

**BOARD RESOLUTION NO. 451
SERIES OF 2024**

“APPROVING THE TPB CODE OF ETHICS”

WHEREAS, it is the overarching policy of the State to promote a high standard of ethics in public service;

WHEREAS, the TPB also endeavors to comply with good governance conditions and government corporate standards being upheld by the Governance Commission for GOCCs;

WHEREAS, in alignment with these objectives, the TPB Management has consolidated its existing rules and regulations into a single Code of Ethics; which shall serve as the benchmark of the TPB Board of Directors, officials, and employees for their personal conduct in the discharge and execution of official duties and insofar as practicable;

RESOLVED, that the Board of Directors hereby duly **APPROVES** the TPB Code of Ethics¹.

Adopted this 31st day of July 2024 during the Regular Board of Directors' Meeting.

Approved by:

MA. ESPERANZA CHRISTINA GARCIA FRASCO

*Chairperson of the TPB Board of Directors and
Secretary of Tourism*

By the Authority of the Secretary:



SHEREEN GAIL C. YU-PAMINTUAN

*Alternate Chairperson of the Board of Directors and
Undersecretary, Department of Tourism*

¹ A copy is attached as “Annex A.”



MARIA MARGARITA MONTEMAYOR NOGRALES

*Vice-Chairperson of the Board of Directors and
Chief Operating Officer, Tourism Promotions Board*



JOY M. BULAUTAN

*Alternate Member of the Board of Directors and
Assistant Chief Operating Officer, Tourism
Infrastructure and Enterprise Zone Authority*

Did not attend

PAUL VINCENT L. UY

*Alternate Member of the Board of Directors and
Assistant Secretary, Department of Foreign
Affairs*



MARIEVIC M. BONOAN

*Alternate Member of the Board of Directors and
Director, Department of Trade and Industry*



ENRIQUE ANTONIO J. ESQUIVEL III

*Alternate Member of the Board of Directors and
Assistant Secretary, Department of
Transportation*



EDUARDO F. PELAEZ

*Appointive Director (Other Tourism
Enterprises) and President, Mapawa Nature
Park*



VANESSA L. SUATENGCO

*Appointive Director (Accommodation
Enterprises) and Former General Manager,
Diamond Hotel Philippines*

TOURISM PROMOTIONS BOARD

CODE OF ETHICS

as of 03 July 2024

I. INTRODUCTION

It is the overarching policy of the State to promote a high standard of ethics in public service. Public officials and employees shall at all times be accountable to the people and shall discharge their duties with utmost responsibility, integrity, competence, and loyalty, act with patriotism and justice, lead modest lives, and uphold public interest over personal interest.¹

Public trust is vested in those holding public office. It is imperative that public directors, senior management, and employees remain answerable to the populace, dedicating themselves to serving with utmost responsibility, integrity, competence, loyalty, and efficiency. They must demonstrate patriotism and a commitment to justice, living modestly and prioritizing the public interest over personal gain.

In line with this objective and in alignment with the Tourism Promotions Board (TPB) vision and mission, the TPB Code of Ethics is hereby established.

II. LEGAL BASES

This Code of Ethics is in compliance with the following:

1. Section 1, Article XI of the 1987 Constitution
2. Republic Act No. 6713 or the Code of Conduct and Ethical Standards for Public Directors, senior management, and employees
3. Republic Act No. 9485 or the Anti-Red Tape Act of 2007
4. Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018
5. Republic Act No. 3019 or the Anti-Graft and Corrupt Practices Act
6. Republic Act No. 9184, as amended by Republic Act No. 12009 or the New Government Procurement Reform Act
7. Republic Act No 9710 or the Magna Carta of Women
8. Republic Act No 7877 or the Anti-Sexual Harassment Act of 1995
9. Republic Act No. 10173 or the Data Privacy Act of 2012
10. 2017 Rules on Administrative Cases in the Civil Service
11. Executive Order No. 292 or the Administrative Code of 1987
12. Book II, Title VII of the Revised Penal Code

