

**ORDINANCE NO. 22-014 S. 2025**

**AN ORDINANCE INSTITUTIONALIZING AND ADOPTING THE BATANGAS CITY  
TOURISM DEVELOPMENT PLAN FOR THE CALENDAR YEARS 2023-2028 AND PROVIDING  
GUIDELINES FOR ITS IMPLEMENTATION**

**SPONSOR : SP MEMBER ARMANDO C. LAZARTE  
Chairman, Committee on Tourism**

First Reading : May 26, 2025 - Resolution No. 22-243 S. 2025

Concerned Committees: Committee on Laws, Rules and Regulations

Committee Hearing: May 29, 2025

Committee Report: June 2, 2025 – Resolution No. 22 -249 S. 2025

Second Reading: June 9, 2025 – Resolution No. 22-270 S. 2025

Final Reading: June 23, 2025 - Resolution No. 22-298 S. 2025

Ordinance No. Ordinance No. 22-014 S. 2025

Date Enacted: June 23, 2025

Date Approved : June 27, 2025

Date Submitted to

Sangguniang Panlalawigan July 1, 2025

Date Posted July 1, 2025

Date Published with Publication \_\_\_\_\_

JAYVEE C. PABIERRA

7-10-25

9:27 AM



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AN ORDINANCE INSTITUTIONALIZING AND ADOPTING THE BATANGAS CITY  
TOURISM DEVELOPMENT PLAN FOR THE CALENDAR YEARS 2023-2028 AND  
PROVIDING GUIDELINES FOR ITS IMPLEMENTATION

SPONSOR : SP MEMBER ARMANDO C. LAZARTE  
Chairman, Committee on Tourism

WHEREAS, Section 16 of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, grants local government units the power to promote the general welfare, including the preservation and enrichment of culture, the promotion of health and safety, and the enhancement of the right of the people to a balanced ecology;

WHEREAS, Section 44(a)(5)(xv) of the same Code empowers the Sangguniang Panlungsod to adopt measures and enact ordinances that promote and develop tourism within its territorial jurisdiction, consistent with national policies and local needs;

WHEREAS, Republic Act No. 9593, or the Tourism Act of 2009, declares tourism as an indispensable element of national development and a major driver of employment, investment, and inclusive economic growth, emphasizing the need for local governments to actively participate in the development and management of tourism programs;

WHEREAS, tourism plays a vital role in the economic development of Batangas City, contributing to employment generation, business growth, and cultural preservation;

WHEREAS, in line with the National Tourism Development Plan and the policies of the Department of Tourism, Batangas City has crafted the Batangas City Tourism Development Plan, which outlines strategic programs and initiatives aimed at enhancing and sustaining the tourism industry;

WHEREAS, recognizing the economic, cultural, and social benefits of a well-structured tourism industry, the City Government of Batangas, through its Tourism Office, has formulated the **Batangas City Tourism Development Plan (BCTDP) for Calendar Years (CY) 2023-2028**, to serve as the official roadmap for the enhancement, promotion, and sustainability of the local tourism sector.

NOW THEREFORE, be it ordained by the Sangguniang Panlungsod of Batangas City in session duly assembled that:

SECTION 1. TITLE. - This Ordinance shall be known as the "BATANGAS CITY TOURISM DEVELOPMENT PLAN ORDINANCE FOR CY 2023-2028."

SECTION 2. DECLARATION OF POLICY. - It is declared policy of the City Government of Batangas to:

2.1 Institutionalize and adopt the Batangas City Tourism Development Plan (BCTDP) as the official framework for the sustainable development of the local tourism industry;

HON. NELSON J. CHAVEZ

HON. ARMANDO C. LAZARTE

HON. OGER L. MACATANGAY

HON. NATOR E. DIMACUHA

HON. ANDREA LOISE F. MACARAIG

HON. CARLOS EMMANUEL A. BUTED

HON. HAMILTON G. BLANCO

HON. ALYSIA RENEE A. CRUZ

HON. SHERWIN C. TEJADA

HON. MACARIO L. MACALALAD

HON. MICHAEL C. VILLENA

HON. LORENZO A. GAMBOA JR.

