATIONS AND ISSUANCES. In the implementation of the provisions of this Code, reference shall always be made to existing national laws, rules, regulations and issuances on tourism. For this purpose, the Iba Tourism Council for Culture and the Arts shall draft and issue directives to carry out the provisions of these applicable laws.

SECTION 53. PENAL PROVISIONS.

A. Penalties for Establishments. Any establishment found guilty for violation of this ordinance shall be penalized by the following:

1. First Offense: a fine of One Thousand Five Pesos (P1,500.00)
2. Second Offense: a fine of Two Thousand Pesos (P2,000.00) and suspension of operation for a period of thirty (30) days:
3. Third Offense: a fine of Two Thousand Five Hundred Pesos (P2 500.00) and cancellation of their Business Permit.

Fines imposed and collected for violation of this ordinance shall be paid and deposited to the treasury of the LGU. Upon receipt of the payment the concerned, the Treasurer's office shall issue the corresponding official receipt.

B. Penalties for Violation for Operation Without Certificates and Licenses

In addition to delisting and prohibition to operate within the municipality, in case where an establishment operates without the required certificates and licenses, the following penalties shall be imposed:

1. First Offense a fine of One Thousand Five Hundred Pesos (P1,500.00)
2. Second Offense: a fine of Two Thousand Pesos (P2,000.00).
3. Third Offense: a fine of Two Thousand Five Hundred Pesos (P2,500.00).

The aforementioned penalties shall be imposed upon the owner, president, general manager, or such other officers in charge or caretakers of establishments violating this ordinance.

Fines imposed and collected for violation of this ordinance shall be paid and deposited to the treasury of the LGU. Upon receipt of the payment the concerned, the Treasurer's office shall issue the corresponding official receipt.

Tourism Related Establishments with pending cases cannot operate.

Fines imposed and collected for violation of this ordinance shall be paid and deposited to the treasury of the LGU. Upon receipt of the payment the concerned Treasurer's Office shall issue the corresponding official receipt which shall be presented in turn by the offender to the court of justice where the case was filed. Upon compliance with the aforementioned directives, the penalty shall be deemed served with except when the penalty imposed includes imprisonment.

SECTION 54. APPLICATION OF THE ENVIRONMENT CODE AND OTHER RELATED LAWS.

Environmental laws and ordinances particularly pertaining to solid waste management as provided under Republic Act No. 9003, Anti-Tobacco Act, Disaster Risk Reduction and Management Act and other rules and regulations relevant to the Tourism Industry are hereby considered adopted and incorporated to highlight the importance of environmental preservation and protection. For this purpose, all business establishments particularly tourism related establishments shall comply with the following:

- A. All owners or their duly authorized representatives should attend an LGU Tourism Orientation upon application for business license or as a prerequisite for the renewal of business license, or as may be required by the LGU. The LGU Orientation shall cover local laws, rules and regulations on Solid Waste Management, Health, "No-Smoking", Sanitation, Peace and Order, Disaster Preparedness, Traffic and others. Upon completion of the LGU Tourism Orientation, the tourism-business related establishments shall be issued a "Certificate of Tourism Orientation Completion which shall be a one of the requirements prior to approval of the Business License or the renewal thereof.
- B. All tourism-related establishments including resorts, lodging houses, hotels, restaurants, inns, novelty and "pasalubong" stores, tourist spots, tourism facilities and others of similar nature, shall maintain their premises in clean and sanitary conditions. All are also required to practice waste segregation in their respective facilities. They should always endeavor to minimize or totally discard garbage. For this purpose, garbage bins or receptacles in a set (Nabubulok, Di-Nabubulok, Recyclables, Plastics) should be prominently set in strategic areas within their business establishments or resorts at a ratio of one set of garbage receptacles is to five (5) rooms/cottages/huts or 30 persons capacity in case of restaurants or venue place. Further, the owner should set up at least one (1) signage of no less than the size of 1 ft. by 1 ½ ft. signage of:

