



MUNICIPAL TOURISM OFFICE
LOCAL GOVERNMENT UNIT-EL NIDO, PALAWAN

CITIZEN'S CHARTER



I. Mandate

- A. Promote El Nido's diverse tourism sites to international and domestic markets.
- B. Regulate tourism businesses and activities by applying requirements specified by the Municipal Tourism Code of 2019 and the Department of Tourism.
- C. Control the development of the tourism and hospitality industries bearing in mind the interests on the community and the economic implication of such.
- D. Preserve El Nido's rich history, culture and traditions.
- E. Prepare tourism workforce to provide quality service through trainings and assessment.
- F. Empower communities through their involvement in environmental and cultural activities.

II. Vision

Our Safe Haven

III. Mission

We, the personnel of the Municipal Tourism Office, commit ourselves to develop, manage and promote tourism sites, regulate tourism related businesses, train tourism workforce and cooperate with other government agencies and civil society organizations in implementing sustainable programs and projects.

IV. Service Pledge

We, the personnel of the Municipal Tourism Office, do hereby pledge the following as our commitment to the Civil Service's brand of service:

1. Attend to all applicants or requesting parties who are within the premises of the office prior to the end of official working hours and even during lunch break.
2. Answer calls, text messages and emails promptly.
3. Serve clients with a smile and courteous language.
4. Apply the rules to all clients with fairness and impartiality.
5. Communicate policies and schedules clearly through bulletin boards, e-mail and social media platforms.
6. Hear complaints attentively and find solutions as soon as possible.
7. Make our office available 7 days a week from 8 AM to 5PM.
8. Observe gender sensitivity and racial equality when dealing with clients.
9. Prioritize safety and security of guests.
10. Support sustainable tourism development and practices through partnerships with the private sector and other government agencies.
11. Attend to all applicants or requesting parties who are within the premises of the prior to the end of official working hours and during lunch break.



LIST OF SERVICES

External Services

| | |
|---|--------|
| A. Tourism Data Request | Page 5 |
| B. Tourism Related Complaint | Page 6 |
| C. Issuance of Local Tourism Standard Certification(LTSC) | Page 7 |



Municipal Tourism Office

External Services



1. Tourism Data Request

Description of Service: Data Request

| | | | | |
|---|--|-------------------------------|------------------------|--|
| Office/Division: | | Municipal Tourism Office(MTO) | | |
| Classification: | | Simple Transaction | | |
| Type of Transaction: | | G2C- Government to Citizens | | |
| Who may avail: | | All | | |
| CHECKLIST OF REQUIREMENTS | | WHERE TO SECURE | | |
| 1. Data Request Form | | MTO | | |
| CLIENT STEPS | AGENCY ACTION | FEES TO BE PAID | PROCESSING TIME | PERSON RESPONSIBLE |
| 1. Filling out and submission of the data request form completely. Physical: MTO Office Electronic: via email elnidotourismdata@hotmail.com Or Submission of request letter indicating the data needed and the purpose of the request or attachment of Data Request Form for email transactions. | 1.1 Checking if the data requested is available. | None | 4 minutes | Data Officer Almilyn L. Lim Zoren A. Ramos |
| | 1.2 If some or all data requested are not available, giving of the contact details of the agency where data are available. | None | 4 minutes | Data Officer Almilyn L. Lim Zoren A. Ramos |
| | 1.3 Extracting of data from MTO system if the data is available | None | 10 minutes | Data Officer Almilyn L. Lim Zoren A. Ramos |
| | 1.4 Release of the data available | None | 3 minutes | Data Officer Almilyn L. Lim Zoren A. Ramos |
| TOTAL: | | None | 21 minutes | |



2. Tourist-Related Complaint

Description of Service: Tourist-Related Complaint

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|---|--|------------------------|------------------------------|--|
| Office/Division: | Municipal Tourism Office(MTO) | | | |
| Classification: | Complex | | | |
| Type of Transaction: | G2C-Government to Citizen | | | |
| Who may avail: | Tourist and Tourism Related Establishment | | | |
| CHECKLIST OF REQUIREMENTS | | | WHERE TO SECURE | |
| 1. Complaints Form | | | MTO | |
| CLIENT STEPS | AGENCY ACTION | FEES TO BE PAID | PROCESSING TIME | PERSON RESPONSIBLE |
| 1. Filling out and submission of the complaint form. Physical: MTO Office Electronic: via email elnidotourism@hotalmail.com | 1.1 Review of the complaint and available solutions. | None | 8 minutes | Complaint Officer Ma. Angela M. Morata Alexis C. Magos |
| | 1.2 Provide solutions once readily available. | None | 3 days | Complaint Officer Ma. Angela M. Morata Alexis C. Magos |
| | 1.3 If solutions are not available at the MTO, endorsement to proper Offices and Agencies. | None | 1 day | Complaint Officer Ma. Angela M. Morata Alexis C. Magos |
| TOTAL: | | None | 4 days, 8 minutes | |

