



# QUEZON CITY TOURISM DEPARTMENT

## CITIZEN'S CHARTER

4<sup>th</sup> Edition



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## **I. Mandate:**

The Quezon City Tourism Department implements Quezon City Tourism Ordinance (QC Ordinance No. SP-189, S-1994) as amended by the Quezon City Revenue Code of 2012 and handles matters related to tourism, culture, heritage and arts.

## **II. Vision:**

A vibrant and sustainable tourism industry for leisure, events, conference and business tourism with globally competitive products and services.

## **III. Mission:**

To promote Quezon City as a world-class tourism destination.

## **IV. Service Pledge**

We commit to:

1. Be efficient in doing our tasks of serving the tourism, culture and arts, and heritage sectors. We will network with these sectors and seek to do developmental program with less cost in less time.
2. Work with integrity whenever and wherever. We will do the right things to establish trust among stakeholders.
3. Be hospitable to all kinds and types of people, rich or poor, locals or foreigners, educated and uninformed. Everybody will receive the same kind of experience with us.
4. Attend to all applicants or requesting parties who are within the premises of the office prior to the end of official working hours and during lunch break.



## LIST OF SERVICES

|   |         |
|---|---------|
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# **QC Tourism Department Services**



## 1. ISSUANCE OF TOURISM CERTIFICATE OF REGISTRATION/ ENDORSEMENT FOR ACCREDITATION TO DEPARTMENT OF TOURISM (DOT) and TOUR GUIDE'S ID.

The Tourism Certificate of Registration/Endorsement for Accreditation or Tour Guide's ID is issued to tourism establishments and/or tour guides that submitted the minimum requirements and paid the corresponding registration/identification card fee. The certification contains basic information about the tourism establishment and/or about the tour guide and certifies that the establishment and/or the guide is registered with QC Tourism Department.

|   |   |
|---|---|
| <b>Office/Department:</b>   | Q.C. Tourism Department   |
| <b>Classification:</b>  | Complex   |
| <b>Type of Transaction:</b>   | G2B – Government to Business Entity                                   |
| <b>Who May Avail:</b>   | QC Tourism Establishments'<br>Owners/Operators<br>Tour Guides         |
| <b>CHECKLIST OF REQUIREMENTS</b>  | <b>WHERE TO SECURE</b>  |
| <b>A. For New Applicant-Tourism Establishments (As submitted to BPLD)</b>   |   |
| Unified Business Permit Application Form (1 photocopy, present original copy/ecopy )  | Business Permits and Licensing Dept., QC Hall                         |
| Department of Trade and Industry/ Securities and Exchange Commission Registration (1 photocopy, present original copy/ecopy)          | Department of Trade and Industry / Securities and Exchange Commission |
| Barangay Clearance (1 photocopy, present original copy/ecopy)   | Barangay Hall where the business address is located                   |
| Tax Bill and Official Receipt for the Current Year that includes Tourism Registration Fee (1 photocopy, present original copy /ecopy) | QC Treasurer's Department Assessment Windows and Cashier              |
| <b>Additional Requirement for Travel Agency Only</b><br>Surety Bond (1 Original Copy)<br>(Insurance Coverage: P500,000.00)            | Bonding Agencies/Companies  |



| CHECKLIST OF REQUIREMENTS   | WHERE TO SECURE  |
|---|--|
| <b>B. For New Applicant - Tour Guide</b>  |  |
| Registration Application Form<br>(1 Original Copy/ecopy)  | Tourism Desk, QC Tourism Department<br>QC Hall/ or Download Application Form<br>at <a href="https://bit.ly/2YybHT5">https://bit.ly/2YybHT5</a> |
| NBI or Police Clearance<br>(1 photocopy, present original<br>copy/ecopy)  | NBI Office or QC Police Department,<br>NGA Bldg., QC Hall  |
| Certificate of Tour Guiding Seminar or<br>Accreditation from Dept. of Tourism<br>(1 photocopy, present original/ecopy)    | Department of Tourism (DOT),<br>Makati City  |
| Official Receipt for the Current Year that<br>includes Tourism Registration Fee<br>(1 photocopy, present original /ecopy) | QC Treasurer's Department Cashier  |

