Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
18th City Council

PO2013-24

83rd Regular Session

ORDINANCE NO. SP- 2218 *, S-2013*

AN ORDINANCE AMENDING ORDINANCE NO. SP-2197, S-2013 OR OTHERWISE KNOWN AS "THE QUEZON CITY TOURISM DEPARTMENT ORDINANCE" PROVIDING FOR THE RE-ORGANIZATION OF PLANTILLA POSITIONS AS STATED IN THE QUALIFICATION STANDARDS OF CSC M.C. NO. 1, S-1997 AND DELINEATING THE FUNCTIONS OF THE QUEZON CITY TOURISM DEPARTMENT.

Introduced by Councilors JESUS MANUEL C. SUNTAY, GODOFREDO T. LIBAN II, FRANCISCO A. CALALAY, JR., DOROTHY A. DELARMENTE, RICARDO T. BELMONTE, JR., JOSEPH P. JUICO, ALEXIS R. HERRERA, PRECIOUS HIPOLITO CASTELO, EDEN "Candy" A. MEDINA, JULIENNE ALYSON RAE V. MEDALLA, RODERICK M. PAULATE, JULIAN ML. COSETENG, ALLAN BENEDICT S. REYES, JAIME F. BORRES, JOSE MARIO DON S. DE LEON, GIAN CARLO G. SOTTO, EUFEMIO C. LAGUMBAY, JESSICA CASTELO DAZA, RAQUEL S. MALAÑGEN, VINCENT DG. BELMONTE, MARVIN C. RILLO and JOHN ANSELL R. DE GUZMAN.

WHEREAS, Ordinance No. SP-2197, S-2013 entitled "AN ORDINANCE CREATING THE QUEZON CITY TOURISM DEPARTMENT, DEFINING ITS POWERS AND FUNCTIONS, APPROPRIATING FUNDS THE[illegible] FOR OTHER PURPOSES." was passed;

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WHEREAS, Item No. 1 of CSC MC No. 1, Series of 1997, Qualification Standards of the Civil Service Commission states that "The qualification standards prescribed in the Manual are the minimum and basic requirements of the position. Agencies, however, are not precluded from establishing higher standards for their positions without any need of approval from the Commission. Where higher standards are established by the agencies, these should be maintained and serve as their guide in the selection of appointees.";

WHEREAS, there is a need to modify some of the functions of the Quezon City Tourism Department to more fully adhere to objectives for which it was created.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. Section 3. Definition of Terms (i) shall be amended to read as follows:

> *"i. "Quezon City Tourism Development Plan (QCTDP)" - refers to the strategic framework for the orderly and rational development of the city's tourism goals, providing the policy and approaches to develop, promote and integrate various programs and projects such as but not limited to accessibility, including infrastructure and transportation; investments and businesses; environment; cultural heritage; tourism products; marketing; human resources development; community development, among others;"*
>
> *Furthermore all Local Tourism Development Plan (LTDP) mentioned in Ordinance No. SP-2197, S-2013 shall be amended to read as Quezon City Tourism Development Pl[illegible]*

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SECTION 2. Section 5 of Ordinance No. SP-2197, S-2013 is hereby amended to read as follows:

"TRANSITORY PERIOD

a. The Cultural Affairs Office shall continue to exist until such time that the Quezon City Tourism Department (QCTD) is fully operational;
b. The employees from the Cultural Affairs Division and the Quezon City Symphonic Band, as stated in the "Personnel Schedule" of the Cultural Affairs Office shall be absorbed by the City Mayor's Office; and
c. There shall be no mandatory separation of any employees as a result of the creation of the QCTD. However, if any employee elects to leave the service or retire, said employee shall be entitled to claim separation or retirement benefits as may be provided under existing laws governing civil service or other laws and issuances."

SECTION 3. Section 7 is hereby amended to read as follows:

"POWERS AND FUNCTIONS - The QCTD shall have the following powers and functions:

a. Formulate and prepare a Quezon City Tourism Development Plan (QCTDP) that will promote and showcase Quezon City as a unique tourism destination, incorporating the recommendations of stakeholders from the various tourism sectors in so far as they shall reflect, promote, develop, and expand the declared policy of this ordinance;
b. Manage the implementation of the QCTDP, engaging the participation and support of all relevant stakeholders in the process in order to ensure the City's interests are best served in all undertakings derived from the Plan;