3. ISSUANCE OF LOCAL TOURISM STANDARD CERTIFICATE(LTSC)

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|---|--|--|--|
| Office/Division: | Municipal Tourism Office(MTO) | | |
| Classification: | Simple Transaction | | |
| Type of Transaction: | G2C- Government to Citizens G2B- Government to Business | | |
| Who may avail: | All Citizen and Business Establishment | | |
| CHECKLIST OF REQUIREMENTS | | WHERE TO SECURE | |
| ACCOMMODATION ESTABLISHMENT | | | |
| 1. Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms. | | MTO Inspection Team Maria Elena P. Jagulino | |



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| 2. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 3. Accreditation, Tourist Arrivals Report | Tourlista Online Records MTO-Almilyn L. Lim, Zoren P. Ramos |
| AGRI-TOUR GUIDE | |
| 1. Agri-Tour Guiding Training Certificate | MTO |
| 2. Police Clearance | PNP-El Nido |
| AGRI-TOURISM FACILITY | |
| 1. Inspection Report stating that the farm has reception area, display area or farm products and multi-purpose kiosk for culinary and training purposes. | MTO Inspection Team Maria Elena P. Jagulino |
| BAR/CAFÉ | |
| 1. Food & Beverage Training Certificate of the Staff, Data Recording | DOT/MTO Training Programs |
| BOAT CAPTAIN | |
| 1. Boat Captain's Training Certificate | MARINA |
| 2. Police Clearance | PNP-El Nido |
| BOAT CREW | |
| 1. Boat Crew Training Certificate | MTO |
| 2. Police Clearance | PNP-El Nido |
| CAMPSITE | |
| 1. Inspection Report stating that the area is not in the island, the property is alienable and disposable, there is 24-hour water supply and a toilet is inside the property. | MTO Inspection Team Maria Elena P. Jagulino |
| 2. License of security guard who will be available daily from 10PM-6AM. | Any Licensed Security Agency |
| DIVE SHOP | |
| 1. Inspection Report stating that office space can accommodate 4 guests at a time, office table, chairs and information materials. | MTO Inspection Team Maria Elena P. Jagulino |
| 2. Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms. | MTO Inspection Team Maria Elena P. Jagulino |
| 3. PCSSD Accreditation | PCSSD Office or Website |
| 4. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 5. Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms. | MTO Inspection Team Maria Elena P. Jagulino |
| EXPEDITION BOAT | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 2. Proof of Seaworthiness (Bay & River License, Certificate of Compliance, Passenger Ship Safety Certificate, Minimum Ship & Manning Certificate) | Maritime Industry Authority (MARINA) |
| 3. Insurance Policy for Passengers | Any Licensed Insurance Company |
| FAST CRAFT | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |



