

NINETEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
Second Regular Session)



23 JUN 27 P 4 :43

SENATE
S. No. 2289

RECEIVED BY:

Introduced by Senator MARK A. VILLAR

AN ACT
PROMOTING POPULAR FILIPINO FIESTAS FOR THE PURPOSE OF
BOOSTING TOURISM AND LOCAL BUSINESS, AND FOR OTHER PURPOSES

EXPLANATORY NOTE

The Philippines is known for its vibrant culture and colorful festivals. These fiestas showcase our rich cultural heritage and attract a significant number of local and foreign tourists. However, there is a need to promote these festivals further to boost tourism and the local economy.

These festivals are an essential part of our country's cultural heritage and are deeply rooted in our history and traditions. Some of the famous fiestas include the Ati-Atihan Festival in Aklan, Sinulog Festival in Cebu, and the Kadayawan Festival in Davao City.

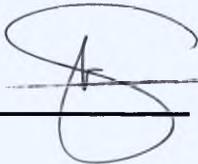
Despite these festivals' popularity, the tourism industry in the country has yet to maximize its potential. There is a need to promote these fiestas to attract more tourists and generate revenue for the local economies. Additionally, promoting these festivals can help preserve and promote our country's rich cultural heritage. This can have a significant impact on the country's tourism industry and local economies.

In light of the foregoing, approval of this bill is earnestly sought.

MARK A. VILLAR

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Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

1 Section 1. *Declaration of Policy* - It is the policy of the state to recognize and
2 promote the significance of Filipino festivals as an essential part of the country's
3 cultural heritage. The government shall promote these festivals and support the local
4 communities and businesses to maximize their potential as tourist attractions and
5 income-generating activities.

6 *Sec. 2. Definition of Terms* -

- 7 a.) Filipino Fiestas - refers to colorful and vibrant celebrations of the
8 Philippines' traditional religious, cultural, and historical heritage.
9 b.) Tourism - refers to the activities of visitors who travel to places outside
10 their usual environment for leisure, business, or other purposes.
11 c.) Local Businesses - refers to enterprises owned and run by Filipino citizens
12 who contribute to the country's economic development.

13 *Sec. 3. Policy Measures and Responsibilities* -

- 14 a.) The Department of Tourism (DOT) shall develop and implement the
15 cultural tourism program, in coordination with the concerned Local
16 Government Units (LGUs) and the National Commission for Culture and
17 the Arts (NCCA), and shall be the lead agency in the implementation of
18 this Act.
19 b.) The pertinent LGUs shall assist in organizing and promoting the festivals.

1 c.) The private sector shall be encouraged to invest in these festivals through
2 incentives.

3 Sec. 4. *Monitoring and Evaluation* – There shall be a monitoring and
4 evaluation system to annually assess the program's impact on tourism and local
5 businesses. The system shall be conducted by the DOT in coordination with the
6 NCCA and the concern LGUs.

7 Sec. 5. *Funding*. - The necessary funding for the implementation of this Act
8 shall be sourced from the DOT and the NCCA's share in the annual General
9 Appropriations Act (GAA).

10 Sec. 6. *Implementing Rules and Regulations*. - The DOT, in coordination with
11 the NCCA and relevant stakeholders, shall develop the implementing rules and
12 regulations, within sixty (60) days from the effectivity of this Act.

13 Sec. 7. *Separability Clause*. – Any portion or provisions of this Act that may be
14 declared unconstitutional or invalid and shall not have the effect of nullifying other
15 portions or provisions hereof as long as such remaining portions or provisions can
16 still subsist and be given effect in their entirety.

17 Sec. 8. *Repealing Clause*. – All laws, presidential decrees, executive orders,
18 memoranda, circulars, and other issuances, or parts thereof, which are inconsistent
19 with the Act, are hereby repealed or modified accordingly.

20 Sec. 9. *Effectivity Clause*. – This Act shall be take effect fifteen (15) days after
21 its publication in at least two (2) newspapers of general circulation.

Approved,