

MALACAÑANG

RESIDENCE OF THE PRESIDENT
OF THE PHILIPPINES
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION No. 376

DECLARING THE PERIOD FROM APRIL 18 TO 25,
1965, AS TOURISM WEEK

WHEREAS, the tourist industry can only prosper in our country if our people realize the importance of domestic tourism and the immeasurable benefits the industry can bring to the country;

WHEREAS, every citizen of this country can contribute to the development of tourism by becoming tourists in their own country, circulating to less-developed areas and giving inhabitants thereof greater participation in economic prosperity and incentives for development of tourist facilities, and

WHEREAS, it is necessary to inculcate in the minds of our people the importance of preserving our ideals and culture not only for our own enjoyment and enlightenment but also for the delectation of those who may come to visit our country.

NOW, THEREFORE, I, Diosdado Macapagal, President of the Philippines, by virtue of the powers vested in me by law, do hereby proclaim the period from April 18 to 25, 1965, as Tourism Week with "MAGANDA ANG ATING BAYAN" as a year-round theme in the promotion of domestic tourism, under the auspices of the Board of Travel and Tourist Industry and the Philippine Tourist and Travel Association. I urge all business, civic, educational, cultural and other groups and all citizens to participate in making the event a success.

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 16th day of March, in the year of Our Lord, nineteen hundred and sixty-five.

[SEAL]

DIOSDADO MACAPAGAL
President of the Philippines

By the President:

RAMON A. DIAZ
Executive Secretary