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| 2. Proof of Seaworthiness | MARINA |
| 3. Insurance Policy for Passengers | Any Licensed Insurance Company |
| FRONT DESK OFFICER | |
| 1. Receptionist's Training Certificate | DOT/MTO |
| 2. Police Clearance | PNP - El Nido |
| KAYAK RENTAL | |
| 1. Inspection Report stating that reception area can accommodate 4 guests at a time, with office table, chairs and information materials. | MTO Inspection Team |
| MESSAGE ATTENDANT | |
| 1. Massage Therapy Training | TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY (TESDA) |
| 2. Police Clearance | PNP - El Nido |
| MESSAGE THERAPIST | |
| 1. Massage Therapy Training | Department of Health (DOH) |
| 2. Police Clearance | PNP - El Nido |
| MESSAGE CENTER | |
| 1. Inspection Report stating that beds are separated curtains only. | MTO Inspection Team Maria Elena P. Jagulino |
| MICE FACILITY | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 1. Inspection report that the areas seating capacity are according to DOT standards. | MTO Inspection Team Maria Elena P. Jagulino |
| MOTORBIKE RENTAL | |
| 1. Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms and vouchers and other similar documents. | MTO Inspection Team Maria Elena P. Jagulino |
| 2. Inspection Report stating that reception area can accommodate 4 guests at a time, with office table, chairs and information materials. | MTO Inspection Team Maria Elena P. Jagulino |
| RESTAURANT | |
| 1. Submission of application form indicating Data, number of seats and cuisine. | MTO Maria Elena P. Jagulino |
| 2. Inspection report stating that seating capacity is consistent with the data in the application form. | MTO Inspection Team Maria Elena P. Jagulino |
| 3. Food Handling Training Certificate. | MHO/DOH Training Programs |
| Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms. | MTO Inspection Team Maria Elena P. Jagulino |
| SAILBOAT | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 2. Proof of Seaworthiness (Bay & River License, Certificate of Compliance, Passenger Ship Safety Certificate, Minimum Ship & Manning Certificate) | Maritime Industry Authority (MARINA) |
| 3. Insurance Policy for Passengers | Any Licensed Insurance Company |
| SOUVENIR SHOP | |



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| 1. Submission of Application Form indicating no. of Employees. | MTO Maria Elena P. Jagulino |
| SPORTS AND RECREATION | |
| 1. Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms and vouchers and other similar documents. | MTO Inspection Team Maria Elena P. Jagulino |
| 2. Inspection Report stating that reception is able to accommodate 4 guests at a time, with office table, chairs and information materials. | MTO Inspection Team Maria Elena P. Jagulino |
| TICKETING OFFICE | |
| 1. Inspection Report stating that reception area can accommodate 4 guests at a time, with office table, chairs and information materials. | MTO Inspection Team Maria Elena P. Jagulino |
| TOUR ATTENDANT | |
| 1. Tour Guiding Training Certificate | TESDA/MTO/EL NIDO POOL OF TRAINERS |
| 2. Police Clearance | PNP - El Nido |
| TOURIST BOAT(PUMPBOAT/SPEED BOAT/DIVE BOAT) | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 2. Proof of El Nido Pumpboat Owners and Operators Asso. (ENPOOA) Membership | ENPOOA |
| 3. Proof of Seaworthiness (Bay & River License, Certificate of Compliance, Passenger Ship Safety Certificate, Minimum Ship & Manning Certificate) | Maritime Industry Authority (MARINA) |
| 4. Insurance Policy for Passengers | Any Licensed Insurance Company |
| TOUR GUIDE | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 2. Tour Guiding Training Certificate | DOT Tour Guiding Training Program |
| 3. Police Clearance | PNP - El Nido |
| TOURIST TRANSPORT-VAN | |
| 1. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 2. Driver's Code of Ethics signed by the driver and MTO representative. | MTO Maria Angela M. Morata |
| TOUR COORDINATOR | |
| 1. Tour Coordinators Training Certificate | DOT/MTO |
| 2. Police Clearance | PNP - El Nido |
| TOUR OPERATOR | |
| 1. Inspection Report stating measure of Reception Area: minimum of 12 sqm/minimum of 18 sqm. for premium tour operators (with both Inbound & outbound tours). | MTO Inspection Team Maria Elena P. Jagulino |
| 2. Inspection Report on Posting of Company Policies on reception area, website, social media accounts and booking confirmation forms. | MTO Inspection Team Maria Elena P. Jagulino |
| 3. DOT Accreditation | Department of Tourism - MIMAROPA Office or DOT portal- https://accreditation.tourism.gov.ph |
| 4. 2 Licensed Resident Tour Guides | BPLO for tour guides' licenses |
| TRICYCLE | |



| 1. Customer Service Training Certificate | | MTFRB/DOT/MTO | | |
|---|--|--|----------------------------|---|
| 2. Inspection Report stating that reception is able to accommodate 4 guests at a time, with office table, chairs and information materials. | | MTO Inspection Team Maria Elena P. Jagulino | | |
| CLIENT STEPS | AGENCY ACTION | FEES TO BE PAID | PROCESSING TIME | PERSON RESPONSIBLE |
| 1. Submission of complete requirements. Physical: MTO Office Electronic: via email elnidotourismstandard@gmail.com | 1. Review of all requirements submitted are complete and correct | Php 50 | 15 Minutes | MTO- Accreditation/ Standards Officer/ Municipal Treasurer's Office for the Payment |
| 2. Request for Inspection (if required) | 2.1 Inspection of Establishment | None | 3 hours | MTO Inspection Team |
| | 2.2 Issuance of LTSC once requirements are correct and complete. | None | 15 Minutes | MTO- Accreditation/ Standards Officer |
| TOTAL: | | Php 50 | 3 hours, 30 minutes | |



