

Republic of the Philippines  
Bangsamoro Autonomous Region in Muslim Mindanao  
**BANGSAMORO TRANSITION AUTHORITY**  
Cotabato City

**SECOND PARLIAMENT**  
Second Regular Session

Parliament Bill No. 261

Bangsamoro Autonomous Region in Muslim Mindanao  
Parliament  
BILLS AND INDEX DIVISION  
**RECEIVED**

Name: APRIL DIPATUN Signature: [Signature]  
Date: OCT 17 2023 Time: 2:25 PM

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Introduced by  
**MPs AMILBAHAR S. MAWALLIL, HASHEMI N. DILANGALEN,  
HAMID U. MALIK, RASOL Y. MITMUG, JR.**

Co-authored by  
**MPs LAISA M. ALAMIA, BANTAN A. AMPATUAN,  
DON MUSTAPHA A. LOONG, SUHARTO M. AMBOLODITO, RASUL E. ISMAEL**

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**AN ACT**  
**DEVELOPING AND PROMOTING THE BANGSAMORO TOURISM,**  
**ESTABLISHING THE BANGSAMORO TOURISM PROMOTION BOARD FOR THE**  
**PURPOSE AND APPROPRIATING FUNDS THEREFOR**

**EXPLANATORY NOTE**

The Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) boasts a rich cultural heritage, diverse natural beauty, and historical significance that have the potential to drive economic growth and development in the region. The promotion and development of the tourism industry in the Bangsamoro region will not only stimulate the local economy but also foster unity, peace, and understanding among the various communities residing in the area.

The preservation and promotion of cultural heritage, the enhancement of tourism infrastructure, and the facilitation of tourist activities are essential to harnessing the full potential of the Bangsamoro region's tourism sector. In recognition of these objectives, this Bangsamoro Tourism Promotion Bill is hereby enacted to create a framework for the systematic development and promotion of the tourism industry in the Bangsamoro region.

This bill aims not only to boost the local economy but also to foster a sense of pride and unity among the Bangsamoro people. By preserving its cultural heritage, improving tourism facilities, and facilitating tourist activities, the region can unlock its full potential as a vibrant and welcoming tourist destination.

Due to the foregoing, immediate passage of this bill is earnestly requested.

[Signature]  
**AMILBAHAR S. MAWALLIL**  
Member of the Parliament

Bangsamoro Transition A  
**OFFICE OF MP AMIR S. MAWALLIL**  
**RELEASED**

Date: 10/17/23  
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Signature: [Signature]

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**BE IT ENACTED** by the Bangsamoro Transition Authority in Parliament assembled:

**SECTION 1. *Short Title.*** – This Act shall be known as the “*Bangsamoro Tourism Promotion Act of 2023.*”

**SEC. 2. *Declaration of Policy.*** – It is a declared policy of the Bangsamoro Government to promote tourism as a major socio-economic activity respecting, upholding, and maintaining diverse cultural heritage and the moral and spiritual values of the people in the Bangsamoro Autonomous Region.

**SEC. 3. *Establishment of the Bangsamoro Tourism Promotions Board.*** – The Bangsamoro Tourism Promotions Board, hereinafter referred to as the Board, shall be responsible for marketing and promoting the BARMM domestically and internationally as a tourism destination, highlighting its uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investment. Specifically, it shall market the BARMM as a major convention destination in the country. To this end, it shall take charge of attracting, promoting, facilitating, and servicing large-scale events, national and international fairs and conventions, congresses, sports competitions, expositions, and the like. It shall likewise ensure the regular advertisement of the region’s major tourism destinations and other tourism products. It may also provide incentives to travel agencies that are able to draw tourists and tourism investments to the region.

**SEC. 4. Board of Directors.** – The Board shall be governed and its powers exercised by a Board of Directors composed as follows:

- Chairperson : The Minister of Trade, Industry and Tourism
- Vice-Chair : The BTPB Chief Operating Officer
- Members : The Director of Tourism  
The Director of Trade and Industry  
The Minister of Transportation and Communications  
Five (5) representative directors to be appointed by the  
Chief Minister in accordance with Section 6.

The Board shall appoint a secretary whose functions shall include the preparation of agenda for board meetings, in consultation with the Chairperson.

**SEC. 5. The Chief Operating Officer.** — The Board shall have a Chief Operating Officer who must be a resident of BARMM, with a bachelor's degree in any of the following fields: business, law, tourism, public administration, or other relevant fields and have demonstrated expertise therein. He or she must have been engaged in a managerial capacity for at least five (5) years prior to his or her appointment. He or she shall be elected by the Board from a list of qualified applicants and appointed by the Chairperson, and shall have a term of office of four (4) years, unless removed for cause in accordance with law.

