

CULTURE  
*based*  
GOVERNANCE

---

FOR GOVERNMENT UNITS IN THE PHILIPPINES

VOLUME TWO  
HERITAGE DRIVEN-DEVELOPMENT

**CULTURE-BASED GOVERNANCE**  
**For Local Government Units of the Philippines**  
**Volume 2: Heritage-Driven Development**

Karapatang-ari © 2020 ng National Commission for Culture and the Arts and  
Philippine Cultural Education Program

Hindi maaaring kopyahin ang alinmang bahagi ng aklat sa alinmang paraan – grapiko,  
elektroniko, o mekanikal – nang walang pahintulot mula sa may hawak ng karapatang-ari.

Inilathala at ipinamamahagi ng

**NATIONAL COMMISSION FOR CULTURE AND THE ARTS**

*Room 5D #633 General Luna Street, Intramuros Manila*

*Tel: (02) 8527-2192 loc. 529*

*Email: pcep.secretariat@gmail.com*

**BARASOAIN KALINANGAN FOUNDATION INC.**

*#1 New Hope Subdivision Bulihan City of Malolos Bulacan 3000*

**UNIVERSITY OF SANTO TOMAS GRADUATE SCHOOL**

Center for Conservation of Cultural Property and Environment in the Tropics

Rm. 106 Graduate School - CCCPET, Thomas Aquinas Research Center

University of Santo Tomas, España, Manila

Email: ust\_cccpet@yahoo.com, cccpet@ust.edu.ph

Inilimbag sa Pilipinas

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The National Commission for Culture and the Arts (NCCA) is the overall coordination and policymaking government body that systematizes and streamlines national efforts in promoting culture and the arts. The NCCA promotes cultural and artistic development: conserves and promotes the nation's historical and cultural heritages; ensures the widest dissemination of artistic and cultural products among the greatest number across the country; preserves and integrates traditional culture and its various expressions as dynamic part of the national cultural mainstream; and ensures that standards of excellence are pursued in programs and activities. The NCCA administers the National Endowment Fund for Culture and the Arts (NEFCA).

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Provincial Government of Camiguin

Department of Interior and Local Government

Local Government Academy

Cultural Center of the Philippines

Komisyon sa Wikang Filipino

National Historical Commission of the of the Philippines

National Museum of the Philippines

National Library of the Philippines

Asian Institute of Tourism of the University of the Philippines



## ABOUT THE PUBLICATION



This publication is a collection of presentations done during the series of Culture-based Governance Trainings for Local Government Units conducted by National Commission for Culture and the Arts - Philippine Cultural Education Program (NCCA-PCEP) in partnership with the University of Santo Tomas Graduate School - Center for Conservation of Cultural Property and Environment in the Tropics (USTGS-CCCPET). These trainings were conducted on the following dates and venues:

Vigan City, Ilocos Sur  
8 - 10 March 2013

Koronadal City, South Cotabato  
15-17 March 2017

Balanga City, Bataan  
7 - 9 June 2018

Ormoc City, Leyte  
27-29 August 2019

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## HERITAGE-DRIVEN DEVELOPMENT

### Introduction

The experience of local governments in heritage-driven development and culture-based governance is a wealth of learnings that establishes the feasibility of the model, inspiring a positive attitude towards holistic development. This Volume 2 highlights the concrete programs and strategies of highly-respected local governments that have galvanized heritage as a source and force of development.

With cautious trepidation, local governments took some time over discussion, observation and preparation to embrace and invest on culture and heritage as a development tool. Hon. Eva Marie Singson-Medina, mayor of the World Heritage City of Vigan, in her presentation ‘Vigan City, Ilocos Sur’ narrated the city’s turn around from nepotistic political administration, limited natural resources and struggle with homeowners into a UNESCO World Heritage model of heritage conservation and sustainable development. This emblematic Vigan paradigm has inspired Hon. Richard Gomez, mayor of Ormoc City, to muster the courage to constantly rise from the ravages of natural disasters and present their efforts in ‘Ormoc City Culture and Arts program.’ This emanated from a massive cultural heritage mapping activity that ramified to arts celebrations, museum development, digital library, tourism planning and cultural heritage ordinance. Noteworthy is the emergence of little known municipalities through the presentation of Hon. Nathalie Anne Debuque, mayor of Anilao, Iloilo, who proudly shared ‘Banaag Festival of Anilao: The light of Iloilo’. This pictured how a historical festival transformed a notorious gun-slinging town into a proud community with a socially responsible youth sector. These efforts of local officials amplify to the provincial government valuing people, places and cultural heritage. The presentation of Mr. Alphonsus Tesoro, provincial tourism officer of Capiz Province, entitled ‘Cultural Vibrancy in Local Governance, Capiz Experience’, exemplifies the efficient coordination among agencies, utilization of cultural heritage, consistent monitoring and evaluation of the programs to ensure sustainability. The roster of case studies impresses similar principles adopting innovative and creative approaches based on distinct local cultural contexts. As development concepts evolve over time, so do heritage and conservation concepts. The presentation of Dr. Eric B. Zerrudo ‘Charting the Development of National Conservation Policies of the Philippines’ comprehensively illustrates the themes of cultural heritage conservation over the years and how national and local governments have codified through laws and ordinances their local approaches to utilize heritage in development.





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| <b>Ormoc City Culture and Arts Program</b><br><i>Hon. Richard Gomez</i>  | <b>89</b>  |
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## **VISION**

**VIGAN: A HABITABLE HERITAGE CITY OF CHOICE**

## **MISSION**

**TO CONSERVE OUR HERITAGE AND DELIVER  
EFFECTIVE SERVICES FOR IMPROVED QUALITY OF  
LIFE**

## **CORE VALUES**

***V*igilance  
*I*nnovation  
*G*od fearing  
*A*ccountability  
*N*urturing**



Dagupan City



Angono, Rizal



Chocolate Hills, Bohol



Tagaytay City



Baguio City



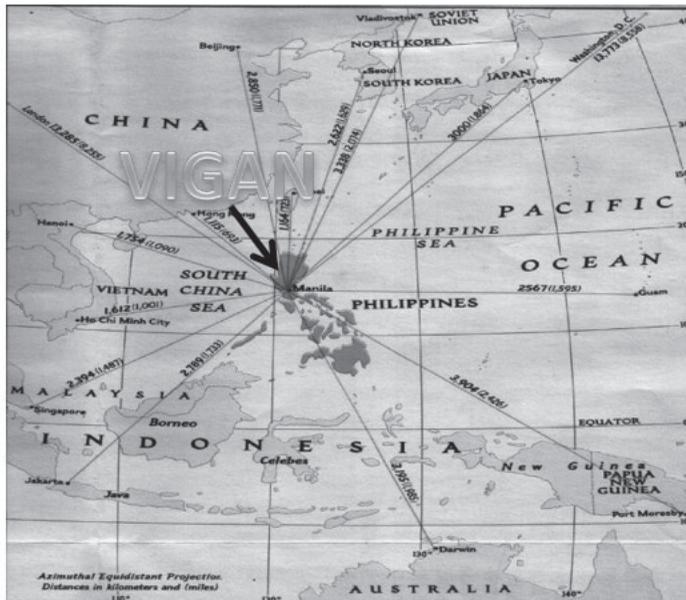
Puerto Princesa  
Underground River



Camarines Sur Wakeboarding Capital



Boracay Island



# DON JUAN DE SALCEDO

Grandson of Conquistador Miguel Lopez de Legaspi



Founded Villa Fernandina de Vigan in 1572 making Vigan the 3<sup>rd</sup> oldest Spanish settlement in the Philippines.

*Rebdo de Npan, o Villa fernandina*  
*Traslado*  
 Al Despacho de título de Ciudad,  
 donde está resuelto se traslade la ciudad  
 Episcopal de Obispo de la Nueva Segovia  
 en las Islas Philipinas?

*En la 7. de Sept. de 1758*  
*Londro. dia duplicado.*

*El Ayuntamiento de Vigan*

**Original Manuscript of the Royal Decree**



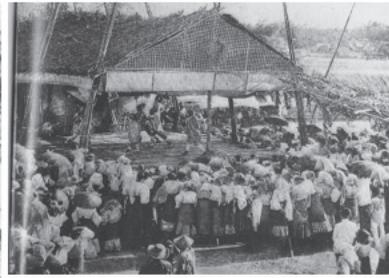
POLITICAL



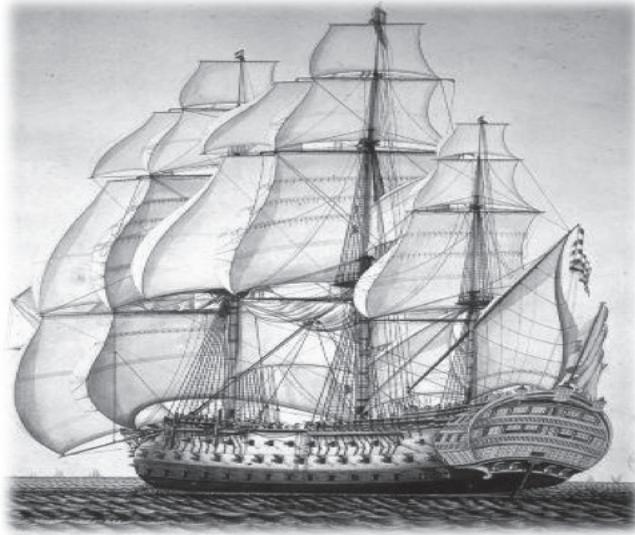
RELIGIOUS



SOCIAL

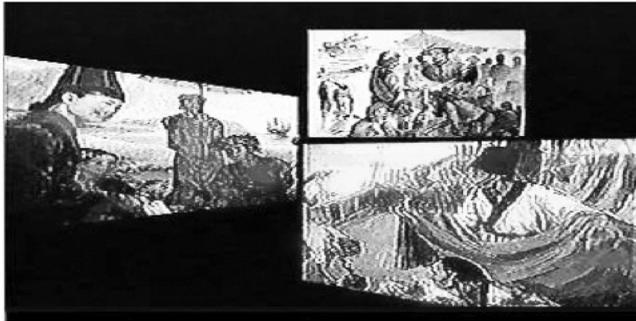
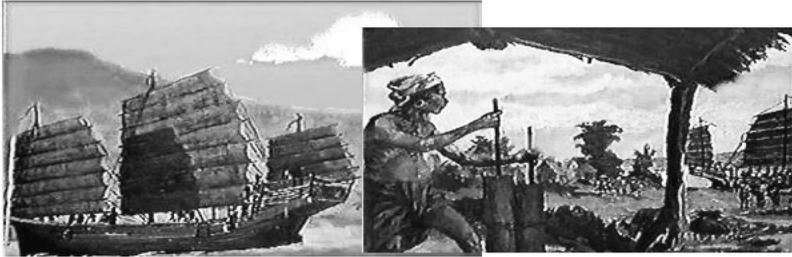


CULTURAL



Manila-Acapulco Galleon Trade was Abolished

Trade and Industry in Vigan declined



Vigan was reverted into a municipality



**In 1953, Virginia Tobacco was introduced to the Ilocos region as a new cash crop**



**Political instability and abuses of political private armies**

**The violence and anarchy that marked the late 1950's through the 60's resulted in out-migration of investments.**





CALLE CRISOLOGO Ghost  
Town

**Traditional Industries Threatened with Extinction**

**CITY OF VIGAN**  
PROVINCE OF ILOCOS SUR

VIGAN CITY  
NATIONAL HISTORICAL COMMISSION OF THE PHILIPPINES

**VIGAN**

Empanada Okoy Delicacy

Locano Abel Industry

Longganisa Processing

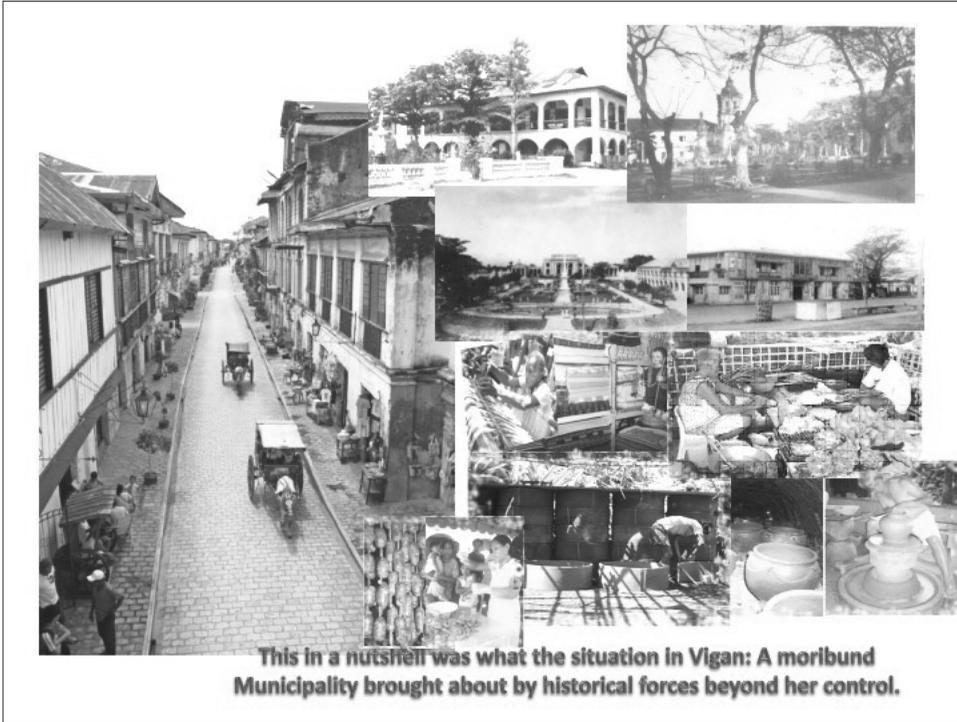
Burnay (Jar) Industry

Vigan Terra-cotta Industry



The Vigan Public Market Burned in 1994

**Vigan** was a 2<sup>nd</sup> Class Municipality  
with Annual Revenue of  
**P27M**





...ALWAYS LOOK BACK AND CONSULT THE PAST TO BE ABLE TO ORGANIZE OUR COURSE OF ACTION FOR THE PRESENT AND THE FUTURE



Stakeholders in the formulation of a vision and action plan that would transform Vigan into a vibrant thriving community

Four objectives of our Cultural  
**HERITAGE  
CONSERVATION PROGRAM:**  
A TOOL FOR DEVELOPMENT

**1<sup>st</sup> Objective**

**Fortify the sense of  
identity and  
pride of the  
Bigueños**



### Massive Research and Information Dissemination



Brochures



Electronic Book and Video Film



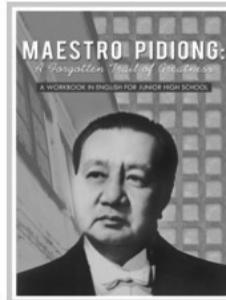
Newsletter



Coffee Table Books



Postal Stamps



OUR VIGAN



The Vigan High School was an old one when it was established in 1911. It was a simple building, but it was a place where many of the city's brightest minds were nurtured. Today, it stands as a testament to the city's rich educational heritage.

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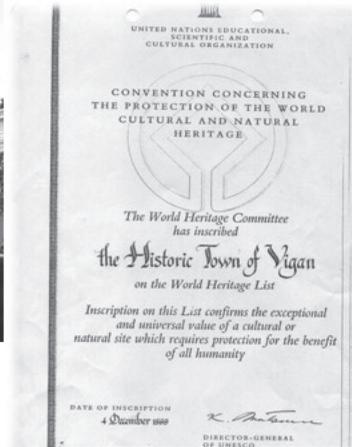
Facebook Fanpage



Twitter Account



[www.vigancity.gov.ph](http://www.vigancity.gov.ph)



Basis of inscription:

(ii): Vigan represents a unique fusion of Asian building design and construction with European colonial architecture and planning, and *criterion (iv)*: Vigan is an exceptionally intact and well preserved example of a European trading town in East and South-east Asia



Public hearings conducted by both Houses of Congress for the conversion of Vigan into a component city.



On the basis of the Royal Decree issued by King Fernando VI proclaiming Vigan as a City, SB 2174 was approved by the Philippine Senate on October 9, 2000. Vigan City is reborn based on Historical and Cultural significance.

## 2<sup>nd</sup> Objective

Institutionalize protective measures and development plans.



### Safeguarding our Heritage



Enacted Conservation Laws and Issuances

### Defining boundaries

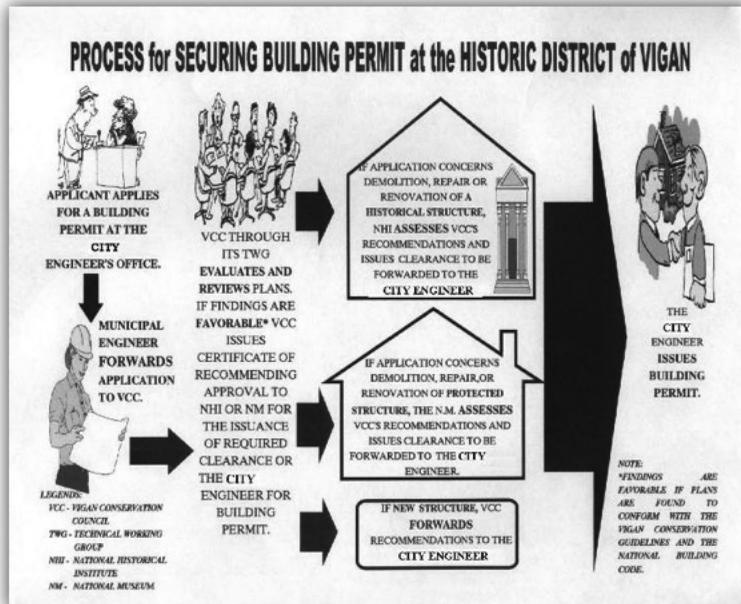


Core and Buffer Zones of the Historic District

General Conservation Guidelines  
Specifying the compatible uses



Members of the Vigan Conservation Council reviewing Applications for building permits in the core and buffer zones



Multi-Sectoral Conservation Council



### Vigan Conservation Code



The City Government turns over conservation guidelines pamphlets to the President of the Save Vigan Ancestral Homeowners Association Inc. for distribution to stakeholders

### Before Restoration



### After Restoration



18<sup>th</sup> Century Houses

Before Restoration



After Restoration



18<sup>th</sup> Century Houses

### New Constructions in the Core Zone

Before



After





## 3<sup>rd</sup> Objective

# Forge Local and International Linkages for Conservation and Development Programs

### Collaborative Projects Imbibe Best Practices



Forge Local and International Linkages for Conservation

Vigan Master-Development Plan  
Restoration of an Ancestral Building



MOA Signing for the formulation of the Vigan Master Plan by Cooperating Agencies



Formal turn-over of the Vigan Master Plan for the revitalization of the Historic District of Vigan and the keys to the Vigan Culture and Trade Center.



