



THE MUNICIPAL TOURISM AND LOCAL CULTURE AND ARTS OFFICE
MUNICIPALITY OF MALITA
DAVAO OCCIDENTAL PHILIPPINES



VISION

A revered office dedicated in ensuring Malita as the catalyst for heritage of a rich and distinct Mindanaoan culture, acknowledged nationally for the dynamic variety of our local traditions. Through dedicated preservation efforts of our cultural heritage sites, ethnicity, and protection of the Indigenous cultural community. United with tourism stakeholders, we aim to propel Malita onto the world stage of competitiveness, fostering a community-driven approach that promotes inclusivity, sustainability, and authenticity in the journey to become a cynefin of Mindanaoan culture.

MISSION

To cultivate Malita as a prominent hub of the abundant and unique Mindanaoan culture, achieved through the meticulous preservation of its cultural heritage. By fostering unity among stakeholders, we endeavour to elevate Malita onto the global platform, effectively highlighting its cultural richness diversity to the world. Through collaborative efforts and community engagement, we strive to propel Malita towards international recognition, ensuring that its cultural legacy remains cherished and celebrated for generations to come.


GOALS

- Sustainable Development
- Cultural Preservation
- Community Empowerment
- Visitor Satisfaction
- Destination Management
- Education and Awareness
- Innovation and Technology
- Partnerships and Collaboration




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**BRADLY L. BAUTISTA**
Municipal Mayor

**JEREMIAH L. DAÑOLKO**
Municipal Tourism Officer Designate


ADMINISTRATIVE SECTION

**JONALYN C. MORGADEZ**
Receiving Desk
Procurement and Logistics

**JOSEFINO D. ESTAMPA Jr.**
Museum Custodian

**NASSER M. CAMIS Jr.**
Errand and Utility

PLANNING SECTION

**MICHAEL NIEL JUSTINE L. EMIA**
EVENTS / PPA SPECIALIST
PROJECT PROGRAM AND ACTIVITY

**JEREMIAH A. JAGNA**
I.T. AND PROMOTIONS-
SOCIAL MEDIA PLATFORM

**MUNICIPAL TOURISM
INFORMATION CENTER AND
ASSISTANCE DESK SECTION**

**PETE PHILIPHOUSIS S. RELLON**
Tourism Information
Desk Incharge

**ACCREDITATION / PROMOTIONS
AND DEVELOPMENT SECTION**

**BREN S. BAGAHANSOL**
Local Transpo
Accreditation Incharge

**RIAN LLOYD A. YAP**
Product Development and
Marketing for Pasalubong Items



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MUNICIPAL MAYOR

MUNICIPAL TOURISM OFFICER

- Oversees all aspects of tourism management within the municipality or organization.
- Developing and implementing strategies to attract tourists to the municipality, including advertising campaigns, promotional events, and collaborations with local businesses and attractions.
- Identifying opportunities for tourism development within the municipality and improving existing facilities, or organizing special events and festivals to enhance the visitor experience.
- Organizing association for product development and marketing of the pasalubong center

ADMINISTRATIVE SECTION

- Handling paperwork such as contracts, and agreements related to tourism activities and events.
- Managing incoming and outgoing communication, including emails, phone calls, and letters, often serving as a point of contact for inquiries.
- Processing payments, managing budgets, tracking expenses, and maintaining financial records.
- Handling employee records, payroll, benefits administration, and other HR-related tasks
- Organizing meetings, maintaining office supplies, managing schedules, and coordinating administrative logistics.
- Ensuring compliance with relevant regulations, policies, and procedures related to tourism operations.
- Dusting, cleaning, and maintaining artifacts, display cases, and exhibition spaces.
- Monitoring environmental conditions such as temperature, humidity, and light levels to ensure the preservation of collections
- Performing routine cleaning tasks such as sweeping, mopping, and vacuuming floors.
- Cleaning restrooms, offices, galleries, and other public areas.
- Emptying trash bins and recycling bins regularly.
- Reporting any maintenance issues or repairs needed within the museum premises.
- Monitoring museum premises for security concerns, including unauthorized access or suspicious activities.
- Assisting with opening and closing procedures to ensure the security of museum facilities.
- Providing support during special events, receptions, and programs hosted by the museum.
- Keeping track of cleaning supplies, tools, and equipment needed for custodial tasks.
- Assisting visitors with directions, information, and inquiries as needed.
- Following museum policies and procedures related to collection care, security, safety, and visitor services.