NO LITTERING
Fine: P 500.00

BAWAL MAGKALAT
Multa: P 500.00

- C. It is mandatory that business establishments facing the shore to put this signage. Shoreline establishments should also provide All business-related for "mesh nets" garbage receptacles intended for plastics which should be prominently placed in conspicuous places with the proper signage of "FOR PLASTICS ONLY" or "PARA SA MGA PLASTIC NA BASURA LAMANG." The rate of "mesh nets" set up should be at a ratio of 1 "mesh net garbage receptacle for every 200 square meters of area occupied by the tourism-related establishments.
- D. All tourism-related establishments shall also strictly disallow the use of plastics or non-biodegradable containers particularly in their restaurants, shops or stores in accordance with the applicable local ordinances. Food and beverages sold in plastic containers shall be strictly disallowed.

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Beverages should be served at all times in re-usable, washable glasses, cups or containers to prevent increase of garbage. However proper sanitation in handling such utensils must at all times be observed.

- E. All tourism-related establishments shall strictly put up "NO SMOKING" signages at a size of not less than 1 foot by 1 ½ ft. in the public areas of their resorts, hotels, restaurants, shops or others of similar nature more particularly in the sidewalks, beach fronts, shorelines or enclosed places. They should also identify and designate Smoking Areas which should in no way expose the act of smoking specially to minors. The signage shall read as follows:

NO-SMOKING

Fine: P500.00 to P2,500.00

BAWAL MANIGARILYO

Multa: P 500.00 to P 2,500.00

- F. All tourism-related establishments should have their own septic tank or water treatment facility. All waste water should be properly directed to a septic tank and should not in any way be allowed to be disposed in the soil or sand more particularly waters from showers and toilets.

- G. All tourism business establishments shall be open for inspection at any time. In case of findings of absence of any of the required receptacles or signage or facilities as provided under Paragraphs (b) to (f) hereof shall be subject to penalty as follows:

- | | |
|--------------------|--|
| a. First Offender | -Fine of P 1,500.00 |
| b. Second Offender | -Fine of P 2,000.00 and Suspension of license to operate for fifteen (15) days |
| c. Third Offender | -Fine of P 2,500.00 and Cancellation of License to Operate. |

SECTION 55. AGREEMENTS, PUBLIC-PRIVATE PARTNERSHIPS, JOINT VENTURES. The Local Government may enter into contracts, public-private partnerships or joint ventures or such other schemes or arrangements for the purpose proving the existing eco-tourism facilities and other tourism sites of the municipality subject to such reasonable terms and agreements as may be determined by the Municipal Tourism Council or the Municipal Mayor but in all cases duly confirmed by the Sangguniang Bayan.

SECTION 56. NATIONAL LAWS, RULES, REGULATIONS AND ISSUANCES APPLICABILITY. In the implementation of the provisions of this code, reference shall always be made to existing national laws, rules, regulations and issuance on tourism. For this purpose, the Municipal Tourism Council shall issue policy guidelines, resolutions, directives to carry out the provisions applicable laws.

CHAPTER XV MUNICIPAL INVESTMENT and TOURISM PROMOTIONS OFFICE

SECTION 57. MUNICIPAL INVESTMENT and TOURISM PROMOTIONS OFFICE. The Municipal Investment and Tourism Promotions Office shall primarily be the implementing arm for the programs, policies and projects relating to investments, tourism and culture including the marketing and promotions of the tourism

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industry in the Municipality and elsewhere. It shall pursue the development of the Iba tourism industry, investment and related industries in adherence to the Iba Tourism Code. The Municipal Investment and Tourism Promotions Office shall work closely with the Tourism Council and shall adopt sharing of responsibilities and functions to be able to implement a comprehensive program on investment, and promotions of the tourism industry and tourism-related industries within the municipality.

