

**CORPORATE OBJECTIVES, PRIORITIES AND PERFORMANCE MEASURES  
FY 2015**

**DEPARTMENT: Department of Tourism**  
**CORPORATION: Tourism Infrastructure & Enterprise Zone Authority**

**I. CORPORATE PROFILE**

**A. Brief Statement of Corporate Objectives**

As the corporate body attached to the Department of Tourism, the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) exists for the purpose of program and policy coordination under the supervision of the Tourism Secretary.

Under Republic Act 9593, TIEZA's Mandate/Corporate Objectives include: 1) designation, regulation and supervision of tourism enterprise zones (TEZs), 2) development, management and supervision of tourism infrastructure projects, 3) supervision and regulation of cultural, economic and environmentally sustainable development of TEZs toward the primary objective of encouraging investments therein; 4) provision for technical and financial assistance to qualified tourism projects, investors and proponents; 5) generation of revenues to fund both national and corporate developmental needs and/or undertakings; 6) exercise previous PTA functions under P.D. 564.

**B. Corporate Priorities for CY 2015:**

1. Increase Jobs Generation for Inclusive Growth in the Communities
2. Facilitate Tourism Product Development through the Preservation of Cultural, Historical, Religious, Heritage and Ecotourism Sites in Depressed Provinces
3. Improve Absorptive Capacity for Infrastructure Projects
4. Achieve Financial Viability and Sustainability of Assets
5. Improve Stakeholders' Satisfaction Levels
6. Deploy Online Onsite Travel Tax Privilege Application Payment System

2020, remains an enormous challenge to face.

Under the Tourism Act of 2009, the TIEZA maintains its stature as the country's builder of tourism infrastructures to include tourist facilities and amenities of high-impact specifically with cultural/ historical/religious/heritage and eco-tourism values. Through these developments, a deep sense of awareness and pride for our cultural traditions, natural bounties and uniqueness as a race are being shaped and instilled in every Filipino spirit and mind.

Through the establishment of tourism enterprise zones (TEZs) nationwide, private stakeholders are lured to be shared-partners in tourism development. Their investments will indubitably help create jobs for the local communities towards ensuring the country's growth sustainability by generating work opportunities, earning foreign exchange and reducing poverty levels particularly in the countryside. With tourism's ripple-effect, a vast expanse of economic, business and commercial activities are being created contributing substantially to the nation's progress by supporting other related industries like food, transport and travel, communications, information technology, medical/ health, cottage/livelihood, among many others,

Corollary to the national policy agenda of promoting good governance, bureaucratic austerity, poverty alleviation, people empowerment and sustainable economic and environmental development, to name a few, TIEZA's strategic themes focus on the following three (3) major areas of Inclusive Growth, Financial Viability and Operational Excellence.

By efficiently and effectively performing its mandate, the TIEZA hopes to stimulate greater leverage and momentum on the nation's tourism industry by maintaining its stance as the country's prime tourism infrastructure developer.

To aptly orchestrate its organizational planned goals, plans, programs and projects in alignment with the PDP and NTDP, and in consonance with the provisions of the GOCC Governance Act (RA 10149), the TIEZA has drawn up a five-year strategic plan and strategy map based on the Balanced Scorecard Management Framework. This five-year strategic plan covers CYs 2012-2016. However, during the Performance Agreement Negotiation (PAN) with the Governance Commission on Government Owned and Controlled Corporation (GCG) in 2015, the strategies were revisited. As a result, TIEZA has now a revised Strategy Map containing the strategic measures embodied in the PAN.