PLANNING SECTION

- Developing event proposal, timelines, and action plans.
- Creating engaging and relevant event programs that align with the tourism office's goals and objectives.
- Organizing various activities and attractions within events to enhance visitor experiences.
- Utilizing traditional and digital marketing channels such as social media, websites, email campaigns, press releases, and partnerships with media outlets.
- Building relationships with local businesses, organizations, community groups, and tourism stakeholders to garner support and participation in events.
- Facilitating communication and collaboration between event organizers, vendors, sponsors, volunteers, and community members.
- Soliciting feedback from participants and stakeholders to evaluate event effectiveness and identify areas for improvement.
- Compiling post-event reports and analyses to document successes, challenges, and lessons learned for future planning and decision-making.
- Participating in professional development opportunities such as workshops, conferences, and networking events to expand knowledge and skills.
- Building relationships with industry peers, suppliers, and experts to exchange ideas, resources, and support.
- Developing, maintaining, and updating the tourism office's website to provide essential information to visitors, such as attractions, accommodations, events, and travel resources.
- Developing engaging and relevant content for social media platforms, including posts, images, videos, and stories, that highlight tourist attractions, activities, events, and experiences.
- Monitoring social media channels, responding to comments, messages, and reviews, and engaging with followers to build relationships, address inquiries, and manage reputation.
- Planning, executing, and optimizing social media marketing campaigns to promote tourism products, special offers, events, and destinations.
- Keeping abreast of social media trends, industry news, and competitor activities to identify opportunities, adapt strategies, and stay relevant in the dynamic digital landscape.

MUNICIPAL TOURISM INFORMATION CENTER AND ASSISTANCE DESK SECTION

- Maintaining accurate records of visitor inquiries, transactions, and feedback for reporting and analysis purposes.
- Welcoming visitors and providing them with comprehensive information about the municipality, including attractions, accommodations, dining options, transportation, events, and activities.
- Offering personalized recommendations based on visitors' interests, preferences, and available time.
- Ensuring a welcoming and friendly atmosphere at the tourism information center and assistance desk, making visitors feel valued and comfortable.
- Listening attentively to visitors' needs, concerns, and inquiries, and addressing them promptly and courteously.
- Handling complaints or issues with professionalism and empathy, striving to resolve them to the satisfaction of the visitor.
- Promoting key attractions, landmarks, historical sites, museums, parks, and other points of interest within the municipality.
- Demonstrating cultural sensitivity and awareness when interacting with visitors from diverse cultures, respecting their customs, traditions, and beliefs.
- Encouraging visitors to explore and experience a variety of tourism products and services available within the municipality.
- Collaborating with local tourism businesses, attractions, hotels, restaurants, and transportation providers to stay informed about their offerings and services.
- Generating reports on visitor demographics, trends, preferences, and satisfaction levels to inform decision-making and strategic planning.
- Establishing accreditation standards and criteria for tourism-related businesses and services such as hotels, restaurants.
- Providing guidance, training, and support to help businesses improve their operations and meet accreditation requirements.