|  |   |
|--|---|
| <b>C. For Renewal of Certificate of Registration – Tourism Establishments<br/>(As submitted to BPLD)</b>   |   |
| Unified Business Permit Application<br>Form (1 photocopy, present original<br>copy/ecopy )   | Business Permits and Licensing Dept.,<br>QC Hall            |
| Current/Previous Business Permit<br>(1 photocopy, present original<br>copy/ecopy)  | Business Permits and Licensing Dept.,<br>QC Hall            |
| Tax Bill and Official Receipt for the<br>Current Year that includes Tourism<br>Registration Fee<br>(1 photocopy, present original<br>copy/ecopy) | QC Treasurer's Department Assessment<br>Windows and Cashier |

|  |   |
|--|---|
| <b>Additional Requirement for Travel<br/>Agency Only</b><br>Surety Bond (1 Original Copy)<br>(Insurance Coverage: P500,000.00) | Bonding Agencies/Companies  |
| <b>D. For Renewal of Certificate of Registration/I.D. - Tour Guide</b>   |   |
| Registration Application Form<br>(1 Original Copy/ecopy)   | Tourism Desk, QC Tourism Department<br>Or Download Application Form at<br><a href="https://bit.ly/2YybHT5">https://bit.ly/2YybHT5</a> |
| NBI or Police Clearance<br>(1 photocopy, present original /ecopy)  | NBI Office or QC Police Department,<br>NGA Bldg., QC Hall   |
| Official Receipt for the Current Year that<br>includes Tourism Registration Fee<br>(1 photocopy, present original/ecopy)       | QC Treasurer's Department Cashier   |



| CLIENT STEPS  | AGENCY ACTION  | FEES TO BE PAID | PROCESSING TIME | PERSON RESPONSIBLE   |
|---|--|-----------------|-----------------|--|
| <b>For Tourism Establishments</b>   |  |                 |                 |  |
| 1. Log on to <a href="https://qceservices.quezoncity.gov.ph/bpld/">https://qceservices.quezoncity.gov.ph/bpld/</a> and submit the accomplished Unified Business Permit Application Form online together with the necessary supporting documents, depending on your application type.  | The BPLD forwards the same to the ancillary departments and evaluate completeness of requirements. | None            | 10 minutes      | <i>Tourism Receptionist/ Tourism Assistant (Tourism Services Division)</i> |
| <b>For Tour Guide</b>   |  |                 |                 |  |
| 1. Visit: <a href="https://bit.ly/36Zvm1Z">https://bit.ly/36Zvm1Z</a> or Scan QR Code For Application Form Or Download Application Form at <a href="https://bit.ly/2YybHT5">https://bit.ly/2YybHT5</a> or Scan QR Code. Fill-out the application form and submit copy of all requirements to <a href="mailto:TourismAccreditation@quezoncity.gov.ph">TourismAccreditation@quezoncity.gov.ph</a> | Evaluate completeness of requirements.   | None            | 10 minutes      | <i>Tourism Receptionist/ Tourism Assistant (Tourism Services Division)</i> |





| CLIENT STEPS  | AGENCY ACTION   | FEES TO BE PAID | PROCESsing TIME    | PERSON RESPONSIBLE  |
|---|---|-----------------|--------------------|---|
| 2.1. Wait for email reply.  | Acknowledge receipt of complete documents/ application or ask for lacking document through email  | none            | 10 minutes         | <i>Tourism Receptionist/ Tourism Assistant (Tourism Services Division)</i>              |
| 2.2. Submit the complete requirements and wait for email reply  | Acknowledge receipt of complete documents/ application  |                 |                    |   |
| 3. Wait for email on details of release of Certificate of Registration/ Endorsement to DOT/ Tour Guide's I.D. | Process the application for Tourism Certificate of Registration/ Endorsement to DOT/ Tour Guide's I.D (may need inspection of establishment and/or verification of submitted records) | None            | 4 days and 7 hours | <i>Tourism Assistant, Tourism Officer and Division Head (Tourism Services Division)</i> |
|   | Approve/sign the requested Certificate of Registration/ Endorsement for DOT Accreditation /Tour Guide's ID  | None            | 1 day              | <i>City Mayor, Department Head and Division Head (Tourism Services Division)</i>        |
|   | Email/message the client that Tourism Certificate of Registration/ Endorsement/ Tour Guide's I.D. is ready for pick-up or delivery.   | None            | 30 minutes         | <i>Tourism Receptionist, Tourism Assistant, (Tourism Services Division)</i>             |