SECTION 58. PROFESSIONAL STAFF. - The Municipal Investment and Tourism Promotions Office shall serve as the Iba Tourism, Culture and Arts Council Secretariat and shall be composed of professional staff headed by the Municipal Tourism Officer and such other personnel plantilla positions, if any, to be determined by the Municipal Mayor and to be authorized by the Sangguniang Bayan.

SECTION 59. POWERS AND FUNCTIONS. - As the primary operating agency of the Municipal Government, the Municipal Investment and Tourism Promotions Office shall be responsible in the efficient and effective implementation of the policies, plans, and programs as recommended by the Iba Tourism Council. The Iba Tourism and Investment Promotions Office shall:

- A. Initiate and organize tourism and cultural activities;
- B. Formulate, monitor and coordinate integrated plans for tourism and culture and the arts;
- C. Assist, monitor and conduct accreditation of tourism- oriented and related facilities and service providers;
- D. Conduct capability building training for tourism front liners;
- E. Conduct research, establish and maintain tourism information management system and web portal for the municipality to be accessible to the province and the world;
- F. Establish linkage and networking with national government agencies planning government organizations (NGOs) and people's organization (POS) and implementing tourism activities;
- G. Conduct inventory of existing, emerging and potential tourism attractions;
- H. Promote and market Iba and Zambales as a premier tourist destination of regionally and globally, through exhibits, selling missions and the production of marketing collaterals, paraphernalia and propaganda;
- I. Operate and maintain municipal government-owned tourism facilities;
- J. Represent the municipality in tourism-related activities;
- K. Advocate responsible culture of tourism;
- L. Produce and create promotional and marketing strategies;
- M. Establish linkages and alliances province-wide, country-wide and worldwide; and
- N. Perform other functions related to tourism development.

CHAPTER XVI REGULATION OF TOURISM ACTIVITIES

SECTION 60. ECO-TOURISM FEE. To promote tourism, conduct of eco-tours, hikings and similar packages shall be encouraged. Business establishments, entities and

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establishments engaged in providing eco-tours, tourist guiding and putting up of packages with tours in sites within Iba or elsewhere should be registered with a Mayor's Permit valid for one (1) year whether the principal place of business be in Iba or outside of Iba apart from the Business License for the operation of the business establishment, hotel, resort, lodging inn, restaurant. In addition, all tourists undertaking eco-tours in any of the eco-tourism sites, indigenous communities or LGU facilities shall be charged an Eco-Tourism fee of P 50.00 per head per site to be visited payable to the Treasurer's Office under proper receipt. Since natural resources are considered properties of the state to be managed and administered by the local government unit, the following are hereby declared locally-run tourism sites and municipal natural resources protected areas:

- A. Beach Resorts
- B. Indigenous Communities
- C. Forest Protected Areas
- D. Marine Protected Areas

All tours on municipal natural resources protected areas wit be allowed daily but only during the following hours: 8:00 am to 5:00 pm.

Thus, if the visit to the said site is not on a tour group but rather as individual/s standard fee which shall be equivalent to an eco-tourism fee shall be charged as follows:

- A. Adult - P 50.00 per head (20% discount fee shall apply to Senior Citizens and PWD's)
- B. Student Minor (below 18) - P 30.00 per head
- C. Children below 3 ft. - P 15.00 per head

Strictly no bringing of liquor or hard drinks, no littering, no illegal drugs and no smoking shall strictly be observed in the areas. Other operating rules may be imposed as may be necessary for the preservation of the natural resources protected areas as may be determined by the Municipal Mayor duly endorsed by the Iba Tourism Council.

Indigenous Communities that have cultural presentations may collect donations for presentations or charge a fixed, reasonable fee for every presentation provided their presentations have been duly endorsed and approved by the Municipal Tourism Council or the Investment and Tourism Promotions Office.

Other facilities may be developed and properly charged and tour packages developed by the Municipal Tourism Council or the Municipal Investment and Tourism Promotions Officer subject to such reasonable fees as may be proposed and duly confirmed and approved by the Municipal Tourism Council or the Municipal Mayor in consultation with the Municipal Treasurer and the Municipal Budget Officer but in all cases duly confirmed by the Local Sanggunian except as maybe covered by an appropriate Municipal Revenue Code.

