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Republic of the Philippines  
PROVINCE OF LEYTE  
Provincial Capitol  
Tacloban City

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Item No.: 13

Date: 22 2024 OCT

Province of Leyte  
Legal Office  
Released: *[Signature]*  
Time:  
Date: 10-16-24

SANGGUNIANG PANLALAWIGAN  
**NOTED**  
OCT 16 2024  
PROVINCE OF LEYTE

PROVINCIAL LEGAL OFFICE

2<sup>nd</sup> INDORSEMENT

October 11, 2024

Respectfully returned to the Sangguniang Panlalawigan of Leyte, through SP Secretary, the attached Ordinance No. 194 of the Sangguniang Bayan of Matag-ob, Leyte.

**Issues/concerns for review/recommendation/legal opinion is/are as follows:**

- Ordinance No. 194 entitled: **“An Ordinance Institutionalizing the Use of Mabuhay and Salamat Gestures in welcoming and thanking guests, answering phone calls and interacting with clients in the municipality of Matag-ob, Leyte”**

**REVIEW/RECOMMENDATION/LEGAL OPINION:**

This office is of the opinion that the subject Ordinance is generally in accordance to its power under Section 447(a)<sup>1</sup> of the Local Government Code of 1991 (R.A 7160) in consonance with the approved HB 8149<sup>2</sup> and RA 9593<sup>3</sup>. Hence, recommending for the declaration of its validity.

We hope to have assisted you with this request. Please note that the opinion rendered by this Office are based on facts available and may vary or change when additional facts and documents are presented or changed. This opinion is likewise without prejudice to the opinions rendered by higher and competent authorities and/or the courts.

**ATTY. JOSE RAYMUND A. ACOL**  
*Asst. Provincial Legal Officer*

<sup>1</sup>Section 16. General Welfare. - Every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare.

<sup>2</sup> “Institutionalizing a new Filipino gesture of goodwill, praise, and respect”

<sup>3</sup> “Tourism Act of 2009”

Republic of the Philippines  
**PROVINCE OF LEYTE**

**OFFICE OF THE SANGGUNIANG PANLALAWIGAN**

2<sup>nd</sup> Endorsement  
07 October 2024

Province of Leyte  
Legal Office  
Date: 10.8.24

Respectfully endorsed to the **PROVINCIAL LEGAL OFFICE** the herein **MUNICIPAL ORDINANCE NO. 194** of the **MUNICIPALITY OF MATAG-OB, LEYTE**, which is self-explanatory, for review and recommendations.

  
**FLORINDA JILLS. DYVICO**  
Secretary to the Sanggunian



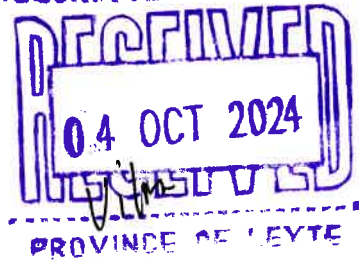
Republic of the Philippines  
Province of Leyte  
MUNICIPALITY OF MATAG-OB  
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**OFFICE OF THE SECRETARY TO THE SANGGUNIAN**

**INDORSEMENT**

October 03, 2024

SANGGUNIANG PANLALAWIGAN




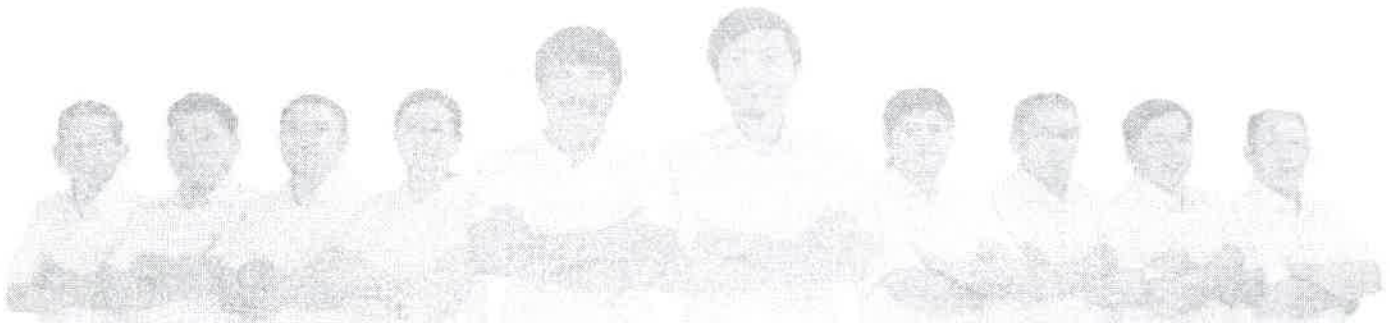
HONORABLE LEONARDO "SANDY" JAVIER  
Vice-Governor  
Presiding Officer  
Sangguniang Panlalawigan of Leyte

