



I. Mandate:

PASIG CITY Ordinance No. SP -17, Series of 1998

“An Ordinance Creating and/or Establishing the Office of the Cultural Affairs and Tourism, Pursuant to the 1986 Constitution, Article XIV, Section 14-18 and Appropriating funds therefor.”

- Conserve, promote and popularize the community’s cultural heritage and resources as well as artistic creations;
- Encourage and support studies and protect the rights of indigenous cultural communities to preserve and develop their cultures, traditions and institutions;
- Ensure equal access to cultural opportunities through scholarship grants, other incentives and community cultural centers;
- Foster the preservation, enrichment and dynamic evolution of the community’s arts and cultures.

II. Vision:

To identify rich historical and cultural heritage and to be a premier City that is sustainable in tourism industry for events and Meetings, Incentives, Conferences and Exhibitions (MICE).

III. Mission:

As a catalyst in the identification of Pasig City rich cultural history, its development which encourages economic development and vibrant tourism industry that enhances and promotes these resources.



ISSUANCE OF TRAVEL LICENSE CERTIFICATE

The Travel License Certificate is issued to travel and tour agencies and operator that submitted the minimum requirements. The certification contains basic information about the tourism establishment and certifies that the establishment is registered with the Cultural Affairs and Tourism Office.

Office/Department:	Cultural Affairs and Tourism Office	
Classification:	Complex	
Type of Transaction:	G2B – Government to Business Entity	
Who May Avail:	Pasig City Travel and Tour Agencies/Operators	
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE
A. For New Applicant – Travel and Tour Agencies/Operators		
Registration Application Form (1 Original Copy/E-Copy)	Tourism Desk, Cultural Affairs and Tourism Office or thru pasigtourismoffice@gmail.com for E-Copy Application Form	
Business Permit Application Form with receipt of payment for the Current Year (1 photocopy, present original Copy/E-Copy)	Business Permits and Licensing Office Pasig City Hall, Business One-stop Shop	
Department of Trade and Industry/ Securities and Exchange Commission Registration (1 photocopy, present original Copy/E-Copy)	Department of Trade and Industry / Securities and Exchange Commission	
Barangay Clearance (1 photocopy, present original Copy/E-Copy)	Barangay Hall where the business address is located	
Tax Bill and Official Receipt for the Current Year (1 photocopy, present original copy /ecopy)	City Treasurer's Office Assessment Windows and Cashier	
Additional Requirement Surety Bond (1 Original Copy) (Insurance Coverage: P 100,000.00)	Bonding Agencies/Companies	



CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
B. For Renewal of Certificate – Travel and Tour Agencies/Operators	
Registration Application Form (1 Original Copy/E-Copy)	Tourism Desk, Cultural Affairs and Tourism Office or thru pasigtourismoffice@gmail.com for E-Copy Application Form
Current Business Permit Application with receipt of payment for the Current Year (1 photocopy, present original Copy/E-Copy)	Business Permits and Licensing Office Pasig City Hall, Business One-stop Shop
Tax Bill and Official Receipt for the Current Year (1 photocopy, present original copy /ecopy)	City Treasurer's Office Assessment Windows and Cashier
Additional Requirement Surety Bond (1 Original Copy) (Insurance Coverage: P 100,000.00)	Bonding Agencies/Companies

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Secure Application Form at tourism desk and fill it up then return it with complete requirements to tourism assistant.	Give an application form to the applicant then evaluates completeness of requirements.	None	2 minutes	Tourism Receptionist/ Tourism Staff in-charge
Wait for the Release of the Travel License Certificate	Process the application for Travel License Certificate (may need inspection of establishment and/or verification of submitted records)	None	2 minutes	Tourism Receptionist/ Tourism Staff in-charge
Wait for the Release of the Travel License Certificate	Approve/sign the requested Travel License Certificate	None	8 minutes	City Mayor, Department Head
Claim Travel License Certificate	Release Travel License Certificate and Filing	None	1 minute	Tourism Receptionist/ Tourism Staff in-charge
TOTAL		None	13 Minutes	

Note:

- Processing time starts upon acceptance of application with complete requirements.



