

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****2021 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

79

Output Indicator(s)

1. Number of technical assistance provided to tourism stakeholders

3,353

1,396

2. Number of technical assistance provided to LGUs

2,744

1,478

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

92%

94%

TOURISM INDUSTRY TRAINING PROGRAM

Outcome Indicator(s)

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

90%

92%

Output Indicator(s)

1. Number of training days delivered

1,451

965

2. Percentage of attendees / trainees that completed the training

90%

93%

3. Number of LGUs trained

2,438

4,740

STANDARDS DEVELOPMENT AND ENFORCEMENT PROGRAM

Outcome Indicator(s)

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

90%

97%

Output Indicator(s)

1. Number of tourism standards reviewed

2

2

2. Number of inspections of tourism enterprises conducted

6,076

4,273

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

90%

96%

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%

7%

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%

4%

GENERAL APPROPRIATIONS ACT, FY 2021**Output Indicator(s)**

1. Number of trade development / trade support activities conducted facilitated-invitational / familiarization tours / missions product presentations facilitated
2. Number of consumer activations conducted-joint and consumer promotions, production of collaterals, tactical ads placed / initiated, PR and publicity activities
3. Number of products developed and product partners engaged

95

95

120

389

523

547