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## 1. Scope of the Quality Manual

This Quality Manual defines the ISO 9001:2015 Quality Management System (QMS) of Tourism Promotions Board. It specifies the operating policies, commitments and practices of TPB in its continuing quest for excellence, customer satisfaction, legal compliance and continual improvement.

## 2. Scope of the Quality Management System

The scope of TPB's QMS covers the following:

**“Design, development and provision of Philippine tourism marketing and promotion services”**

It involves the following departments:

- a) Office of the Chief Operating Officer
- b) Office of the Corporate Board Secretary
- c) Internal Audit Office
- d) Legal Department
- e) Corporate Planning and Business Development Department
- f) Management Information Systems Department
- g) Office of the Deputy Chief Operating Officer for Marketing and Promotions
- h) International Promotions Department
- i) Domestic Promotions Department
- j) Meetings, Incentive Travel, Conventions and Exhibitions (M.I.C.E.) Department
- k) Marketing Communications Department
- l) Office of the Deputy Chief Operating Officer for Corporate Affairs
- m) Finance Department
- n) Administrative Department

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### 3. TPB Profile and History

Presidential Decree No. 867, promulgated in January 1976, created the *Philippine Convention Bureau (PCB)*, a government agency. The Bureau was transformed into a non-stock, non-profit corporation by virtue of Presidential Decree No. 1448 in June 1978.

In July 1987, simultaneously with the reorganization of the Department of Tourism, the PCB was reorganized and renamed the *Philippine Convention and Visitors Corporation*. These changes were effected through Executive Order No. 120 for the DOT and E.O. 120-A for the PCVC.

By virtue of Republic Act 9593 or the Tourism Act of 2009, Sections 25 & 45, the Philippine Convention and Visitors Corporation is reorganized and renamed as the Philippine Tourism Promotions Board, a corporate body attached to the Department of Tourism, under the supervision of the Tourism Secretary.

The TPB is governed and its powers executed by its Board of Directors (*the "Tourism Board"*) composed of Government and Private Sector entities and representatives as follows:

- Tourism Secretary (*Chairperson*)
- TPB Chief Operating Officer (*Vice Chairperson*)
- TIEZA Chief Operating Officer
- Department of Foreign Affairs Secretary
- Department of Trade and Industry Secretary
- Department of Transportation and Communications Secretary
- Accommodation Enterprises representative
- Travel and Tour Services representative
- Land, Air and Sea Tourist Transport representative
- Conventions and Exhibitions Services and Suppliers representative
- Other Tourism Enterprises representative

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#### **4. Mandate, Mission and Vision**

##### **Mandate**

The PTPB is responsible for:

- Marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments;
- Marketing the Philippines as a major Meetings, Incentives, Conventions and Exhibitions (MICE) destination;
- Attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like;
- Ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism, including Tourism Enterprise Zones (TEZ); and
- Providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

##### **Mission**

To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination.

##### **Vision**

By 2028, the Philippines will be the preferred destination for sustainable, uniquely diverse and fun travel.

**5. TPB CORE Values**

**A.G.I.L.E.**

**ADAPTABILITY**

We respond effectively to unforeseen challenges and adjust creatively to changing working conditions to meet our objectives.

**GROWTH**

We embrace learning and development to improve, expand, and hone all inherent and acquired talents to accomplish things previously thought impossible.

**INTEGRITY**

We consistently adhere to strong moral and ethical principles and uphold honesty.

**LEADERSHIP**

We influence, empower and inspire people towards the achievement of common welfare, in a spirit of service, gratitude, accountability and compassion.

**EXCELLENCE**

We are committed to pursue the highest quality in the performance of our duties and in delivering service to our industry stakeholders.

Prepared by	Reviewed by	Approved by
 <b>Wilson R. Suba</b>	 <b>Leah Marie C. Sy</b>	 <b>Charles Aames M. Bautista</b>
Corporate Planning and Business Development Department Manager / Acting Head	Quality Management Representative	Chief Operating Officer / Officer-in-Charge