

CITIZEN'S CHARTER

CITY TOURISM AND DEVELOPMENT OFFICE (CTDO)

FOREWORD

Service quality is determined to a large measure at our frontline desk.

The client is the most important visitor on our premises.

He/she is the purpose of our work.

He/she is doing us a favor.

It is for these reasons that the CTDO has placed premium frontline service delivery by initiating **courtesy and efficiency** as our **basic client satisfaction.**



VISION

TO PROMOTE IMUS AS A PREMIER
HISTORICAL, CULTURAL, ECO-FRIENDLY & RECREATIONAL
TOURISTS DESTINATION.

MISSION

THE CTDO SHALL BE
THE DRIVING FORCE IN ENSURING
THE PREPARATION AND IMPLEMENTATION OF
A TOURISM DEVELOPMENT PLAN,
THE ENFORCEMENT OF STANDARDS &
THE COLLECTION OF STATISTICAL DATA
FOR TOURISM PURPOSES,
TO ATTRACT TOURISTS WHO
WILL STAY LONG AND SPEND -
TO GENERATE EMPLOYMENT AND INCOME
FOR THE CITY.

MANDATE

The CTDO is responsible for the
conservation, management, development & proper use
of the city's historical & tourists destination



SERVICE : Provide relevant information and materials (photographs, textbooks, and documents) to clients conducting research on the City's culture and history.

SERVICE DESCRIPTION: The Office will provide necessary data on City's culture and history

CITY TOURISM AND DEVELOPMENT OFFICE				
CLASSIFICATION	SIMPLE			
TYPE OF TRANSACTION	G2G, G2C			
WHO MAY AVAIL THE SERVICE	ALL			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1	Letter Request			
2.	Identification Card			
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit a letter or inquire directly	Assess request and consult the Department Head (if necessary)	None	2 to 5 minutes	PINKY L. REMBULAT/DANICA DOMA/ CECIL PICACHE
	Check the availability of research materials or research person			PINKY L. REMBULAT/ DANICA DOMA/ CECIL PICACHE
2. .Get necessary data.	Provide the necessary materials and information; Refer to other departments (if necessary			PINKY L. REMBULAT/DANICA DOMA/CECIL PICACHE
TOTAL				



SERVICE : **ACCOMMODATE REQUEST ON TOUR GUIDING SERVICES TO HISTORICAL PLACES IN THE CITY**

SERVICE DESCRIPTION : **Schedule and assist Tour guiding services**

OFFICE OR DIVISION	CITY TOURISM AND DEVELOPMENT OFFICE			
CLASIFICATION	SIMPLE			
TYPE OF TRANSACTION	G2G, G2C			
WHO MAY AVAIL THE SERVICE	ALL			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1.	Letter Request			
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Request Tour guiding services to historical places in the city	Assess request and consult the Department Head	NONE	5 minutes	Pinky Rembulat
	Approval of the Department Head			Dept. Head
	Checks the availability of date requested		5 minutes	Pinky Rembulat
	Assigns personnel for tour guiding		10 minutes	Pinky Rembulat
Fill out the Customer Rating Form				
TOTAL				



SERVICE : Assist inquiries on Tourism Accreditation

SERVICE DESCRIPTION : Assist Business Owners in preparation on DOT Accreditation

OFFICE OR DIVISION	CITY TOURISM AND DEVELOPMENT OFFICE			
CLASIFICATION	SIMPLE			
TYPE OF TRANSACTION	G2G, G2C			
WHO MAY AVAIL THE SERVICE	ALL			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1.	BUSINESS PERMIT		BPLO	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Inquiry on DOT Accreditation	Explain the importance of DOT Accreditation	NONE	1-3 minutes	Pinky Rembulat
	Assist business owners on papers needed for accreditation	NONE		
	1. General Requirements		1-3 mins	Pinky Rembulat
	2. Specific requirements			Pinky Rembulat
Fill out the Customer Rating Form				
		TOTAL		



SERVICE : : Accommodate inquiries on Tourism/Cultural Activities of the city

SERVICE DESCRIPTION : Accommodate inquiries on Tourism/Cultural Activities of the city

OFFICE OR DIVISION	CITY TOURISM AND DEVELOPMENT OFFICE			
CLASIIIFICATION	SIMPLE			
TYPE OF TRANSACTION	G2G, G2C			
WHO MAY AVAIL THE SERVICE	ALL			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1.	Letter Request			
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Inquiry on Tourism/Cultural Activities	Accommodate inquiries and concerns on tourism/cultural activities	None	5 minutes	CECIL PICACHE/DANICA DOMA
	1.Schedule of Activities	None	3 minutes	CECIL PICACHE/DANICA DOMA
	2. Program	None	3 minutes	ARNEL ILAGAN/DANICA DOMA
Fill out the Customer Rating Form				
TOTAL				



SERVICE : PHOTO COVERAGE AND DOCUMENTATION OF EVENTS

SERVICE DESCRIPTION : Photo coverage and documentation of City's events, other departments events.

OFFICE OR DIVISION	CITY TOURISM AND DEVELOPMENT OFFICE			
CLASIFICACION	SIMPLE			
TYPE OF TRANSACTION	G2G, G2C			
WHO MAY AVAIL THE SERVICE	ALL			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1.	Request Form		CTDO	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Inquiry on Photo Coverage	1. Complete and file Request form	None		
	2. Receive request form	None	1 mins	ARNEL ILAGAN
	3. Approval of request		3-5 mins	Dept Head
	4. Assign personnel for said request		3 – 5 mins	Dept. Head
	5. Release of Photos to requesting party		5-10 mins	Arnel Ilagan, Hannah Rodriguez
Fill out the Customer Rating Form				
TOTAL				



SERVICE : Releasing of PHOTO DOCUMENTATION (Weddings , City Events), Lay outs

SERVICE DESCRIPTION : To provide soft copies of Photo Documentations and lay outs

OFFICE OR DIVISION	CITY TOURISM AND DEVELOPMENT OFFICE			
CLASIIIFICATION	SIMPLE			
TYPE OF TRANSACTION	G2G, G2C			
WHO MAY AVAIL THE SERVICE	ALL			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1.	Request Form		CTDO	
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Inquire on the status of the photos/ lay outs	1. Check if photos /lay outs are now ready for release	None	1-3 minutes	Arnel Ilagan, Hannah Rodriguez, Harold Mororta,
Provide USB	2. Scan USB for viruses	None	5 minutes- 10 minutes	Arnel Ilagan, Hannah Rodriguez, Harold Mororta,
	3. Provide soft copy of photos, lay outs requested	None	5 minutes-10 minutes	Arnel Ilagan, Hannah Rodriguez, Harold Mororta,
	3. Releasing of soft copies of photos/lay outs	None	1-3 minutes	Arnel Ilagan, Hannah Rodriguez, Harold Mororta,
Fill out the Customer Rating Form				
TOTAL				







