EXECUTIVE ORDER NO. JS2026-109

RECONSTITUTING THE MARILAO TOURISM PLANNING COMMITTEE (MTPC) AND ITS TECHNICAL WORKING GROUP (TWG), DEFINING THEIR COMPOSITION, DUTIES AND FUNCTIONS, AND FOR OTHER PURPOSES

WHEREAS, Section 17 of Republic Act No. 7160, otherwise known as the "Local Government Code of 1991," mandates local government units to provide basic services and facilities, including tourism development and promotion programs;

WHEREAS, Republic Act No. 9593, otherwise known as the "Tourism Act of 2009," declares tourism as an indispensable element of the national economy and recognizes the role of local government units in tourism planning, development, standards, coordination, and promotion;

WHEREAS, DILG Memorandum Circular No. 95-162 encouraged Local Chief Executives to organize local tourism councils or similar bodies with government and private-sector participation to formulate programs and recommendations for the development and promotion of local tourism;

WHEREAS, Republic Act No. 10066, as amended by Republic Act No. 11961, strengthens the protection, conservation, documentation, and cultural mapping of the country's cultural heritage, which should be integrated, where applicable, into local tourism, heritage, culture and arts planning;

WHEREAS, the National Tourism Development Plan 2023-2028 promotes sustainable, resilient, inclusive, competitive, and culture-based tourism development and underscores the importance of coordinated local tourism planning and destination management;

WHEREAS, under the DILG's SGLG 2026-2028 Transitory Framework, Tourism, Heritage Development, Culture and Arts forms part of the governance areas assessed under the Fiscal Management cluster, making institutionalized planning, reliable tourism data, heritage and cultural initiatives, and demonstrable results relevant to the Municipality's continuing good-governance efforts;

WHEREAS, there is now a need to reconstitute the same for the present administration, update its membership, strengthen its planning and monitoring functions, and align its work with current tourism, heritage, cultural, and SGLG requirements;

NOW, THEREFORE, I, **ATTY. JEMINA M. SY,** Municipal Mayor of Marilao, Bulacan, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. RECONSTITUTION. The Marilao Tourism Planning Committee (MTPC) and its Technical Working Group (TWG) are hereby reconstituted to lead and coordinate the formulation, updating, implementation, monitoring, and evaluation of the Marilao Local Tourism Development Plan and related tourism, heritage, culture and arts programs.

A. MARILAO TOURISM PLANNING COMMITTEE (MTPC)

Chairperson:	**ATTY. JEMINA M. SY** Municipal Mayor
Vice-Chairpersons:	**ATTY. KATHYRIN FE D. PIOQUINTO** Municipal Administrator

HON. VANESSA V. SEMINIANO
Chairperson, SB Committee on Tourism, History, Culture and Arts

Members :

MR. CENON M. MAYOR
Executive Assistant

MR. RICARDO S. MANALO
Tourism Action Officer

MRS. JEREMY C. FRANCISCO, DLUP
OIC, Municipal Planning and Development Office

ENGR. MAGTANGGOL C. SAN MIGUEL
Municipal Engineer

DR. MARTIN ARMANDO C. CRUZ
Business Permit and Licensing Officer

MR. DAN EZEKIEL Z. MARTIN
OIC, MENRS

MRS. WILLIAN DARENE A. GESMUNDO
Municipal Agriculturist

MRS. ROSALIE S. VILLADOS
Municipal Budget Officer

MR. RHYAN D. DELOS REYES
Municipal Information officer

REPRESENTATIVES :

MRS. DOLORES D.C. CAJUCOM
Administrator, Pambayang Dalubhasaan ng Marilao

DR. ALEXANDER I. ADONIS
District Supervisor, DepEd Marilao North District

DR. PRISCILA P. ILISCUPIDEZ
District Supervisor, DepEd Marilao South District

HIDDEN SANCTUARY HOTEL AND RESORT
Representative, Hotel Sector

MARILAO ARTS AND CULTURE COUNCIL
Representative, Arts and Culture

MARILAO TOURISM COUNCIL
Representative, Tourism and History

Representative, Travel and Tour Sector

MTPC TECHNICAL WORKING GROUP (TWG)

Members:

MR. JOHN PAUL G. DELA CRUZ
Tourism Operations Officer I /Research, Planning, Administrative and Promotions Coordinator

MRS. MIRIAM G. BARIZO
Museum Coordinator

MR. KING DJ. LAO
Photographer

MRS. BERNADINE CASTILLO
Municipal Planning and Development Office

MR. GIOSEPH GIEL GEOSHUA SANTOS
Municipal Planning and Development Office

SECTION 2. DUTIES AND FUNCTIONS OF THE MTPC.

