



**Office of the City Mayor -  
Office of the City  
Tourism Officer**

*External Service*



## **MANDATE**

The Tourism Division Office under the Office of the City Mayor shall be responsible for the implementation of various tourism projects/programs of the LGU concerned which will include the following activities.

- Massive tourism promotion/information drive geared towards the projection of a peaceful, progressive and investment-rich city;
- Quality production output in the celebration and commemoration of major cultural, historical and religious events through effective management.
- Formulate programs for the rehabilitation/preservation and development of the city's historical and cultural heritage and landmarks through responsible and viable cultural and nature tourism program.

## **VISION**

COTABATO CITY: A pleasure, secured ang Highly Developed Multi-Cultural Community with an active tourism industry and progressive socio-economic environment.

## **MISSION**

To make Cotabateños enjoy rights and access to quality and basic-social services thru continuous improvement and innovation most especially in the tourism sector.

## **SERVICE PLEDGE**

- Intensified Tourism promotion and information campaign geared towards our constituent's awareness of the economic benefits of eco-tourism.
- Development and enhancement of different entrepreneurial activities thereby improving the business climate in the city.
- Formulation of activities for the various cultural and historical celebrations in coordination with the NGO's and People's Organization in the city to encourage bigger participation by the private sector.

## **DEFINITION OF TERMS**

**Eco Tourism** – responsible travel to natural areas that conserves the environment, sustains the well being of local people and involves interpretation and education.



**Entrepreneurial activities** – a process of designing, launching, and running of new business that offers product, processing, or service for sale or for hire.

**Tourism-Related Establishment/Business (TREs)** – Business that meet transportation food-beverage, entertainment, and other needs of tourists during the period from the moment they leave where they live until the moment they go back there.

**SERVICES AND HOW TO AVAIL THEM**

**A. Research Assistance**

Office/Division	OCM – OFFICE OF THE CITY TOURISM OFFICER			
Classification	Simple to Complex			
Type of Transaction	G2C – Government to Transacting Public G2G – Government to Govt. employee or agency			
Who may avail:	All			
CHECKLIST OF REQUIREMENTS			WHERE TO SECURE	
✓ Resume/Application letter/Biodata			✓ Concerned Client	
✓ Pertinent Credentials			✓ Concerned Client	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Send or submit Research Assistance request to the Office of the City Tourism Office.	1.1 Acknowledged receipt of the Student Research Assistance.	None	2 minutes	STAFF
	1.2 Route to City Tourism Officer for appropriate action.	None	2 minutes	STOO
	1.3 Informed the researcher on the action taken.	None	2 minutes	STOO
	1.4 Client received the approval/disapproval of the request.		2 minutes	STOO
	1.5 Scheduled the research assistance needed	None	2 minutes	STOO
	TOTAL	None	10 minutes	



B. Tourism Clearance

Office/Division	OCM – OFFICE OF THE CITY TOURISM OFFICER			
Classification	Simple to Complex			
Type of Transaction	G2C – Government to Transacting Public G2G – Government to Govt. employee or agency			
Who may avail:	All			
CHECKLIST OF REQUIREMENTS			WHERE TO SECURE	
✓ Resume/Application letter/Biodata			✓ Concerned Client	
✓ Pertinent Credentials			✓ Concerned Client	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
2. . Request for Tourism Clearance	2.1 Acknowledged receipt of the documents from the requesting clients (TRE’s)	None	2 minutes	STAFF
	2.2 Route to Senior Tourism Operations Officer for encoding.	None	5 minutes	STOO/TOO-II
	2.3 Approval and signature of the City Tourism Officer.	None	5 minutes	CTO
	TOTAL	None	12 minutes	

C. Tour Guiding

Office/Division	OCM – OFFICE OF THE CITY TOURISM OFFICER			
Classification	Simple to Complex			
Type of Transaction	G2C – Government to Transacting Public G2G – Government to Govt. employee or agency			
Who may avail:	All			
CHECKLIST OF REQUIREMENTS			WHERE TO SECURE	
✓ Resume/Application letter/Biodata			✓ Concerned Client	
✓ Pertinent Credentials			✓ Concerned Client	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
3. Request to Conduct Tour	3.1 Acknowledged receipt of the	None	2 minutes	STAFF



Guiding	documents from the requesting clients (TRE's)			
	3.2 Routing for the approval of the request by the City Tourism Officer.	None	3 minutes	ST00/T00-II
	3.3 Scheduled and Assigned Tour Guide	None	2 minutes	CTO
	<b>TOTAL</b>	<b>None</b>	<b>7 minutes</b>	



OCM – OFFICE OF THE CITY TOURISM OFFICER  
Organization Structure

