

XXIV. 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 (OOs) / PERFORMANCE INDICATORS (PIs)****BASELINE****2023 TARGETS**

Tourism Revenue, Employment and Arrivals Increased

TOURISM POLICY FORMULATION AND PLANNING PROGRAM

Outcome Indicator

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

6

130

Output Indicators

1. Number of technical assistance provided to tourism stakeholders

- Local Government Units (LGUs)

2,744

765

- Non-LGUs

3,353

959

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

92%

94%

TOURISM INDUSTRY TRAINING PROGRAM

Outcome Indicators

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

90%

95%

2. Percentage of the total number of industry workforce/pax trained that improved their performance/economic situation/marketability

N/A

5%

Output Indicators

1. Number of training days delivered

1,451

N/A

2. Percentage of attendees/trainees that completed the training

90%

95%

3. Number of persons trained

- LGUs

2,438

3,963

- Industry personnel

N/A

15,727

4. Number of trainings conducted

N/A

528

STANDARDS DEVELOPMENT AND ENFORCEMENT PROGRAM

Outcome Indicator

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

90%

97%

Output Indicators

1. Number of tourism standards reviewed

2

12

2. Number of inspections of tourism enterprises conducted

6,076

N/A

GENERAL APPROPRIATIONS ACT, FY 2023

3. Percentage of accreditation applications acted upon within 20 working days	90%	96%
4. Number of accredited enterprises	N/A	8,276

MARKET AND PRODUCT DEVELOPMENT PROGRAM

Outcome Indicators

1. Percentage increase in the number of travel partners selling the Philippines in the identified Opportunity Markets	9%	N/A
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%	N/A
3. Percentage increase in the number of products developed and/or enhanced	N/A	28%
4. Percentage increase in the number of partners selling the Philippines in the domestic and international markets	N/A	13%

Output Indicators

1. Number of travel trade development/support activities conducted	95	380
2. Number of trade development/trade support/activities conducted facilitated-invitational/familiarization tours/missions product presentations facilitated	N/A	N/A
3. Number of consumer activations conducted/support activities conducted	95	861
4. Number of consumer activations conducted-joint and consumer promotions, production of collaterals, tactical ads placed/initiated, PR and publicity activities	N/A	N/A
5. Number of products developed and product partners engaged	120	N/A
6. Number of product development activities conducted	N/A	418