



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
17th City Council

PR2009-77

55th Regular Session

RESOLUTION NO. SP-4516-2009

A RESOLUTION URGING THE OWNER/MANAGER OF ALL BUSINESS ESTABLISHMENTS OR ENTITIES ENGAGED IN TOURISM BUSINESS/SERVICES IN QUEZON CITY TO INCLUDE IN THEIR PROMOTIONAL MATERIALS THE CITY'S TOURIST SPOTS/DESTINATIONS AND/OR HISTORICAL PLACES.

Introduced by Councilors EDEN "Candy" A. MEDINA, FRANCISCO A. CALALAY, JR., BERNADETTE HERRERA-DY, DOROTHY A. DELARMENTE, VICTOR V. FERRER, JR., JOSEPH P. JUICO, RICARDO T. BELMONTE, JR., WINSTON "Winnie" T. CASTELO, RAMON P. MEDALLA, ALLAN BUTCH T. FRANCISCO, VOLTAIRE GODOFREDO L. LIBAN III, AIKO S. MELENDEZ, JORGE B. BANAL, JR., FRANZ S. PUMAREN, WENCEROM BENEDICT C. LAGUMBAY, DANTE M. DE GUZMAN, DIORELLA MARIA G. SOTTO, JAIME F. BORRES, ANTONIO E. INTON, JR., JESUS MANUEL C. SUNTAY, JANET M. MALAYA EDCCEL B. LAGMAN, JR., VINCENT DG. BELMONTE, BAYANI V. HIPOL, CONCEPCION S. MALANGEN and ALEXIS GRACE R. MATIAS.

WHEREAS, as one of the country's highly developed and prime cities, Quezon City is now the center of commerce and trade including those engaged in tourism business such as, but not limited to hotels, restaurants, resorts, travel agencies, transport tour and the like;

WHEREAS, Quezon City has so many tourist spots/destinations and historical places but due to limited funds they are not widely advertised or promoted to attract more domestic and foreign investments/patronage;

WHEREAS, tourism industry is indeed part and parcel of the economy, thus, promoting the city's tourist spots/destinations and historical places would also contribute in revenue generation;

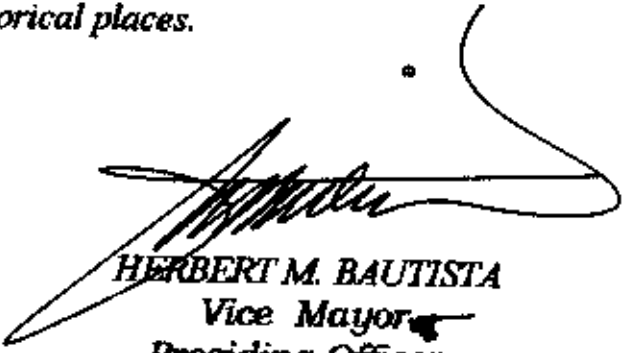
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WHEREAS, to help the City Government in the dissemination of vital information relative to the City's tourist attraction and to promote local tourism, private sector engaged in tourism business in Quezon City must do their share by featuring in the portion of their brochures, flyers, leaflets, website, in-house collaterals and other advertising materials at least one of the City's tourist spots or historical places.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to urge, as it does hereby urge, the owner/manager of all business establishments or entities engaged in tourism business/services in Quezon City to include in their promotional materials the city's tourist spot/ destinations and/or historical places.

ADOPTED: March 23, 2009.


HERBERT M. BAUTISTA
Vice Mayor
Presiding Officer

ATTESTED:


DOROTHY D. LAGRADA, DPA
City Secretary

CERTIFICATION

This is to certify that this Resolution was APPROVED by the City Council on Second Reading on March 23, 2009 and was CONFIRMED on the same date under Suspended Rules.


DOROTHY D. LAGRADA, DPA
City Secretary