

Republic of the Philippines
Province of Cagayan
TUGUEGARAO CITY

NINTH CITY COUNCIL

COMMITTEE REPORT NO. 03-2024

January 11, 2024

Submitted by: **COMMITTEE ON TOURISM, CULTURE AND ARTS**

PRESENT:

HON. IMOGEN CLAIRE M. CALLANGAN - Sponsor/ Chairman
HON. TIRSO V. MANGADA - Sponsor/ Vice Chairman
HON. MARIA ROSARIO B. SORIANO - Sponsor/ Member
HON. MARC ALDOUS C. BACCAY - Sponsor/ Member

RESOURCE PERSONS:

Mr. Romeo Caranguian - Senior Tourism Officer, DOT
Ms. Joylyn Cauila - Tourism Operations Officer II, DOT
Ms. Gina Adducul - City Tourism Officer

GUEST:

Hon. Jude T. Bayona - SP Member

SUBJECT:

Draft Resolution Adopting the “Mabuhay” and “Salamat” Gesture in Tuguegarao City.

FOR THE PRESIDING OFFICER:

The Members of the Committee met and deliberated on the Draft Resolution Adopting the “Mabuhay” and “Salamat” Gesture in Tuguegarao City. The Committee respectfully submits the herein Committee Report and has the honor to report to this August body in session the following actions taken, its findings and recommendations.

ACTIONS TAKEN:

1. The committee conducted a thorough and wholistic evaluation on the Draft Resolution Adopting the “Mabuhay” and “Salamat” Gesture in Tuguegarao City on January 11, 2024.
2. Resource persons were present to assist the committee in the committee deliberation.

FINDINGS:

1. The goal of the Department of Tourism's Filipino Brand of Service Excellence is to establish a standard for front-line employees in the tourism and hospitality sectors. This

SPST-004-00

Ref. No. _____

standard serves as a benchmark for measuring their ability to provide excellent service to visitors, thereby solidifying the Filipino manner of hospitality as our distinctive brand.

2. The need for expressions of gratitude and appreciation is essential in fostering positive relationships and a harmonious environment.
3. In branding our exceptional service, the incorporation of the "**Mabuhay**" greetings, accompanied by a gesture of putting the right palm on the chest, serves as a poignant reminder of the 7M's encapsulating Filipino Core Values (MakaDiyos, Makatao, Makakalikasan, Makabansa, Masayahin, May Bayanihan, at May Pag-asa).
4. The "**Salamat**" gesture, a traditional hand gesture symbolizing gratitude and thanks, holds deep cultural significance and is universally recognized as a symbol of respect and acknowledgment. The integration of cultural symbols into our daily interactions fosters inclusivity, understanding, and unity among diverse individuals, aligning with our values of promoting a respectful and appreciative community. The adoption of the 'Salamat' gesture serves as a simple yet powerful means to express gratitude without language barriers.
5. The Tuguegarao City Government officially adopts the "Mabuhay" and "Salamat" gestures as a symbol of warm hospitality and gratitude.
6. Members of the Tourism and Hospitality sectors are encouraged to use the "Mabuhay" and "Salamat" gestures in appropriate situations to express warm hospitality and gratitude, recognizing its cultural significance.
7. The Tuguegarao City Government shall incorporate information about the "Mabuhay" and "Salamat" gestures in relevant communication materials and training sessions to educate members about its cultural context and significance.
8. The Tuguegarao City Tourism Office may incorporate the "Mabuhay" and "Salamat" gestures into its events and programs, urging attendees to use them as a means of showing warm hospitality and gratitude.
9. The City Tourism Officer, Ms. Gina Adducul, made a suggestion during the committee meeting to incorporate the "Mabuhay" and "Salamat" Gestures not only to the Tourism and Hospitality Sectors but also to Schools to encourage students to establish a standard on developing a consistent spirit of warm hospitality and gratitude.
10. There is a need for the passage of a resolution Adopting the "Mabuhay" and "Salamat" Gestures in Tuguegarao City.

RECOMMENDATIONS:

The committee, finding the Draft Resolution Adopting the "Mabuhay" and "Salamat" Gesture in Tuguegarao City to be in order with merit and beneficial to Tuguegarao City, favorably recommends its adoption and approval.

