



Republic of the Philippines  
**Department of Education**  
Region VI – Western Visayas  
**SCHOOLS DIVISION OFFICE - CAPIZ**

25 September 2023

DIVISION MEMORANDUM  
NO. **487** S. 2023

**PROVINCIAL ORDINANCE NO. 237 S. 2023**  
**(INSTITUTIONALIZING THE USE OF MABUHAY AND SALAMAT GESTURES IN**  
**GOVERNMENT OFFICES, LOCAL GOVERNMENT UNITS, ACADEMIC INSTITUTIONS,**  
**AND TOURISM ESTABLISHMENTS IN WELCOMING AND THANKING GUESTS,**  
**ANSWERING TELEPHONE CALLS, AND INTERACTING WITH CLIENTS IN THE**  
**PROVINCE OF CAPIZ)**

TO: OIC, Office of the Assistant Schools Division Superintendent  
Chief, Curriculum Implementation Division  
OIC Chief, School Governance and Operations Division  
Education Program Supervisors  
Public Schools District Supervisors  
Heads of Public Elementary, Secondary, and Integrated Schools

1. For the information and guidance of all concerned, enclosed is the letter from the Provincial Tourism and Cultural Affairs Office requesting assistance in disseminating the Provincial Ordinance No. 237 s. 2023 titled, "**Institutionalizing the Use of Mabuhay and Salamat Gestures in Government Offices, Local Government Units, Academic Institutions and Tourism Establishments in Welcoming and Thanking Guests, Answering Telephone Calls, and Interacting with Clients in the Province of Capiz**".
2. Attached is a copy of the said Ordinance for your reference.
3. Immediate dissemination of this memorandum is earnestly desired.

  
**MIGUEL MAC D. APOSIN EdD, CESO V**  
Schools Division Superintendent

Encl.: As stated  
Reference: As stated  
To be indicated in the Perpetual Index  
under the following subject:

PARTNERSHIPS  
PROJECTS  
PROGRAMS



Address: Banica, Roxas City  
Contact Number: (036) 6518 456/0968-869-5867  
Email Address: [capiz@deped.gov.ph](mailto:capiz@deped.gov.ph)  
Website: <http://depedcapiz.ph>



Republic of the Philippines  
**PROVINCE OF CAPIZ**  
**PROVINCIAL TOURISM AND CULTURAL AFFAIRS OFFICE**

Tel. No. (036) 621-0042 local 133

Email Address: [capiz.tourism@gmail.com](mailto:capiz.tourism@gmail.com)

Telefax No. (036) 621-2935

September 21, 2023

**MIGUEL MAC D. APOSIN Ed.D, CESO V**  
Schools Divisions Superintendent – Dep Ed Capiz Division  
Banica, Roxas City

Dear **Mr. Aposin**:

Mabuhay!

We would like to express our deep appreciation for your continuous support in promoting the tourism industry of the Province of Capiz. Your commitment to our cause has been invaluable, and we are grateful for the collaboration we have shared over the years.

In line with our efforts to further enhance the tourism experience in our province, we are pleased to provide you with a copy of Sangguniang Panlalawigan of the Province of Capiz Ordinance No. 237, Series of 2023.

This document holds great significance for the promotion of tourism in our province. May we also request your assistance in disseminating this ordinance to the schools under the division of Capiz. By doing so, we can ensure that the provisions outlined in this document reach a wider stakeholder base and contribute to the overall success of our tourism industry.

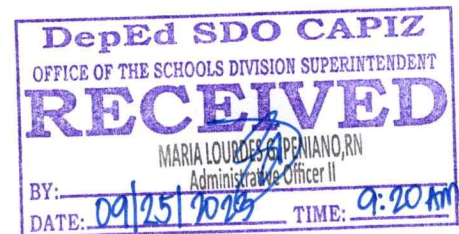
Please find below salient features contained in the said document:

KEY POINTS	
<b>Ordinance No. 237 Series of 2023</b> entitled "Institutionalizing the Use of Mabuhay and Salamat Gestures in Government Offices, Local Government Units, Academic Institutions and Tourism Establishments in Welcoming and Thanking Guests, Answering Telephone Calls, and Interacting with Clients in the Province of Capiz"	<ul style="list-style-type: none"><li>• To utter the word "Mabuhay" with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then say the phrases "good morning" or "good afternoon" or "good evening" as the case may be.<ul style="list-style-type: none"><li>◦ Can be followed by saying "I'm (your name) "Welcome to (the name of place or establishment or office) whichever is applicable.</li></ul></li><li>• During speeches: as part of salutation, after acknowledging the guests or visitors, say the word "Mabuhay!". At the end of each speech, say the words: "Thank you and Mabuhay!" or "Salamat and Mabuhay!" or "Mabuhay tayong lahat!"</li><li>• In answering telephone calls: upon answering, first say the word "Mabuhay!" followed by saying "This is (your name) of (name of office/establishments) followed by the phrase: "What can I do for you?" or 'How may I help you?"</li></ul>

Thank you for your unwavering support in making the Province of Capiz a premier tourist destination.

