

Item No.: 24

Date: 18 2025 MAR



Republic of the Philippines  
PROVINCE OF LEYTE  
Provincial Capitol  
Tacloban City

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PROVINCIAL LEGAL OFFICE

*[Handwritten signature and date 3.7.25]*

2<sup>nd</sup> INDORSEMENT

February 24, 2025

Respectfully returned to the Sangguniang Panlalawigan of Leyte, through SP Secretary, the attached Ordinance No. 18, series of 2024 of the Sangguniang Panlungsod of Baybay City, Leyte.

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

- Ordinance No. 18, series of 2024 entitled: “An Ordinance adopting the use of “Mabuhay” gestures, etc.”

**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**  
Provincial Legal Officer *[Signature]*

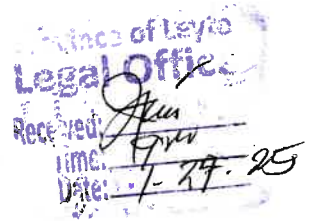
<sup>1</sup>Section 16. General Welfare. - Every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of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

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

<sup>3</sup> “Tourism Act of 2009”


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**OFFICE OF THE SANGGUNIANG PANLALAWIGAN**



**1<sup>ST</sup> INDORSEMENT**  
24 January 2025

The Provincial Legal Office is respectfully requested to review and submit recommendations on the herein enclosed **City Ordinance No. 18, S-2024 of the City of Baybay, Leyte**, entitled: **An Ordinance adopting the use of "Mabuhay" gestures and institutionalizing the "Yes Baybay! (with thumbs-up sign)" tagline in the City of Baybay".**

  
**FLORINDA JILLS UYVICO**  
Secretary to the Sanggunian



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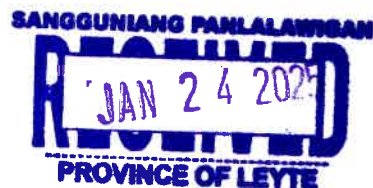
## OFFICE OF THE SANGGUNANG PANLUNGSOD

3rd Floor City Hall, Diversion Road, Brgy. Gaas, Baybay City, Leyte 6521 \* panlungsodsangguniang@gmail.com

January 24, 2025

The Sangguniang Panlalawigan  
Province of Leyte  
Tacloban City

Sir/Madam



I am pleased to transmit herewith the Hard copies of City Ordinance No. 18, S. 2024 of the Sangguniang Panlungsod of Baybay City:

It is hoped that said Ordinance is in order and therefore, merits your kind consideration.

Thank you very much.

ATTY. VIVIAN E. VIDALLON  
SP Secretary

Incl.: as stated



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## OFFICE OF THE SANGGUNIANG PANLUNGSOD

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### 6<sup>TH</sup> SANGGUNIANG PANLUNGSOD

CITY ORDINANCE NO. 18, S-2024  
48<sup>th</sup> Regular Session

(Sponsored by Honorable Carmen L. Cari)

**"AN ORDINANCE ADOPTING THE USE OF "MABUHAY" GESTURES AND INSTITUTIONALIZING THE "YES BAYBAY! (WITH THUMBS-UP SIGN)" TAGLINE IN THE CITY OF BAYBAY"**

#### PREFATORY STATEMENT

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 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. 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, House Bill No. 8149 pending before Congress seeks to institutionalize institutionalizing a new Filipino 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 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 Department of Tourism (DOT) is mandated to "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 DOT seeks the support of City of Baybay to cascade the Filipino Brand of Service Excellence Program through the institutionalizing and adaptation of the "Mabuhay" and "Salamat" gesture as a form of

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SIMOUNE L. ASTORGA  
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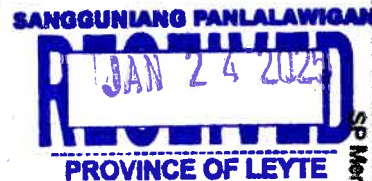
ATTY. JOSE ROMMEL A. PENARANDA  
SP Member

DOMINIC F. MURILLO  
SP Member

JORGE V. REBUCAS  
SP Member

JULES LUCAS C. CARI  
President, LUGA/Baranga Barangay  
Ex-Officio SPM

KYLA SHANNEN T. VIDAL  
SK Chair, City Federation  
Ex-Officio SPM





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 DOT'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 City of Baybay 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 DOT's National Tourism Development Plan, it is deemed necessary to adopt the "Mabuhay" and "Salamat" gesture and institutionalize the "Yes Baybay! (with a thumbs-up)" tagline in the City of Baybay which shall give substantial benefits in terms of tourism promotion, guest/client satisfaction and recall, human resource development, and quality customer service.

