

# MALACAÑANG

Manila

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 1280

## DECLARING THE MONTH OF OCTOBER 2007 AND EVERY YEAR THEREAFTER AS NATIONAL HEALTH AND WELLNESS TOURISM (HWT) MONTH

**WHEREAS**, the government, recognizing that Health and Wellness is one of the major sectors for economic growth, has resolved to develop this sector as one of the potentials of the country's globally competitive service industries in order to generate employment, foreign exchange and economic activity in related/support industries;

**WHEREAS**, the Public-Private Sector Task Force for the Development of Globally-Competitive Philippine Service Industries created by virtue of Executive Order No. 372 (EO 372), series of 2004, to establish a mechanism to harness the synergy of the public and private sectors approach, and to formulate an integrated, market-based, private sector driven master plan for the development of this service industry;

**WHEREAS**, Health and Wellness, as a health-promoting approach, could potentially contribute to sustained human and systems development, thereby increasing the level of well-being and actualizing improvement in health and productivity of individuals, families, communities and societies;

**WHEREAS**, Traditional and Alternative Health Care (TAHC) and its component products, services and technologies have been proven safe, effective and affordable and have become part of the country's overall institutional and natural health care program;

**WHEREAS**, the government, through the Department of Tourism, is embarking on an intense tourism marketing campaign on health and wellness service;

**WHEREAS**, to instill greater awareness and heightened consciousness and understanding of the importance of Health and Wellness Tourism as a globally competitive industry, there is a need to declare the month of October 2007 and every year thereafter as National Health and Wellness Tourism Month.



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**NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO**, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby declare the month of October 2007 and every year thereafter as **National Health and Wellness Tourism Month**. The Department of Tourism and the Department of Health, with the cooperation of other concerned government agencies, are directed to undertake relevant plans, programs and activities that will highlight, promote and advocate the various traditional and alternative health care products and services.

All heads of department, bureaus, offices, agencies and instrumentalities of the national government, including the local government units, are likewise directed to support the Department of Tourism and the Department of Health, to ensure the successful implementation of all the plans, programs and activities in accordance with the objective of this Proclamation.

I enjoin the non-government organizations, all private sector organizations and the entire citizenry to observe the National Health and Wellness Tourism Month through the undertaking of similar activities within their respective capabilities and resources.

All presidential acts, letters of instruction, executive orders, rules and regulations, proclamations or parts thereof, which are inconsistent with the provisions of this Proclamation, are repealed, amended or modified accordingly.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 24<sup>th</sup> day of April, in the year of Our Lord, Two Thousand and Seven.

*Gloria M. Arroyo*



By the President:

*Eduardo R. Ermita*  
**EDUARDO R. ERMITA**  
Executive Secretary



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