Sir:

Respectfully forwarding to your good office the herein attached Municipal Ordinance No. 194 series 2024, of the Sangguniang Bayan of Matag-ob, Leyte, titled: "INSTITUTIONALIZING THE USE OF MABUHAY AND SALAMAT GESTURES IN GOVERNMENT OFFICES, LOCAL GOVERNMENT UNITS, ACADEMIC INSTITUTIONS AND TOURISM ENTEPRISES AND ESTABLISHMENTS IN WELCOMING AND THANKING GUESTS, ANSWERING PHONE CALLS, AND INTERACTING WITH CLIENTS IN THE MUNICIPALITY OF MATAG-OB, LEYTE.", for review and approval by the Sangguniang Panlalawigan.

Respectfully,

  
ANA MARIA SANORIA-ECIJA  
Secretary to the Sanggunian





Republic of the Philippines  
Province of Leyte  
Municipality of Matag-ob  
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OFFICE OF THE SECRETARY TO THE SANGGUNIAN

## CERTIFICATION OF POSTING

THIS IS TO CERTIFY that copies of Municipal Ordinance No. 194 series 2024, titled "INSTITUTIONALIZING THE USE OF MABUHAY AND SALAMAT GESTURES IN GOVERNMENT OFFICES, LOCAL GOVERNMENT UNITS, ACADEMIC INSTITUTIONS AND TOURISM ENTERPRISES AND ESTABLISHMENTS IN WELCOMING AND THANKING GUESTS, ANSWERING PHONE CALLS, AND INTERACTING WITH CLIENTS IN THE MUNICIPALITY OF MATAG-OB, LEYTE.", of the Sangguniang Bayan of Matag-ob, Leyte are posted in Three (3) conspicuous places within the municipality of Matag-ob, Leyte for three consecutive weeks from September 09, 2024.

This certification is issued in compliance with Section 59 of R.A. 7160, otherwise known as the Local Government Code of 1991.

Issued this 3<sup>rd</sup>. Day of October, 2024.

  
ANA MARIA SANORIA-ECIJA  
Secretary to the Sanggunian





REPUBLIC OF THE PHILIPPINES  
PROVINCE OF LEYTE

# MUNICIPALITY OF MATAG-OB

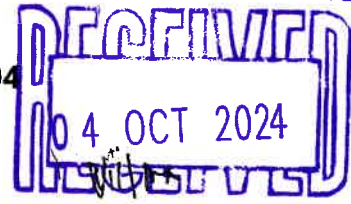
SANGGUNIANG BAYAN

EXCERPTS FROM THE MINUTES OF THE REGULAR SESSION OF THE SANGUNIANG BAYAN OF MATAG-OB, LEYTE, HELD AT THE LEGISLATIVE SESSION HALL ON SEPTEMBER 23, 2024.

SANGGUNIANG PANGALAWIGAN

## MUNICIPAL ORDINANCE NO. 194 (Proposed Mun. Ord. No. 213)

Author : Honorable Romeo N. Albarida  
Co-authors : Hon. Orlando G. Viacrusis  
Hon. Artemio T. Almoroto  
Hon. Joel G. Tacoy  
Hon. Ana Love D. Borden  
Hon. Evangeline C. Carno



PROVINCE OF LEYTE

INSTITUTIONALIZING THE USE OF MABUHAY AND SALAMAT GESTURES IN GOVERNMENT OFFICES, LOCAL GOVERNMENT UNITS, ACADEMIC INSTITUTIONS AND TOURISM ENTERPRISES AND ESTABLISHMENTS IN WELCOMING AND THANKING GUESTS, ANSWERING PHONE CALLS, AND INTERACTING WITH CLIENTS IN THE MUNICIPALITY OF MATAG-OB, LEYTE.