Signing of MOA for Sectoral Projects and the establishment of the Master Plan office for the implementation of Master Plan.



Integrated Water Supply System

Aquaculture and Fish Processing



Health & Sanitation



Metal Crafts



Solid Waste Mngt. Project



Vigan Ancestral  
Homeowners Manual



Signing of Sisterhood Agreement with Barra de Navidad, Cihuatlan, Mexico.



Signing of Sisterhood Agreement with Makati City



Signing of Sisterhood Agreement with San Mariano, Isabela.



Signing of Sisterhood Agreement with Lal-lo, Cagayan



Signing of Sisterhood Agreement with  
Changsa City, China



Friendship Agreement between Maui,  
Hawaii and the City of Vigan



Signing of Sisterhood Agreement with Honolulu, Hawaii

Link with the Japan Council of Local Authorities for International Relations  
(JCLAIR) for Disaster Reduction and Cultural Preservation





Loom Weaving



Burnay Making

**Incorporated Traditional Industries in Curriculum**



**CULTURAL MAPPING**



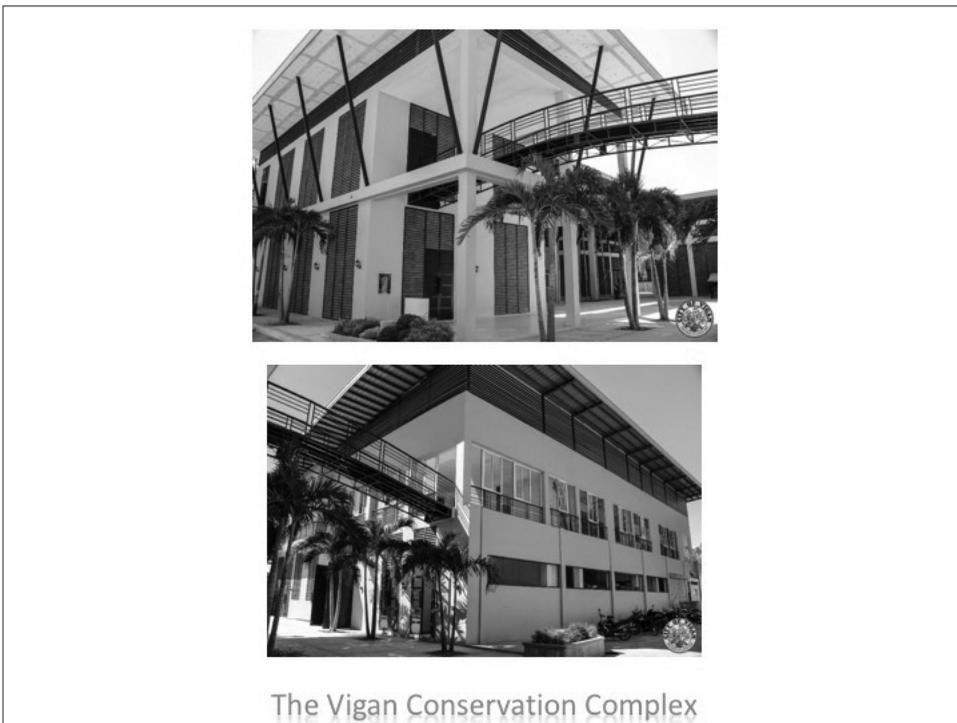
TANGIBLE CULTURAL PROPERTIES



INTANGIBLE CULTURAL PROPERTIES



Heritage River Cruise





### The Vigan Conservation Complex



### THE CHURCH

### The Vigan Conservation Complex



### CITY

### The Vigan Conservation Complex



THE ANCESTRAL HOUSES

### The Vigan Conservation Complex



Conservation  
Materials Home  
Depot





### The Vigan Conservation Complex



President Elpidio Quirino Research Center

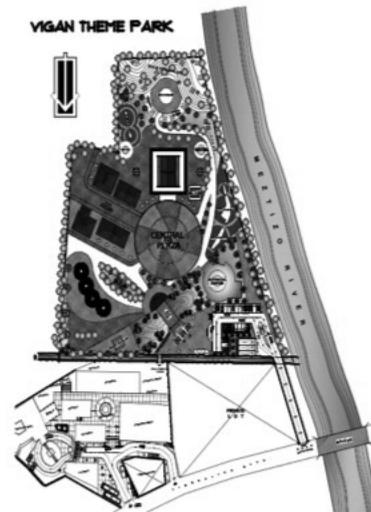
### The Vigan Conservation Complex



The Vigan Skills Training Institute

## The Vigan Conservation Complex

- Organizing Community Based Integrated Performing Arts
- Heritage Tourism Management
- Cultural Events Planning Management
- Cultural Product Development and Entrepreneurship
- Community Based Cultural Mapping and Conservation Documentation
- Disaster Risk Reduction in Cultural Communities
- Maintenance and Conservation of Cultural Properties
- and The University of Northern Philippines for the Thesis Re-entry Plan Plus Basic Masteral Subjects



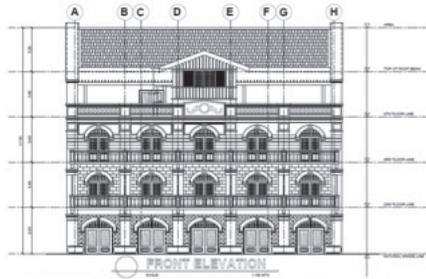
CULTURAL PARK  
Ancient Province of Ylokos



Restoration of our 4-Storey Ancestral Building in Crisologo Street



Front Perspective



Rear Perspective



**Products Display and Promotions Center, Art Gallery  
Sub Depot of the Bureau of Fire Protection  
Branch Public Safety and Disaster Risk Reduction Office**



With the Ateneo De Manila,  
23 City Government Employees obtained their Master in Public Management under the  
Vigan Scholarship Program

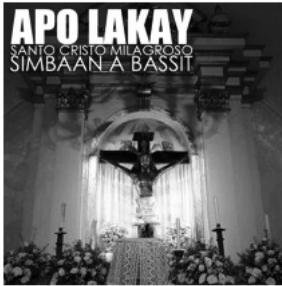
**4<sup>th</sup> Objective**  
**Tourism Programs Enrich and Conserve the**  
**People's Core Values and Traditions**



**FEAST OF THE CONVERSION OF ST. PAUL, OUR PATRON  
LONGGANISA FESTIVAL**



**Semana Santa**



**FEAST OF "APO LAKAY"**



**VIVA VIGAN BINATBATAN FESTIVAL**



**Vigan City**  
**World Heritage Cities**  
**SOLIDARITY DAY**

REPAZZO de VIGAN  
**SOLIDARITY DAY**



**RANIAG,**  
**THE VIGAN TWILIGHT**  
**FESTIVAL**  
**WORLD COSTUME**  
**FESTIVAL**



**LANTERN AND TORCH PARADE**

**PERFORMING ARTS**



**"ANG BABAE NG DIGMAAN"**



### "TRES PATRIMONIO"

### "Q" THE MUSICAL

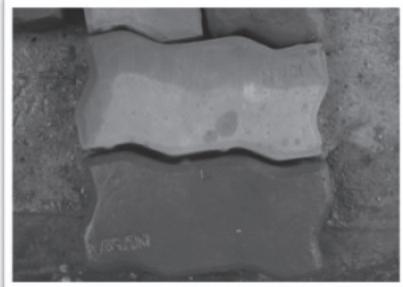




Street Food Court



PLAYA DE ORO RESORT



Streetscape  
Terra Cotta Blocks, Period Lamp Posts



Vigan at Night



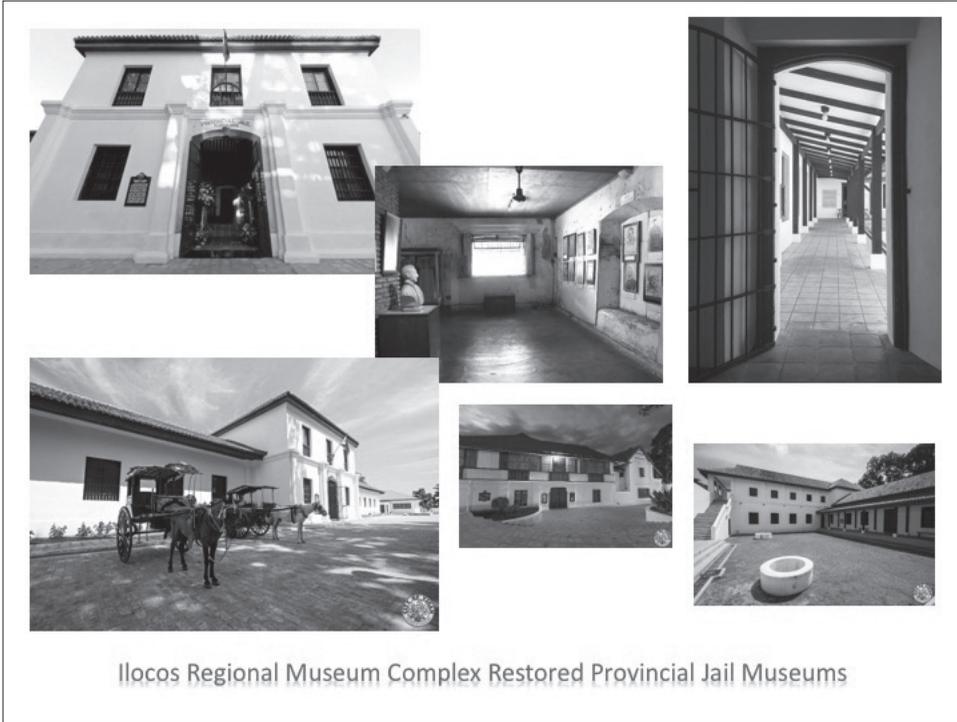
Street Signs



Majority of the streets in the core zone have already been laid with cobblestones



Dancing Fountain  
at Plaza Salcedo



Ilocos Regional Museum Complex Restored Provincial Jail Museums

### Private Sector



Baluarte of Gov. Chavit Singon



Crisologo Museum



Hidden Garden



Pagburnayan



Native Delicacies Zone



Loom Weaving Village



The Luna Hotel and Museum



The Casa Vicente Restaurant



RECENT DEVELOPMENT  
PRIVATE INVESTOR  
MULTI-LEVEL PARKING AND COMMERCIAL BUILDINGS IN THREE LOCATIONS



Hotels, Restaurants, Souvenir Shops and Other Tourism Related Establishment



Vigan Convention Center



Playa de Oro Resort



Mira Hills



Vigan Public Market



Bus Terminal



Vigan Culture & Trade Center



Vigan Slaughter House

## MURAL PAINTING OF VIGAN'S HISTORY

BY ANGONO ARTISTS' ASSOCIATION headed by  
Mr. Michael Blanco



**BAS RELIEF—VIGAN LETRAS y FIGURAS**

*BY MR. WILLY LAYUG*

*A 3 meter by 6 meter by 10 inch thickness painted wood sculpture*



**THREE CHANDELIERS MADE OF CAPIZ SHELLS AND ABEL ILOCO**

*Main Lobby*



VILLA FERNANDINA DE VIGAN



TAGUIG, METRO MANILA

### Vigan City Tourism App

Vigan City Tourism App will help tourist and citizens alike to have a better view of the city even before they go to the place. You can pre-plan your itinerary to get the most out of your travel, or if you are that spontaneous type, this app gives you variety of options that are accessible and information-ready, making you enjoy the experience of exploring the City without much of the hassle.



Download the App now!

You can download the app at



VIGAN TOURISM APP

2014 VIGAN'S INCLUSION  
NEW 7 WONDERS – CITIES OF THE WORLD



VIGAN, QUIET COMMUNITY BUSTLING CITY RICH IN HISTORY AND RESPLENDENT IN CULTURE



## Financial Accountability & Transparency



Financials transactions are computerized and networked



[www.vigancity.gov.ph](http://www.vigancity.gov.ph)



**Suggestion Boxes at the City Hall and Public Market**

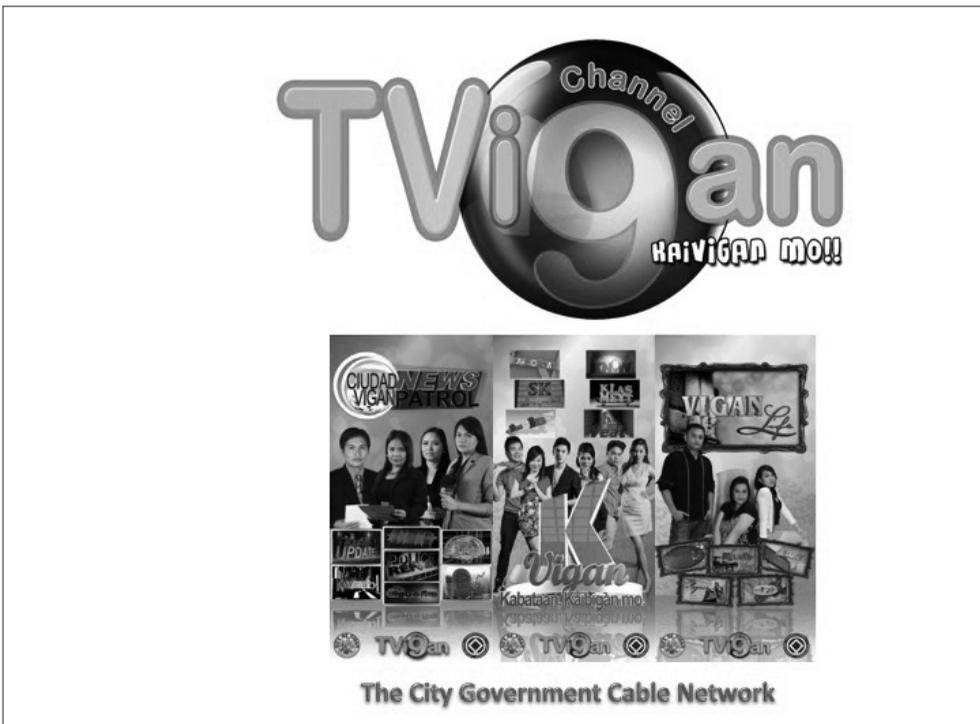


**Drawerless tables for employees**





Bulletin Boards





# Participation



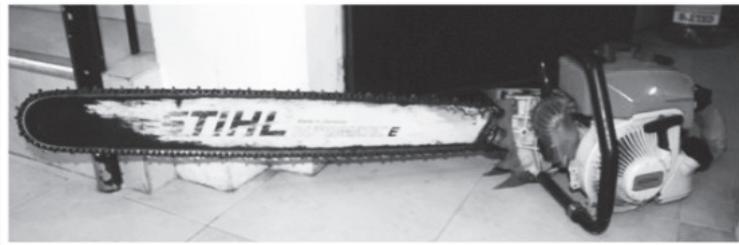


**Strategic Planning Approach for Rural and Urban Communities (SPARC) for 39 Barangays**

## *Peace, Security and Disaster Risk Management*



CCTV Cameras

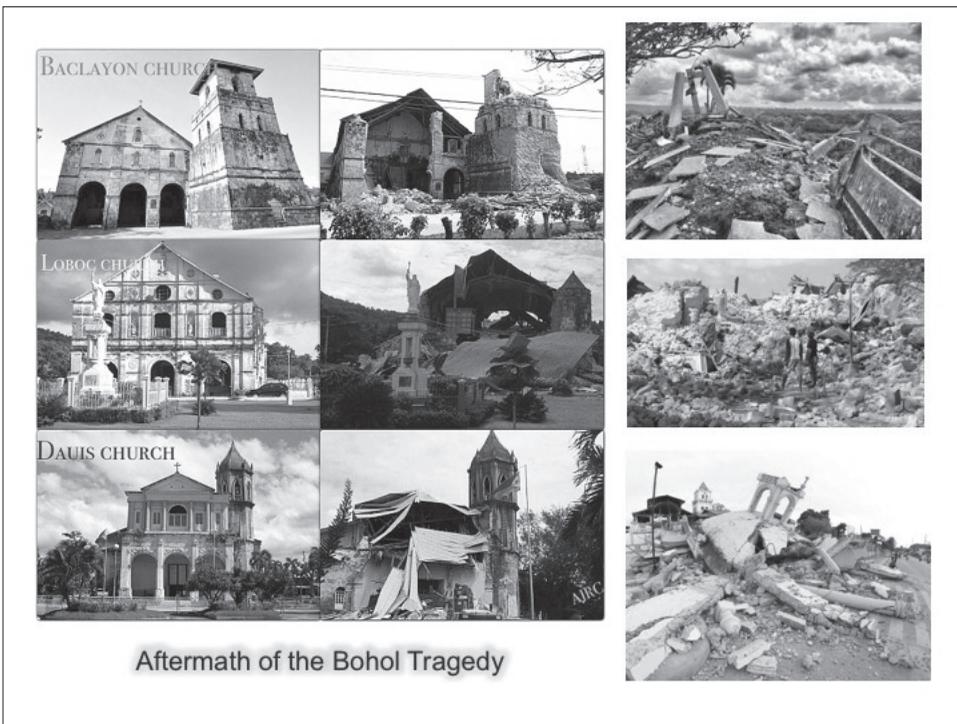


Chainsaws ,  
Emergency  
Lights, Handheld  
Radios



Fire prevention and suppression program for the Historic District





Aftermath of the Bohol Tragedy



Vigan Has Purchased a 3 Dimensional Laser Scanner



Oplan Sarikedked



Youth Responders Camp 2019



# Social Protection

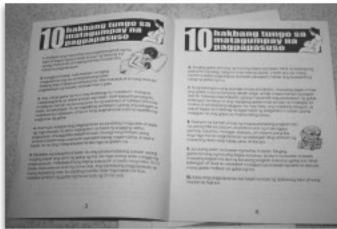


**Maternity and Newborn Care  
Lying-In Clinic**



OTHER MEDICAL/DENTAL FACILITIES





**EO51 or the Milk Code  
'No Bottle Feeding Policy'**



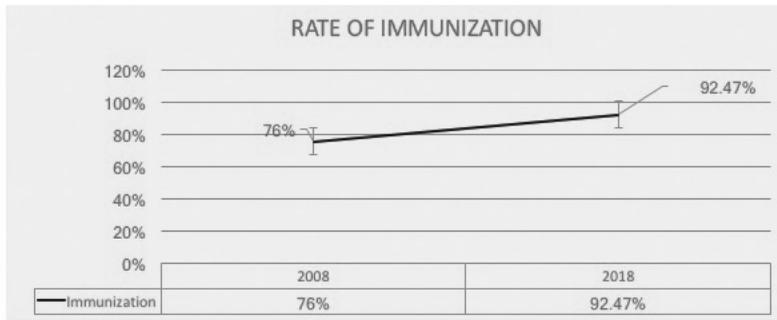
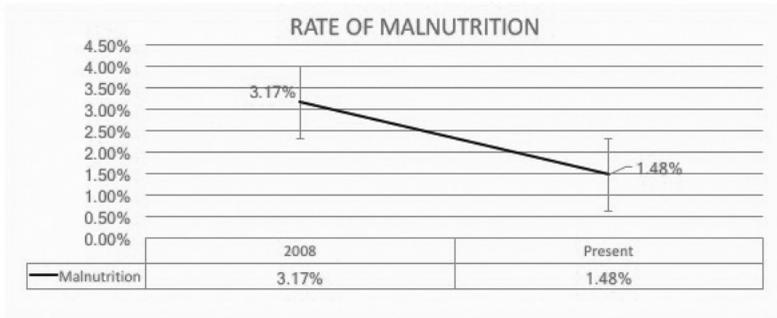
**CPR - Ready'**