IMPLEMENTATION OF PROGRAMS / ACTIVITIES /PROJECTS

The Cultural Affairs and Tourism Office implements/coordinates tourism, historical, culture and arts programs, activities and projects.

Office/Department:		Cultural Affairs and Tourism Office		
Classification:		Complex		
Type of Transaction:		G2C – Government to Citizen G2B – Government to Business Entity G2G - Government to Government		
Who May Avail:		Government Agencies/Organizations Non-Government Organization/Associations Civic Organizations Tourism Stakeholders		
CHECKLIST OF REQUIREMENTS			WHERE TO SECURE	
Communication/Letter from concerned Party (1 original copy/ ECopy) (letter/Transmittal/Endorsement/Referral)			Written by concerned party/ requesting party	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Forward/email the communication/ letter/ endorsement/ referral/ request/ transmittal to Receiving Desk/ pasigtourismoffice@gmail.com	Welcome the client and receives/ evaluates communication/ endorsement/ referral/request/ transmittal Acknowledge the email	None	1 minute	Administrative Aide <i>Receiving Clerk</i>
Leave the Office/ Wait for the action on the request	Forward the endorsement/ referral/ request to the Head of Office	None	1 minutes	Administrative Aide <i>Receiving Clerk</i>
	Refer the matter to the concerned personnel	None	1 day	Head of Office



CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Attend to the queries or coordination meetings	Process the request/ referral etc. (which may include communicating with the requesting party) Give evaluation/ recommendation to the Head of Office	None	3 days	Concerned Personnel/ Staff in-charge
	Head of Office act on the recommendation and inform the concerned personnel/staff in-charge	None	2 day	Head of Office
Wait for coordination/ feedback	Inform the requesting party of the action taken	None		Concerned Personnel/ Staff in-charge
Participate in Preparation of Event/ Activity/ Projects	Start preparation of event/ activity Coordinate with concerned agencies/offices/ individuals Holds Meetings Conducts Dry-Runs/ Rehearsals, etc.	None	31 days	Concerned Personnel/ Staff in-charge
Participates / implements event	Implementation / Execution of Event/Activity/Project	None	2 day	Concerned Personnel/ Staff in-charge
	Post-event task	None	1 day	Concerned Personnel/ Staff in-charge
TOTAL		None	40 Days	



FEEDBACK AND COMPLAINTS MECHANISM	
How to send feedback	Write a letter stating the feedback or answer the service experience form and drop it in a box at the Tourism Desk in Business One-Stop Shop (BOSS) or at Cultural Affairs and Tourism Office. Contact Information: pasigtourismoffice@gmail.com
How feedbacks are processed	Every end of the day, the staff in-charge compile and record all feedback submitted. Feedbacks are given to the concerned personnel and given 3 days to reply to feedbacks that need to be addressed. The administrative personnel then send the reply to the concerned party.
How to file a complaint	Write a letter stating the complaint or answer the service experience form and drop it in a box at the Tourism Desk in Business One-Stop Shop (BOSS) or at Cultural Affairs and Tourism Office or send an email at pasigtourismoffice@gmail.com or call Ugnayan sa Pasig at 8643-1111 Local 550. State the name of person being complained, the scenario/incident, date (with time) of incident and evidence. For inquiries and follow-up, please contact pasigtourismoffice@gmail.com or call Ugnayan sa Pasig at 8643-1111 Local 550 or email them at ugnayan@pasigcity.gov.ph
How complaints are processed	The staff-in-charge collect and evaluate the complaint daily. Upon evaluation the staff-in-charge and the administrative personnel will study and forward the complaint to the concerned personnel for explanation. The staff-in-charge and the administrative personnel will prepare a report after the investigation and submit it to the head of the department for appropriate action. The administrative personnel will give the feedback to the client.
Contact Information of Ugnayan sa Pasig, CCB, PCC, ARTA	Ugnayan sa Pasig: 8643-1111 Local 550 CCB: 0908 881 6565 (SMS) PCC: 8888 ARTA: complaints@arta.gov.ph 1-ARTA (2782)