



DOT MEMORANDUM CIRCULAR NO. 2017-03

**DISPLAY OF THE DOT TOURISM QUALITY SEAL AND
ACCREDITATION NUMBER WITH VALIDITY IN ALL
ADVERTISEMENTS, BROCHURES AND PROMOTIONAL MATERIALS**

WHEREAS, in recognition of tourism facilities and services that comply with the minimum standards set by this Department governing their business operation, the Office of Tourism Standards and Regulation has developed a system to enhance the value of their accreditation;

WHEREAS, along with the accreditation certificate given to accredited enterprises, DOT Tourism Quality Seal, as a symbol of good housekeeping is also issued;

WHEREAS, to further facilitate the promotion of accredited enterprises as quality travel and tourism service providers and to maximize consumer choice, there is a need to establish guidelines on any form of advertisement;

IN VIEW OF THE FOREGOING PREMISES, pursuant to the powers vested by Republic Act 9593 or the Tourism Act of 2009, Sec. 3(o) and Sec. 39, 1st paragraph, the DOT resolves to issue the following guidelines:

Section 1. Display of DOT Tourism Quality Seal and Accreditation Number. All DOT accredited tourism enterprises which advertise their business or services through print or online media must display the DOT Tourism Quality Seal and Accreditation Number with validity in all their advertisements, brochures and promotional materials.

Section 2. Violation. Failure to comply and include in any form of advertisement the DOT Quality Seal and Accreditation Number with expiry date/validity is a ground for suspension/revocation/cancellation of accreditation with this Department or recommendation to the Local Government Unit the closure of business.

Effectivity Clause. This Memorandum Circular shall take effect immediately and shall remain valid unless revoked.

For strict compliance.

April 25, 2017

WANDA CORAZON T. TEO
Secretary



AAG487