- Provide policy direction and approve the work program for the formulation, updating, implementation, monitoring, and evaluation of the Marilao Local Tourism Development Plan;
- Ensure that the Local Tourism Development Plan is aligned with the Comprehensive Development Plan, Local Development Investment Program, Annual Investment Program, land-use and infrastructure plans, disaster and climate-resilience considerations, and applicable national and regional tourism policies;
- Coordinate with the Department of Tourism, DILG, Provincial Government of Bulacan, national government agencies, barangays, tourism enterprises, cultural groups, academe, and other stakeholders;
- Review and prioritize tourism, heritage, culture and arts programs, projects and activities (PPAs), including proposed funding and implementation arrangements;
- Promote sustainable, inclusive, safe, accessible, resilient, and responsible tourism, with due regard to environmental protection, local culture, heritage conservation, community participation, and visitor experience;
- Ensure the development and maintenance of reliable tourism data, inventory of tourism assets and enterprises, visitor statistics, cultural and heritage resources, and other information required for planning and SGLG assessment;
- Support cultural mapping, heritage documentation, local history, creative and cultural initiatives, and the protection and promotion of tangible and intangible cultural heritage, in coordination with competent authorities;
- Review implementation results at least annually and recommend corrective measures, policy actions, budget priorities, and institutional improvements; and

- Perform such other functions as may be required by law, the DILG, DOT, other competent authorities, or the Municipal Mayor.

SECTION 3. DUTIES AND FUNCTIONS OF THE TWG.

- Provide technical and administrative support to the MTPC and prepare the detailed work plan, timetable, data requirements, consultation design, and draft outputs;
- Gather, validate, analyze, and maintain primary and secondary tourism, heritage, culture and arts data, including SGLG-related Means of Verification (MOVs);
- Conduct or assist in site assessments, stakeholder consultations, workshops, cultural mapping, tourism asset inventory, visitor and enterprise profiling, and other technical activities;
- Prepare and update the draft Local Tourism Development Plan, investment and implementation matrices, monitoring reports, and other technical documents for MTPC review;
- Maintain an organized electronic and physical repository of plans, maps, databases, minutes, photographs, certifications, and supporting documents, subject to applicable records-management, data-privacy, and information-security rules;
- Track compliance gaps and action items related to Tourism, Heritage Development, Culture and Arts under the SGLG and coordinate with responsible offices for timely completion; and
- Perform other related tasks assigned by the MTPC.

SECTION 4. SECRETARIAT. The Municipal Tourism Section shall serve as Secretariat of the MTPC and TWG. It shall prepare notices and agenda, record minutes and resolutions, maintain official records and the compliance tracker, coordinate meetings and submissions, and undertake such other administrative functions as may be necessary.

SECTION 5. MEETINGS. The MTPC shall meet at least once every quarter and may hold special meetings as necessary. The TWG shall meet as often as required during plan preparation, updating, SGLG profiling or assessment, and implementation monitoring. A majority of the incumbent MTPC members shall constitute a quorum.

SECTION 6. PARTICIPATION OF PRIVATE-SECTOR AND STAKEHOLDER REPRESENTATIVES. Private-sector and stakeholder representatives shall be selected or confirmed by the Chairperson upon recommendation of the Municipal Tourism Section, taking into account active local participation, sectoral relevance, and willingness to contribute technical inputs. Their participation shall be without additional compensation, subject to applicable laws and rules.

SECTION 7. CONTINUITY OF MEMBERSHIP. Membership attached to an office or position shall continue notwithstanding a change in incumbent. The successor, officer-in-charge, or duly designated acting official shall automatically assume the corresponding membership. For named representatives who cease to hold the stated position, the appropriate successor or replacement shall serve for the remainder of the period, subject to confirmation by the Chairperson.

SECTION 8. TECHNICAL ASSISTANCE. The MTPC and TWG may invite representatives of the DILG, Department of Tourism, National Commission for Culture and the Arts, National Historical Commission of the Philippines, Provincial Government, academe, civil society, business sector, and other relevant institutions as resource persons or technical advisers, as may be necessary.

SECTION 9. FUNDING AND LOGISTICAL SUPPORT. Expenses necessary for the implementation of this Order shall be charged against available and duly appropriated funds of the concerned offices, subject to existing budgeting, accounting, auditing, procurement, and other applicable laws, rules, and regulations.

SECTION 10. REPEALING / MODIFICATORY CLAUSE. All other orders, rules, regulations, issuances, or portions thereof inconsistent with this Order are hereby repealed, amended, or modified accordingly.

SECTION 11. SEPARABILITY CLAUSE. If any provision of this Order is declared invalid or unenforceable, the remaining provisions not affected thereby shall continue in full force and effect.

SECTION 12. EFFECTIVITY. This Order shall take effect immediately and shall remain effective during the term of the present administration unless earlier amended, revoked, or superseded.

DONE AND EXECUTED this 1st day of October 2026 in the Municipality of Marilao, Province of Bulacan.

ATTY. JEMINA M. SY
Municipal Mayor