HON. SIDRA M. ATIENZA

HON. ZESTER CARLO M. HERNANDEZ

HON. JOSE JOYASH LUIS F. TOLENTINO



Continuation of Ordinance No. 22-014 S. 2025

**AN ORDINANCE INSTITUTIONALIZING AND ADOPTING THE BATANGAS CITY TOURISM DEVELOPMENT PLAN FOR THE CALENDAR YEARS 2023-2028 AND PROVIDING GUIDELINES FOR ITS IMPLEMENTATION**

- 2.2 Promote responsible and sustainable tourism practices that balance economic growth with cultural integrity, environmental conservation, and community empowerment;
- 2.3 Strengthen public-private partnerships to enhance tourism-related investments and economic opportunities;
- 2.4 Preserve and promote Batangas City's historical, cultural, and natural heritage to attract both domestic and international tourists; and
- 2.5 Ensure the alignment of local tourism strategies with national and regional tourism policies to maximize development opportunities and government support.

**SECTION 3. ADOPTION OF THE BATANGAS CITY TOURISM DEVELOPMENT PLAN.** - The BCTDP, as formulated by the City Government through the Batangas City Tourism Office and in consultation with relevant stakeholders, is hereby adopted and institutionalized as the official tourism development framework of Batangas City.

All tourism-related programs, projects, and activities initiated or supported by the City Government shall be consistent with the objectives, strategies, and priority initiatives outlined in the BCTDP.

**SECTION 4. CREATION OF THE BATANGAS CITY TOURISM COUNCIL.** - The Batangas City Tourism Council (BCTC) is hereby created to oversee and ensure the effective implementation of the Tourism Development Plan. The BCTC shall be headed by the City Mayor as the Chairperson, the City Tourism Officer as the Vice Chairperson. The following shall be members:

- 4.1 Representatives from the Sangguniang Panlungsod;
- 4.2 Local Economic Investment and Promotions Officer;
- 4.3 Public Information Officer;
- 4.4 City Planning and Development Coordinator;
- 4.5 City Environment and Natural Resources Officer;
- 4.6 One (1) representative each from the business sector, cultural organizations, transport and hospitality industries, and other relevant stakeholders; and
- 4.7 Other members as may be determined by the implementing rules and regulations.

**SECTION 5. FUNCTIONS OF THE BATANGAS CITY TOURISM COUNCIL.** - The BCTC shall have the following functions;

- 5.1 Formulate policies and strategies for the implementation of the Tourism Development Plan;
- 5.2 Recommend programs and projects that promote sustainable tourism and economic growth;
- 5.3 Coordinate with national and local agencies for tourism-related initiatives;
- 5.4 Oversee the enforcement of tourism laws, ordinances, and regulations; and

HON. JERON I. CHAVEZ

HON. RICHARDO C. LAZARTE

HON. OLIVER Z. MACATANGAY

HON. JESTOR E. DIMACUHA

HON. ANDREA LOISE F. MACARAIG

HON. CARLOS E. EMANUEL A. BUTED

HON. HAMILTON G. BLANCO

HON. ALYSSA RENEE A. CRUZ

HON. SHERWIN C. TEJADA

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HON. SIDRA M. ATIENZA

HON. CESTER CARLO M. HERNANDEZ

HON. JOSE JONASH LUIS F. TOLENTINO



Continuation of Ordinance No. 22-014 S. 2025

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5.5 Monitor and evaluate the progress of tourism development in the city.

**SECTION 6. FUNDING AND BUDGETARY SUPPORT.** - The City Government shall allocate necessary funds from the annual and supplemental budget to support the programs, projects, and activities under the Tourism Development Plan. Furthermore, funding may be sourced from grants and private sector partnership.

**SECTION 7. INCENTIVES FOR TOURISM-RELATED INVESTMENTS.** - To encourage private sector participation in tourism development, the City Government may grant incentives to qualified tourism-related businesses, including tax incentives, streamlined permitting processes, and other support mechanisms, subject to applicable laws, ordinances, and guidelines.

