



EXECUTIVE ORDER NO. 60
Series of 2025

**DESIGNATION OF THE NEW MUNICIPAL
TOURISM INFORMATION AND ASSISTANCE
DESK OFFICER OF THE MUNICIPALITY OF
CONCEPCION, TARLAC, AND HER ALTERNATE**

WHEREAS, Republic Act No. 7160 (Local Government Code), mandates that local government units (LGUs) are responsible for providing basic services and facilities, including tourism development and promotion, tourism facilities, and other tourist attractions;

WHEREAS, local government units, and their communities are the primary stewards of natural and cultural resources that are likewise the primary tourism assets of any destination; they are also in the forefront in local economic development;

WHEREAS, Section 42 of Republic Act No. 9593, or the Tourism Act of 2009, encourages LGUs to establish a Tourism Office and designate specialized officers to ensure the efficient implementation of tourism policies and the provision of tourist assistance;

WHEREAS, the Municipality of Concepcion, Tarlac adheres to encourage, promote and develop tourism as a major socio-economic activity to generate local employment and to spread the benefit of tourism to a wider segment of a population with the assistance of both private and public agencies;

WHEREAS, there is a need to designate a new Tourism Information and Assistance Desk Officer to serve as the primary link for travel inquiries, local business promotion, and the dissemination of tourism programs, and strengthen the Municipality's capacity to gather and provide adequate relevant information on its various tourism programs, projects, and activities;

NOW, THEREFORE, I, HON. NOEL L. VILLANUEVA, Municipal Mayor of Concepcion, Tarlac, by virtue of the powers vested in me by law, do hereby order, to wit:

**SECTION 1. DESIGNATION OF THE NEW MUNICIPAL TOURISM INFORMATION
AND ASSISTANCE DESK OFFICER AND HER ALTERNATE**

MS. SHIKINAH S. MALLARI is hereby designated as the Municipal Tourism Information and Assistance Desk Officer of the Municipality of Concepcion, Tarlac, and **MS. AIZEL M. RIVERA** is hereby designated as the alternate Municipal Tourism Information and Assistance Desk Officer of the Municipality of Concepcion, Tarlac.

MS. SAMSON and **MS. RIVERA** shall function as such, in addition to their current functions as administrative personnel at the Office of the Municipal Mayor, and without additional remuneration.





Republic of the Philippines
MUNICIPALITY OF CONCEPCION
Province of Tarlac



OFFICE OF THE MUNICIPAL MAYOR

BAGONG PILIPINAS

SECTION 2. FUNCTIONS OF THE MUNICIPAL TOURISM INFORMATION AND ASSISTANCE DESK OFFICER OR HER ALTERNATE

1. Promote activities that will showcase the Municipality's tourism, culture, arts, tradition, people, festivals, cuisine, products and services, etc.;
2. Enhance basic tourism products being offered in the municipality;
3. Create leisure opportunities for residents through tourism activities;
4. Formulate programs and projects for the development of the local community as tourist attractions;
5. Develop innate talents related to cultural, sports and economic endeavors through presentation and competitions;
6. Coordinate with national or local tourism agencies/organizations in order to provide and participate in basic skills trainings/workshops for LGU personnel, tour guides, and other tourism stakeholders for tourism awareness and enhanced customer service;
7. Participate in various tourism activities where Concepcion and its tourism industry can be highlighted and promoted;
8. Develop potential areas for tourist attraction and destination with the assistance of research personnel and national agencies tasked to aid in the tourism development plan of the country and the LGUs;
9. Invite possible investors and tourism partners to invest and do business in Concepcion, Tarlac;


SECTION 3. REPEALING CLAUSE

All other orders, issuances and memoranda issued inconsistent herewith are hereby repealed or modified accordingly.

SECTION 4. EFFECTIVITY DATE

This Executive Order shall take effect immediately.

Done this 12th day of December 2025 in Concepcion, Tarlac.


NOEL L. VILLANUEVA
Municipal Mayor