Sincerely,

**ALPHONSUS D. TESORO**  
Provincial Tourism and Cultural Affairs Officer





Republic of the Philippines  
 Province of CapiZ  
**OFFICE OF THE SANGGUNIANG PANLALAWIGAN**  
 Provincial Capitol, Roxas City 5800

**EXCERPTS FROM THE JOURNAL OF THE REGULAR SESSION NO. 51-2023 OF THE 11<sup>TH</sup> SANGGUNIANG PANLALAWIGAN OF CAPIZ (TERM 2022-2025), HELD IN THE HALL OF VICE GOVERNORS, CAPIZ PROVINCIAL CAPITOL, ROXAS CITY ON JUNE 19, 2023**

**Hon. JAIME O. MAGBANUA**  
 Vice Governor  
 Presiding Officer

*Present:*

Hon. ELMER P. AREVALO	- Member
Hon. JOSE FULGENCIO A. DEL ROSARIO	- Member
Hon. GILBERT O. ARDIVILLA	- Member
Hon. ALDWIN A. CRUZ-AM	- Member
Hon. JONATHAN B. BESA	- Member
Hon. NERIZA JOY G. SAN FELIX	- Member
Hon. BLESILDA P. ALMALBIS	- Member
Hon. CECILIO F. FECUNDO	- Member
Hon. THEA FAITH T. REYES	- Member
Hon. TRINA MARIE A. IGNACIO	- Member
Hon. RAFAEL D. LALUMA (IPMR)	- Member
Hon. RENZO B. TEVES (PSK-Pres.)	- Member Ex-Officio

*Absent:*

Hon. PAUL IVAN R. BATICADOS (PCL Fed. Pres.)	- Member Ex-Officio (Personal Leave)
Hon. QUERUBIN P. PAMPLONA (LIGA Fed. Pres.)	- Member Ex-Officio

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**ORDINANCE NO. 237**  
 Series of 2023 (2022-2025)

**INSTITUTIONALIZING THE USE OF MABUHAY AND SALAMAT GESTURES IN GOVERNMENT OFFICES, LOCAL GOVERNMENT UNITS, ACADEMIC INSTITUTIONS AND TOURISM ESTABLISHMENTS IN WELCOMING AND THANKING GUESTS, ANSWERING TELEPHONE CALLS, AND INTERACTING WITH CLIENTS IN THE PROVINCE OF CAPIZ**

*Authored By:*  
 Hon. Jose Fulgencio A. Del Rosario

**EXPLANATORY NOTE**

**WHEREAS**, Section 16 of the Local Government Code of 1991 provides that every local government unit shall exercise the powers expressly granted, those necessarily implied there from, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare. Within their respective territorial jurisdictions, local government units shall ensure and support, among other things, the preservation and enrichment of culture, promote health and safety, enhance the right of the people to a balanced ecology, encourage and support the development of appropriate and self-reliant scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants;

**WHEREAS**, Section 4 of House Bill No. 8149 Institutionalizing a New Filipino Gesture of Respect, Goodwill and Praise states that a new and safe gesture of respect, goodwill, and praise shall be observed and performed through the simple act of gracefully laying the palm of the right hand over the center of one's chest while simultaneously lowering the head, with eyes either closed or cast down;

**WHEREAS**, Section 1 of the Republic Act 9593 declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange, and employment, and to continue to mold an enhanced sense of national pride for all Filipinos;

**WHEREAS**, under the completed National Tourism Development Plan (NTDP) 2023 to 2028, the DOT shall "establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to transform the Philippines into a tourism powerhouse in Asia";

**WHEREAS**, the Department of Tourism (DOT) seeks the support of the Provincial Government of Capiz to cascade the Filipino Brand of Service Excellence Program through the institutionalization of "Mabuhay and Salamat" gestures as a form of greetings in government offices, local government units, academic institutions, tourism establishments, during government programs and gatherings, in answering telephone calls, and public speeches;