**SECTION 8. SEPARABILITY CLAUSE.** - If any provision of this Ordinance is declared unconstitutional or invalid, the remaining provisions shall not be affected and shall remain in full force and effect.

**SECTION 9. REPEALING CLAUSE.** - All ordinances, resolutions, and other issuances inconsistent with this Ordinance are hereby repealed or modified accordingly.

**SECTION 10. EFFECTIVITY.** - This Ordinance shall take effect immediately upon its approval and publication in a newspaper of general circulation or posting in conspicuous places within the city.

ENACTED by the Sangguniang Panlungsod this 23<sup>rd</sup> day of June, 2025.

*[Signature]*  
ATTY. OLIVA D. TELEGATOS  
Secretary

ATTESTED:

*[Signature]*  
ATTY. ALYSSA RENEE A. CRUZ  
Presiding Officer

APPROVED:

*[Signature]*  
BEVERLEY ROSE A. DIMACUHA  
City Mayor

Date Approved: JUN 27 2025

*[Signature]*  
HON. WELSON J. CHAVEZ

*[Signature]*  
HON. ARMANDO C. LAZARTE

*[Signature]*  
HON. OLIVERA Z. MACATANGAY

*[Signature]*  
HON. NESTOR E. DIMACUHA

*[Signature]*  
HON. ANDREA LOISE F. MACARAIG

*[Signature]*  
HON. KARLOS EMMANUEL A. BUJED

*[Signature]*  
HON. HAMILTON G. BLANCO

*[Signature]*  
HON. SHERWIN C. TEJADA

*[Signature]*  
HON. MACARIO L. MACALALAD

*[Signature]*  
HON. MICHAEL C. VILLENA

*[Signature]*  
HON. LORENZO A. GAMBOA JR.

*[Signature]*  
HON. ISIDRA M. ATIENZA

*[Signature]*  
HON. ZESPER CARLO M. HERNANDEZ

*[Signature]*  
HON. CESAR S. SELLUIS-F. TOLENTINO



**REPUBLIC OF THE PHILIPPINES  
BATANGAS CITY**

**OFFICE OF THE SANGGUNIANG PANLUNGSOD**

**EXCERPT FROM THE MINUTES OF THE REGULAR SESSION HELD BY THE  
MEMBERS OF THE SANGGUNIANG PANLUNGSOD OF BATANGAS CITY  
ON JUNE 23, 2025 AT THE SANGGUNIAN SESSION HALL**

**PRESENT:**

Hon. Alyssa Renee A. Cruz,	Presiding Officer
Hon. Hamilton G. Blanco,	Sangguniang Panlungsod Member
Hon. Karlos Emmanjuel A. Buted,	"
Hon. Andrea Loise F. Macaraig,	"
Hon. Nestor E. Dimacuha,	"
Hon. Oliver Z. Macatangay,	"
Hon. Armando C. Lazarte,	"
Hon. Nelson J. Chavez,	"
Hon. Zester Carlo M. Hernandez,	"
Hon. Isidra "Ched" M. Atienza,	"
Hon. Lorenzo A. Gamboa, Jr.,	"
Hon. Michael C. Villena,	"
Hon. Macario L. Macalalad,	Liga ng mga Barangay President
Hon. Sherwin C. Tejada,	SK Pederasyon President

Hon. Jose Jonash Luis F. Tolentino, (On Leave) Sangguniang Panlungsod Member

"On motion of SP Member Lazarte seconded by SP Member Dimacuha, the following Resolution was Adopted:

**RESOLUTION NO. 22-298 S. 2025**

**APPROVING ON THIRD AND FINAL READING THE ORDINANCE  
INSTITUTIONALIZING THE BATANGAS CITY TOURISM DEVELOPMENT  
PLAN FOR CALENDAR YEARS 2023-2028 AND PROVIDING GUIDELINES FOR ITS  
IMPLEMENTATION**

**RESOLVED**, to approve on Third and Final Reading the Ordinance Institutionalizing the Batangas City Tourism Development Plan for Calendar Years 2023-2028 and Providing Guidelines for Its Implementation.