¹ Republic Act 6713

13. Office of the President Memorandum Circular No. 03, s. 2016 (Enjoining All Government Directors, senior management, and employees to Strictly Observe and Comply with Required Work Hours)
14. 2017 Omnibus Rules on Appointments and Other Human Resource Actions (Revised July 2018)
15. Office of the President Memorandum Circular No. 06, s. 2016 (Enjoining All Government Directors, senior management, and employees to Strictly Observe and Comply with the Prohibition Against Going to Gambling Casinos)
16. GCG Memorandum Circular No. 2012-07 (Code of Corporate Governance for GOCCs)
17. GCG Memorandum Circular No. 016-02 (Revised Whistleblowing Policy for the GOCC Sector)
18. GCG Memorandum Circular No. 2012-12 ("No Gift Policy" of the Governance Commission for GOCCS)
19. CSC Memorandum Circular No. 13, s. 2017 (Guidelines in the Mandatory Random Drug Test for Public Directors, senior management, and employees and for Other Purposes)
20. CSC Memorandum Circular No. 4 s. 2011 (Policy Guidelines on the Prohibition on the Consumption of Alcoholic Beverages Among Government Directors, senior management, and employees)
21. CSC Memorandum Circular No. 17 s. 2009 (Smoking Prohibition based on 100% Smoke-Free Environment Policy)

III. COVERAGE

The TPB Code of Ethics shall cover all TPB Board of Directors, officials, senior management, and employees.

IV. PRINCIPLES

1. Public office is a public trust. Public officers and employees must, at all times, be accountable to the people, serve them with utmost responsibility, integrity, loyalty, and efficiency; act with patriotism and justice, and lead modest lives.²
2. The personal lives of TPB directors, officials, senior management, and employees are intertwined with their public roles. They are obligated to conduct themselves with impartiality towards any individual, consistently honoring the rights of others and abstaining from actions that oppose law, ethical principles and standards, societal norms, public policy, public order,

² Section 1, Article XI, 1987 Philippine Constitution

public safety, public morals, and public interest.

3. TPB directors, officials, senior management, and employees shall adhere to TPB's core values.
4. TPB upholds the highest ethical standards and practices good governance by promoting integrity and transparency in all transactions and in the execution of one's duties.
5. In the discharge and execution of official duties, TPB directors, officials, senior management, and employees shall adhere to the following guidelines³ as benchmarks for personal conduct:

a. Commitment to Public Interest

TPB directors, officials, senior management, and employees are obligated to consistently prioritize the public interest over personal concerns. They are to uphold honesty and integrity in their public service roles and actively implement measures to combat graft and corruption.

b. Professionalism

TPB directors, officials, senior management, and employees are required to fulfill their duties with the utmost level of excellence, professionalism, intelligence, and proficiency.

TPB directors, officials, senior management, and employees are to embrace, institutionalize, and advocate for transparency in their interactions and transactions with the public. This includes implementing a program to streamline requirements and procedures, with the objective of minimizing bureaucratic obstacles and facilitating both business and non-business transactions within TPB.

Except during preliminary assessment of the request and evaluation of the sufficiency of the required documents, no TPB official or employee shall have any contact, in any manner, unless strictly necessary with an application or requesting party concerning an application or request.

³Section 4 of RA 6713

c. Justness and Sincerity

TPB directors, officials, senior management, and employees must uphold allegiance to the populace, particularly to the marginalized and underprivileged, and refrain from granting undue advantages to their relatives by virtue of their positions.

d. Political Neutrality

TPB directors, officials, senior management, and employees shall deliver service to everyone without unfair discrimination and regardless of party affiliation or preference.

e. Responsiveness to the Public

TPB directors, officials, senior management, and employees shall extend prompt, courteous, and adequate service to the public. They shall provide information of their policies and procedures in clear and understandable language, ensure openness of information, encourage suggestions, simplify and systematize policy, rules and procedures, avoid red tape and develop an understanding and appreciation of the socio- economic conditions prevailing in the country.