**WHEREAS**, the Mabuhay and Salamat gestures under the Filipino Brand of Service Excellence Program is the department's thrust to promote the best qualities and positive values of Filipino hospitality and envisions to enhance and uplift the quality of tourism services in the country by fostering excellent service to tourists as part of distinct Filipino brand, thereby making the excellence in service as the regional brand and a holistic national identity;

**WHEREAS**, the Provincial Government of Capiz recognizes the importance of providing quality and excellent service to its constituents and in instilling the culture of service excellence among tourism stakeholders to raise the quality of standards among the workforce in tourism industry and service sectors;

**WHEREAS**, in support to the national thrust of Philippine Tourism Industry, it is deemed necessary to institutionalize the Mabuhay and Salamat gestures in the province of Capiz which shall give substantial benefits in terms of tourism promotion, guest/client satisfaction, human resource development, and quality customer service, without entailing the amount of investment of fund allotment on the part of the province.

**NOW, THEREFORE**, premises considered, and upon motion of Hon. Jose Fulgencio A. Del Rosario, duly seconded by Hon. Cecilio F. Fecundo, Hon. Gilbert O. Ardivilla, Hon. Rafe D. Laluma, Hon. Neriza Joy G. San Felix, Hon. Elmer P. Arevalo and Hon. Blesilda P. Almalbis, be it

**BE IT ORDAINED**, by the Honorable Sangguniang Panlalawigan of Capiz in **SESSION ASSEMBLED THAT:**

**Section 1. TITLE.** This Ordinance shall be known as the "MABUHAY AND SALAMAT GESTURE ORDINANCE";

**Section 2. SCOPE AND COVERAGE.** This Ordinance shall cover all government offices and facilities, academic institutions, business entities, tourism establishments and tourism frontliners in the province of Capiz.



### **Section 3. DEFINITION OF TERMS.**

**3.1. Filipino Brand of Service Excellence** – is a DOT-initiated program designed to promote excellence in delivering customer service, interacting with customers, optimizing sales, and handling customer concerns founded on Filipino Values.

**3.2. Mabuhay** – is a Filipino greeting, usually expressed as Mabuhay! The phrase carries various meanings including “long live”, “may you live”, “cheers”, “welcome”, and “hurrah”. The expression is mostly used for toasts during gatherings and parties, and is used as a cry of adulation towards individuals or concepts at rallies and political conferences. For the purpose of this ordinance, the word Mabuhay means the modern appropriation of the greeting in the local hospitality industry to welcome guests.

**3.3. PRIMARY TOURISM ENTERPRISES** – facilities and services that are directly related to tourism such as, but not limited to, travel and tour services: inbound travel agencies and tour operators, local tour operators, ecotour operators and tour guides; tourist transport services whether for land, sea and air transport exclusively or majority of its seats are for tourist use, including airport taxis and tourist drivers; accommodation establishments such as, but not limited to, hotels, resorts, apartment hotels, tourism inns, motels, pension houses, private homes used for homestay, ecolodges, condotels, serviced apartments, and bed and breakfast facilities; hotel and tourism estate management services; meetings, incentives, conventions, and exhibition organizers and facilities; sports and recreational facilities such as, but not limited to, dive shops, amusement parks, adventure and ecotourism facilities; foreign exchange dealers and such enterprises as may be identified by the Secretary, after due consultation with concerned sectors.

**3.4. SALAMAT** – the act of thanking or an expression of gratitude.

**3.5. SECONDARY TOURISM ENTERPRISES** – facilities and services that may be related to tourism such as, but not limited to, restaurants; specialty shops and department stores; sports facilities and recreational centers such as, museums and galleries, theme parks, zoos; health and wellness facilities such as, but not limited to, spas, tertiary hospitals, ambulatory clinics and medical concierge; rest areas in gas stations; agri-tourism farms and facilities; tourism training centers or institutes, including tourism trainers; outbound travel agencies; and such other enterprises as may be identified by the Secretary, after due consultation with concerned sectors.

**3.6. TOURISM ENTERPRISES** – facilities, services and attractions primarily engaged in whole or in part in tourism and for the purpose of attracting visitors to and within the Philippines, such as, but not limited to enterprises provided for under the Primary and Secondary Tourism Enterprises.

**Section 4. USE OF MABUHAY AND SALAMAT.** Shall be used as official greetings in government office, tourism-related establishments (Primary and Secondary Tourism Establishments), institutions and service providers, schools/colleges/universities and business entities in:

- i. Receiving, welcoming and thanking guests;
- ii. Answering telephone calls;
- iii. Interacting with clients/customer.

