

VISIT ASEAN YEAR 1992 (VAY '92).

The Committee shall be composed of the following:

Secretary of Tourism ----- Chairman

The Undersecretary of Tourism
for Planning, Product
Development and Coordination -- Vice-Chairman

An Industry Leader from the
Private Sector to be
designated by the Secretary
of Tourism ----- Vice-Chairman

The Chairmen of the Working
Groups as may be established
by the Secretary of Tourism --- Members

The Secretary of Tourism shall designate an Assistant Secretary from the Department of Tourism as Executive Director, who shall also be a member of the Committee. The Executive Director shall head the Secretariat and supervise the implementation of the work program of VAY '92.

An Advisory Board shall be formed to be composed of duly designated representatives from the Office of the President, the Department of Foreign Affairs, the Department of Trade and Industry, the Department of Budget and Management and such other national agencies as may be deemed necessary to provide the Committee with the specialized expertise, resources and capabilities needed in the pursuit of its objectives and the exercise of its functions.

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Sec. 2. The Committee shall have the following objectives and functions:

A. OBJECTIVES

1. To maximize the benefits to the Philippines derived from its participation in and contributions to the VAY '92 program;
2. To ensure the effective and competitive positioning of the Philippines vis-a-vis other ASEAN countries within the VAY '92 Marketing Plan;

3. To generate added exposure specifically for the Philippines and Philippine-initiated activities within the VAY '92 campaign;
4. To re-orient the local residents' attitude towards more positive appreciation for and more active support of the Philippine program of tourism cooperation with its ASEAN neighbors; and,
5. To increase public awareness among Filipinos of the tourist attractions, peoples, histories, and socio-cultural traditions of each of the ASEAN member countries and thereby strengthen Philippine commitment to ASEAN solidarity and cooperation.

B. FUNCTIONS

1. To coordinate the implementation of the Philippine commitments and contributions to VAY '92 and the cooperative projects outlined in the VAY '92 Marketing Plan;
2. To formulate and implement a strategic action plan for the Philippines participation in VAY '92 that will strengthen market focus on the Philippines vis-a-vis the other ASEAN countries in the VAY '92 Marketing Plan;
3. To develop a series of programs and activities in the Philippines which shall comprise the Philippine Calendar of Events for 1992, and select which events and activities shall be included in the ASEAN-wide VAY 1992 Calendar of Events;
4. To work in coordination with appropriate agencies in the public and private sectors to assist the various sectors of the local tourism industry in undertaking new, updated or improved Philippine tour programs and packages for VAY '92 and to promote these packages in the designated markets of VAY '92;
5. To represent the Philippines in international and local meetings, events and activities

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