



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

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May 7, 2015

MEMORANDUM CIRCULAR
NO. 2015-49

TO : PROVINCIAL GOVERNORS, CITY AND MUNICIPAL MAYORS,
TOURISM OFFICERS, LOCAL ECONOMIC AND INVESTMENT
PROMOTION OFFICERS, SANGGUNIAN CHAIRMAN OF THE
COMMITTEE ON TOURISM AND DILG REGIONAL DIRECTORS

SUBJECT : PARTICIPATION TO THE PHILIPPINES-JAPAN LOCAL
ADMINISTRATION SEMINAR: "KNOWLEDGE EXCHANGE
FORUM ON ADVANCING LOCAL ECONOMY THROUGH
TOURISM DEVELOPMENT: THE ROLE OF LOCAL
GOVERNMENTS" ON MAY 14-15, 2015

The Philippine economy continues to withstand the impact of natural disasters and the lingering weakness of the global economy. Considered as the "rising tiger" of Asia, the Philippines is boasting macroeconomic stability as well as sound and improving fiscal situation. National development is bolstered by local economies with the tourism industry being regarded as one of the catalysts of economic development in the country. There are a number of success stories of LGU with sustainable tourism contributing towards local economic development that are worthy to be shared with other local governments that have yet to learn how to take advantage of their tourism potential in improving local productivity and bringing economic development to the community.

In connection with this, the DILG-Local Government Academy (LGA) and Japan's Ministry of Internal Affairs and Communication (MIC) through the Japan Council of Local Authorities for International Relations (CLAIR), is organizing another international forum entitled Philippines-Japan Local Administration Seminar: "*Advancing Local Economy Through Tourism Development: The Role of Local Governments*" to be held at Crowne Plaza Hotel, Quezon City on May 14-15, 2015. This activity is designed to facilitate learning from experiences as well as document issues and lessons of local governments on sustainable tourism towards local economic development.

Governors, City/Municipal Mayors, tourism officers, local economic and investment promotion officers, sanggunian chairman of the committee on tourism, and DILG Regional Directors from the LGSP-LED project sites and NBM 118 Tourism Development Areas are hereby enjoined to attend the said event. Participation to the forum will be on a first-come-first-serve basis as only limited slots are available. A proof of registration is required to be accommodated to the event. A confirmation slip must be sent to the LGA on or before April 30, 2015 to receive the proof of registration.

Seminar fees will be jointly shouldered by MIC, CLAIR and LGA, excluding the participants' accommodation and transportation expenses to and from the venue. Travelling expenses for this purpose are hereby authorized, chargeable against local funds and subject to applicable accounting and auditing laws, rules and regulations. All DILG Regional Directors are likewise enjoined to disseminate this Circular to all concerned.

For compliance.


MAR ROXAS
Secretary 



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‘Philippines – Japan Local Administration Seminar 2015’

*Knowledge Exchange Forum on
Advancing Local Economy Through Tourism Development: The Role of Local Governments*