f. Nationalism and Patriotism

TPB directors, officials, senior management, and employees shall at all times be loyal to the Republic of the Philippines and to the Filipino people, promote the use of locally produced goods, resources and technology and encourage appreciation and pride of country and people. They shall endeavor to maintain and defend Philippine sovereignty against foreign intrusion.

g. Commitment to Democracy

TPB directors, officials, senior management, and employees shall commit themselves to the democratic way of life and values, maintain the principle of public accountability, and manifest by deeds the supremacy of civilian authority over the military. They shall at all times uphold the Constitution and put loyalty to country above loyalty to persons or party.

h. Simple Living

TPB directors, officials, senior management, and employees and their families shall lead modest lives appropriate to their positions and income.

V. POLICIES

1. Prompt and Expeditious Action on Public Transactions⁴

a. Abide by TPB's Citizen's Charter

TPB directors, officials, senior management, and employees pledge to:

- Equitably serve each customer;
- Demonstrate respect towards all clients and deliver quality service;
- Promptly address all correspondence and requests;
- Foster positive public relations with customers;
- Efficiently attend to client needs;
- Cultivate an environment conducive to customer satisfaction; and
- Adhere rigorously to the laws, rules, and regulations of both the national government and the corporation.

b. Act Promptly on Letters and Requests

TPB directors, officials, senior management, and employees shall act on simple transactions within three (3) working days upon receiving complete documentation, with the option for a one-time extension of the same duration. Complex transactions should be addressed within seven (7) working days upon receiving all necessary documentation, also extendible only once for the same period.

For applications or requests related to activities that present risks to public health and safety, public morals, public policy, or involve highly technical aspects, TPB directors, officials, senior management, and employees must respond within a maximum of twenty (20) working days.

⁴ Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 and Section 5 of Republic Act No. 6713

c. Submit Annual Performance Reports

All heads and accountable officials must timely submit all documentary requirements within the period as prescribed under existing laws and rules and regulations ensuring its accessibility to the public.

d. Process Documents and Papers Expeditiously

All official documents must be processed, finalized, signed, and submitted within a reasonable timeframe from their preparation within the prescribed period.

e. Act Immediately on the Public's Personal Transactions

TPB directors, officials, senior management, and employees must attend to anyone who wants to avail themselves of the services of their offices and must, at all times, act promptly and expeditiously.

f. Make Documents Accessible to the Public

All public documents must be made accessible to, and readily available for inspection by, the public within reasonable working hours, subject to the provisions of the Data Privacy Act and exceptions as provided for in Sec. 3, Rule VI of the Rules Implementing Republic Act 6713 and other existing laws and rules and regulations.

2. Compliance with Policies Concerning Work Hours⁵

TPB considers neglect of duty, inefficiency of performance of official duties, loafing or frequent unauthorized absences from duty during regular office hours, and conduct prejudicial to the best interest of the service as grounds for disciplinary actions.

TPB directors, officials, senior management, and employees shall strictly observe and comply with all pertinent laws, issuances and policies concerning work hours. They are prohibited from taking extended lunch breaks, and spending time outside the office doing unauthorized and non-work-related activities during office hours.

3. Transparent Procurement Process⁶

⁵ Office of the President Memorandum Circular No. 03, s. 2016

⁶ Republic Act No. 9184

TPB directors, officials, senior management, and employees, representing the Government, must guarantee that contracts or transactions they engage in are not blatantly and significantly disadvantageous to the Government.

There shall be transparency in the procurement process and in the implementation of procurement contracts through the wide dissemination of bid opportunities.

There shall be equal opportunity to enable private contracting parties who are eligible and qualified to participate in public bidding.

There shall be a streamlined procurement process that will uniformly apply to all government procurement.

4. No Conflict of Interest⁷

TPB directors, officials, senior management, and employees are prohibited from placing themselves in positions where potential conflicts of interest may arise.