| FEEDBACK AND COMPLAINTS MECHANISMS | |
|---|---|
| How to send a feedback | <p>Answer the client feedback form and drop it at the designated drop box in Information and Complaint Section.</p> <p>Contact info: 0919 002 1339 or elnidotourism@hotmail.com</p> |
| How feedback is processed | <p>Every Monday, the Information and Complaint Officer opens the drop box and compiles the records of feedback submitted. Feedback requiring answers are forwarded to the relevant offices and they are required to answer within three (3) days of the receipt of the feedback. The answer of the concerned employee is then relayed to the citizen.</p> <p>For inquiries and follow-ups, clients may contact the following: 433 282/919 002 1339 or elnidotourism@hotmail.com</p> |
| How to file a complaints | <p>Answer the Client Complaint Form and submit to Information and Complaint Section. Complaints can also be filed via email. Make sure to provide the following information:</p> <ul style="list-style-type: none"> -Name of Complainant(optional). -Contact number of Complainant(optional). -Name of person being complained. -Incident -Evidence <p>For inquiries and follow-ups, clients may contact the following: 433 282/919 002 1339 or elnidotourism@hotmail.com</p> |
| How complaints are processed | <p>The Information and Complaint Officer shall take an appropriate action and settle the complaint on his/her jurisdiction. If the complaint is related to other Office the Information and Complaint Officer will forward the complaint to the concerned office. The Information and Complaint Officer shall submit a report to the Head of Agency after a thorough investigation and settling the issue. The Information and Complaint Officer will give a feedback to the client.</p> <p>For inquiries and follow-ups, clients may contact the following: 433 282/919 002 1339 or elnidotourism@hotmail.com</p> |
| Contact Information of CCB,PCC,ARTA | <p>ARTA: complaints@arta.gov.ph PCC: 8888 CCB: 0908 881 6565(sms)</p> |



Municipal Tourism Office

Contact Numbers: 0919 002 1339/0906 449 0282

Email: elnidotourism@hotmail.com / elnidotourismdata@hotmail.com

LIST OF EMPLOYEES

| Name | Position |
|-----------------------------|-------------------------------|
| Sharmaine D. Hadji Nur | Municipal Tourism Officer |
| Shirlette Kristel C. Somayo | Senior Tourism Officer |
| Arvin L. Acosta | Tourism Operations Officer II |
| Maria Elena P. Jagulino | Tourism Operations Assistant |
| Almilyn L. Lim | Ticket Checker |
| Ma. Angela M. Morata | Job Order |
| Jhon D. Portuguez | Job Order |
| Krishna Anne R. Dellosa | Job Order |
| Winfred D. Tabang | Job Order |
| Baby Eden Grace G. Yara | Job Order |
| Edwin M. Maranan | Job Order |
| Lilibeth R. Lim | Job Order |
| Zoren A. Ramos | Job Order |
| Josephine D. Cansino | Job Order |
| Analyn E. Jimenea | Job Order |
| Mark Justine Oaing | Job Order |
| Alexis Magos | Job Order |
| Grijho Marie D. Acheron | Job Order |
| Aveguel R. Amasan | Job Order |
| Mariade C. Sarmiento | Job Order |
| Marlon Adona | Job Order |
| Jolly Marie Dela Cerna | Job Order |
| Jincy T. Belinario | Job Order |
| Jobel Villaraza | Job Order |
| Benedicto Hermoso | Job Order |
| Sydney Dela Peña | Job Order |
| Jalal Langco | Job Order |
| Mario Fabregas Jr. | Job Order |
| Ronald Austria | Job Order |
| Ludivico Rauto | Job Order |
| Rodel Rosaceña | Job Order |
| Danken David | Job Order |
| Jimmer Quipquip | Job Order |
| Frechie Ann T. Bulan | Job Order |
| Dyna Libudan | Job Order |
| Jhoel Ascaño | Job Order |
| Jemarie Vallejo | Job Order |
| Adelina Herrera | Job Order |
| Jennebel Ecayan | Job Order |