SECTION 61. TOUR GUIDES. All tour guides operating within the municipality shall be subject to accreditation. Only the accredited ones shall be allowed to act as

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tour guides when operating within the municipality or handling tour groups with an itinerary covering the municipality. The following shall be the mandatory requirements for accreditation:

- A. Must have undergone Basic Tourist Guiding Training from the DOT or any reputable training institution.
- B. Must be endorsed by any entity, local or national, provided the endorser is a tourism-related establishment or individual engaged in tourism-related activities.
- C. Must register and pay the occupational tax as Iba Tourist Guide with the Treasurer's Office for issuance of a Mayor's Permit valid for a year payable every first twenty (20) days of each year in the amount of P500.00
- D. All tour guides handling tours should carry Accredited Identification Cards and a First Aid Kit at all times.
- E. All tour guides must submit the list of names of all tourists to the Tourism Office for record purposes. The list must also include contact numbers and waivers for minors by parents or guardians.

SECTION 62. SURFING/HIKING/SNOREKLING. Since the municipality is coastal and mountainous, all Surf/Snorkel Instructors/ Hiking Guides and the like should be duly accredited and registered in the municipality and should duly pay the occupational tax as Accredited Surfing/Snorkeling/Hiking Instructors with the Treasurer's Office for issuance of a Mayor's Permit valid for a year payable every first twenty (20) days of each year in the amount of P 500.00.

SECTION 63. CONDUCT OF EVENTS. Any business establishment that sponsors or stages an event, concert, assembly, party or gathering intended to sell tickets or for a fee of participation thereat shall be required to secure a Mayor's Permit prior to holding of the event and shall pay the following fees: If expected guests or tickets to be sold is:

- | | |
|----------------------|--------------|
| A. Less than 300 pax | – P 500.00 |
| B. 300 to 500 pax | – P 1,000.00 |
| C. More than 500 pax | – P 2,000.00 |

SECTION 64. TOURISM BILLBOARDS/MARKETING TARPAULINS/SIGNAGES. Any tourism establishment or tourism-related establishment that puts up billboards or signage intended to promote their establishment shall be subject to payment of the required fees as provided by the Municipal Revenue Code.

SECTION 65. COASTAL RESOURCE PRESERVATION.

Section 65.1. The municipality preserves its shoreline and coastal resources and realizes influx of tourists consequently damages, depletes and exposes it to destruction, imbalance and abuse.

Section 65.2. There shall be continuous Coastal Resource Preservation activities and an applicable **Coastal Preservation Fee (CPF)** shall be imposed on every guest that enters the identified threatened coastal area. A coastal area shall be considered threatened when there has been established several tourism-

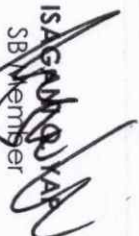

PAULO A. FORTIN
SB Member


EDGAR C. PAYUMO
SB Member

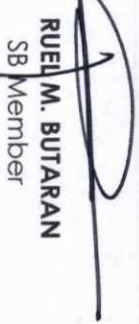

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RUELL M. BUTARAN
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Ex-Officio Member, LNB





related structures or establishments as maybe determined by the Municipal Tourism Council.

Section 65.3. When so identified, a **Coastal Preservation Fee (CPF)** in the initial amount of Twenty (P20.00) Pesos per guest/tourist and Twenty (P20.00) Pesos per vehicle shall be collected. However, residents of the Local Government Unit will not pay the **CPF** upon presentation of a valid local ID, i.e. the **Voter's ID, OSCA ID, LGU ID, Student ID** (for those studying in the locality) and the like.

Section 65.4. The **Coastal Preservation Fee (CPF)** shall be collected in such manner and procedure as may be directed by the Municipal Mayor in consultation with the Municipal Treasurer or the Municipal Tourism Council.