NOW THEREFORE, BE IT ORDAINED, as it is hereby ordained by the 6<sup>th</sup> *Sangguniang Panlungsod* of the City of Baybay, Province of Leyte, in its 48<sup>th</sup> Regular Session duly assembled that:

SECTION 1. TITLE. This Ordinance shall be known as the "MABUHAY" GESTURE AND "YES BAYBAY (WITH THUMBS-UP SIGN), LIHOK BAYBAY" TAGLINE Ordinance.

## SECTION 2. DEFINITION OF TERMS.

- A. *Filipino Brand of Service Excellence* - is a DOT-initiated program designed to promote excellence in delivering customer service, interacting with customers, optimizing sales, and handling customer concerns founded on Filipino Values.
- B. *Mabuhay* - is a Filipino greeting, usually expressed as Mabuhay! The phrase carries various meanings including "long live", "may you live", "cheers", "welcome", and "hurrah". For the purpose of this ordinance, the word Mabuhay means the modern appropriation of the greetings in the local hospitality industry to welcome guests. Mabuhay should be said with a gesture, right hand palm facing.
- C. *Mabuhay gesture* - The Mabuhay gesture is a Filipino greeting that involves placing the palm of the right hand over the center of the chest, while slightly nodding the head and saying, Mabuhay! with a smile.
- D. *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.

- E. *Salamat* - the act of thanking or an expression of gratitude.
- F. *Yes Baybay!* – the output and outcome of a proactive approach to progress by the Baybayanons
- G. *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.
- H. *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 3. USE OF "MABUHAY" AND "SALAMAT"** – "Mabuhay" and "Salamat" shall be used as official greetings in Government Offices, tourism-related establishments (Primary and Secondary Tourism Establishments), private and public institutions, service providers, schools and academic institutions, and business entities in the City of Baybay for the following:

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

**SECTION 4. PROPER EXECUTION OF THE "MABUHAY" AND "SALAMAT" GESTURE.** The following guidelines shall be observed in the proper execution of the "Mabuhay" and "Salamat" gestures;

1. 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" or "good afternoon" as the case may be;
2. 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;
3. During speeches. As part of the 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!"
4. 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?"

5. 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.
6. 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 to 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.
7. For Schools, Colleges and Universities. Integration of "Mabuhay" and "Salamat" in academic activities and learning instructions.

**SECTION 5. BAYBAY CITY TOURISM AND INVESTMENT PROMOTION OFFICE(BTIPO).** The BTIPO shall ensure the implementation of this Ordinance and shall reflect in its annual regular program for expansion of FBSE Trainings.

**SECTION 6. CONDUCT OF FILIPINO BRAND OF SERVICE EXCELLENCE (FBSE) TRAINING.** The Filipino Brand of Service Excellence Training shall be held regularly on all tourism-related establishments, government offices, academic institutions and other agencies, offices, organizations, and institutions as may deemed necessary by the BTIPO with the accredited trainers from the DOT.

**SECTION 7. INFORMATION, EDUCATION AND COMMUNICATION (IEC) CAMPAIGN.** The City Information Office shall spearhead the information dissemination for the implementation of this Ordinance in coordination with the BTIPO.

**SECTION 8. SEPARABILITY CLAUSE.** - If any part or provision of this Ordinance shall be declared unconstitutional or invalid, the other provisions hereof which are not affected thereby shall remain in full force and effect.

**SECTION 9. REPEALING CLAUSE.** - All executive orders, memorandum orders, memorandum circulars, administrative orders, ordinances or parts thereof which are inconsistent with the provisions of this Ordinance are hereby deemed repealed or modified accordingly.

**SECTION 10. EFFECTIVITY CLAUSE.** - This Ordinance shall take effect after due compliance with all the requirements provided under RA 7160, otherwise known as the Local Government Code of 1991.

Enacted: December 19, 2024  
Baybay City, Leyte, Philippines

ATTY. JOSE ROMMEL A. PENARANDA  
SP Member

DOMINIC JIMIE F. MURILLO  
SP Member

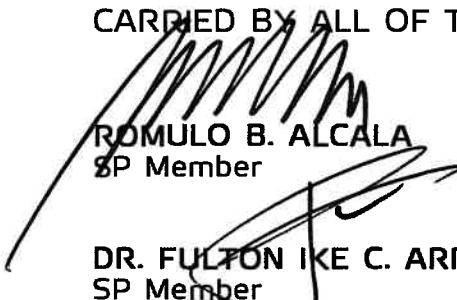
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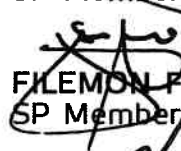
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SK Chair City Federation  
Ex-Oficio SPM



CARRIED BY ALL OF THE MEMBERS PRESENT:

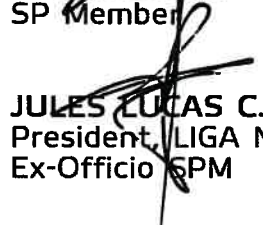
  
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RESOLVED FURTHER, that certified copies of this ORDINANCE be furnished to the City Mayor Honorable Jose Carlos L. Cari, City Administrator Florante Cayunda Jr.; City Legal Officer, Atty. Avito C. Cahig, Jr.; City Budget Officer, Raul Mabini; City Accountant Jay Ryan Austero; City Treasurer Alberta A. Manatad, CLGOO Juvy C. Pedrera, and to all other offices/agencies/entities concerned for their information, guidance and appropriate action.