Crowne Plaza Hotel, Quezon City

Program Schedule

14 May 2015 (Thursday)

Time	Program	Venue
08:00 ~ 09:00	Registration + Welcome Coffee	
09:00 ~ 09:45	<p>Opening Ceremony</p> <p>※ Emcee: Mr. Satoshi UEMURA, Director of the International Affairs Office, Ministry of Internal Affairs and Communications (MIC), Japan</p> <p>(1) Singing of National Anthems (Philippines & Japan)</p> <p>(2) Opening Speech by Mr. Tomasito VILLARIN, Undersecretary for Urban Poor, Informal Settler Families (ISFs) and other Special Concerns, Department of the Interior and Local Government, Philippines</p> <p>(3) Opening Speech by Mr. Kazuo MIWA, President of Local Autonomy College, Japan</p> <p>(4) Greeting Speech from VIPs:</p> <p>(A) Mr. Tatsuo KITAGAWA, Director of Japan Information and Culture Center (JICC), Embassy of Japan in the Philippines</p> <p>(B) Mr. Noriaki NIWA, Chief Representative of Japan International Cooperation Agency (JICA) Philippines Office</p> <p>(5) Gift-Exchange Ceremony</p>	Sapphire AB
09:45 ~ 10:00	Group Photo-taking Session	Atrium
10:00 ~ 11:00	<p>Keynote Speech (Japan)</p> <p>Title: <u>Tourism Administration of Local Authorities in Japan</u></p> <p>Speaker: Mr. Kazuo MIWA, President, Local Autonomy College, Japan</p>	
11:00 ~ 11:15	Coffee break 1	Sapphire AB
11:15 ~ 12:15	<p>Keynote Speech (Philippines)</p> <p>Title: <u>Tourism for Development: The Philippines Framework</u></p> <p>Speaker: Mr. Arturo P. BONCATO Jr., Assistant Secretary for Tourism Regulation, Coordination & Resource Generation, Department of Tourism, Philippines</p>	
12:15 ~ 13:30	Lunch (Seated)	Jade Function & Emerald C (VIP)
13:30 ~ 15:00	<p>Case Study Presentation – 1 (Japan)</p> <p>Title: <u>Local Measures and Policies on Experiential Tourism in Iida City, Nagano Prefecture</u></p> <p>Speaker: Mr. Yoshimitsu SUZUKI, Section Chief, Tourism Section, Department of Industry Economy, Iida City, Japan</p>	
15:00 ~ 15:15	Coffee break 2	
15:15 ~ 16:45	<p>Case Study Presentation – 2 (Philippines)</p> <p>Title: <u>To be confirmed</u></p> <p>Speaker: Ms. Eva Marie S. MEDINA, Mayor of Vigan City, Philippines</p>	Sapphire AB
16:45 ~ 17:00	<p>Introduction of Tourism Guidebook for Local Government Units in Philippines</p> <p>Speaker: Mr. Rolando CANIZAL, Assistant Secretary, Tourism Development Planning, Department of Tourism, Philippines</p>	

17:30 ~ 19:30	Cocktail Dinner Reception (Buffet, Standing-Style) <ul style="list-style-type: none"> Greetings from Ms. Marivel C. SACENDONCILLO, Executive Director, Local Government Academy, Philippines Toast by Mr. Kazuo MIWA, President, Local Autonomy College, Japan 	Jade Function
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15 May 2015 (Friday)

Time	Program	Venue
08:00 ~ 09:00	Welcome Coffee	
09:00 ~ 10:30	Case Study Presentation – 3 (Japan) Title: <u>Tourism Policies and Measures Utilizing Cultural Heritages in Takamatsu City, Kagawa Prefecture</u> Speaker: Mr. Hideki YOSHIMINE , Assistant Chief, Tourism and Exchange Section, Culture Tourism and Sports Department, Creative City Promotion Bureau, Takamatsu City, Japan	Sapphire AB
10:30 ~ 10:45	Coffee break	
10:45 ~ 12:15	Case Study Presentation – 4 (Philippines) Title: Ecotourism Management Objectives of the Province of South Cotabato Speaker: Ms. Daisy AVANCE-FUENTES , Governor of South Cotabato Province, Philippines	
12:15 ~ 13:30	Lunch (Seated)	Jade Function & Emerald C (VIP)
13:30 ~ 14:30	Opinion Exchange Session Moderator: Ms. Thelma T. VECINA , Assistant Director, Local Government Academy Panelists: Japan: Mr. Kazuo MIWA President, Local Autonomy College Mr. Yoshimitsu SUZUKI Section Chief, Tourism Section, Department of Industry Economy, Iida City Mr. Hideki YOSHIMINE Assistant Chief, Tourism and Exchange Section, Culture Tourism and Sports Department, Creative City Promotion Bureau, Takamatsu City Philippines: To be Confirmed Department of Tourism Ms. Anna Liza F. BONAGUA Director, Bureau of Local Government Development, Department of the Interior and Local Government Ms. Josephine CABARRUS Tourism Officer, Provincial Government of Bohol	Sapphire AB
14:30 ~ 15:00	Concluding Session and Closing Ceremony Speaker: Ms. Marivel C. SACENDONCILLO , Executive Director, Local Government Academy, Philippines	