



## Office of the Mayor

### EXECUTIVE ORDER NO. JS2026-34

#### AN ORDER DESIGNATING MR. JOHN PAUL G. DELA CRUZ AS LOCAL TOURISM DEVELOPMENT AND PROMOTION OFFICER IN THE MUNICIPALITY OF MARILAO, PROVINCE OF BULACAN

**WHEREAS**, 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 and enhance the sense of national pride of all Filipinos;

**WHEREAS**, Republic Act No. 9593, also known as “An Act Declaring a National Policy for Tourism as an Engine of Investment, Employment, Growth and National Development, and Strengthening the Department of Tourism and its Attached Agencies to Effectively and Efficiently Implement that Policy, and Appropriating Funds Therefor” aims to promote sustainable tourism development in the Philippines by establishing various offices within the Department of Tourism, implementing accreditation for tourism enterprises, and creating the Tourism Promotions Board to market and promote the country as a tourism destination.

**WHEREAS**, there is a need to designate a Local Tourism Development and Promotion Officer to assist the Municipal Tourism Council in the formulation of tourism programs and projects in the Municipality of Marilao;

**NOW, THEREFORE, I, ATTY. JEMINA M. SY**, Municipal Mayor of Marilao, Province of Bulacan, by virtue of the powers vested in me by law, do hereby order the designation of **Mr. John Paul G. dela Cruz** as Local Tourism Development and Promotion Officer in the Municipality of Marilao, Province of Bulacan.

**SECTION 1. DESIGNATION OF LOCAL TOURISM DEVELOPMENT AND PROMOTION OFFICER.** Mr. John Paul G. dela Cruz is hereby designated as the Local Tourism Development and Promotion Officer in the Municipality of Marilao, Province of Bulacan.

**SECTION 2. DUTIES AND RESPONSIBILITIES.** The Local Tourism Development and Promotion Officer shall perform the following functions:

1. Prepare, implement, coordinate, monitor and update local tourism development plans;
2. Ensure the proper enforcement of tourism standards, laws, rules and regulations;
3. Submit regular reports on status of tourism plans and programs, tourist arrivals, employment, occupancy rates, investment and tourist products, among others, to the Department of Tourism;
4. Coordinate with the Department of Tourism and its attached agencies and corporations in regard to the development and promotion of tourism in their locality; and
5. Perform other related activities as required by the opportunity or the instruction of the Local Chief Executive.

**SECTION 3. REPEALING CLAUSE.** All Executive Orders or issuances inconsistent with the provisions of this Executive Order are hereby repealed, superseded or modified accordingly.

**SECTION 4. EFFECTIVITY.** This Executive Order shall take effect immediately.

**DONE AND EXECUTED** this 28<sup>th</sup> day of January 2026 in the Municipality of Marilao, Province of Bulacan.

*Jemina M. Sy*  
**ATTY. JEMINA M. SY**  
Municipal Mayor *J*

