

**CORPORATE OBJECTIVES, PRIORITIES AND PERFORMANCE MEASURES  
FY 2018**

**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 2018:**

1. Contribute 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 Branding 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 an Integrated Automated Management Information System
9. Build and Strengthen Human and Organizational Capabilities

**C. Major Strategic Initiatives:**

1. Implementation of Revised 5-Year Tourism Infrastructure Dev.t. Plan Incorporating COO's D.R.E.A.M.S. Projects
2. Masterplanning of Corregidor Island as Flagship TEZ
3. Implementation of Tourism Infrastructure Projects under the NTDP
4. Preservation/Restoration of Historical, Cultural, Religious and Heritage Sites
5. Development of Eco-Tourism Projects in Depressed Provinces with Strong Tourism Potentials
6. Establishment of Public-Private Cooperation in Managing Assets
7. Implementation of TIEZA-Wide Promotion and Marketing Campaign for TEZ, AMS and Travel Tax Projects/Programs
8. Improvement in Operating Performance of Assets/Properties
9. Conduct of Third Party Customer Satisfaction Survey for Core Processes
10. Establishment of Tourist Assistance Centers with Income Generating Component
11. Development of New Integrated Automated Management Information System
12. Upgrading of ISO Certification to 9001-2015 for Core Processes
13. Improvement of Organizational Capacity Level
14. Establishment of Individual Career Development Plan

**D. Linkages of Corporate Mandate with President Duterte's 10 Point Socio-Economic Agenda, Ambisyon 2040, NEDA's Medium-Term Philippine Development Plan (PDP), DOT's National Tourism Development Plan (NTDP), and Other National Policy Pronouncements:**

Executive Order No. 5, Series of 2016 adopts President Duterte's 25-year, long term vision for a comfortable life for every Filipino people. Dubbed as "Ambisyon Natin 2040", the plan articulates the Filipino aspirations and dreams for a prosperous, generally middle-class society where poverty no longer exists. On the other hand, the President's 10-Point Agenda outlines the national goals translated into various priority development areas, one of which is the acceleration of the country's infrastructure growth. Serving as the government's blueprint, the revised Philippine Development Plan (PDP) 2017-2022 aptly defines the national policy thrusts and directions as anchored on the current administration's agenda and accordingly translates them into quantifiable, doable and effective strategies.

policies and programs that would contribute to the country's inclusive growth, competitiveness and sustainability. The new PDP embodies the three (3) pillars of Malasakit, Pagbabago and Kaunlaran (Solidarity, Change and Sustainable Growth).

Operating within the framework of the National Tourism Development Plan (NTDP) 2017-2022 in alignment with the PDP, TIEZA acts as the DOT's implementing arm in providing support infrastructures and facilitating tourism investments nationwide. Under Tourism Act of 2009, or R.A. 9593, TIEZA maintains its formidable stature as the country's builder of tourism infrastructure projects 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.

With the establishment of sustainable tourism enterprise zones (TEZs) nationwide, private stakeholders are lured to be shared-partners in tourism underpinnings. Their investments not only help create jobs for the local communities but also ensure the country's growth sustainability by generating work opportunities, earning foreign exchange and reducing poverty levels particularly in the countryside. With tourism's multiplier-effect, a wide-range of economic, business and commercial activities are being created contributing substantially to the nation's progress by supporting other related industries such as food, transport and travel, agriculture, communications, information technology, medical/ health, cottage/livelihood, among many others,

In the persistent bid to continually realize its avowed mission of being a catalyst for inclusive growth, the enormous task of fulfilling its lofty vision to establish sustainable tourism zones in key areas identified under the NTDP by 2026, remains as one insurmountable challenge to face. To aptly orchestrate therefore, its organizational planned goals, plans, programs and projects in alignment with the President's 10-Point Socio-Economic Agenda, Ambisyon Natin 2040, PDP, NTDP and in conformity with the provisions of GOCC Governance Act (RA 10149), the Authority has recently amended its Ten (10) Year Strategy Road Map based on the Balanced Scorecard Management Framework covering CYs 2016-2026. Moreover, with the newly installed management, revision of the Authority's Board-Approved 5-Year Tourism Infrastructure Development Plan was necessitated to incorporate therein the Chief Operating Officer's **D.R.E.A.M.S.** Project Concept which contains the core processes and other vital components needed to properly address the ever-growing demands of the hospitality trade, based on a holistic approach covering a medium-range plan. Acronym of word stands for: **D**-estination; **R**-evenue and Investment; **E**-nterprise Zone; **A**-sset Management and Bundling; **M**-anila Cruise Port and Other Port Facilities/Terminals; and **S**-ervice Excellence.

With this laudably ambitious groundwork in place and through the effective and efficient performance of its mandated tasks, TIEZA hopes to better stimulate greater leverage and momentum on the nation's tourism industry by maintaining its enviable stance as the country's prime tourism infrastructure developer.

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