

DOT Memorandum Circular No. 96-24

PRESCRIBING GUIDELINES ON THE CONCEPTUALIZATION AND PRODUCTION OF TOURISM PROMOTIONAL MATERIALS

Pursuant to Executive Order No. 120 s. 1987 and in relation to RA No. 7192, ("*Women in Development and Nation-Building Act* ") and the Philippine Plan for Gender Responsive Development (1995-2025), the Department of Tourism (DOT) hereby promulgates the following guidelines to ensure that all tourism promotional materials shall provide equal recognition and dignity to men and women.

In this connection, all tourism-related establishments in the course of undertaking various promotional efforts are encouraged to ensure that there is no discrimination of either men or women whether physically, verbally or visually.

Conceptualization and production of promotional materials, including advertisements, collaterals and publicity shall strictly adhere to the following guidelines :

1. All advertisements whether in print, T.V. and radio and all public relations materials must promote the Philippines as a wholesome destination and project the positive values of the Filipinos.
2. Whenever possible, all advertisements or public relations materials should use gender-sensitive words or phrases in lieu of commonly used terms, such as "mankind" to "peoples", "chairman/chairwoman" to "chairperson", "spokesman/spokeswoman" to "spokesperson" and the like.
3. All promotional materials pertaining to or about Philippine history should endeavor to include the role of women in the development of our nation, knowing fully well that both men and women have contributed to the attainment of our national freedom.

4. Promotional materials on destinations, cultures and lifestyles should project our people in a manner that respects their dignity and status.
5. Under no circumstance should promotional materials contain or explicitly project women where they may be perceived as promoting "*sex tourism*" or "*commodification of women*".

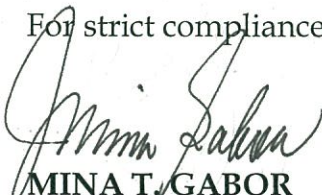
The concerned offices of the DOT and attached agencies shall promulgate implementing rules and regulations to ensure that the above guidelines are adhered to by all concerned establishments/parties.

Any violation of the above-mentioned provisions may constitute valid ground for the cancellation of the tourism establishments accreditation with the DOT or membership with the PCVC, without prejudice to the taking of other appropriate measures against the errant establishments.

Any administrative issuances inconsistent herewith are hereby repealed and/or superseded.

This circular shall take effect immediately.

For strict compliance.


MINA T. GABOR
Secretary

13 December 1996

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