

XXI. DEPARTMENT OF TOURISM

A. OFFICE OF THE SECRETARY

STRATEGIC OBJECTIVES

MANDATE

The Department is mandated by R.A. No. 9593 to be the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international, in coordination with its attached agencies and other government instrumentalities. It shall instill in the Filipino the industry's fundamental importance in the generation of employment, investment and foreign exchange.

VISION

Position the Philippines as a premier tourist destination in Asia.

MISSION

Formulate tourism plans and programs to promote, develop and regulate the country's tourism industry as a major socio-economic activity that generates foreign currency and local employment, and to spread the benefits of tourism to a wider segment of the population with the support, assistance, and cooperation of both the private and public sectors.

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Globally competitive and innovative industry and services

ORGANIZATIONAL OUTCOME

Tourism Revenue, Employment and Arrivals Increased

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Develop competitive tourist products and destinations
2. Improve market access, connectivity, and destination infrastructure
3. Improve tourism institutional governance and human resources

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)BASELINE2016 TARGETS

Tourism Revenue, Employment and Arrivals Increased

% increase in tourism direct Gross Value Added (GVA)	Php 974 billion	17% (Php 1,147.9 billion)
% increase in tourism employment	6.3 million	17% (7.4 million)
% increase in international and domestic arrivals	international arrivals - 8.2 million	21% (international arrivals - 10 million)

domestic arrivals - 51.7
million

8.5%

(domestic arrivals - 56.1
million)

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

2016 Targets

MFO 1: TOURISM ADVISORY SERVICES

Tourism Advisory

No. of technical assistance/advisories provided to stakeholders	5,847
No. of persons trained in the tourism industry and LGUs	20,554
No. of Training days delivered	1,330
% of entities assisted who rated the technical service as satisfactory or better	92%
% of entities' requests for assistance responded within one (1) week	92%

MFO 2: TOURISM REGULATORY SERVICES

Accreditation

No. of accreditation applications and renewals acted upon	5,425
% of accredited entities with detected violations of accreditation	5%
% of applications for accreditation acted upon within 15 days of application	92%

Monitoring

% of submitted reports that resulted in the issuance of notice of violations and penalties imposed	5%
Number of accredited tourism enterprises monitored or surveyed with reports issued	249
% of accredited tourism enterprises inspected twice over the past two years	80%

Enforcement

No. of enforcement actions undertaken	107
No. of accredited tourism enterprise operators with two or more recorded violations over the last two years as a % of total number of accredited operators with recorded violations over the last two years	59
% of submitted reports that resulted in the issuance of notice of violations or cancellation of accreditation	5%
% of notification issued within 72 hours from receipt of monitoring report	90%