

**CORPORATE OBJECTIVES, PRIORITIES AND PERFORMANCE MEASURES  
FY 2021**

**DEPARTMENT : Department of Tourism**  
**CORPORATION : Tourism Infrastructure and 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 Viability 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. Implementation of Sustainable Tourism Infrastructure Projects
3. Development of Ecotourism Sites in Depressed Provinces
4. Conservation of National Heritage Sites
5. Rehabilitation of TIEZA Assets/Properties
6. Assessment for Public-Private Partnership for TIEZA Assets and Flagship Tourism Enterprise Zones (FTEZs)
7. Improvement of TIEZA Assets' Net Income
8. Identification and Development of a TIEZA-owned Tourism Enterprise Zone
9. Identification and Implementation of Tourism Infrastructures with Flagship TEZs
10. Determination and Implementation of the Philippine Travel Center
11. Enhancement of Travel Tax System / Improvement of Travel Tax Centers
12. Efficient Budget Utilization for Tourism Infrastructure Projects
13. Maintenance of Customer/Client Satisfactory Rating
14. Development and Implementation of a New Integrated Automated Management Information System
15. Re-Certification under ISO 9001-2015 for Core Processes
16. Improvement in Human Resource Competency
17. Operation and Management of Hyperbaric Chambers

**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 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 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 Republic Act No. 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 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.

Moreover, with the establishment of sustainable tourism enterprise zones (TEZs) nationwide, both private and public stakeholders are lured to be shared-partners in worthy tourism underpinnings. Their investments would not only help create jobs for the local communities but could 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 wider 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 others.

The organization's persistent bid to realize its vision to be a "globally recognized tourism development agency and 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 operates within the parameters of a Strategic Road Map based on the Balanced Scorecard Management Framework. Incorporated therein are the current dispensation's priority thrusts as guided by the Authority's Five Pillar Structure namely: 1) Travel Tax Centers: Innovation and Expansion; 2) Project D.R.E.A.M.S. : Building Targeted Tourism Infrastructures; 3) Assets Rehabilitation and Assessment for Public-Private Cooperation; 4) Tourism Enterprise Zones : Accreditation and Expansion and 5) Manila Cruise Port: A Legacy Project; all of which are accordingly in sync 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 investment and infrastructure haven.