**Bigueno's Foundation via F1K Program**



**Micro-Nutrient Supplementation and Supplemental Feeding Program**



**STIMULATION & THERAPEUTIC ACTIVITY CENTER (STAC)**  
 FREE REHABILITATION TO CHILDREN WITH DISABILITIES ZERO TO 21 YEARS



**Mass Weddings**



**We also take care of our Senior Citizens**





**Prohibiting Smoking in the City Hall and in all City Government Buildings for a  
100% smoke free work place**

## Environmental Management



**ZERO WASTE  
MANAGEMENT CENTER  
Biodegradable Wastes into  
Organic Fertilizers**



**Paper into Cooking Bricks**



**Into Paving Blocks and Tables**



**Plastic Bags, Candy Wrappers  
and Sachets Pulverized used as  
Hollow Block Extenders**

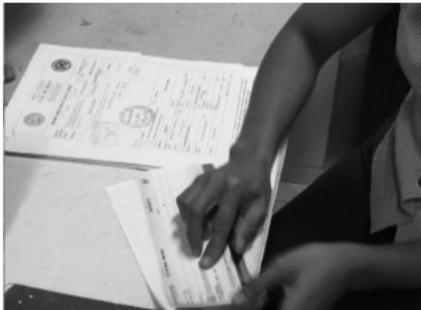
**Pillow Fillers**







**Mangroves**



**City Hall employees practice the use of secondary paper  
for office documents and transactions**



## Entrepreneurship, Business and Industry Promotion



Longganisa as our One Town,  
One Product



Soft Loans and Materials for Loomweavers

Inmates produce artworks and souvenir items





 **3 EASY STEPS IN SECURING BUSINESS PERMIT**

1



Present duly accomplished and notarized **UNIFIED FORM (UF)** together with documentary requirements.

(10 minutes)

2



Proceed to City Treasurer's Office. Pay all taxes and other charges and secure proof of payment (**OFFICIAL RECEIPT**).

(10 minutes)

3



Present proof of payment (**OFFICIAL RECEIPT**) for Mayor's Permit **PRINTING** and **RELEASING**.

(10 minutes)



## FIGHT AGAINST POVERTY



## MANPOWER DEVELOPMENT VIGAN SKILLS TRAINING INSTITUTE



Three Accredited Courses, Finishing Courses for  
Call Center Agents,  
Eskwela Talyer, Eskwela De Los Mataderos

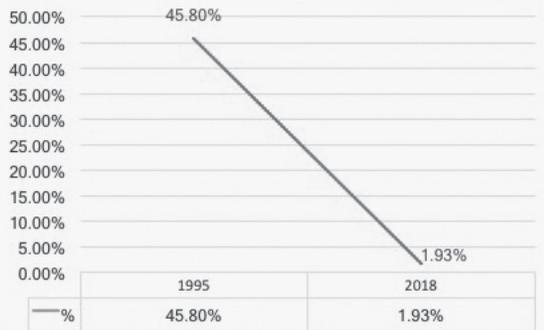


### Average of 98% Repayment

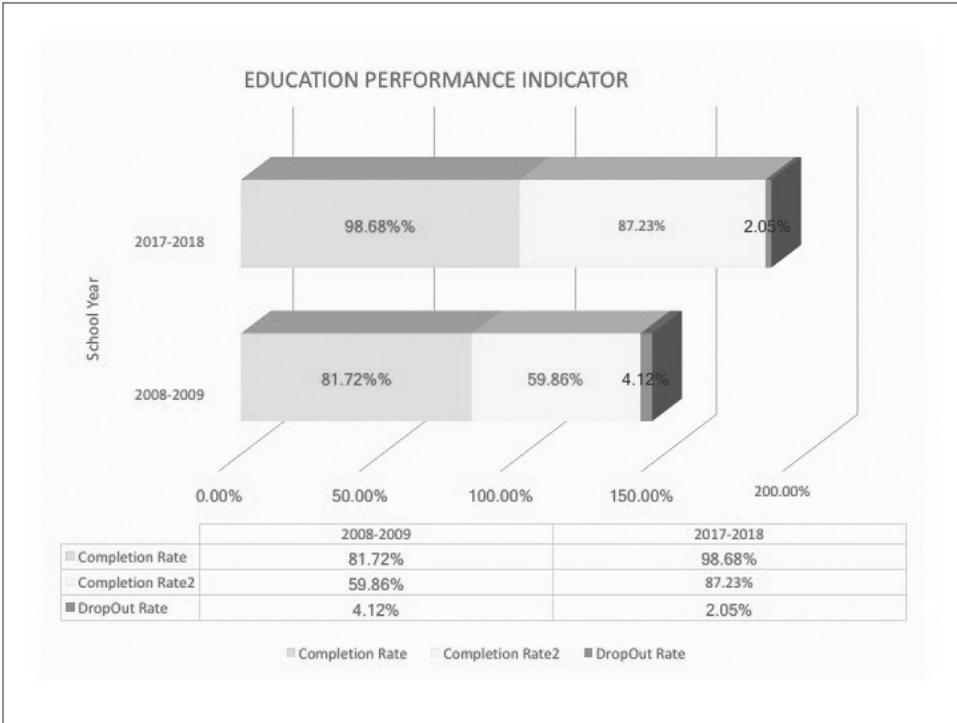


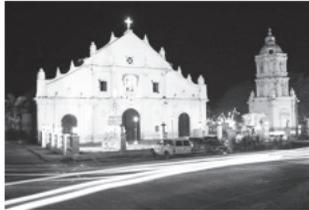
Second Component

Lending Small and Medium Entrepreneurs, One Town One Product  
Manufacturers, Farmers, Fisherfolks, Cooperatives

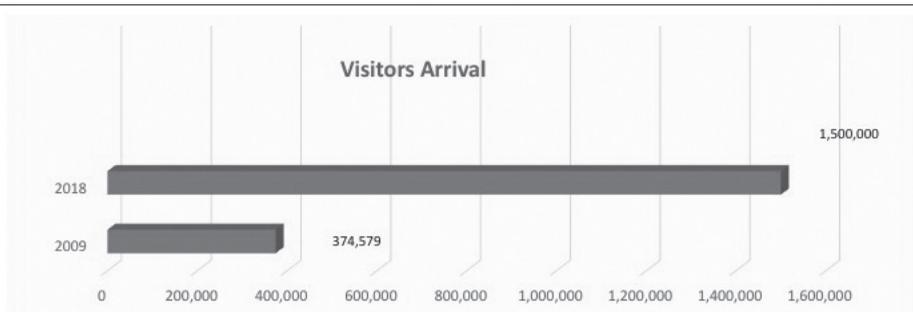


### THIRD COMPONENT DIRECT LIVELIHOOD ASSISTANCE FOR THE POOREST OF THE POOR

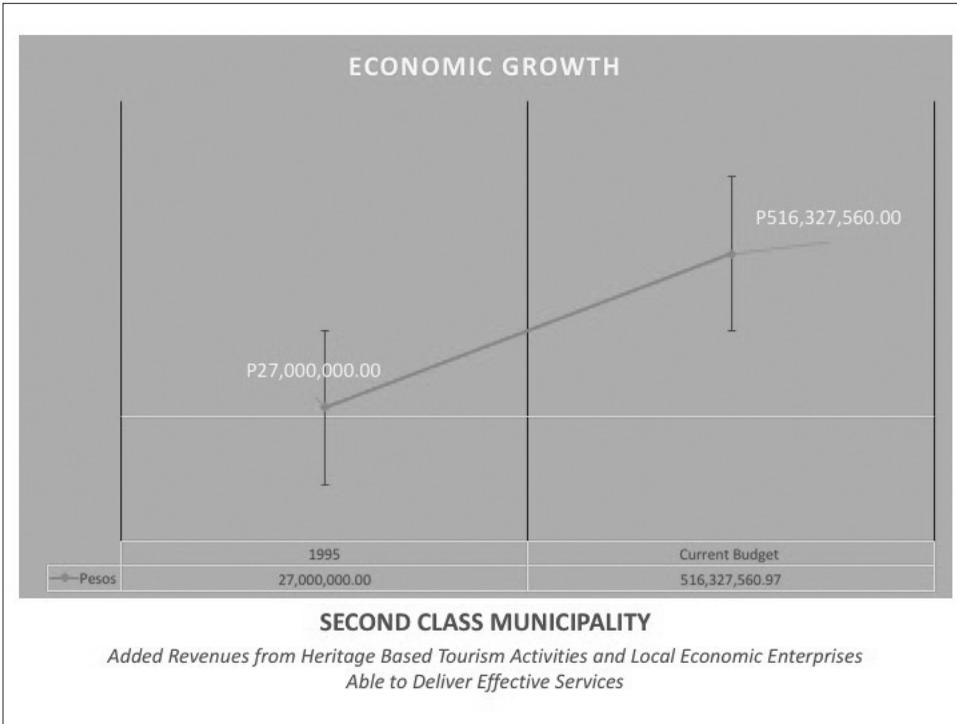




VIGAN, QUIET COMMUNITY BUSTLING CITY RICH IN HISTORY AND RESPLENDENT IN CULTURE



Both Commercially Accommodated and Day Time Tourist in 2018



Difficult to reconcile heritage conservation with economic advancement. Destruction of valuable patrimonies recent and modern developments. Difficult situation centuries old heritage against the needs of the present



Vigan experience heritage conservation pursued with our efforts a multi awarded city.





**Proud to be from the  
CLEANEST, SAFEST & GREENEST CITY  
of Region I for 2004 up to the present**



## HALL OF FAME

**VIGAN CITY**  
**BEST PERFORMING LGU IN REGION I**  
**CHAMPION & HALL OF FAME AWARDEE**

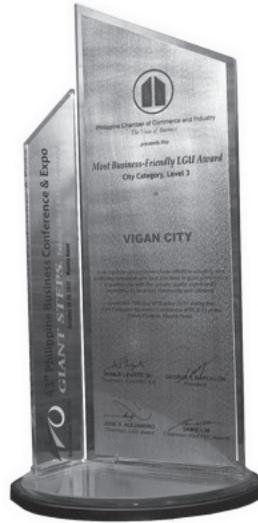




THE CONSISTENT REGIONAL OUTSTANDING WINNER FOR NUTRITION OR CROWN AWARDEE



- **THREE TIME CONSECUTIVE WINNER OF THE GAWAD KALASAG FOR BEST PERFORMING CITY DISASTER RISK REDUCTION & MANAGEMENT COUNCIL**
- **NATIONAL CHAMPION FOR HEALTH**
- **RECIPIENT OF THE SEAL OF EXCELLENCE IN EDUCATION**



## Most Business Friendly LGU Award

## THE VIGAN HERITAGE CONSERVATION PROGRAM: A TOOL FOR DEVELOPMENT



## GALING POOK AWARD BEST PRACTICE IN LOCAL GOVERNANCE



# HALL OF FAME



**National Winner,  
Gawad Kalusugan Pangkalahatan  
City Category**



**National Winner of the 1st Gawad Pamana ng Lahi,  
City Category**



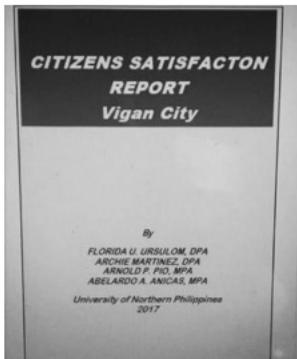
**UNESCO AWARDEE FOR  
BEST PRACTICE IN WORLD HERITAGE MANAGEMENT**



### 15. Citizen's Attitudes Towards the Local Government Unit

Further, almost all (145 or 97%) of the respondents said that in the next five (5) years, they choose to stay in their current city and not transfer to another city.

The findings above imply that it is safe to reside in Vigan. The safety may be in terms of the existence of peace and order, good job, good assistance on health, education, social welfare, and other services that the LGU Vigan renders.



**97% FOR CITIZEN SATISFACTION INDEX**



St Marie Eugenie of Jesus

*“Be the cotton between sheets of glass to keep others from shattering”*

***DIOS TIIAGNGINA,***

***VIVA ORMOC; VIVA VIGAN.***

***A NEW THANK YOU ER CITY***

***TUMAYKAYON DIDIAYAVIGAN,***

***BCOME VISIT VIGAN!***



## *Presentation Notes*

- History
  - Don Juan de Salcedo arrived in Isla de Bigan in 1572
  - In 1758, Catholic Diocese of Nueva Segovia was established, transferred from Lallo, Cagayan
  - With this influence, it was named Ciudad Fernandina de Vigan
  - It became the political, religious, economic, social and cultural capital of Northern Philippines.
  - It was reverted into a municipality after the Spanish colonial period when the economy weakened.
  - In the 1960s, the city was full of socio-political instability and abuse of political armies which resulted to outmigration and poor economy
  - Half of the population lived below poverty line
  
- As a city, it is the smallest due to land area of only 11 square kilometers and population is small only 50 thousand. Income was only Php 23,000,000
  
- The Vision
 

Vigan, using heritage conservation as a tool of development
  
- Objective 1
  - To fortify the sense of identity and pride of the Biguenos
  
- How?
 

Massive research and documentation on city's history, traditions and culture through website, fan page, brochures, videos, books stamps and workbooks for children

  - To institutionalize local protective measures and development plans

How?

  - Enact conservation ordinances such as core and buffer zones
  - Conservation guidelines in every zone with compatible uses of building and appropriate activities
  - Clearing house for building permits
  
- To forge local and international linkages for wider opportunities n



governance and conservation.

How?

- With Spanish government, Vigan master Plan
- With UNESCO Bangkok and UNP, the Vigan Homeowners Manual
- With UST GS CCCPET, the Cultural mapping and conservation complex
- This paved way for projects like Buridek, River Cruise, Complex and other projects

- To develop Vigan as a Tourist destination?

How?

- Institution of festivals-Town Fiesta of St Paul, Semana Santa Holy Week celebration, Binatbatan Festival, Solidarity festival, Raniag Vigan Festival and Artes Ita Pascua festival.

- Construction of Tourism Facilities- Vgan Convention Center

- Production of Performances - musicals and zaruelas

- Street Food courts,

- Support of the private sector- Baluarte Zoo, Hidden gardens, Loom - Weaving Village, hotels and restaurants and many more

- Local economic enterprises

- Human development

- Vigan Skills Training Institute

- Lending to Small and Medium scale enterprises

- Poverty alleviation program improved drastically

- Risk Reduction Program

- To mitigate flooding, river dredging, building sea walls, slope protection and canals

- To manage waste, ,material recovery facility which recycled waste into organic fertilizers and conversion of plastics to school desk and chairs and street pavers.

- To study the vulnerability, city bought 3D scanner for the structures

- Conclusion

These efforts led to many awards and recognition-World Heritage Best Management in 40th Anniversary of the World Heritage Convention in 2012

“It has opened itself to change but it has not sacrificed the bountiful wealth of its heritage’

---



# ORMOC CITY CULTURE & ARTS PROGRAM

HON. RICHARD GOMEZ  
Ormoc City Government



## CULTURE & ARTS PROGRAM

### CULTURAL MAPPING





## CULTURE & ARTS PROGRAM

### CULTURAL MAPPING



## CULTURE & ARTS PROGRAM

### CULTURAL MAPPING CONTINUING PROJECTS





## CULTURE & ARTS PROGRAM

### CULTURAL MAPPING CONTINUING PROJECTS

**PROJECT 1- CULTURAL MAPPING DIGITIZATION AND WEB DEVELOPMENT PROJECT**  
<http://phwebsites.net/ormoc/>

**PROJECT 2-ORMOC CITY MUSEUM CONTENT AND EXHIBITION DESIGN DEVELOPMENT PROJECT**

**PROJECT 3: ORMOC CITY HERITAGE LEGISLATION AND MUSEUM ORDINANCE**

**PROJECT 4: ORMOC CITY TOURISM DEVELOPMENT PLAN**



## CULTURE & ARTS PROGRAM





# CULTURE & ARTS PROGRAM

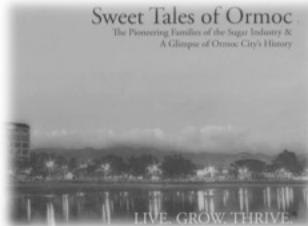
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# CULTURE & ARTS PROGRAM

**Sweet Tales of Ormoc**  
The Powering Families of the Sugar Industry &  
A Glimpse of Ormoc, City's History

**THE DAWN OF THE SWEET ERA**



It was during the early 1900s that the sugarcane industry in Ormoc began to flourish. The industry brought with it a new era of economic growth and development for the city. The sugarcane industry was the backbone of Ormoc's economy for many years.

The sugarcane industry in Ormoc was a major source of income for the city. It provided jobs for many people and helped to build up the city's infrastructure. The industry was a source of pride for the people of Ormoc and a symbol of the city's economic success.



LIVE. GROW. THRIVE.

## COFFEE TABLE BOOK





## CULTURE & ARTS PROGRAM

### ORMOC HYMN



### HIMNO ALANG SA DAKBAYAN SA ORMOK

HYMN TO ORMOC CITY  
WORDS & MUSIC : MANNY PANTA  
(BISAYA)

**AWITON TA ANG BUG-OS NGA GUGMA  
NIINING ORMOC NGA ATONG DAKBAYA  
N**

**DAGAT UG LASANG  
DUTA'G KASAP-AN  
NAGHATAG KABUHI-AN  
KATILINGBANG ORMOCANON ANG  
MAG-AMOMA SA TANAN  
LUNGSOD NATO MAHALON UG ATONG  
AMPINGAN.**

**SA TANAN NGA MGA PAGSUWAY  
MAGPABILIN ANG KUSOG!  
MATAHUM ANG LUMULUPYO  
NING ORMOC SIYUDAD NATO!  
NING ORMOC SIYUDAD NATO!**





## HIMNO ALANG SA DAKBAYAN SA ORMOK

HYMN TO ORMOC CITY  
WORDS & MUSIC : MANNY PANTA  
(ENGLISH)

**ORMOC CITY WE BELONG TO YOU  
LET YOUR GOODNESS EVER SHINE!  
LET OUR HEARTS REJOICE IN YOUR SEA AND SKIES,  
IN YOUR MOUNTAINS, STREAMS AND PLAINS!  
ON THE ROAD TO HISTORY WITH YOU  
ALL YOUR VIRTUES WE PROCLAIM.  
ORMOC CITY, WE DEFEND YOUR HONOR AND YOUR NAME.  
ONWARD WITH PROGRESS!**

**ONWARD WITH LOVE!  
STRENGTH AND PROSPERITY UNDER GOD  
ABOVE!  
THROUGH THE TRIALS OF THIS CHANGING WORLD  
LET OUR HEARTS STAY FIRM AND TRUE.  
BEAUTIFUL CITY OF BEAUTIFUL PEOPLE  
ORMOC CITY WE LOVE YOU!  
ORMOC CITY WE LOVE YOU!**



HYMN TO ORMOC CITY ©COPYRIGHTMANNY PANTA2019



## CULTURE & ARTS PROGRAM

NATIONAL ARTS MONTH  
FEBRUARY

Helps in promoting its homegrown talents here  
in Ormoc City by bringing out the best in the  
local art scene.





## CULTURE & ARTS PROGRAM



The Bayanihan Folk Arts Foundation  
by Ms Suzie Moya Benitez

Participants: DEPED Ormoc Teachers



## CULTURE & ARTS PROGRAM



Creative workshop for the Festival Dance Choreography  
by Douglas Nierras, Powerdance

Participants: Ormoc Local Choreographers & Dancers





## CULTURE & ARTS PROGRAM



### Art Workshop

by Romulo Galicano, Cid Reyes,  
Portrait Art Society of the Philippines inc,  
Ormoc City Visual Arts Association

Participants: Students, Out of School Youth, Arts Enthusiasts



## CULTURE & ARTS PROGRAM



### Dancesports Training by Genice Marquez

Participants: Students,  
Teachers, Out of School Youth



### Strategic Planning Workshop by Ms. Nikko V. Zapata

Cultural Management Division  
Arts Education Department  
Cultural Center of the Philippines  
Participants: LGU Ormoc, Culture & Arts Council





# CULTURE & ARTS PROGRAM

## HERITAGE MONTH



# CULTURE & ARTS PROGRAM

## *HERITAGE MONTH ACTIVITIES*

- HERITAGE TOUR
- SEMINAR
- PADUWA PINOY ORMOCANON (PALARONG PINOY)
- HARANA –PHILIPPINE OPERA COMPANY
- WWII FILM SHOWING ( BATTLE OF ORMOC BAY)





**CHARTER DAY CELEBRATION**  
ESKAPARTE by DEPED ORMOC  
Showcasing Ormoc City's Culture and the Arts



**The Culture & Arts Council**





## CULTURE & ARTS COUNCIL

- Creation of Socio-Cultural Scholarship Program
- Inventory of Cultural/ Historical Property/ Sites
- Resolution identifying the following historical sites as Important Cultural Properties of Ormoc City
- Formulation of Technical working group for the Ruins of Dominador Tan Mansions



## CULTURE & ARTS PROGRAM



ORMOC MUSEUM





## ORMOC MUSEUM

The building was Constructed few years after WWII, the Old City hall used to house the seat of power in the city government of Ormoc since the late 1940's. It was vacated in 2010 since the employees occupying it have transferred to the New City Hall located in the Government center of this city. The Old City Hall was converted into a Museum last June 2018.



## ORMOC MUSEUM



## FORMER CITY HALL





## ORMOC MUSEUM



CONVERTED TO ORMOC MUSEUM



## ORMOC MUSEUM

“We need a museum to remind us that we are part of a cultural band and we have a responsibility to our descendants to preserve our past”

Mayor Richard I. Gomez





## *Presentation Notes*

- A. Cultural Mapping Project with the USTGS CCCPET composed of almost 400 public school teachers
- Output was almost 100 volumes of data
  - Cultural mapping continuing projects were
    - Project 1 Cultural mapping digitization and web development  
<http://phwebsite.net/ormoc/>
    - Project 2 Ormoc City museum content and exhibition development
    - Project 3 Ormoc City Legislation and Museum Ordinance
    - Project 4 Ormoc City Tourism Development Plan  
(Awarded as Best Tourism Research in ATOP 2019)
- B. Local Initiatives
- Pina Festival
  - Coffee Table Book: Sweet Tales of Ormoc
  - Ormoc Hymn
- C. Interface with other Cultural and Arts Institutions
- Dance Workshop with Bayanihan Folk Arts Foundation
  - Art Workshop with the Portrait Arts Society of the Philippines
  - Strategic Planning Workshop with the Cultural center of the Philippines
- D. NCCA Heritage Month Celebration
- E. Culture and Arts Council Activities
- Socio-Cultural Scholarship
  - Inventory of Cultural and Historic Properties
  - Important Cultural Property (ICP) Sites of Ormoc City
  - Technical Working Group for the Ruins of the Dominador Tan Mansion
  - Ormoc City Museum
-



Hon. Nathalie Ann Debuque  
Mayor  
Municipal Government of Anilao, Iloilo

## *Municipality of Anilao*

### Introduction

#### **CLASSIFICATION**

Anilao is a fourth class municipality with 21 barangays.

#### **GEOGRAPHY**

Anilao is about forty kilometers northeast of Iloilo city.

#### **POPULATION**

The municipality today has a populace of about 28,684.



### ANILAO FROM RIDGE TO REEF



## *A Brief History*

**EARLY  
1900S**

#### **ANILAO AND THE COMING OF THE AMERICANS**

The three independent towns of Anilao, Banate and Barotac Viejo were combined into one big municipality. Barotac Viejo became the mother municipality of Banate and Anilao.

**NOV. 1,  
1939**

#### **ANILAO AS AN INDEPENDENT MUNICIPALITY**

President Manuel L. Quezon signed Executive Order No. 220 that separated Anilao from Banate. It was the realization of the long cherished dream and aspiration of every Anilaoanon.

**NOV. 1,  
2004**

#### **FIRST EVER BANAAG FESTIVAL**

New measures were introduced to help brighten the commemoration of Anilao's foundation day. The first ever Banaag Festival was held to celebrate Anilao's 65th foundation day.

**SOCIAL ISSUES**

- 1 Shy character of town and its people**
- 2 Smaller size and limited financial resources**
- 3 Eclosed by bigger municipalities**
- 4 Clannish mentality**

**BACK IN 2004...**

1. Image Problem
2. Sluggish progress in various aspects of the community
3. Dull culture
4. Divided community

**BANAAG FESTIVAL**

*Unity through culture and the arts*





## THE CONCEPT

### ***Banaag Festival***

In the 1700s, when the Moro pirates used to attack the town, the locals would climb the 'baluarte' and light the torch at night to signify the arrival of the Moros. Generations later even after the threats vanished, the big torch atop the stone tower remained to inspire hope among the villagers.



## THE CONCEPT

### ***Banaag Festival***

- The word 'Banaag' is a Hiligaynon term for **Light**.
- It is the only festival in the Province of Iloilo that is **celebrated at night**.
- The Banaag Festival features the spectacle of **lights and colors** as a medium to depict the history, life and culture of Anilaonons.



## Competing Tribes



Tribu Bulalakaw



Tribu Siga-siga



Tribu Daba-daba



Tribu Aninipot



Tribu Silak



Tribu Karab-karab



Tribu Cabugwason



Tribu Iwag

## Evolution



2004

History, life and culture



2004

Little government funding



2004

Natural light from gas torches

Banuaag Festival  
through the years



*Evolution*



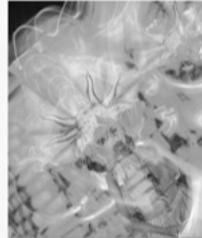
2014

Expanded themes and curated performances



2014

Substantial Sports and Cultural Fund



2014

Natural and Artificial lights

Banaag Festival through the years



Banaag Festival (2017)





## FESTIVAL PLANNING AND WORKSHOP

An intensive planning workshop for festival management was organized.

## FESTIVAL PLANNING AND WORKSHOP



### FESTIVAL PLANNING AND WORKSHOP

An intensive planning workshop for festival management was organized.

### MONITORING AND EVALUATION

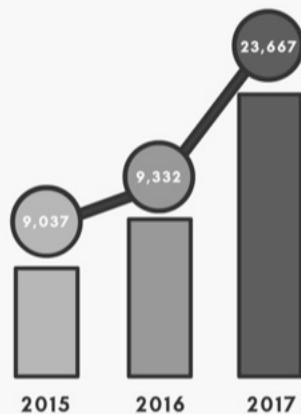
Tourist arrivals were closely monitored and post event evaluation was conducted.

### MONITORING AND EVALUATION

1. **Increase in tourist arrivals for the month of October during the celebration of Banaag Festival**

2. **Post Event Evaluation Activity:**

- Tribe managers
- Choreographers
- LGU department heads
- Committee heads





### FESTIVAL PLANNING AND WORKSHOP

An intensive planning workshop for festival management was organized.

### MONITORING AND EVALUATION

Tourist arrivals were closely monitored and post event evaluation was conducted.

### INCREASED SECTORAL PARTICIPATION

Senior Citizen's Day, Tanod's Day, Farmers and Fisherfolks Day, Youth Day, Huganas sa Banas, JAD Awards

### INCREASED SECTORAL PARTICIPATION



INCREASED SECTORAL PARTICIPATION



INCREASED SECTORAL PARTICIPATION





INCREASED SECTORAL PARTICIPATION



INCREASED SECTORAL PARTICIPATION



**FESTIVAL PLANNING AND WORKSHOP**

An intensive planning workshop for festival management was organized.

**MONITORING AND EVALUATION**

Tourist arrivals were closely monitored and post event evaluation was conducted.

**INCREASED SECTORAL PARTICIPATION**

Senior Citizen's Day, Tanod's Day, Farmers and Fisherfolks Day, Youth Day, Huganas sa Banas, JAD Awards

**IMPROVED IMPACT AND EXPANDED REACH**

Government programs were included in the performance. Festival was shown through FB live.

**IMPROVED IMPACT & EXPANDED REACH**





IMPROVED IMPACT & EXPANDED REACH



IMPROVED IMPACT & EXPANDED REACH



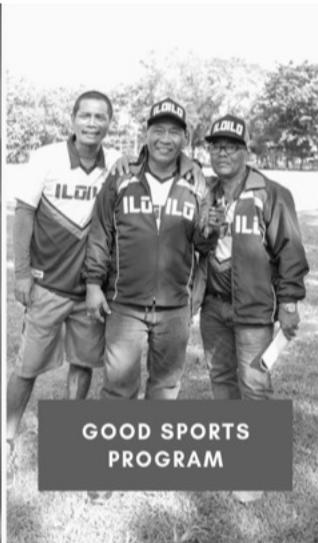
IMPROVED IMPACT & EXPANDED REACH



GOOD GOVERNANCE

EXCELLENT BASIC EDUCATION

GOOD SPORTS PROGRAM





*"Anilao may be a small town, yet, like a star, it creates ripples"*

Former Mayor Matet F. Debuque



## *Presentation Notes*

### Municipality of Anilao:

- Classification 4th class municipality with 21 barangays
- Geography: 40 kilometers northeast of Iloilo
- Population: 28, 684

### Historical background

- Struggle of recognition during the American period
- Anilao as an independent municipality
- The first Banaag festival

### Prevailing social Issues

- Shy character of the town and its people
- Small size led to limited financial resources
- Eclipsed by bigger municipalities

### In 2004...

- Image problem (notorious dumpsite of salvage victims)
- Sluggish progress in various sectors of the municipality
- Dull culture
- Divided community due to oligarchs/families
- Unity through culture and the Arts

Banaag Festival was conceptualized to mimic the light used to signal the community to fight the historic raiders during the Spanish colonial period.

The Competing tribes were named after different Ilonggo words pertaining to light...

- Bulalakaw
  - Siga-Siga
  - Daba-SDaba
  - Aninipot
  - Karab-karab
  - Cabugwasan
  - Iwag
  - Silak
-

Different themes and different light technologies were used over the years. In 2018, the Banaag Festival won the Grand Prize in the ATOP festival Category.

Monitoring and evaluation

1. Increase in tourist arrival for the month of October during the Banaag festival
2. Increase in revenues in small scale industries
3. Increase of sectoral participation
4. Sense of pride and cohesion for the community
5. Multiplier effect to other development dimensions.



CULTURE *based* GOVERNANCE

---

# CULTURAL VIBRANCY IN LOCAL GOVERNANCE CAPIZ EXPERIENCE

**ALPHONSUS D. TESORO**

Provincial Tourism and Cultural Affairs Officer  
Province of Capiz





# CAPIZ

*Center of Seafood-trip Tourism in the Philippines*

## Basic Facts:

Capiz occupies the northeastern part of the triangular island of Panay bounded by the Sibuyan Sea on the north, Aklan on the west and Iloilo on the south.

| 1 <sup>st</sup> District | 2 <sup>nd</sup> District |
|--------------------------|--------------------------|
| Panay                    | Ivisan                   |
| Pontevedra               | Sigma                    |
| Panitan                  | Mambusao                 |
| Maayon                   | Sapian                   |
| President Roxas          | Jamindan                 |
| Pilar                    | Tapaz                    |
| Roxas City (Capital)     | Dumalag                  |
|                          | Dumarao                  |
|                          | Cuartero                 |
|                          | Dao                      |



**Population:**

**761,384**

Source: POPCEN 2015 - Philippine Information Agency (PIA6 – Capiz)



**Land Area**

**2,633.2 sq. km.**

### Weather



**December to  
May**



**June to  
November**

### Temperature



**March to  
May**



**October to  
February**

## How to get there:



**Roxas – Manila, v.v (3 flights daily)**

**45 minutes**

Phil. Airlines / Cebu Pacific

**Roxas – Cebu, v.v**

**45 minutes**

Cebu Pacific



**Roxas – Romblon – Batangas, v.v (Saturday & Wednesday)**

**16 hours**

2GO Travel



**Roxas – Iloilo, v.v**

**3 hours**

**Roxas – Kalibo, v.v**

**1.5 hours**



## NATURAL HERITAGE

80 kms. of coastline



Basiao Beach, Basiao, Ivisan, Capiz



Baybay Beach, Roxas City

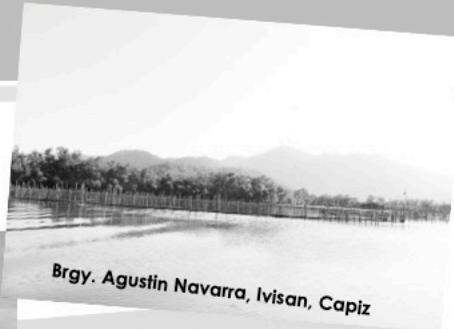


## NATURAL HERITAGE

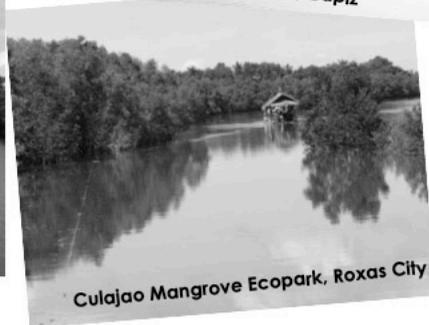
Mangrove Forest



Pawa Mangrove Park, Panay, Capiz



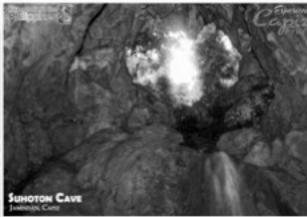
Brgy. Agustin Navarra, Ivisan, Capiz



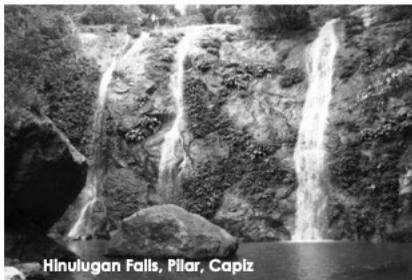
Culajao Mangrove Ecopark, Roxas City

## NATURAL HERITAGE

### Complex of Caves



## NATURAL HERITAGE





## NATURAL HERITAGE

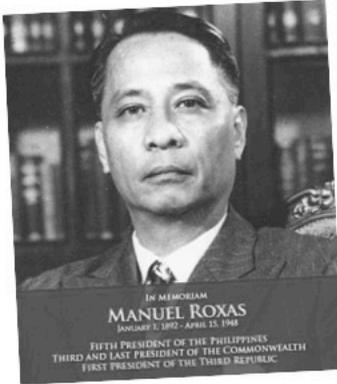
### Rivers



## BUILT HERITAGE



**SIGNIFICANT PERSONALITIES**



**Jovita Fuentes**  
National Artist for Music



**Daisy Hontiveros-Avellana**  
National Artist for Theater

**SIGNIFICANT PERSONALITIES**



**PEDRO ARDEÑA**  
Gold Medalist, Universal Exposition  
St. Louis World Competition (1894) Painting



**Gen. Esteban Contreras**

**GEN. JUAN ARCE**  
Capison Katipunero

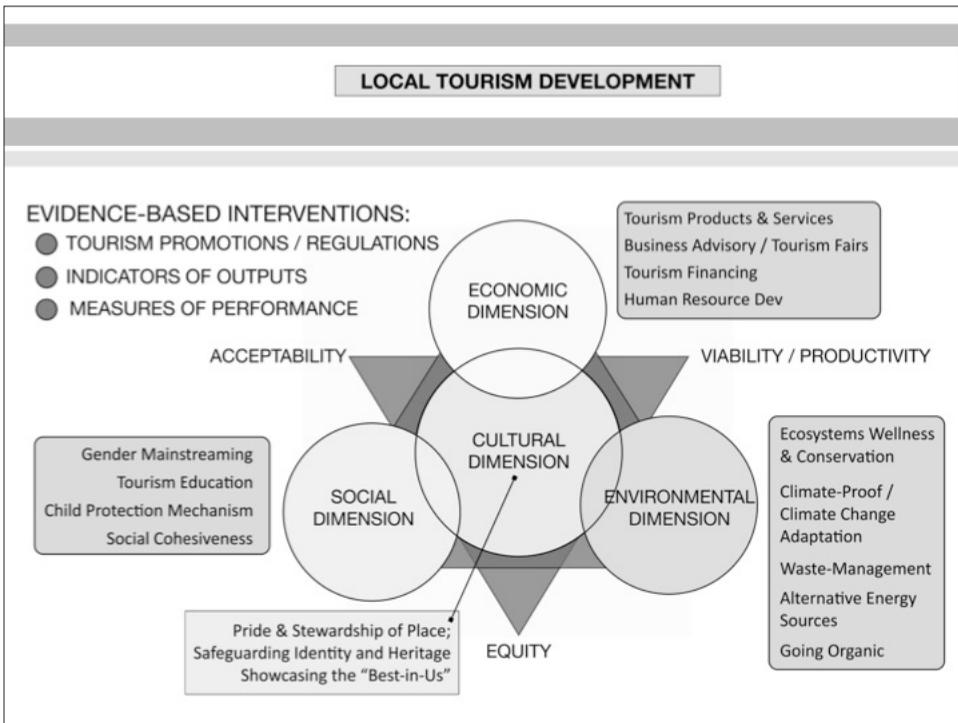
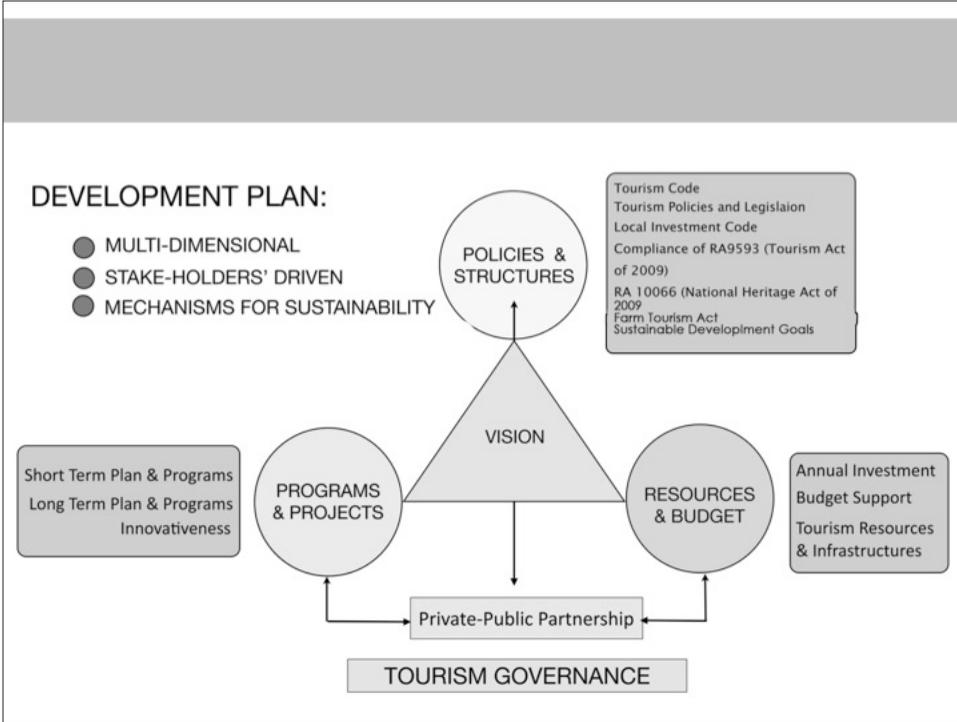
**JOSE BALCENA**  
Author/ Researcher, Handumanan  
Capiz Folk Dance

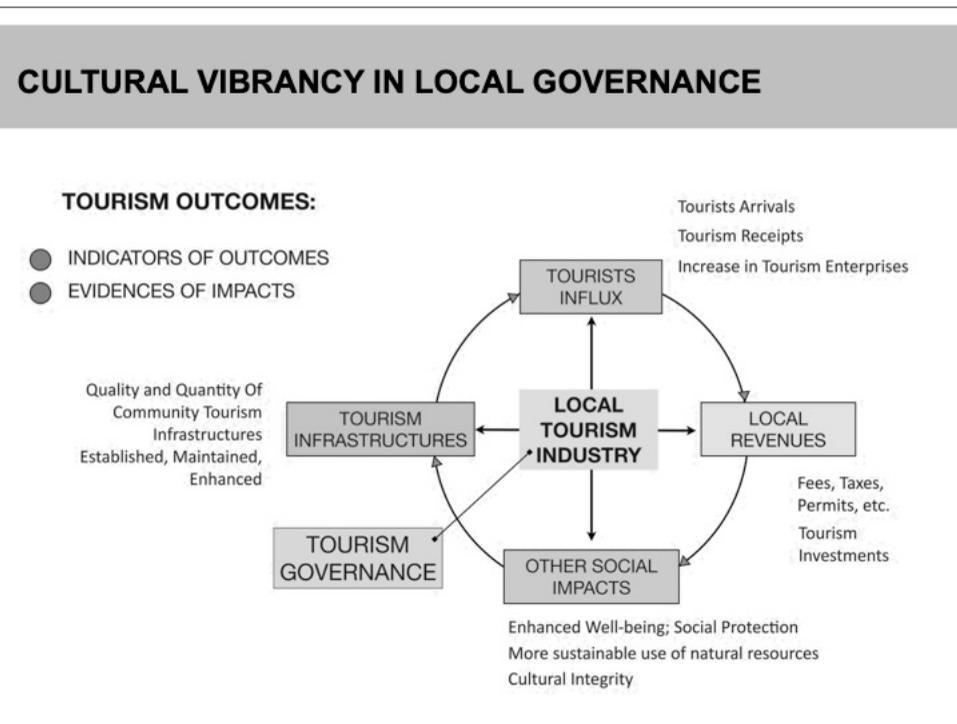
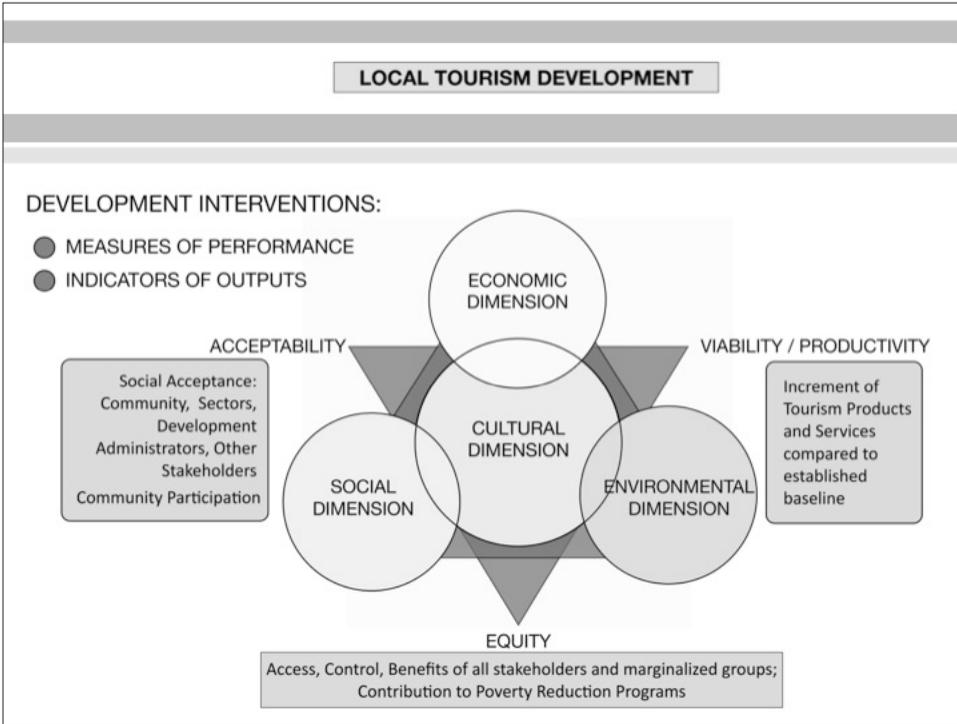
**ROSARIO PICAZZO**  
music

**JOSE MARIA CONTRERAS,**  
International Concert Pianist

**CRISOSTOMO BARRERA**  
Dance

and many other Capisnons who had  
won international awards in the field  
of arts







# Strategic Directions:

- PANDAYAN (Tourism and Culture Responsive Governance)
- TAYUYON (Culture, Arts and Heritage Enrichment)
- TAPNA (Enhanced Tourism Resources and Upgraded Tourism Infrastructure)
- BUAD (Vibrant Entrepreneurial Tourism)
- SAGUD (Conservation of Natural Resources)

# Strategic Directions:

## ○ PANDAYAN (Tourism and Culture Responsive Governance)

- Creation of Provincial Tourism and Cultural Affairs Office (PTCAO)
- Enactment of Provincial Tourism Code
- Executive and Legislative Support
  - Budget
  - Crafting of Policies/ Passage of Ordinances/ Resolutions

**OFFICE OF THE GOVERNOR**  
Province of Capiz

**OFFICE OF THE GOVERNOR**  
Province of Capiz

**ORDINANCE NO. 001**  
Series of 2013

**AN ORDINANCE ENACTING THE TOURISM CODE OF THE PROVINCE OF CAPIZ**

**SECTION 1. TITLE.** - This Code shall be known as the "Tourism Code of the Province of Capiz"

**SECTION 2. DECLARATION OF POLICY.** - This Code shall be consistent with the national policy which defines tourism as an integrative element of the national economy and a vehicle of national growth and development which shall be fostered as an engine of socio-economic growth and cultural enrichment. The national tourism development strategy shall be anchored on the economic, social and cultural aspects with increasing cultural integrity, historical, ecological, biological diversity and the support system. National tourism is the promotion of local resources, environmental and cultural well-being of the community, meeting individual capacities, resources, interests, empowerment and development.

**SECTION 3. SCOPE AND PURPOSE.** - This Code shall be consistent with the national policy which defines tourism as an integrative element of the national economy and a vehicle of national growth and development which shall be fostered as an engine of socio-economic growth and cultural enrichment. The national tourism development strategy shall be anchored on the economic, social and cultural aspects with increasing cultural integrity, historical, ecological, biological diversity and the support system. National tourism is the promotion of local resources, environmental and cultural well-being of the community, meeting individual capacities, resources, interests, empowerment and development.

**SECTION 4. DEFINITION.** - Pursuant to the above declaration, the Province shall adopt the following definition:

1. In connection with individuals and local communities, develop provincial tourism and cultural plans, within sustainable tourism objectives, support tourism development and allied activities the province shall, from time to time, formulate and update its tourism, cultural, historical and heritage, local and related tourism and allied development and work for its protection and promotion to government and government agencies.
2. Province responsible to support tourism and enhance the geographical character of the place - its environment, culture, heritage, and the well-being of its residents and visitors through tourism, to be undertaken and applied to the local culture and environment. This role and support coordination efforts that integrate environmental development.
3. Ensure the rights of the people to a balanced and healthful ecology through the promotion of ecotourism, green tourism, environmental protection, conservation and restoration as well as the conservation policies that promote green tourism as a strategy for environmental and socio-economic development, tourism programs that address the issues related to climate change adaptation and mitigation.

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## Strategic Directions:

### PANDAYAN (Tourism and Culture Responsive Governance)

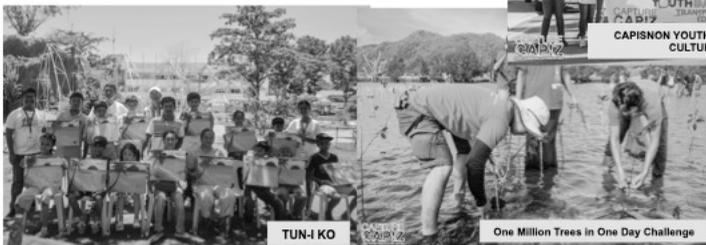
- Forging Partnership with NGA's/ NGO's  
Academe/ Private Sector/ cultural institutions
- Year round tourism and cultural education
  - Schools
  - Local Government Units
  - Business Sector
  - Church
  - NGO's



## Strategic Directions:

### PANDAYAN (Tourism and Culture Responsive Governance)

- Inter Departmental Convergence  
One Million Trees in One Day Challenge  
(CAPENRO)
- Capisnon Youth Advocates for Tourism Culture and Heritage (CYATCH)
- Projects on Child-Wise and Barrier Free Tourism  
TUN-I KO





# Strategic Directions:

## TAYUYON (Culture, Arts and Heritage Enrichment)

- Cultural Mapping Program
- Conduct of Artistic Trainings/ repertory guidance
- Artista sang Banwa (assistance to performing groups, individual artists, cultural workers, researchers/ academicians, and IP groups in the mounting of theater performances/productions, exhibits and publication)



# Strategic Directions:

## TAYUYON (Culture, Arts and Heritage Enrichment)

- Institutionalization of the following
  - Provincial Arts Month
  - Heritage Month
  - Indigenous Peoples Month
  - National Womens Month
  - National Literature Month
  - Tourism Month
  - Food Month
  - Buwan ng Wika
  - Liberation of Capiz
  - Jovita Fuentes Day



## Strategic Directions:

### **TAYUYON (Culture, Arts and Heritage Enrichment)**

- Crafting of module on Psychosocial Healing through Creative Expressions
- Integration of cultural development in the GAD program
- Performing Arts as advocacy tool for local development



## Strategic Directions:

### **TAYUYON (Culture, Arts and Heritage Enrichment)**

TUMANDOK (Empowerment of Indigenous People (IP) Communities,

- membership in Local Special Bodies
- mainstreamed participation in the Institutionalized celebrations and other events
- special assistance program for cultural communities





## Strategic Directions:

### **TAPNA (Adequate and Upgraded Infra-Support Facilities)**

- Tatap – Management of Tourist Information Centers and Hall of Governors
- Support in the establishment of tourism and cultural related infrastructures
- Support in the preservation and restoration of heritage structures.



## Strategic Directions:

### **BUAD (Vibrant Entrepreneurial Tourism)**

- Establishment of Community Based Rural Tourism Enterprises
- Hosting of tourism, culture and arts related events
- Participation in travel expo/ business missions (national and international)
- Support to the establishment of new tourist sites and facilities
- Conduct of Tourism Expo
- Homestay program
- Integration of cultural elements in the tour itineraries/ packages and tourism activities
- Establishment of CTICSS



## Strategic Directions:

### **SAGUD (Conservation of Natural Resources)**

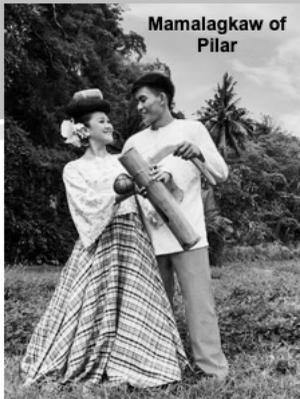
- Assessment of tourist sites
- Technical assistance in establishment/ management of eco and farm tourism sites
- Management of Capiz Ecopark
- TUGAS: Advocacy on the propagation of native trees
- Integration of Disaster Risk Reduction Management in tourism and cultural development program.
- Establishment of Arboretum of native trees at Capiz Provincial Park



## Utilization of the Cultural Profile and management of cultural properties

- Publication of Saot Capiz (unpublished folkdances)
- Source of Festival Concepts
- Establishment of Arboretum of native trees (Capiz Provincial Park)
- Annual conduct of Heritage Youth Caravan
- Establishment of Museum (Ivisan, Pontevedra, and Cuartero)
- Declaration of Municipal cultural properties (Dao, Mambusao and Ivisan)
- Gender analysis and planning of the cultural profile
- Development of learning content in basic education curriculum
- Development of local heritage.
- Development and promotion of cultural itineraries in heritage tourism
- Building of cultural database in the municipal/ city/ provincial level
- Balay-Balay Program: Learning the Capisnon Folkways
  - Life in the Farm Experience
  - Heritage Camp
- Establishment of Balay Capisnon, ILT (NCCA)
- Bugal sang Banwa: Showcase Of Traditional Cuisine And Native Delicacies





**Mamalgkaw of  
Pilar**



**Los Palomares of  
Panay**



**Los Bailes de  
Maayon**



## Looking forward

- Crafting of the road map on Heritage management (on going)
- Establishment of Provincial Library
- Establishment of additional SLT's
- Continuous registration of additional local cultural properties with PRECUP
- Updating of Tourism Development Plan and Cultural Development Plan
- Crafting of an Administrative Order encouraging the serving of Capisnon traditional cuisines and native delicacies in all Provincial Government/NGA's/NGO's/Tourism Related Establishments' functions and events
- Crafting of Capiz Food Map



**“TOURISM is the MEANS,  
CULTURE is the END.”**



**VISIT & FOLLOW US**

📍 Capiz Tourism & Cultural Affairs Office  
2F Capiz Provincial Capitol, Roxas City

☎ (036) 621-0042 loc. 133 / (036) 621-2935 / (036) 651-0585

✉ capiz.tourism@gmail.com

f  
<https://www.facebook.com/CapizTourismAndCulturalAffairs/>

🌐  
<https://capiztourism.com.ph/>

🐦 @capturecapiz

📷 @capturecapiz

▶ Capture Capiz

**CAPTURE CAPIZ**



## *Presentation Notes*

Capiz is located in Region 6 Western Visayas)