Attached herewith is the Draft Resolution.

Respectfully submitted:



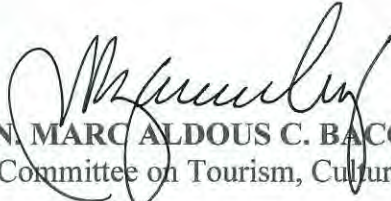
HON. IMOGEN CLAIRE M. CALLANGAN
Chairman, Committee on Tourism, Culture and Arts



HON. TIRSO V. MANGADA
Vice Chairman, Committee on Tourism, Culture and Arts



HON. MARIA ROSARIO B. SORIANO
Member, Committee on Tourism, Culture and Arts



HON. MARC ALDOUS C. BACCAY
Member, Committee on Tourism, Culture and Arts

**DRAFT RESOLUTION ADOPTING THE "MABUHAY" AND "SALAMAT" GESTURES IN
TUGUEGARAO CITY**

Sponsor: **HON. IMOGEN CLAIRE M. CALLANGAN**
HON. TIRSO V. MANGADA
HON. MARIA ROSARIO B. SORIANO
HON. MARK ALDOUS C. BACCAY
HON. JUDE T. BAYONA

WHEREAS, the goal of the Department of Tourism's Filipino Brand of Service Excellence is to establish a standard for front-line employees in the tourism and hospitality sectors. This standard serves as a benchmark for measuring their ability to provide excellent service to visitors, thereby solidifying the Filipino manner of hospitality as our distinctive brand;

WHEREAS, the need for expressions of gratitude and appreciation is essential in fostering positive relationships and a harmonious environment;

WHEREAS, in branding our exceptional service, the incorporation of the "**Mabuhay**" greetings, accompanied by a gesture of putting the right palm on the chest, serves as a poignant reminder of the 7M's encapsulating Filipino Core Values (MakaDiyos, Makatao, Makakalikasan, Makabansa, Masayahin, May Bayanihan, at May Pag-asa);

WHEREAS, the "**Salamat**" gesture, a traditional hand gesture symbolizing gratitude and thanks, holds deep cultural significance and is universally recognized as a symbol of respect and acknowledgment. The integration of cultural symbols into our daily interactions fosters inclusivity, understanding, and unity among diverse individuals, aligning with our values of promoting a respectful and appreciative community. The adoption of the 'Salamat' gesture serves as a simple yet powerful means to express gratitude without language barriers;

WHEREAS, the Tuguegarao City Government officially adopts the "Mabuhay" and "Salamat" gestures as a symbol of warm hospitality and gratitude;

WHEREAS, members of the Tourism and Hospitality sectors are encouraged to use the "Mabuhay" and "Salamat" gestures in appropriate situations to express warm hospitality and gratitude, recognizing its cultural significance;

WHEREAS, the Tuguegarao City Government shall incorporate information about the "Mabuhay" and "Salamat" gestures in relevant communication materials and training sessions to educate members about its cultural context and significance;

WHEREAS, the Tuguegarao City Tourism Office may incorporate the "Mabuhay" and "Salamat" gestures into its events and programs, urging attendees to use them as a means of showing warm hospitality and gratitude;

WHEREAS, the City Tourism Officer, Ms. Gina Adducul, made a suggestion during the committee meeting to incorporate the "Mabuhay" and "Salamat" Gestures not only to the Tourism and Hospitality Sectors but also to Schools to encourage students to establish a standard on developing a consistent spirit of warm hospitality and gratitude;

WHEREAS, there is a need for the passage of a resolution Adopting the "Mabuhay" and "Salamat" Gestures in Tuguegarao City;

WHEREAS, upon the evaluation of the subject referred, the Committee recommends for the passage of a resolution Adopting the "Mabuhay" and "Salamat" Gesture in Tuguegarao City;

NOW, THEREFORE, RESOLVE as it is hereby **RESOLVED**, to adopt the "Mabuhay" and "Salamat" gestures in Tuguegarao City

SPST-004-00

Ref. No. _____