**UNANIMOUSLY APPROVED."**

I hereby certify that the foregoing Resolution No. 22-298 S. 2025 was approved by the Sangguniang Panlungsod of Batangas City during its Regular Session held on June 23, 2025.

**ATTY. OLIVA D. TELEGATOS**  
Secretary

**ATTESTED:**

**ATTY. ALYSSA RENEE A. CRUZ**  
Presiding Officer



Code:  
Effectivity: March 01, 2024  
Revision No.: 0  
Tracking No.: 001

Republic of the Philippines  
BATANGAS CITY  
OFFICE OF THE SANGGUNIANG PANLUNGSOD

COMMITTEE REPORT

DATE : June 2, 2025

FROM : THE COMMITTEE ON LAWS, RULES AND REGULATIONS

TO : THE HONORABLE VICE MAYOR & PRESIDING OFFICER ATTY. ALYSSA RENEE A. CRUZ AND THE HONORABLE SANGGUNIANG PANLUNGSOD MEMBERS

SUBJECT : REFERRAL RESOLUTION NO. 22-243 S. 2025  
AN ORDINANCE INSTITUTIONALIZING AND ADOPTING THE BATANGAS CITY TOURISM DEVELOPMENT PLAN FOR THE CALENDAR YEARS 2023 - 2028 AND PROVIDING GUIDELINES FOR ITS IMPLEMENTATION

Gentlemen and Mesdames:

Referred to the Committee on Laws, Rules and Regulations is the aforementioned subject. Present during the Committee Hearing held on May 29, 2025 at exactly 9:00am in the Sangguniang Panlungsod Session Hall are the Committee Chairman Nestor "Boy" E. Dimacuha, and Members, Councilors Karlos Emmanjuel A. Buted, Armando C. Lazarte and Nelson J. Chavez. Also present are the following SP Members: Honorable Vice Mayor Alyssa Renee A. Cruz, Councilors Hamilton G. Blanco, Oliver Z. Macatangay, Jonash F. Tolentino, Zester M. Hernandez, Lorenzo A. Gamboa Jr., and Michael C. Villena. Invited guests who attended the hearing are ther following: Mr. Erick Anthony A. Sanohan & Mr. Sean Leoril Cabas - City Tourism Office, Ms. Kris Airam V. Lazarte and Ms. Marizel Melo - Local Economic and Investment Promotion Office (LEIPO), Mr. John Matthew Arcega - Office of the City Environment and Natural Resources Officer (OCENRO), Ms. Aleth A. Lazarte - City Mayor's Office, Ms. Gilda L. Godoy - City Planning and Development Coordinator (CPDC), and Ms. Hermina M. Villena - City Mayor's Office.

During the hearing, it was mentioned that Batangas City Tourism Development Plan for the Calendar Years 2023 - 2028 will be the first Tourism Master Plan for Batangas City with three (3) Priority Tourism Plan focusing on Mount Banoy, Isla Verde and Calumpang River.

*Maacay*  
MARIA EUNICE B. CALEJA  
5/30/25  
11:40AM



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BATANGAS CITY  
OFFICE OF THE SANGGUNIANG PANLUNGSOD

Challenges that need to be overcome were raised and scrupulously discussed like the presence of informal settlers, negotiation with private property owner and water pollution which demand for a solution oriented and performance driven approach.

Hence, the Batangas City Tourism Development Plan for the Calendar Years 2023 - 2028 highlights its aim to achieve tourism development sustainability, by unlocking the full potential of local economic zone to build economically resilient communities.

Finding the merits & substance of the matter, the undersigned recommends the following:

1. Adoption of the Joint Committee Report.
2. Approval of the proposed Ordinance for the second and final reading.

Respectfully submitted, June 2, 2025:

COMMITTEE ON LAWS, RULES & REGULATIONS

  
HON. NESTOR "BOY" E. DIMACUHA  
Chairman

  
HON. KARLOS EMMANJUEL A. BUTED  
Member

  
HON. ARMANDO C. LAZARTE  
Member

  
HON. NELSON J. CHAVEZ  
Member

  
HON. ISIDRA M. ATIENZA  
Member