

AMENDING ADMINISTRATIVE ORDER NO. 17 (s. 2024)

ADMINISTRATIVE ORDER NO. 48, August 13, 2026

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WHEREAS, Administrative Order (AO) No. 17 (s. 2024) constituted in Association of the Southeast Asian Nations (ASEAN) National Organizing Council (NOC) to facilitate the planning, implementation, and monitoring of programs, activities, and projects for the hosting of ASEAN 2026 and designated the Department of Tourism (DOT) to chair the Committee on Tourism, Hospitality, Tours, Social Events and Site Enhancement, which is tasked to plan, execute, and supervise key operational activities relating to the Philippine hosting thereof;

WHEREAS, Section 2 of Republic Act No. 9593 or the Tourism Act of 2009 declares tourism as an indispensable element of the national economy and an industry of national interest and importance, and recognizes the creation of a favorable image of the Philippines within the international community as a means of strengthening the country's attraction as a tourism destination;

WHEREAS, the Philippine hosting of the ASEAN Summit Meetings in 2026 presents a strategic opportunity to advance the foregoing State policy by showcasing the country's culture, hospitality, tourism destinations, and capability to successfully host major international events, thereby enhancing the Philippines' global profile and reinforcing its position as a preferred tourism and meetings destination;

WHEREAS, to further the foregoing State policy and align the operational preparations for the ASEAN Summit Meetings in 2026 with the DOT's tourism development priorities and its designated functions under AO No. 17 (s. 2024), there is a need to designate the Secretary of Tourism as the Vice-Chairperson for Operations of the ASEAN NOC; and

WHEREAS, Section 17, Article VII of the Constitution vests in the President the power of control over all the Executive departments, bureaus, and offices, and the mandate to ensure the faithful execution of laws;

NOW, THEREFORE, I, FERDINAND R. MARCOS, JR., President of the Philippines, by the virtue of the powers vested in me by the Constitutions and existing laws, do hereby order:

Section 1. Designation of the Vice-Chairperson for Operations. Section 1 of AO No. 17 (s. 2024) is hereby amended to include the Secretary of Tourism as the Vice-Chairperson for Operations of the ASEAN NOC.

Section 2. Roles and Functions. The Vice-Chairperson for Operations shall assist the Chairperson in providing strategic direction and operational oversight over the preparations for the Philippine hosting of the ASEAN Summit Meetings in 2026, and tourism assets, enhance the Philippines' image within the international community, and reinforce its position as a preferred tourist destination. For this purpose, the NOC Executive Committee, headed by the Office of the Director-General for Operations, and the NOC Committees shall report to the Vice-Chairperson for Operations.

Section 3. Separability. If any section or part of this Order is declared unconstitutional or invalid, the other sections or provisions not otherwise affected shall remain in full force and effect.

Section 4. Repeal. Unaffected provisions of AO No. 17 (s. 2024) shall remain in full force and effect. All

issuances, orders, rules, and regulations, or parts thereof, that are inconsistent with the provisions of this Order are hereby repealed or modified accordingly.

Section 5. Effectivity. This Order shall take effect immediately upon its publication in the Official Gazette or a newspaper of general circulation.

DONE in the City of Manila, this 13th day of August, in the year of Our Lord, Two Thousand and Twenty-Six.

(SGD.) FERDINAND R. MARCOS, JR.

By the President:

(SGD.) RALPH G. RECTO
Acting Executive Secretary

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