| CLIENT STEPS   | AGENCY ACTION   | FEEES TO BE PAID | PROCES SING TIME | PERSON RESPONSIBL E  |
|--|---|------------------|------------------|--|
| 4. Inform QCTD if Tourism Certificate of Registration/ Endorsement/ Tour Guide's I.D will be picked-up or delivered.<br>(Courier of Choice with cost charged to the receiver/ applicant) | Wait for the client to pick-up or process the delivery of Tourism Certificate of Registration/ Endorsement/ Tour Guide's I.D. | None             | 1 day            | <i>Tourism Receptionist/ Tourism Assistant (Tourism Services Division)</i> |
| 5. Wait/claim Tourism Certificate of Registration/ Endorsement/ Tour Guide's ID  | Release Tourism Certificate of Registration/ Endorsement/ Tour Guide's I.D. through delivery or pick-up                       | None             | 10 minutes       | <i>Tourism Receptionist/ Tourism Assistant (Tourism Services Division)</i> |
| <b>TOTAL</b>   |   | None             | <b>7 days</b>    |  |

**Note**

- Processing time starts upon acceptance of application with complete requirements.
- Senior citizens, pregnant women, persons with disabilities and liaison officers with multiple transactions (10 branches/companies and above) maybe entertain as “walk-in applicants”



## 2. IMPLEMENTATION OF PROGRAMS / ACTIVITIES / PROJECTS

The Quezon City Tourism Department implements/coordinates tourism, historical, culture and arts programs, activities and projects.

|  |   |  |                          |  |
|--|---|--|--------------------------|--|
| <b>Office/Department:</b>  | Q.C. Tourism Department   |  |                          |  |
| <b>Classification:</b>   | Complex   |  |                          |  |
| <b>Type of Transaction:</b>  | G2C – Government to Citizen<br>G2B – Government to Business Entity<br>G2G - Government to Government                          |  |                          |  |
| <b>Who May Avail:</b>  | Government Agencies/Organizations<br>Non-Government<br>Organization/Associations<br>Civic Organizations<br>All                |  |                          |  |
| <b>CHECKLIST OF REQUIREMENTS</b>   |   | <b>WHERE TO SECURE</b>                       |                          |  |
| Communication/Letter from concerned Party (1 original copy/ ecopy) (letter/Transmittal/ Endorsement/Referral)                      |   | Written by concerned party/ requesting party |                          |  |
| <b>CLIENT STEPS</b>  | <b>AGENCY ACTION</b>  | <b>FEES TO BE PAID</b>                       | <b>PROCES- SING TIME</b> | <b>PERSON RESPONSIBLE</b>                              |
| 1. Forward/email the communication/ letter/ endorsement/ referral/ request/ transmittal to Receiving Desk/ qctd@quezoncity .gov.ph | Welcome the client and receives/ evaluates communication/ endorsement/ referral/request/ transmittal<br>Acknowledge the email | None   | 1 minute                 | <i>Receiving Clerk</i><br>Administrative Support Group |
| 2. Leave the Office/ Wait for the action on the request  | Forward the endorsement/ referral/ request to the Head of Office/Action Officer   | None   | 1 minute                 | <i>Receiving Clerk</i><br>Administrative Support Group |
| 3. None  | Refer the matter to the concerned division head/s   | None   | 1 day                    | <i>Head of Office/ Action Officer</i>                  |



