

## XXII. DEPARTMENT OF TOURISM

## A. OFFICE OF THE SECRETARY

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Economic opportunities in industry and services expanded

## ORGANIZATIONAL OUTCOME

Tourism Revenue, Employment and Arrivals Increased

## PERFORMANCE INFORMATION

## ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)

## BASELINE

## 2018 TARGETS

## Tourism Revenue, Employment and Arrivals Increased

## TOURISM POLICY FORMULATION AND PLANNING PROGRAM

## Outcome Indicator(s)

1. Number of tourism strategies, policies and action plans implemented

6

7

## Output Indicator(s)

1. Number of technical assistance provided to tourism stakeholders

3,353

3,353

2. Number of technical assistance provided to LGUs

2,744

2,744

3. Percentage of entities assisted who rated the technical assistance as satisfactory

92%

92%

## TOURISM INDUSTRY TRAINING PROGRAM

## Outcome Indicator(s)

1. Percentage of target industry personnel trained that rated the services as satisfactory

90%

90%

## Output Indicator(s)

1. Number of training days delivered

1,451

3,995

2. Percentage of attendees / trainees that completed the training

90%

90%

3. Number of LGUs trained

2,438

2,543

## STANDARDS DEVELOPMENT AND ENFORCEMENT PROGRAM

## Outcome Indicator(s)

1. Percentage of accredited tourism enterprises that maintained the tourism standards and regulations

90%

90%

## Output Indicator(s)

1. Number of tourism standards reviewed

2

2

2. Number of inspections of tourism enterprises conducted

6,076

6,169

3. Percentage of accreditation applications acted upon within the prescribed period

90%

90%

## GENERAL APPROPRIATIONS ACT, FY 2018

**MARKET AND PRODUCT DEVELOPMENT PROGRAM**

## Outcome Indicator(s)

1. Percentage increase in the number of travel partners selling the Philippines in the identified

Opportunity Markets

9%

10%

2. Percentage increase in the number of Philippine properties considering to venture into the new markets and / or willing to offer the new activities

9%

10%

## Output Indicator(s)

1. Number of trade development / trade support activities conducted facilitated-invitational / familiarization tours / missions product presentations facilitated

95

102

2. Number of consumer activations conducted-joint and consumer promotions, production of collaterals, tactical ads placed / initiated, PR and publicity activities

95

100

3. Number of products developed and product partners engaged

120

128