When a conflict of interest arises, the officials or employees involved shall resign from their position in any private business enterprise within thirty (30) days from their assumption of office and/or divest themselves of their shareholdings or interests within sixty (60) days from such assumption. For those who are already in the service, and conflict of interest arises, the officials or employees must resign from their position in the private business enterprise and/or divest themselves of their shareholdings or interests within the periods herein-above provided, reckoned from the date when the conflict of interest had arisen. The same rule shall apply where the TPB official or employee is a partner in a partnership.

Every member of the TPB Board shall prioritize the collective welfare of TPB, setting aside personal or professional agendas. Decisions and actions taken by Board members must consistently align with the best interests of TPB. It is imperative for Board members to conduct themselves in a manner that avoids conflicts of interest while fulfilling their sworn duties and responsibilities.

⁷ Section 9 of Republic Act No. 6713

5. Data Privacy⁸

TPB policy is to safeguard the fundamental human right to privacy in communication while facilitating the free flow of information to foster innovation and development. TPB acknowledges the crucial role of information and communication technology in nation-building and acknowledges its inherent responsibility to safeguard and secure personal information and communication systems in both the government and private sectors.

All sensitive personal information maintained by TPB shall be secured, as far as practicable, with the use of the most appropriate standard recognized by the information and communications technology industry.

TPB directors, officials, senior management, and employees shall not use or divulge confidential or classified information officially known to them by reason of their office and not made available to the public, either to further their private interests, give undue advantage to anyone or to prejudice the public interest.

6. No Gift Policy⁹

TPB directors, officials, senior management, and employees shall strictly abide with TPB's "No Gift Policy".

As public servants, TPB directors, officials, senior management, and employees are bound by the principle that public office is a public trust, aiming to deter acts of graft or corrupt practices by both public officers and private individuals. This includes refraining from soliciting, enticing, or exerting influence over others to obtain gifts, favors, or benefits, either for themselves or for others, in relation to any government contract or transaction, with the anticipation of receiving preferential treatment or favorable outcomes.

TPB directors, officials, senior management, and employees are prohibited from soliciting or receiving, either directly or indirectly, any form of gift, favor, entertainment, loan, or any item of value from individuals, groups, associations, or legal entities, whether from the public or private sectors. This prohibition applies at all times, both on and off work premises, during the execution of official duties, or in relation to any operations regulated by or

⁸ Republic Act No. 10173

⁹ TPB No Gift Policy pursuant to Section 29 of the Code of Corporate Governance of GOCCs

transactions influenced by the functions of their office. The prohibition shall include, but not limited to:

- a. Honoraria given as speaker or resource person in seminars or where the TPB official or employee is participating by reason of their office with the TPB.
- b. Sponsorship in any form of any of the internal programs, activities, and affairs of TPB, such as Christmas parties, anniversary commemorations, etc.
- c. Advertisements in the publications of TPB.
- d. Discounts, rebates, waivers and other forms of monetary incentives or benefits given to TPB, its officials and employees, in availing of the services and/or facilities of person or entities under the jurisdiction of TPB.
- e. Acceptance of invitations to social lunches and dinners with persons or entities under the jurisdiction of TPB.

Exempted from this "NO GIFT POLICY" are the following:

- a. The acceptance and retention of certificates, plaques, cards, thank you notes, or other written forms of souvenir or mark of courtesy.
- b. The acceptance of seminar bags and contents and partaking of moderately priced meals and beverages that officials and employees obtain at events, such as conferences and seminars, and which are offered equally to all members of the public attending the event.
- c. Acceptance of books, pamphlets, publications, and data and other information or reading materials that are directly useful to TPB in the performance of its mandates, objectives, and which books and other materials are given by individuals or organizations that have no pending business with TPB as to create an actual or potential conflict of interest.
- d. The acceptance by TPB officials and employees of scholarship or fellowship grant, travel grants or expense for travel taking place within or outside of the Philippines (such as allowances, transportation, food and lodging) or more than nominal value, if such acceptance is appropriate and consistent with the interests of the Government and permitted by the Chief Operating Officer.