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c. *Ensure that the QCTDP is reviewed and updated every three years taking into consideration local, regional, national and global tourism trends and the City's policy directions, especially those articulated in the Quezon City Comprehensive Development Plan and the Comprehensive Land Use Plan;*

d. *Ensure that the QCTDP crafted and implemented shall be consistent with the policy of the QCG to preserve heritage and culture, including but not limited to the protection, preservation, and restoration of historical sites, museums, and other locations of historical importance;*

e. *Promote public-private partnerships in the QCTDP implementation, wherever relevant;*

f. *Ensure the implementation of Ordinance No. SP-189, S-94, otherwise known as the " QUEZON CITY TOURISM ESTABLISHMENTS REGULATORY ORDINANCE OF 1994" as amended by the Quezon City Revenue Code;*

g. *Represent the Quezon City Government in all matters related to tourism, in national and international affairs, including foras, conferences, and summits;*

h. *Manage the implementation of grants, emoluments, aid and other similar endowments in relation to tourism of which the QCG is a beneficiary, whether from local or international sources;*

i. *Conceptualize, develop and manage the various tools for monitoring and promotions, including the development and management of an Interactive Tourism Databank, the Quezon City Tourism Website, Quezon City Tourism publications, and other promotional and communication instruments that will significantly stimulate public interest in Quezon City as a tourist destination;*

j. *Submit to the City Mayor of the QCG a regular status report on the implementation of the QCTDP, including but not limited to expenditures, accomplishments, and other matters that impact on tourism in areas under the jurisdiction of the Quezon City Government;*

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k. *Exercise such other functions that are necessary for the implementation of this ordinance."*

SECTION 4. Section 8 of Ordinance No. SP-2197, S-2013 is hereby amended to read as follows:

HEAD OF DEPARTMENT, ASSISTANT HEAD AND DIVISION CHIEFS' QUALIFICATIONS - The newly created department shall be headed by a City Government Department Head, assisted by an Assistant Department Head.

A. The Department Head and Assistant Department Head, shall have the following qualifications:

a. Must be a Filipino citizen, a bonafide resident of Quezon City, and of good moral character;
b. Must be a Bachelor's Degree holder and must have a Master's Degree preferably in tourism, business, public administration, communications or any other related fields.
c. A Career Service (Professional), Second Level Eligibility.
d. At least five years of substantial work experience, preferably in a managerial capacity, in the fields of marketing and promotion, and/ or tourism development, including the conceptualization and management of successful nationwide or citywide marketing and promotional programs and campaigns."
e. Must undergo the training programs and pass the competency exams undertaken by the Department of Tourism.

B. Division Chiefs shall have the following qualifications:

a. Must be a Filipino citizen, a bonafide resident of Quezon City, and of good moral character;
b. Must be a Bachelor's Degree holder and a Master's Degree holder in tourism, business, public administration, communications or any other related fields.

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c. A Career Service (Professional), Second Level Eligibility.
d. Must undergo the training programs and pass the competency exams undertaken by the Department of Tourism."

SECTION 5.

a. Section 10, shall be amended to read as ORGANIZATIONAL STRUCTURE ("ANNEX B");
b. All Units of the Department shall be amended to Sections;
c. Section 10, Tourism Services Division (3) (b), is hereby amended to read as follows, "Develops and implements a centralized records management and tracking system of tourism, heritage and cultural sites;" The word "tourism" shall be added before the word "heritage";
d. Section 10, Tourism Planning Division is hereby amended to read as follows,

a. Acts as the creative arm of the Department; conceptualizes promotional plans and strategies that will promote Quezon City as a unique tourism destination. Recommends and plan the development of new tourism products and/ or the upgrading of existing ones, in consonance with the aims and objectives of the QCTDP;
b. Provides the key inputs to the QCTDP and formulates its initial draft, integrating relevant stakeholder, recommendations, for the review and approval of the Head of the Department;

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c. Ensures that the provisions in the QCTDP are consistent with the Quezon City Comprehensive Development Plan, the Comprehensive Land Use Plan and City and National environmental laws;

d. Develops a system for monitoring and evaluating tourism products and programs for the purpose of recommending areas for improvement;

e. Perform such other functions as maybe assigned to it by the Head.

SECTION 6.

a. Section 10, paragraph (f) of the Tourism Coordination Division shall be deleted; and
b. Section 10, paragraph 2-c and 2-g of the Tourism Promotions Division shall be deleted;

SECTION 7. Section 11 of Ordinance No. SP-2197, S-2013 is hereby amended to read as follows:

"STAFFING PATTERN- The Department shall be complemented by seventy-two (72) regular plantilla personnel whose positions and qualifications are based on stipulations of the policies of the Qualification Standards of CSC M.C. No. 01, S-1997 and are as follows: (Please refer to ANNEX A)"

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SECTION 8. If for any reason, any part or provision of this ordinance is declared unconstitutional or invalid, other parts or provisions thereof which are not affected thereby shall remain in full force and effect.

SECTION 9. All other ordinances or parts thereof which are inconsistent with this Ordinance are hereby modified accordingly.

SECTION 10. This Ordinance shall take effect immediately upon its approval.

ENACTED: April 22, 2013

MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept Head III

APPROVED: 16 JUL 2013

HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on April 22, 2013 and was PASSED on Third/Final Reading on June 10, 2013.

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept Head III

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