

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

EIGHTEENTH CONGRESS
First Regular Session
1998
House Bill No. _____



Introduced by Rep. Christopher P. De Venecia

EXPLANATORY NOTE

Film Tourism is widely recognized as an effective promotional tool, the impact of which has been significantly evident in other countries. In New Zealand, tourist arrivals instantly doubled since the debut of the *Lord of the Rings Trilogy* in 2001 (Forbes, 2012). Visitors of Wallace Monument in Scotland increased from 30,000 to 200,000 following the release of *Braveheart* (theguardian.com, 2012). Meanwhile, the release of Chinese film *Lost in Thailand* made China the largest source of overseas tourists in Thailand. And, in Cambodia, *Tomb Raider* has attracted tourists greater than what Angkor Wat can actually accommodate.

In 2012-2015, *Game of Thrones*, a hit American series influenced the tourism in Dubrovnik, Croatia which received 245 thousand more arrivals from tourists, more than 1.5million overnight stays, and almost 126 million euros in revenue (Tkalec, Zilic, Recher, 2017).

The Philippines is in no way behind these countries in terms of beauty and distinctiveness. We have abundant breathtaking scenery and magnificent landscapes infused with rich culture, making our country a viable filming location. Our country, however, has yet to realize the full potential of film and television tourism. Nevertheless, there were still several films and television series that have managed to showcase the beauty of our country. As early as 1979, our country was chosen as a film location for *Apocalypse Now*. In 2012, some scenes of *Bourne Legacy* were filmed in Manila and El Nido, gaining praises worldwide. *Amazing Race* was also shot in El Nido back in 2014 and *Survivor* franchise was shot twice in Palau Island and Caramoan respectively. Local films and soap operas are also significant tourism contributors following the success of *That Thing Called Tadhana* and *Forevermore*, drawing thousands of tourists in Sagada and La Trinidad, Benguet, respectively. Indeed, the impact of film and television to tourism cannot be undermined.

This bill, hence, seeks to develop and promote film and television tourism by creating an oversight board that focuses on the needs of the growing sector. It intends to promote the Philippines as a prime filming location and to develop enabling policies that would ease procedural requirements. This also incentivizes films which may create a more positive image of the country or any portion of it.

This measure does not, however, end at developing film tourism as an economic tool. This gives equal importance to the impact of tourism to immediate communities. As we all know, unplanned tourism may result to environmental degradation and disruption to the lives of our local people. We could not just allow these to happen as the protection of our environment and our people is still of paramount importance.

In view of the foregoing, the approval of this proposed measure is earnestly sought.

A handwritten signature in black ink, appearing to read 'M. De Venecia', written in a cursive style.

REP. CHRISTOPHER DE VENECIA
Fourth District, Pangasinan

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

EIGHTEENTH CONGRESS
First Regular Session
1998
House Bill No. _____

Introduced by Rep. Christopher P. De Venecia

**AN ACT PROVIDING FOR THE DEVELOPMENT AND PROMOTION OF FILM AND TELEVISION
TOURISM, PROVIDING FUNDS THEREFOR AND FOR OTHER PURPOSES.**

*Be it enacted by the Senate and the House of Representatives of the Philippines in Congress
assembled:*

SECTION 1. *Title.* – This Act shall be known as the “*Film and Television Tourism Act*”

SEC. 2. *Declaration of Policy.* – It is hereby declared the policy of the State to recognize tourism as an engine of economic growth. In order to achieve its full potential, tourism promotional tools such as films and television shall be further utilized and developed. Appropriate mechanisms shall be established to attract film proponents to feature the ecological beauty and historical and cultural value of this country. Equally important, the responsible use of resources and the preservation of existing communal practices shall at all times be observed.

SEC. 3. *Definition of Terms.* – As used in this Act:

- (a) *Department* refers to the Department of Tourism
- (b) *Film and Television Tourism* refers to strategic use of film and television as a form of marketing or promotional tool that introduces or boosts tourism-capacity of a given site, regardless whether the said site is classified as an existing tourist spot or yet to be developed as a tourist spot. This promotes the responsible use of resources and the non-disruption of the normal communal practice upon the duration of the filming shoot. This goes further to exerting all means to minimize the adverse post-production impact of the film such as but not limited to the unintended surge of tourist arrivals, congestion, and waste disposal, in relation to the environment, the local people, and the cultural integrity of the place.

- (c) *Sustainable tourism development* refers to the management of all resources that meets the needs of tourists and host regions while protecting the opportunities for the future, in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

SEC. 4. Creation of a Film and Television Tourism Authority (PFTTA). – The affairs related to film and television tourism shall be administered by the Philippine Film and Television Tourism Authority (PFTTA), thus replacing the Philippine Film Export Service Office (PFESO) under the Film Development Council of the Philippines (FDCP), organized under Executive Order No. 674, Series of 2007.

