



Republic of the Philippines  
**OFFICE OF THE CITY MAYOR**  
City of Davao

*Dec. 11 EO, CMO*

**EXECUTIVE ORDER NO. 36**  
**SERIES of 2011**

**FILE MAYOR'S  
OFFICE**

**AN ORDER CREATING THE DAVAO-JAPAN TOURISM DEVELOPMENT  
COUNCIL**

**WHEREAS**, the Japanese presence in Davao City, both pre and post World War II, has had a profound cultural effect on the city and its history;

**WHEREAS**, the city was even named Little Tokyo of the Philippines due to the presence of a number of Japanese and as cultural uniqueness is appreciated and respected, Davao City has become a peaceful cosmopolitan enabling immigrants to live at peace;

**WHEREAS**, in recognition and appreciation of the significant contribution of the Japanese to our city's economic, historical, cultural as well as tourism growth and development, there is a need to create a Davao-Japan Tourism Development Council in order to plan, organize and promote projects that will further strengthen our ties with the Japanese people;

**WHEREAS**, in order for the City Government of Davao through the City Tourism Operations Office to effectively carry out and implement its Sustainable Community-based Tourism Development Program as well as intensify the development of other tourism programs and projects, there is a need to organize this council to help ensure that our tourism stakeholders and partners in the host communities will be able to benefit from this program;

**WHEREAS**, there is also a need to define the council's functions and roles to ensure the preservation, conservation and protection of the Japanese historical sites and landmarks to sustainably promote and attract Japanese and other tourists in the city as well as embark on similar programs and activities promoting Japanese Culture and Tourism;

**NOW, THEREFORE, I, SARA Z. DUTERTE**, Mayor of Davao City, by virtue of the powers vested in me by law, do hereby order the following:

**SECTION 1. COMPOSITION-** The Davao-Japan Tourism Development Council shall be composed of the following members:

- |  |   |   |                                    |
|--|---|---|------------------------------------|
| <b>HONORARY CHAIRPERSON</b>                        | - | City Mayor  | <u><i>Am-Ar</i></u>                |
| <b>CITY MAYOR'S DULY AUTHORIZED REPRESENTATIVE</b> | - | City Tourism Officer                                    | <u><i>[Signature] 08/20/11</i></u> |
| <b>VICE-CHAIRPERSON</b>                            | - | Chairperson, SP Committee on Tourism and Beautification | <u><i>[Signature] 8/26/11</i></u>  |
| <b>SECRETARIAT</b>                                 | - | City Tourism Office                                     | <u><i>[Signature] 08/20/11</i></u> |

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**GOVERNMENT SECTOR:**

- SP Committee Chairperson on International Relations Jon 8/26/11
- CENRO Chief N. S. N. 11
- City Planning and Development Coordinator Jon 8/26/11
- Museo Dabawenyong Administrator Jon 8/26/11
- Brgy. Captain of Barangay of Mintal Jon 8/26/11
- Permanent and Official Representative of the Japanese Consular Office Jon 8/26/11

**President or Duly Designated Official Representative of the following PRIVATE SECTOR Associations:**

- Philippine Nikkei Jinkai, Inc. Jon 8/26/11
- Japanese Chamber of Commerce of Mindanao, Inc. Jon
- Philippine Retirement Authority Davao Japanese Association Jon
- Mindanao Kokusai Daigaku Davao Japanese Association Jon
- Japan Philippine Volunteer Association Jon
- Davao Sakura Kai Jon
- Guide Davao Jon
- Davao Association of Tour Operators Jon

**SECTION 2. CREATION OF SPECIAL COMMITTEES-** The council may organize special committees to ensure the proper implementation of its programs and activities such as:

1. Programs and Events
2. Tourism Site Planning and Policy Development
3. Ways and Means
4. Education and Cultural Exchange Program
5. Marketing and Promotions

**SECTION 3. FUNCTIONS, CONCERNS AND ACTIVITIES:**

1. To serve as the policy recommending, coordinative and monitoring body in the effective implementation of tourism programs and projects promoting Japanese culture and history;
2. To identify and propose projects or activities for the preservation, protection and management of Japanese historical and cultural sites and landmarks in the city;
3. To organize programs, festivals and other special events to strengthen our cultural and historical ties with the Japanese people;
4. To organize study and familiarization tours, seminars and other education and cultural exchange programs to encourage tourism development and attract more Japanese tourists to Davao City;
5. To promote Davao City as an ideal tourism and retirement haven for the Japanese market;
6. To assist the City Government of Davao and the City Tourism Operations Office in finding ways and means to support the effective implementation of programs, events and activities related to sustainable tourism development;

7. To perform such other roles which are necessary to effectively and meaningfully carry out the above stated functions.

**SECTION 5. FUNDING.** Funding support for the Davao-Japan Tourism Development Council, honoraria of its members and such other expenses that will be incurred in connection with the exercise of the council's duties and functions shall be sourced mainly from the budget of the City Tourism Office and may be augmented by private sector sponsorships and grants from other institutions.

**SECTION 6. EFFECTIVITY.** This order shall take effect immediately.

Done in the City of Davao, this \_\_\_\_\_ of AUG 25 2011 2011.

  
**SARA Z. DUTERTE**  
City Mayor *8/25*

Attested by:

  
**ATTY. ZULEIKA T. LOPEZ**  
Acting City Administrator



City Press *[Signature]* 8/26/11  
DILG *[Signature]* 8/26/11  
SP *[Signature]* 8/26/11