- e. The acceptance or availment by TPB of grants from local or foreign institutions in the pursuit of the mandates, projects and activities, such as those coming from ADB, World Bank, USAID, etc., provided that the availment thereof shall be strictly in compliance with applicable procurement laws, rules and regulations.

7. Commitment to the Environment¹⁰

The TPB aims, as much as possible, to avoid the adverse effects and prioritizes the establishment and enforcement of environmental standards to achieve this objective. TPB strongly advocates for the principles of "Reduce", "Reuse", and "Recycle" (3Rs). It strives to create a safe and healthy environment for all employees, external contractors, and visitors. Additionally, TPB promotes Energy Efficiency and Conservation Measures among its directors, senior management, and employees by encouraging the adoption of cost-effective strategies to efficiently utilize energy and reduce environmental footprint.

8. Protection of TPB's Interest¹¹

TPB directors, officials, senior management, and employees serve as fiduciaries of the State, meaning that:

- a. They are legally obligated and duty-bound to consistently act in the best interests of TPB, demonstrating utmost good faith in all transactions involving TPB's properties, interests, and finances, and
- b. They are designated as trustees responsible for managing and safeguarding TPB properties, interests, and finances.

9. Statements and Disclosure¹²

TPB directors, officials, senior management, and employees have an obligation to accomplish and submit declarations under oath of their assets, liabilities, net worth and financial and business interests including those of their spouses and of unmarried children under eighteen (18) years of age living in their households whether legitimate or illegitimate.

10. Gender and Development (GAD)¹³

TPB places importance on the dignity of each individual, fosters the growth of

¹⁰ Section 40 of GCG Memorandum Circular No. 2012-07

¹¹ Item (a), Section 7 of Republic Act No. 6713

¹² Section 8 of Republic Act No. 6713

¹³ Republic Act No. 9710

its human resources, ensures the full respect of human rights, and maintains the dignity of workers, employees, employment applicants, students, and individuals undergoing training, instruction, or education.

TPB directors, officials, senior management, and employees are required to uphold gender equality, which involves dismantling discriminatory structures and practices. They must ensure equal opportunities in recruitment, performance management, learning and development, and rewards and recognition, irrespective of factors such as race, religion, age, gender, sexual orientation, marital status, or disability.

TPB highly regards diversity within its workforce and adheres to the Equal Employment Opportunity Policy (EEOP). All qualified employees receive equal terms and conditions of employment, as well as identical compensation, privileges, benefits, incentives, or allowances, regardless of any disabilities.

TPB denounces any instances of sexual harassment, recognizing it as a violation of human rights, morale, and workplace efficiency. Such behavior undermines the principles of merit and fitness in the civil service and fosters a hostile work environment detrimental to productivity.

11. Nepotism¹⁴

TPB directors, officials, senior management, and employees are prohibited from advocating for or facilitating the appointment of their relatives by the appointing or recommending authority, or by individuals who directly supervise them.

Relatives and members of the family referred to are those related within the third degree either of consanguinity or of affinity.

12. Outside Employment and Other Activities Related Thereto¹⁵

TPB directors, officials, senior management, and employees, during their incumbency, shall not:

- a. Own, control, manage or accept employment as officer, employee, consultant, counsel, broker, agent, trustee, or nominee in any private enterprises regulated, supervised or licensed by their office unless expressly allowed by law.

¹⁴ Section 125 of the 2017 Omnibus Rules on Appointments and Other Human Resource Action

¹⁵ Section 7 of Republic Act No. 6713

- b. Engage in the private practice of their profession unless authorized by the Constitution or law, provided, that such practice will not conflict or tend to conflict with their official functions.

Unless permitted by law, no TPB official or employee may involve themselves directly or indirectly in any private business or profession without written consent from the Chief Operating Officer (COO). If permission is granted for outside activities, the COO shall specify the time allowed outside of office hours to ensure it does not compromise the efficiency of the individual or conflict with official duties. Moreover, government facilities, equipment, and supplies are not to be utilized while engaged in private business or professional practice.