The PFTTA shall be headed by the Chief Operating Officer (COO), a position which shall be equivalent to an Executive Director III position of the Film Development Council and which shall be a career executive service officer position to be recommended by the Chairperson of the Film Development Council of the Philippines and appointed by the President.

The members of the Authority shall be composed of representatives from the following agencies:

1. Department of Tourism;
2. Department of Trade and Industry;
3. Department of Interior and Local Government and its attached agencies;
4. Department of National Defense;
5. Department of Finance;
6. Department of Foreign Affairs;
7. Department of Labor and Employment;
8. Movie and Television Review Classification Board;
9. National Commission for the Culture and the Arts; and
10. Private sector representatives, one each from the movie and television industries.

The heads of the above stated departments shall designate their regular representatives, based on their position in the organization, but not lower than a Director-level position. The said

representatives of the various government agencies shall, in addition to their duties in the Authority, also serve as the direct link to streamline and develop the one-stop-shop system.

The Secretariat of the PFTTA shall be based in the Film Development Council of the Philippines for financial and administrative support. It shall be composed of regular plantilla positions already approved and to be augmented by the Department of Budget and Management, including existing positions in the Philippine Export Services Office of the FDCP.

SEC. 5. Functions of PFTTA. – The PFTTA shall facilitate the One-Stop-Shop System for foreign film or television production entities. It shall undertake the following:

1. Facilitate the promotion and marketing of the Philippines as location site for the production of international films and television programs, such as but not limited to: creating and maintaining a website and/or a manual of Philippine Film and Television Tourism sites for overseas contract workers, participating and exposure in World Expo, recognized international film festivals, activities for cinema and television with global market penetration, tourism fairs of international significance: *Provided*, that in case a Filipino film is considered in a competition, nominated for excellence or cinema prizes, or to be exhibited in recognition of its achievement in arts in a recognized international film festival, its Production Team including, but not limited to its Director, Producer, Writers and Actors shall be provided with full government support, such as but not limited to, financial assistance, security and ease in document processing to attend the said festival. *Provided further*, that the PFTTA shall endeavour to put a premium on promoting, marketing, and distributing Filipino films, television programs of local content, MTVs, short films and similar other remarkable art works. *Provided*, finally, that in the case of expositions or fairs showcasing outstanding films and TV programs, a single unified Philippine booth must be endeavoured with all relevant stakeholders as participants.
2. Assist in the implementation of a reward and incentive package for foreign film/television entities interested in shooting films/television programs in the country and submit recommendations related thereon;
3. Assist foreign film production entities in processing pertinent documents and various requirements relative to the production of international films/television programs in the country and in complying with environmental regulations;

4. Coordinate with various government agencies and local government units in assisting the entry and exit of a foreign film/television production team, such as but not limited to producers, artists and production crew;
5. Provide direct link between foreign production entities, producers, filmmakers and artists with local production manpower services, local artists, bit players and technical crew, facilities and the like;
6. Utilize the services of tourism attaches abroad, through the Department of Tourism, in the promotion and marketing of Philippine locations sites/resources and local film production manpower;
7. Maintain an inventory of areas in the country that may be utilized as a film and television tourism site and a registry of sectors including artists, film practitioners, technical personnel and other for ready referrals;
8. Identify key film and television tourism sites used by international or local filmmakers and establish a PFTTA mark;
9. Keep a progress report and actual impact of the initiative taking into consideration the increase in the number of film tourists and its contribution to the economy; and
10. Implement the Comprehensive Plan of the inter-agency committee.

SEC. 6. Powers of the PFTTA. - The PFTTA shall have the power to issue a One-Stop Shop authenticated security seal, which shall be recognized by the various government agencies related to facilitating the processing of pertinent documents such as, but not limited to work permits, visa applications, ATA Carnets-type document.

SEC. 7. Creation of a Film and Television Tourism Office. – There shall be a Film and Television Tourism Office (FTTO) which shall serve as the implementing arm of the Board. This shall be formed under the Office of the Undersecretary for Tourism and Advocacy of DOT. Aside from administrative, financial, and promotional support, the FTTO shall perform the following functions:

- (a) Develop promotional and marketing strategies linking tourist sites to film and television producers, and vice versa;
- (b) Survey and maintain inventory of areas that may be suitable for filming various themes, ready for reference;
- (c) Assist foreign production houses, and local productions if necessary, in processing documents and requirements necessary for the conduct of shoot;

- (d) Provide a link between foreign productions to local suppliers of logistics and manpower, such as but not limited to technical crews and artists, maintaining a registry thereof;
- (e) Ensure that the film portrays an image of the destination that is consistent with the present condition or reality; and
- (f) Submit a quarterly progress report to the DOT and to both houses of Congress.