**SEC. 6. Representative Directors.** — The Tourism Congress, as created under Section 9, shall elect from, among its members the directors to represent the tourism industry in the Tourism Board, specifically the following groups:

- a) Accommodation enterprises;
- b) Travel and tour services;
- c) Land, air and sea tourist transport services;
- d) Conventions and exhibitions services and suppliers; and
- e) Other tourism enterprises.

If a representative director ceases to be connected with the sector he or she represents, a new representative director shall be appointed to serve the unexpired term.

**SEC. 7. Powers and Functions of the Board.** – The Board shall have the following functions:

- a) Organize the Board in a manner most efficient and economical for the conduct of its business and the implementation of its mandate;
- b) Develop and implement a plan to market the BARMM as a premier tourist destination;
- c) Direct and coordinate the resources and efforts of the Bangsamoro Government and the private sector in the tourism and allied fields for the full realization of the tourism plans and programs;
- d) Develop and promote the BARMM as a center for national and international meetings, incentives, conventions, exhibitions, sports, medical tourism, and other special events;
- e) Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the Bangsamoro region, encouraging sales promotions and advertising, and

- implementing programs and projects with the objective of promoting the region and enticing tourists to visit its tourism destinations and to enjoy its tourism products; and
- f) Obtain the services of local and foreign consultants, and enter into contracts locally and abroad in the performance of its functions.

**SEC. 8. *Meetings of the Board.*** — The Board shall meet at least once a month at its principal office, unless the Board previously agrees in writing to meet at another location.

**SEC. 9. *The Bangsamoro Tourism Congress.*** — Within thirty (30) days from the publication of the implementing rules and regulations of this Act, the Chairperson shall convene a Bangsamoro Tourism Congress of representatives of all accredited tourism enterprises and former government officials involved in the tourism industry to serve as the private sector consultative body to assist the Bangsamoro Government in the development, implementation, and coordination of Bangsamoro tourism policy.

The Bangsamoro Tourism Congress shall adopt and ratify its constitution, shall elect its officers, and shall establish a secretariat, both for the Bangsamoro Tourism Congress as a whole and for component sectors. It shall also nominate such representatives as required under Section 5 of this Act. Finally, it shall endeavor to meet annually to carry out its mandate.

**SEC. 10. *Preservation and Promotion of Cultural Heritage.*** - The Board shall work in collaboration with the Bangsamoro Commission on the Preservation of Cultural Heritage, local communities and cultural organizations to identify, preserve, and promote the cultural heritage of the Bangsamoro region. This shall include the preservation of historical sites, artifacts, traditional practices, and other cultural assets.

**SEC. 11. *Improvement of Tourism Facilities.*** – The Board, in coordination with the Bureau of Tourism, shall ensure the following:

- a) Upgrading and maintaining of tourist accommodations and facilities to meet international standards.
- b) Developing and promoting of tourist destinations, both natural and cultural.
- c) Safety, cleanliness, and accessibility of tourist sites.

**SEC. 12. *Facilitation of Tourist Activities.*** - The Board shall work to facilitate and promote a wide range of tourist activities, including but not limited to cultural events, eco-tourism, adventure tourism, and religious tourism.

It shall collaborate with local businesses and tour operators to create and promote packages and itineraries that showcase the region's unique attractions.

**SEC. 13. *Strategic Marketing Plan.*** — The Board shall draft comprehensive short-, medium- and long-term marketing plans for the BARMM as a destination for travel, business and investment, particularly tourism investment. It shall coordinate, insofar as practicable, with relevant agencies of the government and the private sector in the preparation of such plans.

Such plans shall be duly approved by the Board. The Chief Operating Officer shall ensure that the marketing plans are duly implemented, and shall periodically report to the Board the status of their implementation. He or she shall also coordinate to ensure that the other agencies

of the government and the private sector which assisted in the preparation of marketing plans perform their respective duties under the plans.

**SEC. 14. Appropriations.** – The amount needed for the implementation of this Act shall be included in the annual Bangsamoro General Appropriations Act.

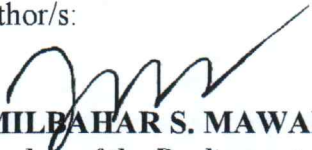
**SEC. 15. Separability Clause.** – In case any provision of this Act is declared unconstitutional or invalid, the other provisions hereof which are not affected thereby shall continue in full force and effect.

**SEC. 16. Repealing Clause.** - All regional laws, decrees, executive orders, rules and regulations and other issuances or parts thereof which are inconsistent with this Act are hereby repealed, amended or modified accordingly.

**SEC. 17. Effectivity.** - This Act shall take effect fifteen (15) days after publication in a newspaper of general circulation in the region.

Approved,

Author/s:

  
**AMILBAHAR S. MAWALLIL**  
*Member of the Parliament*

Certified correct:

**PROF. RABY B. ANGKAL**  
*Secretary General*

Attested by:

**ATTY. PANGALIAN M. BALINDONG**  
*Speaker*