

**CORPORATE OBJECTIVES, PRIORITIES AND PERFORMANCE MEASURES  
FY 2016**

**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 2016:**

1. Contributed to the Country's Competitiveness thru the Development of Sustainable Tourism Zones and Support Infrastructures
2. Preserve Historical, Cultural, Religious and Heritage Sites and Develop Ecotourism in Depressed Provinces with Strong Tourism Potentials
3. Maximize Absorptive Capacity Based on Approved Plans and Programs
4. Achieve Financial Viability and Sustainability of Assets
5. Develop a Portfolio of Innovative, Customer-Centric Tourism Products and Services

6. Institutionalize a TIEZA Brand Anchored on Transparency, Efficiency and Quality for Service and Being Environment-Friendly and Filipino-Themed Projects
7. Rationalize the Development and Management of TEZs and Key TIEZA Assets and Projects
8. Implement Integrated Information System
9. Build and Strengthen Human and Organizational Capabilities

**C. Major Programs & Projects**

1. Implementation of 5-Year Tourism Infrastructure Plan
2. Online Onsite Travel Tax Privilege Application Payment System
3. TEZ Flagship Projects
4. Asset-Based/TEZ Support Projects
5. Geo-Tagging and Precinct Planner Innovative Product Lines
6. National Tourism Development Plan Initiatives
7. Historical, Cultural, Religious and Heritage Sites & Prime Tourist Destinations
8. Eco-Tourism Sites in Depressed Provinces with Strong Tourism Potentials
9. Other Tourism Development Projects
10. Integrated Information System
11. Competency-Based Human Resource System
12. Stakeholders' Satisfaction Survey

**D. Linkages of Corporate Profile/Programs/Projects with the Medium-Term Philippine Development Plan, National Tourism Development Plan, National Policy Pronouncements and Agenda:**

Executive Order No. 43, Series of 2011 embodies the President's Social Contract with the Filipino people outlining a sixteen point agenda which delineates the national vision into various priority development concerns. As the government's blueprint, the Philippine Development Plan (PDP) for CYs 2011-2016 defines the national policy directions and programs that would aptly interpret the President's Social Contract into measurable, effective, and achievable measures to realize national developmental thrusts and goals. The PDP embraces five (5) Cabinet Clusters namely: 1) Good Governance and Anti-Corruption; 2) Human Development and Poverty Reduction; 3) Security, Justice and Peace; 4) Climate Change Adaptation and Mitigation and lastly, 5) Economic Development in which the Department of Tourism (DOT) is clustered.

Operating within the framework of the National Tourism Development Plan (NTDP) in alignment with the PDP, TIEZA acts as the DOT's implementing arm in providing support infrastructures and facilitating investments nationwide. In realizing its mission as a catalyst for inclusive growth in the communities, the overwhelming task of achieving its vision as excellence-driven organization at the forefront of sustainable tourism development by year 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 recently drawn up a Ten (10) Year Strategy Road Map based on the Balanced Scorecard Management Framework covering the period CYs 2016-2026. Said Board-Approved Plan was already signed by the Governance Commission on Government Owned and Controlled Corporation (GCG) in 2015 during the Performance Agreement Negotiation (PAN) wherein transformative /paradigm shifts in organizational priorities were instituted to truly reflect the agency's avowed mandate in apt response to the changing thrusts and challenges of an ever-growing tourism sector.

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