

**MEMORANDUM CIRCULAR NO.
2013- 08**

DOT-TOURIST TRACKING SYSTEM

Directing all DOT-Regional Offices and Accommodation Establishments (Hotel, Resorts, Apartment Hotels, Tourist Inns, Motels, Pension Houses, Private Homes used for homestay, Ecolodges, Condotels, Serviced Apartments, and Bed and Breakfast Facilities) to observe the protocols enunciated by the TOURIST TRACKING SYSTEM

WHEREAS, it is a primordial objective of the Department of Tourism as the government agency responsible for developing and promoting socially-responsible tourism industry in the Philippines to maintain international standards of excellence in all tourism services and facilities, and promote the country as a safe and wholesome tourist destination;

WHEREAS, to strengthen the tourism industry in the country, it is imperative to ensure the safety of our tourists in our travel destinations, especially during calamities, disasters, and civil emergencies;

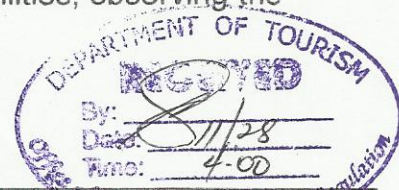
WHEREAS, there is an urgent need for the Department of Tourism to secure instant and reliable information with respect to tourists count and on the whereabouts of foreign and local tourists for prompt dissemination to government agencies and instrumentalities, foreign embassies or consular offices, and media outlets, especially after the occurrence of a calamity, disaster or civil emergency of a cataclysmic proportion;

WHEREAS, there is a finding that there is currently a dearth of data collection and lack of tracking system in the movement of local and foreign tourists;

WHEREAS, the Department of Tourism designed a Tourist Tracking System that will provide a Tourist Count Database (TCD) which will be a critical and significant tool in the monitoring of the safety and security of foreign and local tourists affected or threatened by a calamity, disaster, or civil emergency through a systematic method of data collection that will provide a reliable and accurate data on tourists count in identified touristic areas and destinations.

IN VIEW OF THE FOREGOING PREMISES, and by virtue of Republic Act No. 9593, otherwise known as "Tourism Act of 2009," all Department of Tourism-Regional Offices and Accommodation Establishments shall undertake the following protocols:

SECTION 1. All DOT Regional Offices (RO/ROs) shall make a daily account of all local and foreign tourists within their respective area of responsibilities, observing the following guidelines:



- 1.a. ROs shall provide all Accommodation Establishments (AE) within their jurisdiction with a Daily Guest Report Form (Daily Form), which shall include the date, name of establishment, and number of guests or tourists booked in their facilities.
- 1.b. ROs shall designate Tourist Watch Officer/s (TWOs) who shall observe the timely distribution and collection of the Daily Form and its encoding in the Tourist Count Database (TCD) of the DOT.
- 1.c. The Daily Guest Report Form duly filled up and certified by the manager or officer of the day of the AE shall be collected by the designated TWO every 2:00 P.M. and shall encode the same immediately thereafter.
- 1.d. The duly encoded tally of the Daily Form for the database shall be certified by the designated TWO and correspondingly approved by the Regional Directors/OIC-Field Offices.
- 1.e. The summary tally of the Daily Form shall be transmitted every day to the DOT-Office of Tourism Planning, Research, and Information Management not later than 5:00 P.M.

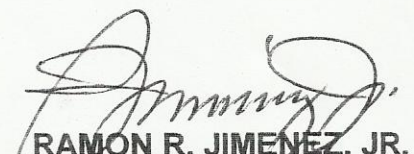
SECTION 2. All AEs shall duly accomplish the Daily Form provided by the DOT Regional Office.

SECTION 3. All AEs shall submit the certified Daily Form only to the Tourist Watch Officer as designated by the DOT Regional Office.

SECTION 4. It is expressly understood that all information in the Daily form shall be considered as confidential and any disclosure of the same without the consent of both the RO and AE is prohibited.

This Memorandum Circular shall take effect immediately.

26 November 2013


RAMON R. JIMENEZ, JR.
Secretary †