

**XXI. DEPARTMENT OF TOURISM**

**A. OFFICE OF THE SECRETARY**

**STRATEGIC OBJECTIVES**

- MANDATE** : The Department is mandated by R.A. No. 9593 to be the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international, in coordination with its attached agencies and instrumentalities. It shall instill in the Filipino the industry's fundamental importance in the generation of employment, investment and foreign exchange.
- VISION** : Develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society.
- MISSION** : Formulate tourism plans and programs to promote, develop and regulate the country's tourism industry as a major socio-economic activity that generates foreign currency and local employment, and to spread the benefits of tourism to a wider segment of the population with the support, assistance, and cooperation of both the private and public sectors.
- SECTOR OUTCOME** : Economic opportunities in industry and services expanded
- ORGANIZATIONAL OUTCOME** : 1. 00 : Tourism Revenue, Employment and Arrivals Increased