

XXIII. 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	2020 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	14
Output Indicator(s)		
1. Number of technical assistance provided to tourism stakeholders	3,353	3,397
2. Number of technical assistance provided to LGUs	2,744	2,994
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	2,069
2. Percentage of attendees / trainees that completed the training	90%	90%
3. Number of LGUs trained	2,438	4,145
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	6,076
3. Percentage of accreditation applications acted upon within the prescribed period	90%	90%
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 presentation facilitated	95	203

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

95

405

3. Number of products developed and product partners engaged

120

237