- c. Recommend any person to any position in a private enterprise which has a regular or pending official transaction with their office.

13. Use of Resources¹⁶

All government resources must be employed and used efficiently, effectively, honestly, and economically, particularly to avoid wastage in public funds and revenues.

TPB directors, officials, senior management, and employees shall use the funds, properties, and other resources of TPB economically, productively and effectively.

TPB directors, officials, senior management, and employees shall not convert or misappropriate government funds and resources for personal purposes.

TPB officials or employees shall be accountable for any damage inflicted upon TPB property due to carelessness, negligence, or deliberate misconduct.

14. Drug-Free Workplace Policy¹⁷

TPB strives to foster a workplace free from drug use to ensure both the government and the public receive effective and efficient service, safeguarded from the risks associated with drug usage.

TPB commits to enhancing the awareness and education of its directors,

¹⁶ Section 4 of Republic Act No. 6713

¹⁷ CSC Memorandum Circular No. 13, s. 2017

senior management, and employees regarding the negative impacts of hazardous drugs through ongoing advocacy, educational initiatives, and training programs.

TPB directors, officials, senior management, and employees must undergo mandatory drug testing as a prerequisite for employment and shall also be subject to random drug testing conducted periodically by TPB.

15. No Smoking Policy¹⁸

In order to maintain a healthy and productive workforce, smoking is prohibited within any TPB premises, buildings, and grounds, except for designated open spaces identified as "smoking areas."

This policy also aims to promote a healthy lifestyle among TPB directors, officials, senior management, and employees, encouraging smoking cessation for health reasons and safeguarding individuals from exposure to secondhand smoke.

16. Prohibition Against Going to Gambling Casinos¹⁹

All TPB directors, officials, senior management, and employees shall strictly observe and comply with all pertinent laws, issuances and policies prohibiting government personnel to enter, stay or play in gambling casinos. The mere entry or presence of TPB directors, officials, senior management, and employees in a gambling casino shall be considered conduct prejudicial to the best interest of the service, unless the same was in the performance of official duties and functions.

17. Prohibition on the Consumption of Alcoholic Beverages²⁰

In general, TPB directors, officials, senior management, and employees are prohibited from consuming alcoholic beverages in the workplace during office hours. However, exceptions may be made for specific events such as ceremonial toasts, observance of local customs and traditions, and corporate social gatherings. In such cases, consumption must be moderate and should not result in intoxication among TPB directors, officials, senior management, and employees.

¹⁸ CSC Memorandum Circular No. 17 s. 2009

¹⁹ Office of the President Memorandum Circular No. 06 s. 2016

²⁰ CSC Memorandum Circular No. 4 s. 2011

18. Whistleblowing Policy²¹

TPB enables any concerned individual to report and provide information and even testify on matters involving the actions or omissions of TPB directors, officials, senior management, and employees.

The TPB shall ensure confidentiality of all information arising from whistleblowing reports.

VI. PENALTIES FOR VIOLATION

If a violation of this Code is committed by a member of the TPB Board of Directors, it shall be dealt with pursuant to Executive Order No. 43, s. 2017, as amended by Executive Order No. 73, s. 2018, Section 22 of Republic Act No. 10149 or the GOCC Governance Act of 2011, Section 22 of GCG Memorandum Circular No. 2012-07, and all other applicable laws, rules, and regulations.

In the case of TPB officials, senior management, and employees, the said violation shall be dealt with in accordance with the Revised Rules on Disciplinary Cases adopting the relevant provisions of the 2017 Rules on Administrative Cases in the Civil Service (2017 RACCS), without prejudice to any civil, criminal, or administrative liability that may arise under special penal laws.

VII. EFFECTIVITY

This Code of Ethics shall take effect immediately.


MARIA MARGARITA MONTEMAYOR MOGRALES
Chief Operating Officer 

7.5.2024

Date

²¹ GCG Memorandum Circular No. 016-02