CHAPTER XVII TOURISM BRANDING, FESTIVALS AND OTHER ACTIVITIES

SECTION 66. TOURISM BRANDING. The Local Government Unit shall develop brands that will identify Iba as a municipality, as people and the different activities, sites and spots promoted and showcased in an official tourism tagline. The tourism tagline-

"IBA Ang Saya"

shall be an initial promotional tourism brand associated with life, adventure, energy activity and positivity. However, promotional tourism brands and tag lines maybe subject to change or variation depending on the needs of the time as recommended by the Municipal Tourism Council.

SECTION 67. FESTIVALS. To promote the unique brand of unity, reunions and family bonds of the people, there shall be held a **"PAYNAUEN FESTIVAL"** to be held in the month of April every year. The festival shall also be a venue to showcase the town's popular products and cultural activities.

The Municipal Investment and Tourism Promotions Office shall provide technical and logistical assistance in the preparation, promotion and conduct of municipal festivals and tourism related event.

The Municipal Local Government Unit of Iba shall encourage barangays to conduct their own festival and tourism related events, and provide technical and logistical assistance in the preparation, promotion, conduct, and documentation of such festivals.

In the event that the conduct of a provincial or municipal festival is organized by a non- government organization, the Local Government Unit concerned is encouraged to cooperate and support said festival.

The Municipal Investment and Tourism Promotions Office shall keep record of all civic, religious or cultural festivals conducted within the province to ensure that no two festivals are celebrated at the same time.

SECTION 68. COMMUNITY AFFAIRS. To gather the people in an assembly to serve as an opportunity for the Local Chief Executive and other leaders to present the

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Ex-Officio Member LNB

various programs and projects as well as to conduct consultation activities, there shall be held once a year an Annual General Assembly preferably to be held in December of each year.

SECTION 69. CREATION AND MAINTAINCE OF WEB PORTAL. A web portal shall be created for the municipality to showcase all tourism enterprises and destinations, festivals, products, and other tourism related activities. The web portal shall be maintained and updated by the Municipal Investment and Tourism Promotions Office in coordination with the Department of Information and Communications Technology.

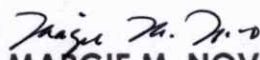
CHAPTER XVIII FINAL PROVISIONS

SECTION 70. SEPARABILITY CLAUSE. If any provision of this Ordinance, or the application of such provision for any person or circumstances is declared invalid or unconstitutional by a court of competent jurisdiction, other parts or provisions hereof which are not affected hereby shall remain valid and effective.

SECTION 71. REPEALING CLAUSE. Any Ordinance, Executive Order, Local Issuances, or Rules and Regulations, or parts thereof which are inconsistent with the provisions of this Ordinance are hereby repealed and/or modified accordingly.

SECTION 72. EFFECTIVITY OF CODE. This Code shall take effect fifteen (15) days after publication in a newspaper of general circulation in the Province of Zambales or posting in three (3) conspicuous places within the Municipality of Iba, Zambales.

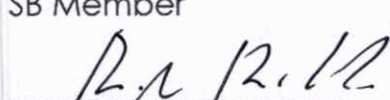
Enacted, June 20, 2025.


MARGIE M. NOVENO
SB Member


ALIRE JOHN T. FALLORIN
SB Member


PAULO A. FORTIN
SB Member


JESSIE S. ECHAURE, Ed.D
SB Member


RICHARD N. REDONDO
Ex-Officio Member
Liga ng mga Barangay


RYAN E. CASTILLO
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EDGAR C. PAYUMO
SB Member


ISAGANI Q. YAP
SB Member


RUEL M. BUTARAN
SB Member



CERTIFIED CORRECT:



JOAN D. BALLESTEROS-ALBA
Vice Mayor and Presiding Officer

ATTESTED:



NOLITO V. BASUL
Secretary to the
Sangguniang Bayan

APPROVED:



HON. IRENEA MANQUIZ-BINAN
Municipal Mayor

DATE : JUNE 26, 2025