**WHEREAS**, Section 16 of the local Government Code of 1991 provides that every local government unit shall exercise the powers expressly granted, those necessarily implied there from, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare. Within their respective territorial jurisdiction, local government units shall ensure and support, among other things, the preservation and enrichment of culture, promote health and safety, enhance the right of the people to a balance ecology, encourage and support the development of appropriate and self-reliant scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants;

**WHEREAS**, Section 4 of house bill No 8149 institutionalizing a New Filipino Gesture of Respects, Goodwill and Praise states that a new and safe gesture of respects, goodwill, and praise shall be observe and performed through the simple act of gracefully laying the palm of the right hand over the center of one's chest while simultaneously lowering the head, with eyes either closed or cast down;

**WHEREAS**, Section 1 of the Republic Act 9593 declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and

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Mun. Ord. #194  
September 23, 2024



"The Town of United and Happy People"

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MacArthur St., New SB Building,  
Municipal Government Complex,  
Barangay San Guillermo, Matag-ob, Leyte  
6532 Philippines



REPUBLIC OF THE PHILIPPINES  
PROVINCE OF LEYTE

## MUNICIPALITY OF MATAG-OB

SANGGUNIANG BAYAN

cultural affirmation to generate investment, foreign exchange, and employment, and to continue to mold an enhanced sense of national pride for all Filipinos;

**WHEREAS**, under the completed National Tourism Development Plan (NTDP) 2023 to 2028, the DOT shall "establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to sustainable, resilient, competitive in order to transform the Philippines into a tourism powerhouse in Asia",

**WHEREAS**, the Department of Tourism (DOT) seeks the support of Municipality of Matag-ob to cascade the Filipino Brand of Service Excellence Program through the institutionalizing of "Mabuhay and Salamat" gesture as a form of greetings in government offices, local government units, academic institutions, tourism enterprises and establishments, during government program gatherings, in answering phone calls, and public speeches;

**WHEREAS**, the Mabuhay and Salamat gesture under the Filipino Brand of Service Excellence Program is the department's thrust to promote the best qualities and positive values of Filipino hospitality and envision to enhance and uplift the quality of tourism services in the country by fostering excellent service to tourists as part of distinct Filipino brand, thereby making the excellence in service as the regional brand and a holistic national identity;

**WHEREAS**, the Municipality of Matag-ob recognizes the importance of providing quality and excellence service to its constituents and in instilling the culture of service excellence among tourism stakeholders to raise the quality of standards among the workforce in tourism industry and service sectors;

**WHEREAS**, in support to the national thrust of Philippine Tourism Industry, it is deemed necessary to institutionalize the Mabuhay and Salamat gesture in the Municipality of Matag-ob which shall give substantial benefits in terms of tourism promotion, guest/client satisfaction, human resource development, and quality customer service, without entailing the amount of investment of fund allotment on the part of the province.

**NOW THEREFORE**, premises considered, and upon motion of Hon. Romeo N. Albarida

**BE IT ORDAINED**, by the Honorable Sangguniang Bayan of Matag-ob in SESSION ASSEMBLE THAT:

**Section 1. TITLE.** This Ordinance shall be known as the "MABUHAY AND SALAMAT GESTURE ORDINANCE",

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September 23, 2024



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6532 Philippines





**Section 2. SCOPE AND COVERAGE.** This Ordinance shall cover all government offices and facilities, academic institutions, business entities, tourism establishments, and tourism frontliners in the Municipality of Matag-ob, Leyte.

**Section 3. DEFINITION OF TERMS.**

**3.1 Filipino Brand of Service Excellence-** is a Department of Tourism (DOT)-initiated program designed to promote excellence in delivering customer service, interacting with customers, optimizing sales, and handling customer concerns founded on Filipino Values.