Basic facts:

2 districts

First District (7 municipalities)

Second District (10 municipalities)

Population: 761,384

Land Area: 2,633.2 sq. km

Natural Heritage

Built Heritage

Personalities

- Development Plan
    - Multi dimension
    - Stakeholders Driven
    - Mechanism for sustainability
  
  - The vision has 3 nodes
    - Policies and structures
    - Programs and projects
    - Resources and budget
  
  - Local tourism development
    - Evidence based interventions
    - Tourism Promotion and Regulations
    - Indicators of Outputs
    - Measures of Performance
  
  - Sustainability Dimensions are..
    - Economic
    - Social and
    - Environment...
    - All connected by cultural dimension
  
  - Programs are measured based on
    - Viability/productivity
    - Acceptability
-

- Equity

Tourism Outcomes

Indicators of outcomes

Evidences of impacts

- For Tourism Industry

- Tourism Influx
- Local revenues
- Tourism Infrastructures
- Other social impacts

- Strategic Directions

1. Pandayan

- (Tourism and Culture Responsive Governance)
- Creation of Provincial Tourism and Cultural Affairs Office
- Enactment of Provincial Tourism Code
- Executive and legislative Support
- Multisectoral Partnerships
- Inter-Department Convergence

2. Tayuyon

- (Culture, Arts and Heritage Enrichment)
- Cultural mapping Program
- Conduct of artistic training and repertory guidance
- Artista sang banwa
- Institutionalized celebrations
- Tumandok program

3. Tapna

- (Enhanced Tourism Resources and Upgraded Tourism Infrastructure)
- Tatap-Management of Tourism info Centers
- Support establishment of tourism infrastructure
- Support restoration of heritage structures

4. Buad

- (Vibrant Entrepreneurial Tourism)
- Establishment of community based rural tourism enterprises



- Hosting of tourism, art and culture events
- Participation in travel expos both national and international

## 5. Sagud

- (Conservation of Natural resources)
  - Assessment of Tourist Sites
  - Tugas: Advocacy for the propagation of native trees
  - Technical assistance for the management of ecoparks
  - Integration of disaster risk reduction to tourism management
- 
- Utilization of Cultural profile
    - Establishment of Balay Capisnon (ILT) of NCCA
    - Development of learning content in basic education curriculum
    - Establishment of museums
  
  - Looking Forward
    - Crafting of the Roadmap on Heritage Management
    - Establishment of Additional SLTs
    - Update of Tourism Development Plan and Cultural Development Plan
-

# Charting the Development of National Conservation Policies in the Philippines

ERIC B. ZERRUDO

Director

University of Santo Tomas-Graduate School

Center for Conservation of Cultural Property and Environment in the Tropics

Manila, Philippines

## Three Phases of Torre de Manila





# Outline of Presentation

## I. Historical Development

- A. Spanish Period (1571-1898)
- B. American Period (1899-1942)
- C. The Republic (1946-1965)
- D. Marcos Period (1965-1986)
- E. Post Martial Law Period (1986-2000)

## II. Content Analysis of Selected Conservation Policies

- A. International and National Situationer
- B. Heritage Law or RA 10066
- C. National Museum Act of 1998
- D. National Historical Commission of the Philippines Law or RA 10086
- E. Intramuros Law or Presidential Decree 1616

## III. Timeline of Conservation Policies

## IV. Findings and Conclusions

## Spanish Period (1571-1898)

### Walled City of Intramuros

- Miguel Lopez de Legazpi established the Walled City of Intramuros
- Political, economic, cultural and religious capital of the Spanish colonial period
- Fortifications, streets, government offices, schools, churches, businesses



Miguel Lopez de Legazpi



Walled City of Intramuros, Manila



## Hazards during Spanish Period



## Ordinances during Spanish Period

- Regulates the use of light materials in construction use of tabique pampango to prevent fire
- Building regulations and earthquake ordinances (Case Study of San Agustin Church)
- Impose the code of public hygiene to observe cleanliness and prevent cholera



Intramuros wall construction



San Agustin Church



Earthquake ordinance



House with palitada

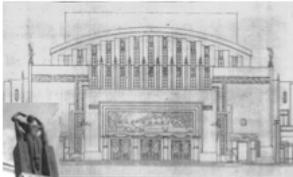


## American Period(1899-1942)

- City beautiful Plan of Daniel Burnham
- Filipino Ilustrados travelled to America, learned culture, politics and lifeways
- International architecture, new materials and expansion outside the walled city



Burnham Plan of Manila



Metropolitan Theater of Manila



Road Construction to Baguio



Daniel Burnham

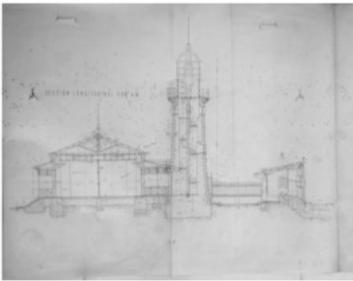
## Built Heritage After Philippine American War



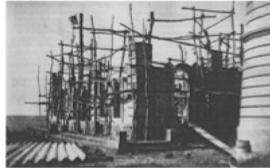
Guadalupe ruins



## Conservation Work: Early American Period Case study of Capul lighthouse



Capul lighthouse plans and construction



## Destruction of Manila during the WWII (1945)

Manila, the most devastated city, in World War II after Warsaw, Poland.



Ruins of Manila Cathedral



Ruins of Manila Cathedral



Destruction of Senate Building



Aerial view of Intramuros



## The Republic(1946-1965)



The Philippines was a founding member of the United Nation



Strong military ally of US  
- US Military Agreement  
- US Mutual Defense Treaty

### CARLOS P. GARCIA 1957- 1961

- FILIPINO FIRST POLICY
  - To prioritize Filipino industries in the allocation of resources
- Put restrictions in imports and foreign exchange



Filipino First Policy

## Built Heritage of the Republic Period



Corregidor Shrine (1954)



Quezon City development



Fort Santiago Shrine (1956)

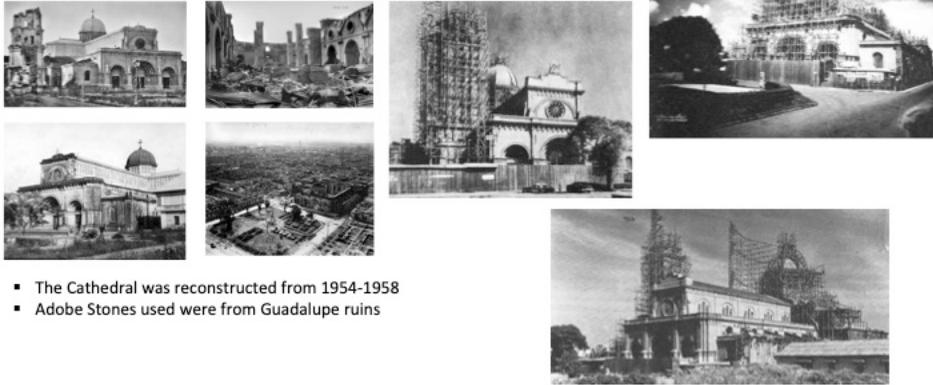


Aguinaldo Shrine (1964)

### Search for the Filipino Identity

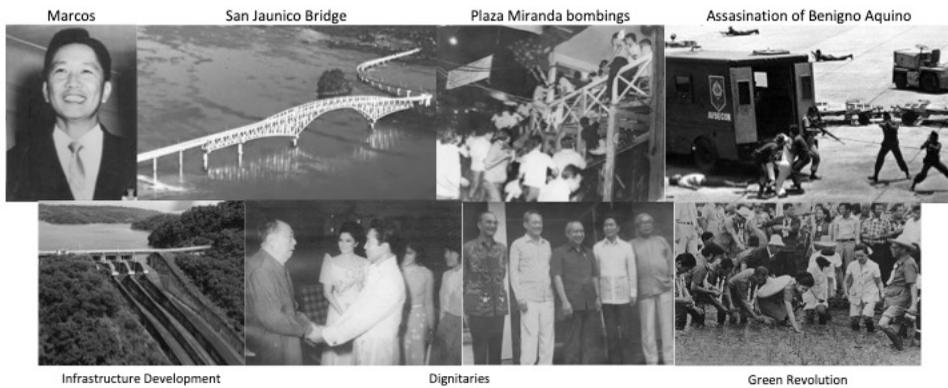
- Centennial Commission
- Shrines – Fort Santiago, Aguinaldo Shrine, Quezon Memorial Shrine
- Bataan Corregidor Shrine Commission

## Reconstruction of Manila Cathedral



- The Cathedral was reconstructed from 1954-1958
- Adobe Stones used were from Guadalupe ruins

## Marcos Period (1965-1986)



Infrastructure Development

Dignitaries

Green Revolution



## Marcos Period Cultural Heritage Conservation: The Filipino Greatness



## Reconstruction of Intramuros Walls



PD 1616: Establishment of the Intramuros Administration

## Post Martial Law Period (1986-2000)

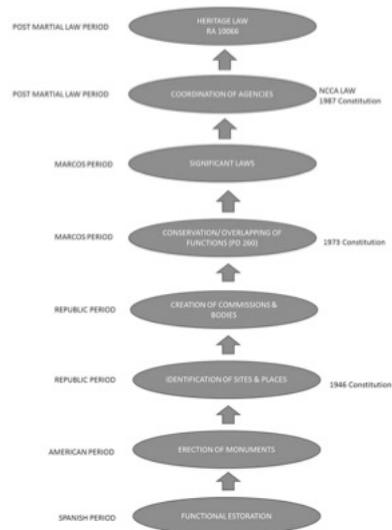
RA 7356 (NCCA Law)



The National Commission for Culture and the Arts (NCCA), Philippines is the overall policy making body, coordinating, and grants giving agency for the preservation, development and promotion of Philippine arts and culture; an executing agency for the policies it formulates; and task to administering the National Endowment Fund for Culture and the Arts (NEFCA) — fund exclusively for the implementation of culture and arts programs and projects.

- Subcommission for the Arts
- Subcommission for Cultural Heritage
- Subcommission for Cultural Communities and Traditional Arts
- Subcommission for Cultural Dissemination

## Thematic Flow of National Conservation Policies of the Philippines





## PART 2: CONTENT ANALYSIS

This section focuses on the content analysis of the foundation policies that govern the culture, heritage and history sector of the country.

*The policies for review and discussion are as follows:*

- National Museum Act or Republic Act 8492 of 1998
- National Cultural Heritage Act or Republic Act 10066 of 2009
- Strengthening People's Nationalism through Philippine History Act or Republic Act 10086 of 2010
- Creation of Intramuros Administration or Presidential Decree 1616 of 1979.

### International Situation



Bamiyan Temple in Afghanistan



Palmyra and Aleppo, Syria



World Trade Center



Pentagon bombing

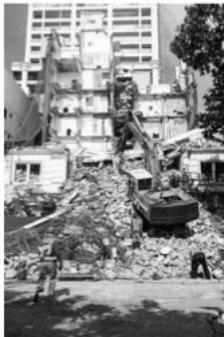


Iraq archaeological looting



Timbuktu damage site

## National Situation



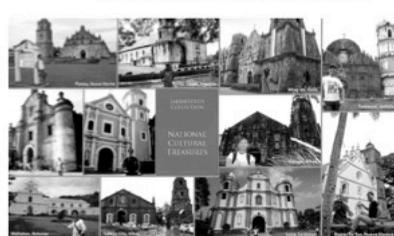
Demolition of old buildings



Visual integrity of Rizal Park



Off-site reconstruction of old houses



## National Situation



The destruction of churches in Bohol and Cebu due to earthquake



The destruction of churches during Typhoon Haiyan in Samar



THE HERITAGE CONSERVATION SOCIETY

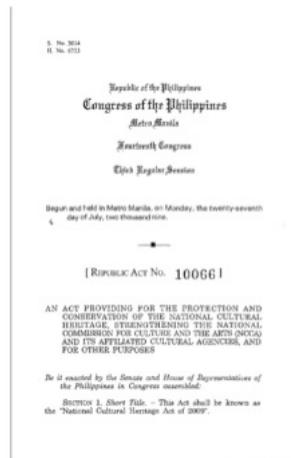




|                         | INTERNATIONAL  | LOCAL   |
|-------------------------|--|---|
| ENABLING CONDITIONS     | <ul style="list-style-type: none"> <li><input type="checkbox"/> 6 Philippine World Heritage Sites Declared</li> <li><input type="checkbox"/> Philippines Signed 2003 ICH Convention and 2005 Cultural Diversity Convention</li> <li><input type="checkbox"/> World Heritage Convention Committee Member (1993-1997) (2014-2017) and ICH Convention Committee Member (2016-2019)</li> <li><input type="checkbox"/> Vigan Declared as Best Conservation Practice of UNESCO 40<sup>th</sup> Anniversary and 7 New Wonder City of the World</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Heritage Conservation Society established</li> <li><input type="checkbox"/> UST CCCPET established (2003)</li> <li><input type="checkbox"/> Conservation Program in Architecture established (UP, UST, USC)</li> <li><input type="checkbox"/> Escuela Taller Intramuros established (2009)</li> <li><input type="checkbox"/> LGU – tourism thrust-cultural mapping efforts</li> <li><input type="checkbox"/> Agreement between Church and State (2004)</li> <li><input type="checkbox"/> Media (travel programs, culinary, heritage movies, facebook)</li> </ul>                                  |
| DEBILITATING CONDITIONS | <ul style="list-style-type: none"> <li><input type="checkbox"/> Destruction of Bamiyan Temples in Afghanistan</li> <li><input type="checkbox"/> Terror Attack of World Trade Center</li> <li><input type="checkbox"/> Archaeological looting of Iraq</li> <li><input type="checkbox"/> Destruction of World Heritage Sites Palmyra, and Aleppo, Timbuktu</li> <li><input type="checkbox"/> Ivory trade and wildlife traffic in Africa and Asia (with Philippines)</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Heritage Contestation on historic districts (Carcar, Silay, Baclayon)</li> <li><input type="checkbox"/> Demolition of heritage structures (Jai Alai, Meralco Building, September Massacre)</li> <li><input type="checkbox"/> Visual Integrity concern (Torre de Manila)</li> <li><input type="checkbox"/> Critical heritage movement (Las Casa de Acuzar, Santos Houses of Malabon, Quezon House)</li> <li><input type="checkbox"/> Catastrophes (Bohol Earthquake iif 7.2 and Super Typhoon Haiyan of 2013)</li> <li><input type="checkbox"/> Climate Change on World Heritage Sites)</li> </ul> |

**REPUBLIC ACT 10066 (National Cultural Heritage Act of 2009)  
AN ACT PROVIDING FOR THE PROTECTION AND CONSERVATION OF THE NATIONAL CULTURAL HERITAGE, STRENGTHENING THE NATIONAL COMMISSION FOR CULTURE AND THE ARTS (NCCA) AND ITS AFFILIATED CULTURAL AGENCIES, AND FOR OTHER PURPOSES**

- Definitions – built heritage, conservation, important cultural property, National Cultural Treasure, intangible cultural heritage, restoration
- Conservation approach that upheld international standard (Section 10-1)
- Conservation Management Plan (Section 10-4)
- Technical Assistance on Conservation (Section 10-5)
- Detailed government procedure to follow for conservation work on a declared site (Section 12)



|                          | NCCA   | NHCP   | NM   | IA |
|--------------------------|--|--|--|----|
| Declaration              | World Heritage Sites<br>jw/ UNACOM<br>(Sec. 8) | RA 10086 – (Sec. 3)<br>(+ Historic House)<br>(+ Historic Sites)<br>National Historical Landmark (I)<br>National Historical Shrines (II)<br>National Historic Monument (III)<br>(See 8) | National Cultural Treasure (I)<br>Important Cultural Property (II)<br>(Sec. 8) |    |
| Technical Assistance     | (Sec. 10.5)                                    | (Sec. 10.5)  | (Sec. 10.5)  |    |
| Criteria for Declaration |  |  | (See 12.14)<br>(out of the 12 criteria, 10 came from WH Convention)            |    |
| Licensing                |  |  | (See 14)   |    |
| Heritage Zones           |  | (Sec. 16)<br>Policies/ Guidelines for Heritage Zone  | (Sec. 16)<br>(Policies/ Guidelines for Heritage Zone)                          |    |
| Impact Assessment        |  |  | (Sec. 18.5)  |    |
| Conservation Process     | (Sec. 20)                                      | (Sec. 20)  | (Sec. 20)  |    |
| Natural History          |  |  | (Sec. 22)  |    |

MATRIX OF JURISDICTION BASED ON RA 10066 (Heritage Law)

|  | NCCA                      | NHCP   | NM  | IA |
|--|---------------------------|--|---|----|
| ICH  | ICH Unit<br>(with UNACOM) |  | (w/ Anthropology Division)  |    |
| Immovable Heritage   | (Sec. 25)                 | (Sec. 25)  | (Sec. 25)   |    |
| Indigenous People  | (Sec. 26)                 | (Sec. 26)  | (Sec. 26)   |    |
| Renaming of Streets/ Structures                                |                           | (Sec. 27)  |   |    |
| Export/ Repatriation of Cultural Property                      | (Sec. 32)                 | (Sec. 32)  | (Sec. 32)   |    |
| Anthropological Excavation/ Exploration (including underwater) |                           | (Sec. 35)<br>(historical matters)  | (Sec. 35)<br>(cultural, archaeological, anthropological)  |    |
| Cultural Education   | (Sec. 43)<br>(PCEP)       | (Sec. 45)  | (Sec. 44)   |    |
| Cultural Heritage Worker's Incentive Program                   | (Sec. 46)                 | (Sec. 46)  | (Sec. 46)   |    |
| Definition of Terms  |                           | RA 10086<br>(Sec. 3)<br>All definitions from RA 10066 including Documentation & Preservation | RA 10066<br>Sec. 7 (IRR)<br>-adaptive reuse<br>-built heritage<br>-conservation<br>-heritage zone<br>-history<br>-intangible heritage<br>-national significance<br>-restoration<br>Tangible cultural property |    |

MATRIX OF JURISDICTION BASED ON RA 10066 (Heritage Law) Cont.