SEC. 8. *Composition of the FTTO.* – The FTTO shall be divided into two (2) branches: (a) Film Facilitation and Development branch, and (b) Film Promotion and Marketing branch, both to be headed by the Directors. Detailed and delineated functions of these departments shall be determined by the Department.

The Director shall be entitled to allowances and per diems, in accordance with existing policies, rules and regulations on the matter.

SEC. 9. *Structure and Staffing Pattern.* – In coordination with the DBM, the FTTO shall determine its organizational structure and create new divisions or units as it may deem necessary, and appoint officers and employees in accordance with civil service laws, rules and regulations.

SEC. 10. *Promotion of Film and Television Tourism.* – The approval of this proposed measure is earnestly sought. Film and Television Tourism shall be promoted and marketed through the following:

- (a) Issuance of Clearance – The film and television production houses that will place destination in their films shall be accorded with proper regulations, permits, and clearances. The LGU shall also assist in scouting and designating personnel as the production houses' film coordinator.
- (b) Information Dissemination – Information relative to film and television tourism shall be cascaded, either through print or media, to all DOT Regional Offices, LGUs, and to all Philippine Embassies and Consular Offices abroad. This shall also be advertised in the official website and in all caravans to be participated by DOT.
- (c) Roadshows and Exhibits – FDCP shall establish a film and television tourism desk or booth in all foreign and domestic travel fairs participated by the council. Whenever possible, FDCP in coordination with the tourism desks in international film festivals. For local film festivals, the FDCP shall coordinate with the organizers for the reservation

SEC. 11. *Development of Film Tourism.* – Film and Television Tourism shall be developed as follows:

- (a) Role of the Local Government – The LGU shall execute the following:
 1. Identify and maintain list of potential filming locations;
 2. Facilitate the issuance of permits and incentives;

3. Brief and prepare the stakeholders for the potential effect of the release of such films;
 4. Link the members of film production to the community;
 5. Provide assistance in identifying local people for additional manpower, as needed by the film production; and
 6. Mediate on possible conflicts which may arise between the stakeholders.
- (b) Partnership with the Private Sector – The Film Tourism and Television Office shall encourage, in all means possible, foreign and local film producers to choose the country, and places therein, as filming site.

The FTTO shall also collaborate with the local film sector to keep a registry of production houses that may be presented to potential production groups that may complement their logistical and manpower needs.

- (c) Capacity Building – The FTTO shall capacitate both the film sector and the local community as follows:
1. Conduct pre-production seminars for filmmakers relative to the responsible use of resources and the appropriate approach in entering local communities;
 2. Orient the local communities on the possible impact of tourism in their respective areas.
- (d) Impact to the Environment – Any filming methods and the use of hazardous chemicals/materials which can modify and/or significantly threaten the normal environmental condition of a given site shall be prohibited.

If significant tourist arrival is observed after the film and television segment is aired, the LGU, in coordination with the DENR, shall formulate policies for the protection of the given area.

(e) Impact to the Local Community – the LGU, through the guidance of the FTTO, shall conduct proper consultation with the immediate communities prior to filming. They must be advised on the proper ways of maximizing the impact of tourism and mitigating the adverse effect, if there are any.

SEC. 12. *Incentives.* – Film and Television productions shall be entitled to incentives, as follows:

- (a) Films and television shows that integrate in their theme the historical and cultural value of their filming site may be eligible for amusement tax rebate, as evaluated by the Board;
- (b) Foreign film crew members shall be exempted in paying airport terminal fee and customs duty during ocular inspection;
- (c) Importation of equipment by foreign film production shall be exempted from import tax provided that the said equipment will be used solely for filming purposes. Purchase of other logistical requirements abroad shall also be exempted from import tax. *Provided, That the said logistics cannot be obtained domestically; and*

(d) Provide other necessary exemptions subject to the approval of the Board.

SEC. 13. *Implementing Rules and Regulations.* – The Secretary of DOT, in coordination with the Secretary of DENR, Secretary of DFA, Secretary of DILG, Chairman of FDCP, Chairman of NCCA and the Commissioner of BIR shall promulgate the issue and the implementing rules and regulations within ninety (90) days upon effectivity of this Act.

SEC. 14. *Appropriations.* – The implementation of this Act shall be charged against the budget allocation of DOT. Thereafter, such amount necessary for this continued implementation of this Act shall be included in the annual General Appropriations Act.

SEC. 15. *Separability Clause.* – In the event that any provision or part of this Act shall be declared unconstitutional, the remaining provisions shall remain valid and in full force and effect.

SEC. 16. *Repealing Clause.* – Section 105(j) of the Tariff and Customs Code is hereby repealed accordingly. All other laws, orders, decrees, issuances, rules and regulations or parts thereof inconsistent with the provisions of this Act are hereby repealed, amended or modified accordingly.

SEC. 17. *Effectivity.* – This Act shall take effect fifteen (15) days after its complete publication in in a newspaper of general circulation.

Approved,