**3.2 Mabuhay-is** a Filipino greeting, usually expressed as Mabuhay! The phrase carries various meanings including "long live", "may you live", "cheers", "welcome", and "hurrah". The expression is mostly used for toast during gathering and parties, and is used as a cry of adulation towards individuals or concepts at rallies and political conference. For the purpose of this ordinance, the word Mabuhay means the modern appropriation of the greetings in the local hospitality industry to welcome guests.

**3.3 PRIMARY TOURISM ENTERPRISES** - facilities and services that are directly related to tourism such as, but not limited to, travel and tour services: inbound travel agencies and tour operators, local tour operators, and tour guides; tourist transport services whether for land, sea and air transport exclusively or majority of its seats are for tourist use, including airport taxis and tourist driver; accommodation establishments such as, but not limited to, hotel, resorts, apartment hotels, tourism inns, motels, pension houses, private homes use for home stay, ecolodge, condotels serviced apartment, and bed and breakfast facilities; hotel tourism estate management services; meetings, incentives, conventions, and exhibition organizers and facilities; sports and recreational facilities such as, but not limited to, dive shops, amusement parks, adventure and ecotourism facilities; foreign exchange dealers and such enterprises as maybe identified by the secretary, after due consultation with concerned sectors.

**3.4 SALAMAT** - the act of thanking or an expression of gratitude.

**3.5 SECONDARY TOURISM ENTERPRISES** - facilities and services that may be related to tourism such as, but not limited to, restaurants; specialty shops and department stores; sports facilities and recreational centers such as, museums and galleries, theme parks, zoos; health and wellness facilities such as, but not limited to, spas, tertiary hospitals, ambulatory clinics and medical concierge; rest areas in gas stations; Agri-tourism farm and facilities; tourism training centers or Institute, including tourism trainers; outbound travel agencies ; and such other enterprises as may be identified by the Secretary, after due consultation with concerned Sectors.



**3.6 TOURISM ENTERPRISES** - facilities, services and attractions primarily engaged in whole or in part in tourism and for the purpose of attracting visitors to and within the Philippines, such as, but not limited to enterprises provided for under the Primary and Secondary Tourism Enterprises.

**Section 4. USE OF MABUHAY AND SALAMAT** - shall be used as official greetings in government offices, tourism-related establishments (Primary and Secondary Tourism Establishments), institutions and service providers, schools/colleges/universities and business entities in:

- i. Receiving, welcoming and thanking guests;
- ii. Answering phone calls;
- iii. Interacting with clients/customers.

#### **4.1. PROPER EXECUTION OF THE MABUHAY AND SALAMAT GESTURE.**

The proper execution of the Mabuhay and Salamat gesture shall be observed:

- i. To utter the "Mabuhay" with the right hand in open palm (close knitted) placed on the left Side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the phrases "good morning" "good afternoon" as the case may be;
- ii. For welcoming the visitors and guest in tourism establishments to say the word "Mabuhay!" with the right hand in open palm (closed knitted) placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the phrases "good morning" or "good afternoon" or "good evening" as the case may be, followed by saying "I'm [your name] "Welcome to [name of the office/establishment] whichever is applicable;
- iii. For offering a toast: say the word "Mabuhay" simultaneously raising the glass;
- iv. During speeches: as part of salutation, after acknowledging the guest or visitors, say the word "Mabuhay" with the right hand in open palm ("close knitted") placed on the left side of the Chest, then simultaneously bow the head, then utter the phrases "good morning" or "good Evening" as the case may be. At the end of speech, say the words: "Thank you and Mabuhay!" or "Salamat and Mabuhay!" or "Mabuhay tayong lahat!"





- v. In answering phone calls: upon answering first say the word "Mabuhay!" followed by saying "This is [your name] or [name of office/establishments] followed by the phrase: "What can I do For you?" or "How may I help you?"
- vi. For Government Offices interacting with clients: first say the word "Mabuhay!" with the right hand in an open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact of the person to be greeted, then simultaneously bow the head then proceed to introduction your name as the name of respective office, followed by the phrase :“what can I do for you?” or “how may I help you?” or its equivalent in local dialect.
- vii. For Malls, Convenient Stores, and other business establishments: first say the word “Mabuhay!” with the right hand in open palm (close knitted) place on the left side of the chest, sporting a smile and eye contact of the person to be greeted, then simultaneously bow the head then say the phrases “good morning” or "good afternoon" or "good evening" as the case may be and proceed business transaction. Thank the costumer by saying "Salamat Maam or Sir" whichever is applicable, with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person thanking with.
- viii. For Schools, Colleges and Universities: integration Mabuhay and Salamat in academic activities and learning instructions.

