

**CORPORATE OBJECTIVES, PRIORITIES AND PERFORMANCE MEASURES  
FY 2019**

**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:**

1. Contribute to the Country's Competitiveness thru the Development of Sustainable Tourism Zones and Tourism Infrastructures
2. Achieve Financial Sustainability and Sustainability of Assets
3. Maximize Absorptive Capacity Based on Approved Plans and Programs
4. Institutionalize a TIEZA Brand Anchored on Transparency, Efficiency and Quality for Service and Being Environment-Friendly and Filipino-Themed Projects
5. Implement an Integrated Automated Information System
6. Develop Customer Centric Products and Services
7. Build and Strengthen Human and Organizational Capabilities

**C. Major Strategic Initiatives:**

1. Development of Manila Cruise Port
2. Masterplanning of Identified Possible Flagship TEZ
3. Implementation of Sustainable Tourism Infrastructure Projects
4. Rehabilitation of TIEZA Assets/Properties
5. Generation of Income from All TIEZA Assets
6. Optimal Fund Utilization for Tourism Infrastructure Projects
7. Maintenance of Customer/Client Satisfactory Rating
8. Development of New Integrated Automated Management Information System
9. ISO Re-Certification to 9001-2015 for Core Processes
10. 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 culture, 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 along 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,

The organization's persistent bid to realize its vision to be a "globally recognized tourism development agency and a primary catalyst for inclusive and sustainable socio-economic growth by 2026" remains 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 Strategy Road Map based on the Balanced Scorecard Management Framework covering incorporating therein the Chief Operating Officer's **D.R.E.A.M.S.** Project Concept which contains the priority thrusts of the current dispensation, 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, program's acronym 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, all of which are aligned with the national policy direction.

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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<u>Strategic Objectives (SOs)</u>	<u>Strategic Measures (SMs)</u>	<u>2019 Targets</u>
<p><b>SO1 : Contribute to the Country's Competitiveness thru the Development of Sustainable Tourism Zones and Support Infrastructures</b></p>	<p><b>SM1:</b> Management and Supervision of Sustainable Tourism Infrastructure Projects</p> <p><b>SM1a:</b> Development of Manila Cruise Port</p> <p><b>SM1b:</b> Development of TIEZA-Owned TEZ</p>	<p>100% Milestones Achieved</p> <p>100% Milestones Achieved</p>
<p><b>SO2 : Achieve Financial Viability and Sustainability of Assets</b></p>	<p><b>SM2:</b> Generation of Net Income from All Assets (Operating, Leased, Joint Venture and Turned-Over Properties)</p>	<p>P45.2M Conditioned on Asset Rehabilitation</p>
<p><b>SO3 : Maximize absorptive capacity based on approved plans and programs</b></p>	<p><b>SM3:</b> Appropriation Utilization Index – Allocated Amount of Board-Approved Projects for the Year / Corporate Operating Budget for the Year</p>	<p>85%</p>
<p><b>SO 4: Institutionalize a TIEZA Branding Anchored on Transparency, Efficiency and Quality Service and Being Environment-Friendly and Filipino-Themed For Products</b></p>	<p><b>SM4:</b> Conduct of a Third Party Customer Satisfaction Survey of Core Processes for Clients of Travel Tax, TIEZA Assets, Tourism Enterprise Zones and Tourism Infrastructures</p>	<p>80% of Respondents Rated at least Satisfactory</p>

<p><b>SO 5: Implement an Integrated Automated Management Information System</b></p>	<p><b>SM5:</b> Development of a New Integrated Automated Management Information System</p>	<p>Notice of Award for Enterprise Resource Plan, Deployment and Implementation for Online Travel Tax Payment System (to include Travel Tax Ticketing System); TIEZA Assets Individual Document Management and Communication System</p>
<p><b>SO 6: Develop Customer Centric Products and Services</b></p>	<p><b>SM6:</b> Implement Quality Management System</p>	<p>ISO 9001-2015 Re-Certification</p>
<p><b>SO7: Build and Strengthen Organizational Capabilities</b></p>	<p><b>SM7:</b> Implement Competency Model</p>	<p>Increase by 50% the Competency Level of Managers and Supervisors with Identified Functional Competency Gap</p>
<p><small>z/congressional budget 2019/11/27/18^</small></p>		