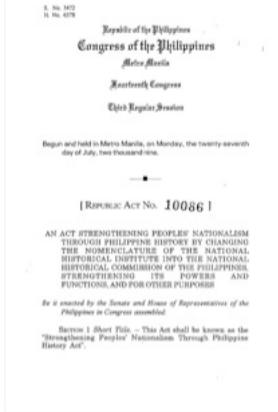
## REPUBLIC ACT 8492 (NM LAW) AN ACT ESTABLISHING A NATIONAL MUSEUM SYSTEM PROVIDING FOR ITS PERMANENT HOME AND FOR OTHER PURPOSES



This act has provided the Museum with a permanent and exclusive site in Manila known as the National Museum Complex. This consists of the National Museum (former Old Congress Bldg.) which shall house the National Art Gallery, the Museum of the Filipino People (former Finance Bldg.), and the Department of Tourism which shall become the Museum of Natural History. The Complex also includes the National Planetarium in Rizal Park.

- Conservation approach sourced from Venice, Burra, Washington and ASEAN Standard of Restoration

## REPUBLIC ACT NO. 10086 (NHCP LAW) AN ACT STRENGTHENING PEOPLES' NATIONALISM THROUGH PHILIPPINE HISTORY BY CHANGING THE NOMENCLATURE OF THE NATIONAL HISTORICAL INSTITUTE INTO THE NATIONAL HISTORICAL COMMISSION OF THE PHILIPPINES, STRENGTHENING ITS POWERS AND FUNCTIONS, AND FOR OTHER PURPOSES



"It is hereby declared to be the policy of the State to conserve, promote and popularize the nation's historical and cultural heritage and resources. Pursuant to the Constitution, all the country's artistic and historic wealth constitutes the cultural treasure of the nation and shall be under the protection of the State which may regulate its disposition."

- Conservation is part of development
- Conservation approach sourced from Washington Charter, National Building Code, Vigan Ordinance, RA 10066, UNESCO Resolution
- Standards and Guidelines for Historic Sites and Structures
- Techniques involved in the restoration of Historic Sites and Structures

**Presidential Decree 1616  
Intramuros Administration**

“Intramuros Administration is hereby created an agency to be known as the Intramuros Administration, under the direct control and supervision of the Ministry of Human Settlements. The Administration shall be responsible for the orderly restoration and development of Intramuros as a monument to the Hispanic period of Philippine history. As such, it shall ensure that the general appearance of Intramuros shall conform to Philippine-Spanish architecture of the Sixteenth to the Nineteenth Century.”

- Intramuros identity urban design guidelines

## Categorization of Heritage Legislations



| PERIOD/ ERA | SIGNIFICANT LAWS | COMMISSIONS & BODIES | ERECTION OF MONUMENTS   | CONSERVATION/ MANAGEMENT   |
|-------------|------------------|----------------------|---|--|
| SPANISH     |                  |                      |   |  |
| AMERICAN    |                  |                      | <ul style="list-style-type: none"> <li>• 1901 – CA No. 243 (Erect Jose Rizal Monument)</li> <li>• 1903 – CA No. 1856 (Construction of Pantheon)</li> <li>• 1903 – CA No. 893 (Allocate fund to erect Rizal)</li> <li>• 1929 – CA No. 3602 (Allocate fund to erect Bonifacio)</li> <li>• 1930 – CA 3751 (Allocate fund to erect Gregorio del Pilar)</li> </ul> | <ul style="list-style-type: none"> <li>• 1936 – CA No. 169 (Identify antiquities)</li> <li>• 1940 – Proclamation No. 616 (Rizal Park Dapitan)</li> </ul> |

| PERIOD/ ERA | SIGNIFICANT LAWS | COMMISSIONS & BODIES  | ERECTION OF MONUMENTS   | CONSERVATION/ MANAGEMENT  |
|-------------|------------------|---|---|---|
| REPUBLIC    |                  | <ul style="list-style-type: none"> <li>▪ 1945 EO 79 (Raise funds to erect monument for Quezon Memorial Shrine)</li> <li>▪ 1947 RA 176 (UNESCO) Predecessor of UNACOM)</li> <li>▪ 1953 EO 651 Raise funds for the Roxas Memorial Commission</li> <li>▪ 1954 EO 53 (Amend EO 78)</li> <li>▪ 1954 EO 52 (Amend EO 78)</li> <li>▪ 1954 EO 52 (Create Jose Rizal Centennial Commission)</li> </ul> <p>----CONT. NEXT PAGE-</p> | <ul style="list-style-type: none"> <li>▪ 1948 RA 289 (Construct Pantheon of Heroes)</li> <li>▪ 1952 PROC. NO. 359 (Allocate land Roxas Monument)</li> </ul> | <ul style="list-style-type: none"> <li>▪ 1952 PROC. NO. 359 (Roxas Domain)</li> <li>▪ 1954 RA 1059 (No naming after living persons)</li> <li>▪ 1954 EO 58 (Identify, Bataan/ Corregidor)</li> <li>▪ 1955 EO 87 (Amend EO 58)</li> <li>▪ 1956 RA 1569 (Identify, Fort Santiago)</li> <li>▪ 1956 RA 1607 Identify, Intramuros Commercial District</li> <li>▪ 1957 EO 234 (Taxation of Shrines)</li> </ul> <p>----CONT. NEX PAGE----</p> |

| PERIOD/ ERA | SIGNIFICANT LAWS | COMMISSIONS & BODIES  | ERECTION OF MONUMENTS | CONSERVATION/ MANAGEMENT   |
|-------------|------------------|---|-----------------------|--|
| REPUBLIC    |                  | ----CONT.----<br>▪ 1955<br>EO 94<br>(Amend EO 58)<br>▪ 1956<br>RA 1427<br>(Funds for Jose Rizal Centennial Commission)<br>▪ 1957<br>EO 254<br>(Create Juan Luna Centennial Commission)<br>▪ 1957<br>EO 263<br>(Create Pinaglabanan Commission)<br>▪ 1957<br>EO 262<br>(Amend EO 253)<br>▪ 1957<br>EO 262<br>(Amend EO 253)<br>▪ 1960<br>RA 2703<br>(Juan Luna Commission) |                       | ▪ 1960<br>RA 2733<br>(Identify, Limasawa)<br>▪ 1964<br>RA 4039<br>(Identify, Kawit Shrine) |

| PERIOD/ ERA | SIGNIFICANT LAWS | COMMISSIONS & BODIES  | ERECTION OF MONUMENTS | CONSERVATION/ MANAGEMENT |
|-------------|------------------|---|-----------------------|--------------------------|
| REPUBLIC    |                  | ----CONT.----<br>▪ 1961<br>RA 3037<br>(Purchase Juan Luna relics)<br>▪ 1962<br>EO 14<br>(Abolish Jose Rizal Centennial Commission)<br>▪ 1962<br>EO 28<br>(Amend EO 14)<br>▪ 1963<br>EO 53<br>(Abolish Juan Luna Commission) |                       |                          |



| PERIOD/ ERA | SIGNIFICANT LAWS   | COMMISSIONS & BODIES   | ERECTION OF MONUMENTS | CONSERVATION/ MANAGEMENT   |
|-------------|--|--|-----------------------|--|
| MARCOS      | <ul style="list-style-type: none"> <li>▪ 1965<br/>RA 4368<br/>(National Historical Commission)</li> <li>▪ 1966<br/>RA 4846<br/>(Cultural Properties, NM)</li> <li>▪ 1973<br/>RA 105<br/>(National Shrine, NHC)</li> <li>▪ 1973<br/>RA 260<br/>(Shrine, NM &amp; NHC)</li> <li>▪ 1974<br/>PD 374<br/>(NM, Amend RA 4846)</li> <li>▪ 1975<br/>PD 705<br/>(Amend 389 – NM/ NHC)</li> <li>▪ 1977<br/>PD 1076<br/>( )</li> <li>▪ 1978<br/>PD 1505<br/>(Amend 260, NM/ NHC)</li> </ul> | <ul style="list-style-type: none"> <li>▪ 1965<br/>RA 4368<br/>(Create National Historical Commission)</li> <li>▪ 1966<br/>RA 4840<br/>(Create Osmena Commission)</li> <li>▪ 1968<br/>EO 123<br/>(Amend EO 58)</li> <li>▪ 1968<br/>EO 118<br/>(Create Committee for War Monument Turn-over)</li> <li>▪ 1968<br/>EO 155<br/>(Create Gomburza Commission)</li> <li>▪ 1969<br/>RA 6043<br/>(Funds for Gomburza Commission)</li> </ul> <p>----CONT. NEXT PAGE--</p> |                       | <ul style="list-style-type: none"> <li>▪ 1965<br/>EO 173<br/>(Identify Casa Real)</li> <li>▪ 1967<br/>PROC 207<br/>(Identify Fort Abad)</li> <li>▪ 1968<br/>PROC 324<br/>(Identify Mabini Shrine)</li> <li>▪ 1968<br/>PROC 433<br/>(Identify Tirad Pass)</li> <li>▪ 1969<br/>RA 5648<br/>(Identify Ricarte Shrine)</li> <li>▪ 1969<br/>RA 5695<br/>(Identify Aglipay Shrine)</li> <li>▪ 1969<br/>PROC 618<br/>(Identify Palo landing)</li> <li>▪ 1972<br/>PROC 996<br/>(Identify Lipuan Point, Tabon Cave)</li> </ul> <p>----CONT.NEXT</p> |

| PERIOD/ ERA | SIGNIFICANT LAWS | COMMISSIONS & BODIES  | ERECTION OF MONUMENTS  | CONSERVATION/ MANAGEMENT  |
|-------------|------------------|---|--|---|
| MARCOS      |                  | <p>----CONT.----</p> <ul style="list-style-type: none"> <li>▪ 1972<br/>EO 394<br/>(Amend EO 263)</li> <li>▪ 1977<br/>PD 1076<br/>(Transfer from National Defense)</li> <li>▪ 1979<br/>LOI 843<br/>(Organization of IA)</li> <li>▪ 1979<br/>PD 1616<br/>(IA Law)</li> <li>▪ 1980<br/>PD 1748<br/>(Amend IA Law)</li> </ul> | <ul style="list-style-type: none"> <li>▪ 1969<br/>RA 7659<br/>(Filipino War Memorial)</li> </ul> | <ul style="list-style-type: none"> <li>▪ 1973<br/>PD 260<br/>(Multiple Declarations)</li> <li>▪ 1974<br/>PD 496<br/>(Amend 260)</li> <li>▪ 1974<br/>PROC 1272<br/>(Amend Proc. 618)</li> <li>▪ 1974<br/>PD 1460<br/>(Identify Kiangan Shrine)</li> <li>▪ 1975<br/>PD 756<br/>(Amend 260)</li> <li>▪ 1977<br/>PD 1109<br/>(Identify Cagayan)</li> <li>▪ 1977<br/>PROC 1683<br/>(Identify Lallo Caves)</li> <li>▪ 1978<br/>PD 1277<br/>(Preserve Walls of Intramuros)</li> </ul> <p>----CONT. NEXT PAGE----</p> |

| PERIOD/ ERA | SIGNIFICANT LAWS | COMMISSIONS & BODIES | ERECTION OF MONUMENTS | CONSERVATION/ MANAGEMENT   |
|-------------|------------------|----------------------|-----------------------|--|
| MARCOS      |                  |                      |                       | ----CONT.----<br>■ 1978<br>PD 1499<br>(Amend 260)<br>■ 1978<br>PD 1537<br>(Amend 1277)<br>■ 1978<br>PD 1537<br>(Amend 1277)<br>■ 1978<br>LOI 733<br>((Restore Intramuros)<br>■ 1979<br>LOI 812<br>(Restore Intendencia)<br>■ 1982<br>BP 150<br>(Amend 260) |

| PERIOD/ ERA      | SIGNIFICANT LAWS  | COMMISSIONS & BODIES   | ERECTION OF MONUMENTS | CONSERVATION/ MANAGEMENT   |
|------------------|---|--|-----------------------|--|
| POST MARTIAL LAW | <ul style="list-style-type: none"> <li>■ 1992<br/>RA 7279<br/>(Urban Development)</li> <li>■ 1992<br/>RA 7356<br/>(NCCA Law)</li> <li>■ 1993<br/>EO 128<br/>(NCC Law)</li> <li>■ 1996<br/>DENR AO 95-23, S. 1995<br/>(IRR, RA 7942 Mining Act)</li> <li>■ 1997<br/>RA 8371<br/>(IP Amend Law)</li> <li>■ 1998<br/>NCIP AO # 01-98<br/>IRR for RA 8371<br/>(NCCA/ NHI)</li> <li>■ 1998<br/>PROC 1266<br/>(Freedom Trail, NCC/ NHI)</li> <li>■ 1999<br/>EO 80<br/>(All Cultural Agencies<br/>under NCCA)</li> </ul> | <ul style="list-style-type: none"> <li>■ 1987<br/>EO 118<br/>(Create PCCA)</li> <li>■ 1987<br/>PROC 132<br/>(Parcel of Land of QC<br/>Circle)</li> <li>■ 1993<br/>EO 128<br/>(Committee for National<br/>Centennial Celebrations)</li> <li>■ 1996<br/>PROC 941<br/>(NCC to celebrate<br/>Bonifacio Death<br/>Anniversary)</li> </ul> |                       | <ul style="list-style-type: none"> <li>■ 1987<br/>PROC 86<br/>(Identify Balangay)</li> <li>■ 1995<br/>RA 8058<br/>(Amend 260 – Silay)</li> </ul> |



|   |   |                                 |
|---|---|---------------------------------|
| <p style="text-align: center;"><b>SAN FERNANDO CITY</b><br/>(Ordinance No. 2004-003)</p> <ol style="list-style-type: none"><li>1) The Boundaries Defining the City of San Fernando Heritage District</li><li>2) Classification and Documentation of Historical Structures and Sites and other Edifices of the City of San Fernando.</li><li>3) Management: City of San Fernando Heritage District Administration (CSFHDA)</li></ol> <p style="text-align: center;">(Tax Ordinance No. 2006-16)<br/>Cover 9 structures</p> | <p style="text-align: center;"><b>ANGELES CITY</b><br/>(Ordinance 378, S.-2015)</p> <ol style="list-style-type: none"><li>1) The Angeles City Heritage Zone</li><li>2) Classification and Documentation of Built Heritage in Angeles City</li><li>3) Management:<br/>Angeles City Tourism Office (ACTO)</li></ol> <p style="text-align: center;">Tax Ordinance 64-2016<br/>(cover 29 structures)</p> <p style="text-align: center;">(almost all provision copied from the San Fernando Tax Ordinance)</p> | <p>COMPARATIVE<br/>MATRIX 3</p> |
|---|---|---------------------------------|

|  |  |                                 |
|--|--|---------------------------------|
| <p style="text-align: center;"><b>ILOILO</b><br/>(Ordinance No. 54 of 2000)<br/>With Implementing Rules and Regulations</p> <p style="text-align: center;">From the Ordinance:</p> <ol style="list-style-type: none"><li>1) Declaration of Heritage Buildings on Sites</li><li>2) Management: Iloilo City Cultural Heritage Conservation Council (ICCHCC)</li></ol> <p style="text-align: center;">From the IRR:</p> <p style="text-align: center;">"Implementing Rules and Regulations for the Downtown Central Business District (CBD) Heritage Zone" (2009)</p> | <p style="text-align: center;"><b>SILAY</b><br/>(Ordinance No. 2 of 2014) with Implementing Rules and Regulations</p> <p style="text-align: center;">From the Ordinance:</p> <ol style="list-style-type: none"><li>1) Classification and declaration of Historical Structures and Sites and Other Edifices.</li><li>2) Management: Silay City Heritage District Administration (SCHDA) or Silay City Cultural Heritage Conservation Council (SCCHCC)</li></ol> <p style="text-align: center;">From the IRR:<br/>"Implementing Rules and Regulations of the Silay City Heritage Zone"<br/>(All provisions, even Ordinance No. 54, copied from the Iloilo IRR)</p> | <p>COMPARATIVE<br/>MATRIX 2</p> |
|--|--|---------------------------------|

## Defining Heritage Concepts

| TERM           | ASSOCIATED TERMS  | LAWS   |
|----------------|---|--|
| BUILT HERITAGE | <ul style="list-style-type: none"> <li>- Monuments , Historical markets, plaques</li> <li>- Old building, shrines, landmarks and histories sites and structures</li> <li>- Military memorials on battle monuments</li> <li>- Edifices</li> <li>- Immovable properties</li> </ul>  | <ul style="list-style-type: none"> <li>- RA 841 / RA 4846 / PD 260</li> <li>- RA 4846 / PD 260</li> <li>- PD 1076</li> <li>- PD 1505</li> <li>- RA 8492</li> </ul> |
| SIGNIFICANCE   | <ul style="list-style-type: none"> <li>- Memory of person or event</li> <li>- Cultural historical , anthropological scientific value and significant to nation</li> <li>- Site of birth, exile, imprisonment, detention or death of great and eminent leaders</li> <li>- Played important roles with development of the nation</li> </ul> | <ul style="list-style-type: none"> <li>- RA 841</li> <li>- RA 4846 w/ PD 374</li> <li>- PD 105</li> <li>- Proc.1226</li> </ul>                                     |

