



LALAWIGAN NG BULACAN
Pamahalaang Bayan ng Baliwag

TANGGAPAN NG PUNONGBAYAN
ADMINISTRATIVE ORDER NO. 10-32S. 2017

DESIGNATING MS. LAARNIE V. LAURO AS THE MUNICIPAL TOURISM OFFICER OF
BALIWAG

WHEREAS, Section 42 of Republic Act 9353 also known as the Tourism Act of 2009 provides that 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 socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos;

WHEREAS, the Tourism Act of 2009 also states that a Municipal Tourism Officer shall be responsible for preparing, implementing and updating local tourism development plans, and enforcing tourism laws, rules and regulations. In the performance of his or her functions, the tourism officer shall coordinate with the Department and its attached agencies;

WHEREAS, there is a need to designate a professional who will spearhead and monitor the planning and development of the Municipal Tourism Office;

NOW THEREFORE, by the powers vested in me by law, I, FERDINAND V. ESTRELLA, Municipal Mayor of Baliwag, hereby order the designation of MS. LAARNIE V. LAURO as the Municipal Tourism Officer of Baliwag with the following provisions:

SECTION 1. POWERS AND FUNCTIONS.

1.1 Take charge of the Tourism Office's services, supervise staffs, formulate program implementation guidelines and its rules and regulation for the approval of the Local Chief Executive;

1.2 Conduct tourism campaigns and information drive for the promotion of tourist destinations in the Municipality;

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1.3 Monitor and evaluate the implementation and effects of different tourism programs, projects, and activities in accordance with the Tourism Development Plan;

1.4 carry out strategic planning and development, e.g. commissioning and/or producing tourism strategies and economic impact studies for implementation; lobbying, devising and implementing marketing campaigns;

1.5 Organize special and seasonal events and festivals;

1.6 Study feasibility of granting incentives to potential investors in the tourism sector so as to create a positive business climate for the Municipality; and

1.7 Other functions designated by the Local Chief Executive.

SECTION 2. REPEALING CLAUSE. All orders, issuances and memorandum issued inconsistent herewith are hereby repealed and or modified accordingly.

SECTION 3. SEPARABILITY CLAUSE. If, for any reason or reasons, any part or provision of this Act shall be declared unconstitutional or invalid, other parts or provisions not affected thereby shall continue to be in full force and effect.

SECTION 4. EFFECTIVITY CLAUSE. This Administrative Order shall take effect immediately.

DONE this 23rd day of October, 2017 at the Municipal Hall of Baliuag, Bacang, Nueva