I HEREBY CERTIFY to the correctness of the foregoing Ordinance.

  
ATTY. VIVIAN C. ENARIO-VIDALLON  
Secretary to the Sanggunian

ATTESTED & CERTIFIED  
TO BE DULY ADOPTED

  
ATTY. ERNESTO M. BUTAWAN  
City Vice Mayor / Presiding Officer

CONFORME:

  
ENGR. JOSE CARLOS L. CARI  
City Mayor  
1/21/25





Republic of the Philippines  
PROVINCE OF LEYTE  
**CITY OF BAYBAY**  
-0000000-



## **OFFICE OF THE SANGGUNIANG PANLUNGSOD**

3rd Floor City Hall, Diversion Road, Brgy. Gaas, Baybay City, Leyte 6521 \* [panlungsodsangguniang@gmail.com](mailto:panlungsodsangguniang@gmail.com)

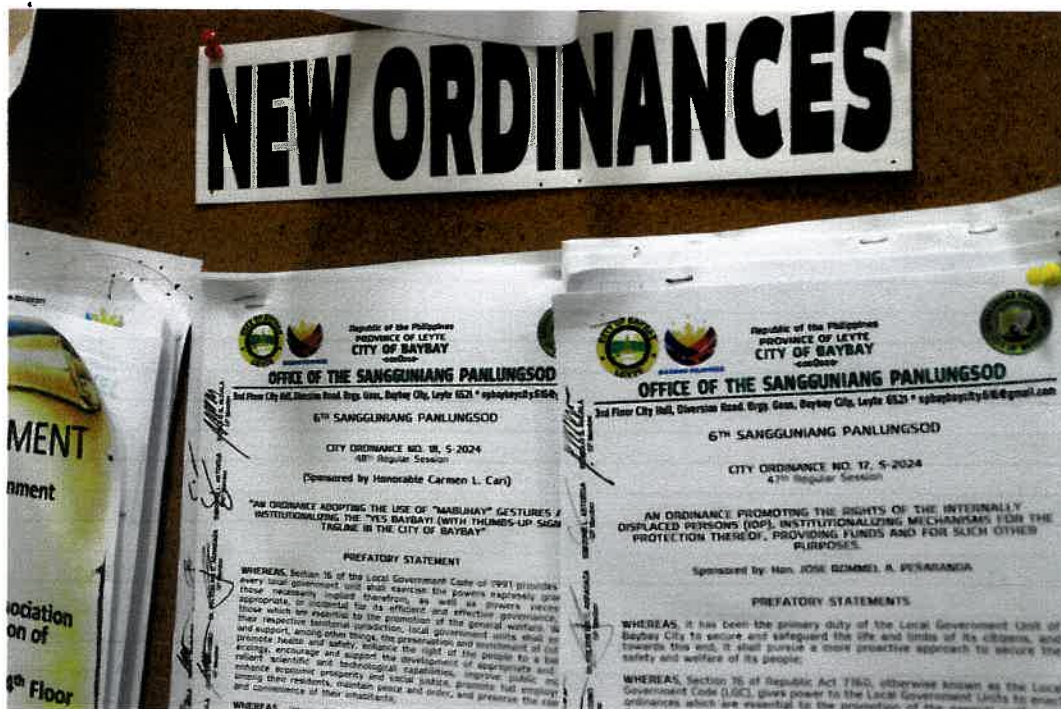
### **C E R T I F I C A T I O N**

#### **TO WHOM THIS MAY CONCERN:**

THIS IS TO CERTIFY that the City Ordinance No. 18 s. 2024 "AN ORDINANCE ADOPTING THE USE OF "MABUHAY" GESTURES AND INSTITUTIONALIZING THE "YES BAYBAY! (WITH THUMBS-UP SIGN)" TAGLINE IN THE CITY OF BAYBAY" was posted in the bulletin board at Legislative Department, New City Hall, Diversion Road, the public market and Baybay City Bus and Terminal immediately upon approval thereof.

Issued this 24<sup>th</sup> day of January 2025, at Baybay City, Leyte.

  
ATTY. VIVIAN E. VIDALLON  
SP Secretary



**SANGGUNIANG PANLUNGSOD BULLETIN BOARD**









**BAYBAY CITY PEDICAB TERMINAL**