**Section 5. OFFICE OF THE MUNICIPAL TOURISM (OMT).** Shall ensure implementation of this Ordinance and shall reflect in its annual regular program in coordination with the department of tourism.

**Section 6. CONDUCT OF FILIPINO BRAND OF SERVICE EXCELLENCE (FBSE) TRAINING.** The Filipino Brand of Service Excellence Training Shall be held regularly in all tourism-related establishments, government offices, academic institutions and other agencies, offices, organizations, and institutions as may deemed necessary by the **OFFICE OF THE MUNICIPAL TOURISM (OMT)**. and its lined government agency.

**Section 7. INFORMATION AND EDUCATION AND COMMUNICATION (IEC) CAMPAIGN.** The **OMT** shall spearhead the information dissemination for the implementation of this Ordinance.

**Section 8. AMENDMENT CLAUSE.** This ordinance may be amended or modified as necessary through the appropriate legislative process.

**Section 9.FINAL PROVISION.** In the event that any provision of this ordinance, or application of such provision to any circumstance, is held invalid by competent court or agency, the remaining or other provisions shall not be affected thereby.



REPUBLIC OF THE PHILIPPINES  
PROVINCE OF LEYTE

## **MUNICIPALITY OF MATAG-OB**

**SANGGUNIANG BAYAN**

**Section 10. EFFECTIVITY CLAUSE.** This Ordinance shall take immediately upon approval.

CARRIED UNANIMOUSLY.

APPROVED by the Body with the following votes:

**AYE: 8 Votes**


1. HON. ROMEO N. ALBARIDA  
Senior SB Member
2. HON. ARTEMIO T. ALMOROTO  
SB Member
3. HON. JOEL N. DENOY  
SB Member
4. HON. EVANGELINE C. CARNO  
SB Member
5. HON. ORLANDO G. VIACRUSIS  
SB Member
6. HON. PAOLO ANTONIO C. LAURENTE  
SB Member
7. HON. RICARDO L. GIVA  
SB Member
8. HON. ANA LOVE D. BORDEN  
Ex-Officio Member, SK Fed. President

**NAYES: 0**

**ABSTAIN: 0**

ENACTED this 23<sup>rd</sup>. day of September, 2024.

I HEREBY CERTIFY the correctness of the foregoing ordinance duly enacted by the Sangguniang Bayan of Matag-ob, Leyte in regular session on September 23, 2024.

  
ANA MARIA SANORIA-ECIJA  
Secretary to the Sanggunian

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Mun. Ord. #194  
September 23, 2024



"The Town of United and Happy People"

ONE LGU Matag-ob, Leyte

MacArthur St., New SB Building,  
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6532 Philippines





REPUBLIC OF THE PHILIPPINES  
 PROVINCE OF LEYTE  
**MUNICIPALITY OF MATAG-OB**  
 SANGGUNIANG BAYAN

**ATTESTED AND CERTIFIED  
 TO BE DULY ENACTED:**

**HONORABLE ROMEO N. ALBARIDA**  
 Senior SB Member

**HONORABLE ARTEMIO T. ALMOROTO**  
 SB Member

**HONORABLE JOEL N. DENOY**  
 SB Member

**HONORABLE EVANGELINE C. CARNO**  
 SB Member

**HONORABLE ORLANDO G. VIACRUSIS**  
 SB Member

**HONORABLE PAOLO ANTONIO C. LAURENTE**  
 SB Member

**HONORABLE RICARDO L. GIVA**  
 SB Member

**HONORABLE ANA LOVE D. BORDEN**  
 Ex-Officio Member, Mun. SK Fed. President

**HONORABLE VINCENT LYNBERN P. TACOY**  
 Municipal Vice-Mayor  
 Presiding Officer

APPROVED:

**HONORABLE BERNANDINO G. TACOY**  
 Municipal Mayor

Date Signed

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 September 23, 2024



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