## Defining Heritage Concepts

| TERM         | ASSOCIATED TERMS   | LAWS   |
|--------------|--|--|
| CONSERVATION | <ul style="list-style-type: none"> <li>- Discovery of objects</li> <li>- Establishment, support , promotion</li> <li>- Cause construction</li> <li>- Identification, designation and marking</li> <li>- Declaration as shrine, monument or landmark</li> <li>- Restoration reconstruction preservation</li> <li>- Administration, maintenance and development</li> <li>- Refurbishment</li> <li>- Demolition, alteration relocation, and remodelling</li> </ul>  | <ul style="list-style-type: none"> <li>- RA 8492</li> <li>- RA 7356</li> <li>- RA 4368</li> <li>- RA 4368</li> <li>- PD 260</li> <li>- PD 260 / PD 1505 / RA 4846</li> <li>- PD 1706 / PD 1505</li> <li>- EO 128</li> <li>- RA 8492</li> </ul> |
| MANAGEMENT   | <ul style="list-style-type: none"> <li>- Reconstruction, maintenance, protection, cleaning of monuments and historical markers (by district or city engineers)</li> <li>- Care for military memorabilia and battle monuments (Department of National Defense ) (DND) (PVAO)</li> <li>- Right to manage and preserve their archeological and historical site and artifacts (NCIP)</li> <li>- Not to be classified as available or disposable</li> <li>9). National historical sites (DENR) (Forestry)</li> <li>- The following lands exempted are: e)... cultural and historic sites (HLURB) (Urban Development)</li> <li>- Permit to quarry no extraction or removal on material shall be allowed one kilometer from establish .... Archeological and historical sites (DENR) (IRR of Mining)</li> </ul> | <ul style="list-style-type: none"> <li>- RA 841</li> <li>- PD 1076</li> <li>- RA 8371 / AO-01-98</li> <li>- PD 705 (Forestry Code)</li> <li>- RA 7279 (Urban Development Act.)</li> <li>- DENR AO NO. 95-23, S. 1995</li> </ul>                |



|  |   |  |
|--|---|--|
| <p style="text-align: center;"><b>VIGAN</b><br/>(Ordinance No. 4 of 1999 as Amended, Ordinance No. 7 of 2006)</p> <ol style="list-style-type: none"> <li>1) Policy: It is the policy of the local government of Vigan that before any conservation, preservation, and restoration work can commence, a thorough research and documentation of the building showing its original change in accordance with Ordinance No. 14 series of 1997 shall have been undertaken and its significance stated.</li> <li>2) Space – Identification of Core and Buffer Zone</li> <li>3) Typology of Vigan Houses – 4 types</li> <li>4) Definition of Terms – historical fabric, cultured fabric, architectural fabric, house fabric</li> <li>5) Guidelines for houses and places</li> <li>6) Management - Vigan Conservation Council (VCC)</li> </ol> | <p style="text-align: center;"><b>TAAL</b><br/>(Municipal Ordinance No. 3 of 2009)</p> <ol style="list-style-type: none"> <li>1) Policy: It is the policy of the Municipal Government of Taal, Batangas that before any construction, preservation or restoration work can commence. A thorough research and documentation of the building showing its original design shall be in accordance with the Taal Heritage Conservation and Preservation Code and Municipal Ordinance No. 1, S. 2008.</li> <li>2) Space: Identification of Core and Buffer Zone.</li> <li>3) Typology of Taal Houses – 7 Types</li> <li>4) Definition of Terms – cultural fabric, cultural fabric, house fabric</li> <li>5) Guidelines for houses and places</li> <li>6) Management – Municipal Engineers Office</li> </ol> | <p><b>COMPARATIVE<br/>MATRIX 1</b></p> |
|--|---|--|

|   |   |  |
|---|---|--|
| <p style="text-align: center;"><b>ILOILO</b><br/>(Ordinance No. 54 of 2000)<br/>With Implementing Rules and Regulations</p> <p style="text-align: center;">From the Ordinance:</p> <ol style="list-style-type: none"> <li>1) Declaration of Heritage Buildings on Sites</li> <li>2) Management: Iloilo City Cultural Heritage Conservation Council (ICCHCC)</li> </ol> <p style="text-align: center;">From the IRR:</p> <p>“Implementing Rules and Regulations for the Downtown Central Business District (CBD) Heritage Zone” (2009)</p> | <p style="text-align: center;"><b>SILAY</b><br/>(Ordinance No. 2 of 2014) with Implementing Rules and Regulations</p> <p style="text-align: center;">From the Ordinance:</p> <ol style="list-style-type: none"> <li>1) Classification and declaration of Historical Structures and Sites and Other Edifices.</li> <li>2) Management: Silay City Heritage District Administration (SCHDA) or Silay City Cultural Heritage Conservation Council (SCCHCC)</li> </ol> <p>From the IRR:<br/>“Implementing Rules and Regulations of the Silay City Heritage Zone”<br/>(All provisions, even Ordinance No. 54, copied from the Iloilo IRR)</p> | <p><b>COMPARATIVE<br/>MATRIX 2</b></p> |
|---|---|--|

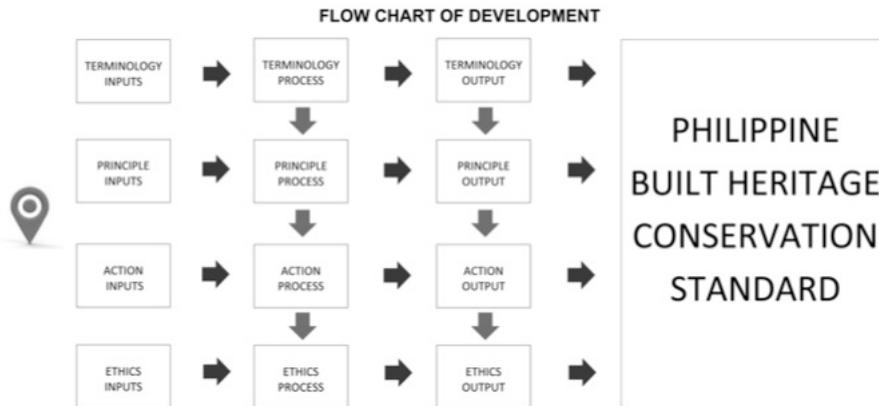
|  |  |                                 |
|--|--|---------------------------------|
| <p><b>SAN FERNANDO CITY</b><br/>(Ordinance No. 2004-003)</p> <p>1) The Boundaries Defining the City of San Fernando Heritage District<br/>2) Classification and Documentation of Historical Structures and Sites and other Edifices of the City of San Fernando.<br/>3) Management: City of San Fernando Heritage District Administration (CSFHDA)</p> <p>(Tax Ordinance No. 2006-16)<br/>Cover 9 structures</p> | <p><b>ANGELES CITY</b><br/>(Ordinance 378, S.-2015)</p> <p>1) The Angeles City Heritage Zone<br/>2) Classification and Documentation of Built Heritage in Angeles City<br/>3) Management:<br/>Angeles City Tourism Office (ACTO)</p> <p>Tax Ordinance 64-2016<br/>(cover 29 structures)</p> <p>(almost all provision copied from the San Fernando Tax Ordinance)</p> | <p>COMPARATIVE<br/>MATRIX 3</p> |
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### List of Local Conservation Ordinances

- Vigan City Ordinance No. 14 (1994) and Ordinance No. 4 (2000)
- Iloilo City Cultural Heritage Council Ordinance No. 54 (2000)
- Heritage Ordinance of Tayabas No. 04-05 (1997)
- Boac Ordinance No. 2002-077
- San Fernando City (Pampanga) Ordinance No. 003 (2004)
- San Nicolas Municipal Ordinance No. 05 (2005)
- Manila Comprehensive Land Use Plan and Zoning Ordinance of 2006
  - Ordinance 8244 (Sta. Ana Histocultural Heritage Zone) of 2011
  - Ordinance 8275 (June 1 as Daniel Burnham Day) of 2012
  - Ordinance 8310 (Regulating any development that empairs vista) of 2013 VETOED
- Ilocos Norte Provincial Ordinance No. 049-2006 (2006)
- Carcar City House Bill No. 5577 (2006)
- Dapitan City Ordinance No. 178 (2006)
- Bohol Arts and Cultural Heritage Code or Provincial Ordinance No. 002 (2008)
- Taal Conservation, Preservation and Restoration Code or Municipal Ordinance No. 3 (2009)
- Silay City Heritage District or City Ordinance No. 02 (2014)
- Angeles City Heritage Zone Ordinance No. 378 (2015)



## Flow Chart of Development of Philippine Built Heritage Conservation Standard



## Conclusion

- Historical development of conservation policies evolved out of colonial, international and local realities
- Conservation values changed over time
  - Spanish Era – safety and sanitation values
  - American Era – historical and memorial meanings
  - Republic Era – search for Filipino identity
  - Marcos Era – Filipino greatness value
  - Post Marcos Era – contextual approach to conservation
- National Laws – NCCA – RA 7356, highest policy making for culture, heritage and the arts
  - Heritage Law or RA 10066 established the basic definition on heritage conservation
- Local Ordinances – Vigan Ordinance No. 4 dramatically influence national and local ordinances
- Other local ordinances raised provisions on sustainability, tourism, cultural education, intangible heritage, climate change and the environment
- Charting the Philippine Charter

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### **Legislations**

- An Act Declaring the Municipality of Carcar in the Province of Cebu as a Cultural Heritage Zone, House Bill No. 5577, 2006
- An Ordinance Approving and Adopting the Heritage Conservation, Preservation and Restoration Code of 2009 of the Municipality of Taal, Batangas, Municipal Ordinance No. 3, 2009
- An Ordinance Creating the City of San Fernando Heritage District and its Governing Body, Ordinance No. 2004-03, 2004
- An Ordinance Classifying the Area of Sta. Ana in the Sixth District , bounded by san Juan River in the North, M.L. Carreon and Tejeron Streets on the West, Del Pan Street on the South and Pasig River on the East, as Histo-Cultural Heritage/Overlay Zone (O-HCH)
- An Ordinance Creating the Silay City Heritage District, City Ordinance No. 02, 2014
- An Ordinance Declaring and Directing the Preservation, Conservation, and Protection of All Places, Establishments, Buildings, Edifices, Structures, Relics and the like which form part of the Broad, Vast and Rich Natural, Cultural, Physical, Intangible Heritage of the Province of Ilocos Norte and the Component Local Government Units (LGUs) Thereunder, Provincial Ordinance No. 049-2006, 2006
- An Ordinance Declaring certain Buildings and Structures or Sites in Iloilo City as Local Heritage or Legacy Buildings, Structures or Sites Prescribing its Use and Conservation, Creating the Iloilo City Cultural Heritage Conservation Council, and for Other Purposes, Regulation Ordinance No. 00-054, Series of 2000

- An Ordinance Declaring June 1 of 1912, and every year thereafter, as Daniel Burnham Day in the City of Manila or City Ordinance 8275
- An Ordinance Declaring the Angeles City Heritage Zone, and its Administration, Defining its Functions and for Other Purposes, City Ordinance No. 378, 2015
- An Ordinance Identifying the Shrine and Historical/Cultural Zone in Dapitan which shall be known as the Heritage Dapitan, City Ordinance No. 2006-178, 2006
- An Ordinance Prescribing the Code for Municipal Seal, Motto, Symbols, Hymn and Other Heraldic Items, Local History, Culture and the Arts of the Municipality of Boac, imposing penalties for violations thereof and for other related purposes or Municipal Ordinance No. 2002-077
- An Ordinance Preserving and Restoring All Spanish Type Buildings within the Municipality of San Nicolas, Province of Ilocos Norte including but not limited to the Municipal Hall, The Roman catholic Church, School Buildings located at the San Nicolas Elementary School, Payas Elementary School, Bingao Elementary School, The Sta. Rosa Academy and the "Pagistacionan", Municipal Ordinance No. 05, 2005
- An Ordinance Providing Regulations for the Protection and Preservation of Local Cultural Heritage of Tayabas, Quezon, Municipal Ordinance No. 04-05, 2004
- An Ordinance Regulating Any Construction and/or Development that would Impair and/or Ruin the Vicinity or Line of Sight View/Vista of All Historical and Cultural Sites/Monuments situated in the City of Manila and for such other purposes or Ordinance No. 8310

Creating the Intramuros Administration, Presidential Decree 1616, 1979

Enacting the Bohol Arts and Cultural Heritage Code, Provincial Ordinance No. 2008-002, 2008

Implementing Rules and Regulations for the Downtown Central Business District (CBD) Heritage Zone of Iloilo City. 2011

Intramuros Identity and Urban Design Guidelines, Unpublished, 2015

National Cultural Heritage Act, Republic Act. No. 10066, 2009

National Museum Act, Republic Act No. 8492, 1998

Strengthening Peoples' Nationalism Through Philippine History Act, Republic Act No. 10086, 2010

Vigan Conservation Guidelines, Ordinance No. 07, Series of 2006



## Presentation Notes

### Introduction

-the Luneta Park Photobomber implies the changing values/meaning of Rizal Monument over time

### Part 1

#### Historical Development of Conservation Policies

##### A. Spanish Period (1571-1898)

- Hazards during the Spanish period (earthquakes, typhoons, fire and cholera epidemics)
- Building ordinances reacted to the hazard of the times
- Mostly were pragmatic and functional at the same time the most recent architectural style of the times

##### B. American period (1899-1942)

###### Highlights

- After the Philippine revolution, many structures were left in ruins (Guadalupe convent) while others left unfinished (e.g. Capul lighthouse)
- Many unfinished works were completed by Americans
- Americans surveyed the archipelago and collected ethnographic materials for the Museum of Ethnology, Commerce and Natural History (origins of the National Museum)
- Began the City Beautiful concept of urban areas by Daniel Burnham (Manila and Baguio City)
- During the Second World war, Manila was the second most devastated city in the world.

##### C. The Republic (1945-1965)

###### Highlights

- The Republic paid homage to Philippine heroes of the Philippine Revolution and the War. Built heritages were Corregidor Ruins, Fort Santiago, Aguinaldo Shrine and others.

The Manila Cathedral was reconstructed using the adobe stones of the

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abandoned Guadalupe Covent ruins.

- The thrust was the memorialization of heroes and events. Thus, the establishment of the Philippine Historical Commission which was the origins of the National Historical Commission of the Philippines and its historic shrines

#### D. The Marcos Period (1965-1986)

##### Highlights

- Marcos expanded the advocacy of the Filipino Greatness, highlighted the pre-colonial creativity of the Philippines
  - Undertook archaeological excavations
  - established numerous museums
  - built cultural centers
  - evolved the Intramuros Administration
- This era promulgated numerous heritage related legislations such as establishment of commissions, declaration of important cultural sites and properties and others

#### E. Post Martial Law Period (1986-2000)

##### Highlights

- A reactive era where programs were all counter Marcos. The assertion of people/private representation in government. This is the essence of the National Commission for Culture and the Arts (RA 7356), where the representative voice of the people in the Arts, Cultural heritage, Cultural Communities and Communication are heard in policy formulation.

#### Thematic Flow of National Conservation Policies of the Philippines

##### Part 2

##### Content Analysis of Select Conservation laws in the Philippines

- At the turn of the millennium, Heritage Conservation particular the terminologies, theories and practices, rapidly transformed because of enabling and disabling conditions in the international and local scenes.
- Republic Act 10066 (Cultural Heritage Act of 2009)  
Highlights- introduced definitions, endorsed conservation approach that



comply to international standard, concept of conservation management plan, roles of government agencies in the conservation work

Note:

Many overlaps of government roles and jurisdictions, redundancy and absence of basic concepts, glaring gaps in responsibilities.

- Republic Act 8492 (National Museum law of 1999)  
Basically ensuring the house/building of the National Museum  
Mentioned the reference to Charters and laws in the implementation of conservation practice
  - Republic Act 10086  
(National Historical Commission of the Philippines Law of 2010)
    - Highlighted that conservation is part of development
    - Conservation approach follows international standards and other laws of the Philippines
    - Adjunct to the law is the set of standards, guidelines and techniques followed by the conservation group in their practice
  - Presidential Decree 1616 (Intramuros Administration Law of 1979)
    - The agency is oriented towards its tourism mandate, history and heritage as a driver of tourism.
    - The Spanish period concept is outmoded that the agency has difficulty innovation itself to contemporary audiences
    - Many urban plan studies and documents have been undertaken
  - Categorization of heritage legislations (Significant laws, Commissions and Bodies, Erection of Monuments, Conservation and Management)  
Based on this, heritage concepts such as built heritage, significance, conservation/preservation, management, have been referred/inferred in using other terminologies.
  - Local ordinances have evolved and even antedated many national laws  
Vigan ordinance No. 7 S. 2006 has been the most influential reference for many conservation laws  
Vigan ordinance has been the source reference for Taal ordinance  
Iloilo ordinance has been the source reference of Silay ordinance
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San Fernando ordinance has been the source reference of the Angeles City ordinance

- Development of Philippine Built Heritage Conservation Standard Components should include Terminologies, Principles, Practices and Ethics. Each dimension should have the international and local integration to appropriately contextualize heritage in the Philippines.



## RESOURCE PERSONS

### • VIGAN CITY, ILOCOS SUR

**Hon. Eva Marie S. Medina** is the former Mayor of Vigan City. In her term as the Chief Executive of Vigan, she sparked and steered the efforts to inscribed the City in the UNESCO list of World Heritage Sites and Monuments as well as regained its ancient status as a city and finally being named as a New 7 Wonder City of the World. More significantly, she transformed the City that she loves so much into an exemplar in good local governance.

### • ORMOC CITY CULTURE & ARTS PROGRAMS

**Hon. Richard I. Gomez** is the Mayor of Ormoc City. Prior to his government service, he was a multi awarded actor, TV host, and accomplished sports man and athlete. A product of UP Diliman and the UP Open University where he once received recognition as an “Outstanding Student of 1993”. Mayor Gomez is a Master’s degree holder in business administration from the University of Perpetual Help, on top of pursuing graduate studies at the Film School of Continuing Education at the New York University. He has earned his Doctorate Degree in Public Administration from Cebu Technological University in 2019. Priority agenda of his governance focuses on culture, arts, heritage, and tourism development.

### • BANAAG FESTIVAL (ANILAO ILOILO: LIGHT OF ILOILO)

**Hon. Nathalie Ann Debuque** is the youngest mayor ever elected for the term 2019-2022 in the Province of Iloilo. She is the current local chief executive of Anilao, Iloilo, a 4th class municipality. She is an epitome of a visionary leader who leads the different programs that made Anilao continue to soar high and excell in the different forms of governance.

### • CULTURAL VIBRANCY IN CULTURAL GOVERNANCE: CAPIZ EXPERIENCE

**Alphonsus D. Tesoro** is the Provincial Tourism and Cultural Officer of the Province of Capiz. Former Head, Subcommission on Cultural Communities and Traditional Arts, National Commission for Culture and the Arts. A cultural worker, community organizer, arts manager, stage director, festival manager, educator and youth formator.

### CHARTING THE DEVELOPMENT OF NATIONAL CONSERVATION POLICIES IN THE PHILIPPINES

**Dr. Eric B. Zerrudo** is the Director of the University of Santo Tomas Graduate School Center for Conservation of Cultural Property and Environment in the Tropics (USTGS-CCCPET) and the faculty of the Cultural Heritage Studies Program. He is also the national coordinator of the CBCP Episcopal Commission for the Cultural Heritage of the Church and faculty of the National Commission for Culture and the Arts - Philippine Cultural Education Program (NCCA-PCEP. A former commissioner of the UNESCO Philippines, he is a member of ICOMOS-ISC-PRERICO and APHEN-ICH.