| <b>CLIENT STEPS</b>  | <b>AGENCY ACTION</b>  | <b>FEES TO BE PAID</b> | <b>PROCESSING TIME</b> | <b>PERSON RESPONSIBLE</b>            |
|--|---|------------------------|------------------------|--------------------------------------|
| 4. Attend to the queries or coordination meetings.         | Process the request/ referral etc. (which may include communicating with the requesting party)<br><br>Give evaluation/ recommendation to the Head of Office | None                   | 4 days                 | <i>Concerned Division Heads</i>      |
| 5. None  | Head of Office/Action Officer act on the recommendation and inform the concerned division head  | None                   | 2 days                 | <i>Head of Office/Action Officer</i> |
| 6. Wait for coordination/ feedback                         | Inform the requesting party of the action taken   | None                   |                        | <i>Concerned Division Head</i>       |
| 7. Participate in Preparation of Event/ Activity/ Projects | Start preparation of event/ activity<br>Coordinate with concerned agencies/offices/ individuals<br>Holds Meetings<br>Conducts Dry-Runs/ Rehearsals, etc.    | None                   | 60 days                | <i>Concerned Division Head</i>       |
| 8. Participates / implements event                         | Implementation / Execution of Event/Activity/Project  | None                   | 2 days                 | <i>Concerned Division Head</i>       |
| 9. None  | Post-event task   | None                   | 1 day                  | <i>Concerned Division Head</i>       |
| <b>TOTAL</b>   |   | None                   | <b>70 days</b>         |                                      |

(Implementation of Program/Activity/Project) qualified for multi-stage processing.  
Total days dependent on date, type and magnitude of program/activity/project and the requesting party



| <b>FEEDBACK AND COMPLAINTS MECHANISM</b> |  |
|--|--|
| How to send feedback                     | Write a letter stating the feedback or answer the service experience form and drop it in a box at the Tourism Desk at QC Tourism Department Office.<br>Contact Information: 89884242 loc. 8841 to 8846 or <a href="mailto:qctd@quezoncity.gov.ph">qctd@quezoncity.gov.ph</a>   |
| How feedbacks are processed              | Every end of the week, the staff in-charge compile and record all feedback submitted.<br>Feedback are given to the concerned division and are given 3 days to reply to feedbacks that need to be addressed.<br>The administrative officer then send the reply to the concerned party.  |
| How to file a complaint                  | Write a letter stating the complaint or answer the service experience form and drop it in a box at the Tourism Desk at QC Tourism Department Office or send an email at <a href="mailto:qctd@quezoncity.gov.ph">qctd@quezoncity.gov.ph</a> or call 89884242 local 8841 to 8846.<br>State the name of person being complain, the scenario/incident, date (with time) of incident and evidence.<br>For inquiries and follow-up, please contact <a href="mailto:qctd@quezoncity.gov.ph">qctd@quezoncity.gov.ph</a> or call 89884242 local 8841 to 8846. |
| How complaints are processed             | The staff-in-charge collect and evaluate the complaint daily. Upon evaluation the staff-in-charge and the administrative officer will investigate and forward the complaint to the concerned division for explanation. The staff-in-charge and the administrative officer will prepare a report after investigation and submit it to the head of the department for appropriate action. The administrative officer will give the feedback to the client.   |
| Contact Information of CCB, PCC, ARTA    | CCB: 0908 881 6565 (SMS)<br>PCC: 8888<br>ARTA: <a href="mailto:complaints@arta.gov.ph">complaints@arta.gov.ph</a><br>1-ARTA (2782)   |



## LIST OF DIVISIONS

| Division                         | Address   | Contact Information |
|----------------------------------|---|---------------------|
| Head/Action Officer              | 8/F Civic Center Bldg. A,<br>Q.C. Hall, Diliman, QC | 89884242 local 8842 |
| Tourism Services<br>Division     | 8/F Civic Center Bldg. A,<br>Q.C. Hall, Diliman, QC | 89884242 local 8844 |
| Tourism Coordination<br>Division | 8/F Civic Center Bldg. A,<br>Q.C. Hall, Diliman, QC | 89884242 local 8845 |
| Tourism Planning<br>Division     | 8/F Civic Center Bldg. A,<br>Q.C. Hall, Diliman, QC | 89884242 local 8846 |
| Tourism Promotions<br>Division   | 8/F Civic Center Bldg. A,<br>Q.C. Hall, Diliman, QC | 89884242 local 8841 |
| Administrative Support<br>Group  | 8/F Civic Center Bldg. A,<br>Q.C. Hall, Diliman, QC | 89884242 local 8843 |