#### **4.1. PROPER EXECUTION OF THE MABUHAY AND SALAMAT GESTURE.**

The proper execution of the Mabuhay and Salamat gesture shall be observed:

- i. To utter the word “Mabuhay” with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the phrases “good morning” or good afternoon” or good evening” as the case may be;

- ii. For welcoming the visitors and guests in tourism establishments: to say the word "Mabuhay" with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the phrases "good morning" or "good afternoon" or "good evening" as the case may be, followed by saying "I'm [your name] "Welcome to [the name of place or establishment or office] whichever is applicable;
- iii. For offering a toast: say the word "Mabuhay!" simultaneously raising the glass;
- iv. During speeches: as part of salutation, after acknowledging the guests or visitors, say the word "Mabuhay!", with right hand in open palm ("close knitted") placed on the left side of the chest, then simultaneously bow the head, then utter the phrases "good morning" or "good afternoon" or "good evening" as the case may be. At the end of each speech, say the words: "Thank you and Mabuhay!" or "Salamat and Mabuhay!" or "Mabuhay tayong lahat!"
- v. In answering telephone calls: upon answering, first say the word "Mabuhay!" followed by saying "This is [your name] of [name of office/establishments] followed by the phrase: "What can I do for you?" or "How may I help you?"
- vi. For Government offices interacting with clients: first say the word "Mabuhay!" with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then proceed to introducing your name as the name of respective office, followed by the phrase: "What can I do for you?" or "How may I help you?" or its equivalent in local dialect.
- vii. For Malls, Convenient Stores, and other business establishments: first say the word "Mabuhay!" with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person to be greeted, then simultaneously bow the head then say the phrases "good morning" or "good afternoon" or "good evening" as the case may be and proceed to business transaction. Thank the costumer by saying "Salamat Maam or Sir" whichever is applicable, with the right hand in open palm (close knitted) placed on the left side of the chest, sporting a smile and eye contact with the person thanking with.
- viii. For Schools, Colleges and Universities: integration Mabuhay and Salamat in academic activities and learning instructions.

**Section 5. PROVINCIAL TOURISM AND CULTURAL AFFAIRS OFFICE (PTCAO).** Shall ensure implementation of this Ordinance and shall reflect in its annual regular program in coordination with the Department of Tourism.

**Section 6. CONDUCT OF FILIPINO BRAND OF SERVICE EXCELLENCE (FBSE) TRAINING.** The Filipino Brand of Service Excellence Training shall be held regularly in all tourism-related establishments, government offices, academic institutions and other agencies, offices, organizations, and institutions as may deemed necessary by the Provincial Tourism and Cultural Affairs Office and its lined government agency.

**Section 7. INFORMATION AND EDUCATION AND COMMUNICATION (IEC) CAMPAIGN.** The PTCAO shall spearhead the information dissemination for the implementation of this Ordinance.



**Section 8. FINAL PROVISIONS.** In the event that any provision of this ordinance, or application of such provision to any circumstance, is held invalid by competent court or agency, the remaining or other provisions shall not be affected thereby.

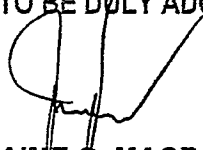
**ENACTED: 19 June 2023.**

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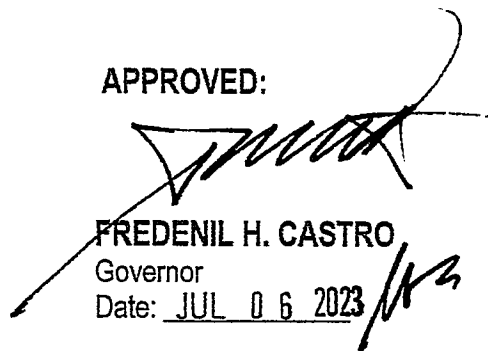
I hereby certify to the correctness of the foregoing **Resolution No. 237, Series of 2023 (2022-2025)**.

  
**ZOË G. HERRERA, JR.**  
Secretary to the Sangguniang Panlalawigan

**ATTESTED AND CERTIFIED  
TO BE DULY ADOPTED:**

  
**JAIME O. MAGBANUA**  
Vice Governor  
Date: JUL 03 2023

**APPROVED:**

  
**FREDENIL H. CASTRO**  
Governor  
Date: JUL 06 2023