ACCREDITATION / PROMOTIONS AND DEVELOPMENT SECTION

- Defining requirements related to vehicle safety, cleanliness, maintenance, insurance coverage, driver qualifications, and customer service.
- Conducting assessments and inspections of transportation providers to verify compliance with accreditation standards.
- Inspecting vehicles for safety features, cleanliness, and maintenance records.
- Evaluating driver qualifications, including licenses, training, and background checks.
- Granting accreditation certificates or licenses to transportation providers that meet the established standards.
- Providing documentation that demonstrates compliance with accreditation requirements and serves as proof of accreditation status.
- Renewing accreditation periodically through scheduled reevaluations and inspections to ensure ongoing compliance.
- Encouraging tourists to look for accreditation symbols or logos when selecting transportation options to make informed choices.
- Monitoring accredited transportation providers to ensure continued compliance with accreditation standards.
- Collaborating with local transportation authorities, regulatory agencies, and industry associations to establish and enforce accreditation standard
- Collaborating with local artisans, craftsmen, and producers to develop unique and authentic pasalubong items that reflect the destination's culture, heritage, and identity.
- Ensuring that pasalubong items are of high quality, ethically sourced, and environmentally sustainable to appeal to conscientious travelers.
- Establishing partnerships with local retailers, souvenir shops, hotels, and tourist attractions to distribute pasalubong items.
- Highlighting the unique features, craftsmanship, and cultural significance of pasalubong items to differentiate them from generic souvenirs.
- Engaging with local communities, artists, and entrepreneurs to involve them in the pasalubong product development process and ensure their fair participation and benefit.
- Monitoring sales data, customer reviews, and social media engagement metrics to measure the performance and impact of pasalubong marketing initiatives.

Office or Division:	TOURISM OFFICE			
Classification:	Simple			
Types of Transaction:	Registration/Renewal of Permit of TODA			
Who may avail:	All TODA Members			
CHECK LIST OF REQUIREMENTS			WHERE TO SECURE	
<ul style="list-style-type: none"> • Driver's License • OR/CR • TODA Membership Certificate • Barangay Certificate • Community Tax Certificate 			LTO LTO TODA President Barangay of Origin MTO	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Secure and Fill out the Tourism Accreditation Form	Validation of clients' information <ul style="list-style-type: none"> • Name of Operator • Name of Driver • Driver's License No. • Address • Old sticker No. • Body Number 	None	10-30 minutes	Local Transpo Accreditation In-charge
2. Submission of signed Accreditation Form	Validate the TODA clearance if completely signed by respective TODA officers before the approval of Tourism office	None	5-10 minutes	Tourism Officer

3. Present the Permit and receipt from BPLO	Validation of pertinent Document for processing <ul style="list-style-type: none"> • Official Receipt of Payment • Permit to Operate • Tricycle Sticker No. 	None	5-10 minutes	Local Transpo Accreditation In-charge
4. Present the actual Vehicle of body color confirmation for Tourism approval	Inspection of Vehicle for qualification	None	5-10 minutes	Tourism Officer

Office or Division:		TOURISM OFFICE		
Classification:		Simple		
Types of Transaction:		Accreditation of Tourism Establishments		
Who may avail:		All client who has Tourism Establishments		
CHECK LIST OF REQUIREMENTS			WHERE TO SECURE	
<ul style="list-style-type: none"> • Official Receipt of payment from BPLO • Application Form for Business Permit • Assessment Form • ECC approval and foreshore lease agreement 			BPLO BPLO DENR DENR	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit requirements	Completion of requirement needed for checking	None	10 - 30 minutes	Tourism Information Desk In-charge
2. Fill out the Tourism Accreditation Checklist	Validation of clients Tourism regulation compliance per Industry classification <ul style="list-style-type: none"> • Guest logbook • Staff uniforms • Pool Guard • Beach Watchers • DENR Clearance • Hairnet 	None	10 - 30 minutes	Tourism Information Desk In-charge
3. Process Tourism Accreditation Certificate	Issuance of Tourism certificate for accreditation	None	5-10 minutes	Tourism Information Desk In-charge

Office or Division:	TOURISM OFFICE			
Classification:	Simple			
Types of Transaction:	Tourist Data Monitoring			
Who may avail:	All client who has Tourism Establishment			
CHECK LIST OF REQUIREMENTS			WHERE TO SECURE	
Logbook			Establishment Proprietor	
CLIENT STEPS	AGENCY ACTION	FEE TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Submission of Data	Validation and Consolidation of Data <ul style="list-style-type: none"> • Monthly • Quarterly 	None	Variable	Tourism Information Desk In-charge