<p align="center"><b>SO2: Facilitated Tourism Product Development through Preservation of Cultural/Historical/Religious/Heritage Sites and Ecotourism Sites in Depressed Provinces</b></p>	<p><b>SM 2d:</b> Number of Ecotourism sites preserved in depressed provinces <i>(Formula: Number of Ecotourism sites preserved in depressed provinces determined by Notice of Award as approved by Board)</i></p> <p><b>SM 2e:</b> Travel Tax Utilization <i>(Formula: Actual Amount utilized for the year)</i></p> <p><b>SM 2f:</b> Board Approved 5-Year Program for the Identification of Ecotourism Sites in depressed provinces <i>(Formula: Board Approved 5-Year Program)</i></p> <p><b>SM 3a</b> Board-Approved 5-Year Tourism Infrastructure Program <i>(for Other Infra Projects)</i> <i>(Formula: Board-Approved 5-Year Program)</i></p>	<p align="center">8</p> <p align="center">P57M</p> <p align="center">N/A</p> <p align="center">N/A</p>	<p align="center">24</p> <p align="center">P153.2M</p> <p align="center">N/A</p> <p align="center">N/A</p>	<p align="center">20</p> <p align="center">P90M</p> <p>Board Approved 5-Year Program for the Identification of Ecotourism Sites in depressed provinces</p> <p>Board-Approved 5-Year Tourism Infrastructure Program for Other Infra Projects</p>
<p><b>SO 3 : Improved Absorptive Capacity for Infrastructure Projects</b></p>	<p><b>SM 3b</b> Travel Tax Utilization of 40% for Other Infra Projects <i>(Formula: Obligated determined by Notice of Award /Appropriated as Board-Approved)</i></p>	<p align="center">100% Utilization</p>	<p align="center">100% Utilization</p>	<p align="center">100% Utilization</p>



<p><b>SO 4 : Achieved Financial Viability and Sustainability of Assets</b></p>	<p><b>SM 4</b> Gross Revenues (Business Income) from Operating &amp; Leased Assets <i>(Formula: Actual Revenues before Subsidies)</i></p>	<p>P197.358M</p>	<p>P99.1M</p>	<p>P220M</p>
<p><b>SO 5 : Improved Stakeholders' Satisfaction Levels</b></p>	<p><b>SM 5</b> Stakeholders' Satisfaction Survey <i>(Formula: Conduct of Third Party Satisfaction Survey)</i></p>	<p>N/A</p>	<p>N/A</p>	<p>Conduct of Third Party Satisfaction Survey to establish Baseline</p>
<p><b>SO 6 : Deployed Online Onsite Travel Tax Payment Application System</b></p>	<p><b>SM 6:</b> Number of Deployed Online Onsite Travel Tax Payment Application System <i>(Formula: Absolute Cumulative Number)</i></p>	<p>7</p>	<p>7</p>	<p>14</p>
<p><b>SO 7 : Enhanced Utilization of TIEZA Assets</b></p>	<p><b>SM 7a:</b> No. of properties facilitated for assessment and valuation for privatization (appraisal/formulation of Terms of Reference) <i>(Formula: Number of properties assessed and valued for privatization)</i></p>	<p>0</p>	<p>3/13</p>	<p>4/14</p>
<p><b>SO 7 : Enhanced Utilization of TIEZA Assets</b></p>	<p><b>SM 7b:</b> No. of properties privatized (thru Sale or Lease, Operate &amp; Manage, Joint Venture, etc.) <i>(Formula: Number of properties privatized)</i></p>	<p>0</p>	<p>1/13</p>	<p>2/14</p>

	<p><b>SM 7c:</b> No. of Business Development Plans formulated for Assets which cannot be privatized (Formula: No. of business development plans formulated)</p>	0	1/36	2/36
<p><b>SO 8: Implemented TEZ Flagship Program</b></p>	<p><b>SM 8:</b> Percent of milestones achieved versus target milestones within the year (Formula: Weight of milestones achieved over total weight of target milestones)</p>	100% of Targeted Milestones Achieved	100% of Targeted Milestones Achieved	100% of Targeted Milestones Achieved
<p><b>SO 9 : Implemented Competency-Based Human Resource (HR) System (CBHRS)</b></p>	<p><b>SM 9:</b> Establishment of Competency-Based HR System (Formula: Board-Approved Competency-Based HR System)</p>	N/A	Work in Progress for the Establishment of a CBHRS	Board-Approved Competency Based HR System
<p><b>SO 10 : Enhanced Quality Management System</b></p>	<p><b>SM 10:</b> ISO-Certification of three (3) Core Processes (Travel Tax Collection, Infrastructure Projects Implementation and Assets Management) (Formula: No. of Processes Certified)</p>	N/A	Work in Progress for the ISO Certification of 3 Core Processes	ISO Certification of 3 Core Processes

**PREPARED BY:**

**RACQUEL A. GAERLAN**  
**Manager, Corporate Planning Department**

**RODOLFO E. ANCHETA**  
**Manager, Financial Services Department**

**APPROVED BY:**

**MARK T. LAPID**  
**Chief Operating Officer**