

TOURISM PROMOTIONS BOARD (TPB)

TPBPHL Strategy Map



TOURISM PROMOTIONS BOARD (TPB)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
CUSTOMERS / STAKEHOLDERS	SO 1	Promote the Philippines as the Top of Mind Tourism Destination							
	SM 1	Number of International Visitors from TPB Key Markets ¹	Total Number of Tourist Arrivals During the Year	12.5%	(Actual / Target) x Weight	N/A	N/A	N/A	2.98 Million
	SM 2	Number of Domestic and International Business Meetings Organized by TPB	Actual Number of B2B Meetings Arranged	7.5%	(Actual / Target) x Weight	N/A	N/A	N/A	4,213
	SM 3	Percentage of Planned Marketing and Promotional Programs Implemented/Organized	Number of Planned Marketing and Promotional Programs Implemented / Total Number of Planned Marketing and Promotional Programs for the Year ²	7.5%	(Actual / Target) x Weight	N/A	N/A	N/A	100%
	SO 2	Intensify Stakeholder Awareness							
	SM 4	Media Value Generated	Total Media Value of TPB's 2023 Projects ³	10%	(Actual / Target) x Weight	N/A	N/A	N/A	₱250 Million

¹ United Kingdom, Germany, India, Malaysia, Singapore, Australia, United States of America (USA), Canada, Japan, South Korea, China, Hong Kong, and Taiwan.

² Shall only cover marketing and promotional programs that use SMARTOURISM, Sustainability and/or Inclusivity as part of its Operational Framework under the Board-Approved Work and Financial Plan of TPB in 2023.

³ To be generated by a Third-Party Media Agency.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
CUSTOMERS / STAKEHOLDERS	SM 5	Number of TPB Social Media Followers	Cumulative Number of Social Media Followers as of 31 December 2023 ⁴	5%	(Actual / Target) x Weight	N/A	N/A	N/A	200,000
	SM 6	Number of TPB Website Pageviews	Number of Unique Website ⁵ Pageviews in 2023	5%	(Actual / Target) x Weight	N/A	N/A	N/A	800,000 (unique pageviews)
	SO 3	Improve the Satisfaction of Stakeholders and Customers							
	SM 7	Percentage of Satisfied Customers	Number of Respondents Who Gave At Least Satisfactory Rating / Total Number of Respondents	5%	(Actual / Target) x Weight If Less Than 80% = 0%	Cannot Be Validated	Result Not Acceptable	90%	90%
		Sub-Total		52.5%					
FINANCIAL	SO 3	Maintain Efficient, Accountable, and Transparent Financial Process and System							
	SM 8a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total COB from Subsidy (Both Net of PS Cost and SCF)	5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%

⁴ Shall include Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts.

⁵ Shall include TPB's corporate website, MICECon website, PHITEX website, RTF, website, Travel App (web version)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
	SM 8b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements / Total Obligations (Both Net of PS Cost and SCF)	5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%
	SM 8c	Corporate Fund Budget Utilization Rate	Total Disbursements / Total COB from Internally-Generated Fund (Both Net of PS Cost and SCF)	5%	Actual / Target) x Weight	N/A	N/A	N/A	90%
	SM 9	Decrease in PY Unliquidated Fund Transfers	(Balance of PY Unliquidated Fund Transfers in 2023 – Balance of PY Unliquidated Fund Transfers in 2022) / Balance of PY Unliquidated Fund Transfers in 2022	5%	(Actual / Target) x Weight	N/A	Cannot be validated	80% decrease in PY Unliquidated Fund Transfers	80% decrease in PY Unliquidated Fund Transfers
		Sub-Total		20%					
INTERNAL PROCESS	SO 4	Maintain Efficient, Accountable and Transparent Administrative Process and System							
	SM 10	Percentage of Received Membership Applications Processed within the Prescribed Turnaround Time	Total Number of Membership Applications Processed within Prescribed Turnaround Time / Total Number of Membership Applications Received	7.5%	(Actual / Target) x Weight	N/A	N/A	N/A	100%

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
	SM 11	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certificate Maintained	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate
	SM 12	Percentage of implementation of ISSP	Number of Deliverables Due for 2023 Completed / Total Number of Deliverables Due for 2023 ⁶	5%	(Actual / Target) x Weight	N/A	9.09%	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2023 Deliverables Based on the 2022-2024 ISSP
	Sub-Total			17.5%					
LEARNING & GROWTH	SO 5	Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth							
	SM 13	Improved Competency Framework	Actual Accomplishment	5%	All or Nothing	Board-Approved Competency Framework	Cannot Be Validated	Improvement in the Competency Baseline of the Organization	Board-Approved Competency Framework ⁷
		Established Competency Baseline		5%		Competency Assessment Cannot Be Validated			Establishment of Competency Baseline of All Employees ⁸
	Sub-Total			10%					
TOTAL			100%						

⁶ Deliverables refer to systems/applications.

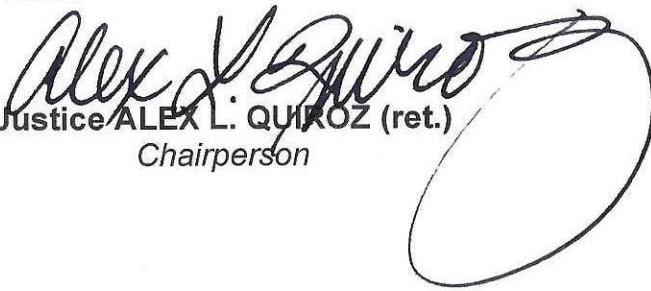
⁷ The deliverables should comply with the minimum requirement provided under the Frequently Asked Questions on Competency Frameworks/Models as uploaded in the GCG Website. The Board-Approved Competency Framework shall include the Competency Catalogue, Competency Tables, Competency Matrix, Position Profiles, Competency-Based Job Descriptions, among others.

⁸ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{a=1}^A \left(\frac{\text{Actual Competency Level}}{\text{Required Competency Level}_a} \right)}{A} \times b$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled

For GCG:


Justice ALEX L. QUIROZ (ret.)
Chairperson

For TPB:


MS. MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer