

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SIXTEENTH (16th) CONGRESS
Second Regular Session

House Bill No. **2627**

HOUSE OF REPRESENTATIVES	
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Introduced by: Representative Jose L. Atienza, Jr.

EXPLANATORY NOTE

This bill, which shall be known as the Promotion of Philippine Tourism Through Arts and Culture Act, is intended as part of a more effective tourism promotion program in the country and proposes to make it compulsory for all international airlines landing in the Philippines to play Philippine music in their sound system immediately upon their arrival, as well as all public areas like tourist attractions, tourist buses, and business establishments like hotels. This would also encourage hotels and business establishments to put up cultural shows for this purpose, to generate more interest and give visitors a better appreciation of the allure and beauty of the Philippine Islands by exposing them to Philippine arts and culture, through music, songs and dances.

This was done by different countries worldwide such as Hawaii, Indonesia, Malaysia and Thailand to name a few, where they have successfully utilized their own music, songs and dances, leaving tourists going home with a better appreciation of their respective countries' arts and culture. The Philippines has an even richer reservoir of arts and culture than Hawaii and other countries, which somehow does not get promoted because most people would rather play western music.

We believe that if the Department of Tourism (DOT) incorporates this into its tourism promotion program, every tourist would bring home a very vivid and clear impression of our country's arts and culture that would make him want to come back.


JOSE L. ATIENZA, JR.
BUHAY Party-list

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“AN ACT MAKING IT COMPULSORY FOR ALL INTERNATIONAL AIRLINES LANDING IN THE PHILIPPINES TO PLAY PHILIPPINE MUSIC IMMEDIATELY UPON THEIR ARRIVAL, AS WELL AS ALL PUBLIC AREAS LIKE TOURIST ATTRACTIONS, TOURIST BUSES AND BUSINESS ESTABLISHMENTS LIKE HOTELS.”

Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:

SECTION 1. Title. – This act shall be known as the “Promotion of Philippine Tourism Through Arts and Culture Act”

SECTION 2. Declaration of Principles. – The Philippine Constitution Article II, Section 17 states that “The state shall give priority to education, science and technology, arts, **CULTURE** and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development.

SECTION 3. Coverage

- A. Airline Carriers.** - All Airline Carriers coming from International Destinations are required to play at least 50% in their pipe in sound system Philippine Folk Music upon entry into the territorial jurisdiction of the Republic of the Philippines.
- B. Tourist Buses.** – All tourist buses with passengers on board are required to play at least 50% Philippine Folk Music into their pipe in sound system during the trip.
- C. Restaurants and Establishments.** – All restaurants and establishments are required to play at least 25% Philippine Folk Music in their pipe in sound system during store hours.

SECTION 4. *Penalties for noncompliance with such Act:*

- A. Airlines – fine of three hundred thousand pesos only (₱ 300, 000.00) for every reported offense
- B. Tourist Buses – fine of fifty thousand pesos only (₱ 50, 000.00) for every reported offence.
- C. Restaurants and other Business Establishments – fine of twenty thousand pesos (₱ 20, 000.00) for every reported offence.

SECTION 5. The Department of Tourism shall create a team to monitor compliance and collection of penalties.

SECTION 6. *Repealing Clause.* - All laws, decrees, executive orders or parts thereof inconsistent with the provisions of this Act are hereby repealed, amended or modified accordingly.

SECTION 7. *Separability Clause.* - If any provision of this Act is held invalid or unconstitutional, other provisions not affected shall continue to be in full force and effect.

SECTION 8. *Effectivity.* - This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of national circulation.

Approved.