



MEMORANDUM ORDER NO. 2014-07

REORGANIZATION OF THE TOURISM PROMOTIONS BOARD

WHEREAS, Section 25 of the Republic Act No. 9593 or the "*Tourism Act of 2009*" authorizes the reorganization of the Philippine Conventions and Visitors Corporation as Tourism Promotions Board;

WHEREAS, the Governance Commission for GOCCs (GCG), pursuant to Section 5(a) of the "GOCC Governance Act of 2011" (R.A. No. 10149), is mandated to "evaluate the performance and determine the relevance of the GOCC, to ascertain whether such GOCC should be reorganized, merged, streamlined, abolished or privatized, in consultation with the department or agency to which a GOCC is attached;"

WHEREAS, a reorganization of TPB is necessary to enable it to perform its expanded functions under R.A. No. 9593, broaden the composition of the Board of Directors, expand its powers and functions, mobilize resources, widen the membership base, and promote convergence with the DOT, Tourism Private Sector and the Local Government Units;

WHEREAS, the TPB has an authorized plantilla position consisting of 204 positions, of which 90 are filled as of 31 January 2014;

WHEREAS, following a series of Technical Working Group meeting/discussions and negotiations between the representatives from the TPB Technical Working Group (TWG), and the GCG were undertaken, TPB officially submitted to the Commission its *Revised* Reorganization Plan on 04 March 2014;

WHEREAS, the Governance Commission finds the Reorganization Plan of TPB "to the best interest of the State" as measures of Good Governance and Economic Development through improving national productivity pursuant to Sections 6 and 8(e) respectively of Executive Order No. 43, s. 2011, as well as the Philippine Development Plan 2011-2016";

NOW, BE IT-

RESOLVED, the Revised Reorganization Plan of TPB with 28 organizational units and 150 positions **plus** 15 positions coterminous with the incumbent, to be abolished once vacated, is hereby **APPROVED WITH MODIFICATIONS** as reflected in the documents below, which form an integral part of this Memorandum Order (M.O.).

- Annex A** – Reorganization Plan;
- Annex B** – Organizational Structure;
- Annex C** – Staffing Pattern; and
- Annex D** – Functional Statement.

The highlights of the approved Reorganization Plan are as follows:

1. Net reduction in regular plantilla positions by 39 positions to 165 from the existing 204 positions;
2. Net reduction in organizational units to 28 from the existing 30 units due to:
 - 2.1. Merging of:
 - a. Office of the Deputy Executive Director for Conventions and Incentive Travel and Office of the Deputy Executive for Travel Trade into Office of the Deputy COO for Marketing and Promotions;
 - b. Conventions and Incentive Sales Department and Conventions and Incentive Services Department into M.I.C.E Department;
 - c. International Market Division, Domestic Market Division into Sales and Accounts Management Division
 - d. Liaison Services Division and Invitational Programs Division into Events Marketing and Services Division;
 - e. Advertising and Creative Division and Print and Publications Division into Marketing and Communications Division;
 - f. Travel Trade Sales Department and Travel Trade Promotions Department into International Promotions Department and Domestic Promotions Department; and
 - g. International Sales Division, Domestic Sales Division, Invitational Programs Division and Trade and Consumer Promotions Division into North Asia Division, ASEAN and the Pacific Division, Europe, Africa, The Middle East and India Division, The Americas Division, Sales Division, and Industry Relations and Services Division.
 - 2.2. Creation of the Internal Audit Office, the Legal Department, and the Corporate Planning and Business Development Department; and
 - 2.3. Abolition of the Membership Department, the Membership Services Department and the Membership Development Division.
3. Upgrading of the EDP Services Division to the Management Information Systems Department;
4. Renaming of the following units:

FROM	TO
Advertising and Publications Department	Marketing Communications Department
Advertising and Creative Division	Brand Management and Advertising Division
Print and Publication Division	Media Relations and Communications Division

RESOLVED FURTHER, the implementation of this order shall comply with the following conditions and guidelines:

1. Filling up of vacant positions shall be programmed to ensure the overall financial viability of agency operations relative to actual revenue collections and operating requirements;

2. TPB shall be limited to fill a maximum of 150 positions instead of the 165 positions as reflected in Annex C, 15 positions being redundant/unnecessary but currently filled, hence are considered coterminous with the incumbent;
3. Funding requirements for regular positions shall be sourced from the Corporate Operating Budget of TPB;
4. TPB shall adopt and offer a retirement and separation package for personnel affected by the Reorganization Plan using the incentives provided under the Executive Order (E.O.) No. 366, s. 2004, as amended by E.O. No. 77, s. 2012;
5. The Board of Directors through the President and COO shall be accountable for the payment of separation benefits to the retired/separated personnel in accordance to the pertinent provisions of E.O. No. 366;
6. TPB shall submit to the GCG one hard copy and one digital copy in a CD of the Plantilla of Positions;
7. The Reorganization Plan shall be implemented within two (2) months after receipt of this M.O. and a monthly progress report shall be submitted to GCG until such has been completed;
8. The pertinent civil service, budgetary, accounting, auditing and other relevant laws, rules and regulations shall be complied with; and
9. Any further modification/s on the GCG-Approved Organization Structure and Staffing Pattern (OSSP) is/are prohibited unless otherwise approved by the GCG.

DONE, in the City of Makati, this 7th day of April, Two Thousand and Fourteen.



CESAR L. VILLANUEVA
Chairman



CESAR V. PURISIMA
DOF Secretary

021247



MA ANGELA E. IGNACIO
Commissioner



FLORENCIO B. ABAD
DBM Secretary



RAINIER B. BUTALID
Commissioner



**TOURISM PROMOTIONS BOARD (TPB)
Reorganization Plan
FY 2014**

I. MANDATE

By virtue of Republic Act (R.A.) No. 9593, the Philippine Conventions and Visitors Corporation was reorganized to Tourism Promotions Board which shall be 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 view of increasing tourist arrivals and tourism investment.

II. POWERS AND FUNCTIONS

Under R.A. No. 9593, the TPB has the following powers and functions:

1. Organize the TPB in a manner most efficient and economical for the conduct of its business and the implementation of its mandate;
2. Develop and implement a plan to market the Philippines as a premier tourist destination;
3. Direct and coordinate the resources and efforts of the government and the private sector in the tourism and allied fields for the full realization of the tourism plans and programs;
4. Develop and promote the Philippines as a center for international meetings, incentives, conventions, sports, medical tourism, and other special events;
5. Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products;
6. Contract loans, indebtedness and credit, and issue commercial papers and bonds, in any local or convertible foreign currency from international financial institutions, foreign government entities, and local or foreign private commercial banks or similar institutions under terms and conditions prescribed by law, rules and regulations;
7. Execute any deed of guarantee, mortgage, pledge, trust or assignment of any property for the purpose of financing the programs and projects deemed vital for the early attainment of its goals and objectives, subject to the provisions of the Constitution (Art. VII, Sec. 20, and Art. XII, Sec. 2, par. 4 and 5);

8. Receive donations, grants, bequests and assistance of all kinds from local and foreign governments and private sectors and utilize the same;
9. Extend loans through government banks and financial institutions, provide grants and other forms of financial assistance for manpower training, heritage preservation, infrastructure development, and other programs of the Department;
10. Obtain the services of local and foreign consultants, and enter into contracts locally and abroad in the performance of its functions; and
11. Perform all other powers and functions of a corporation.

III. CORPORATE STRATEGIC/BUSINESS PLAN

A. CHALLENGES

With the successful launch of the country's new tourism brand campaign, TPB's is now facing the challenge to ensure the sustained and successful operationalization thru the development and execution of creative and marketing campaign collaterals and other promotional materials. However, external factors might affect the tourism industry in the Philippines, i.e. market demand factors resulting from geo-political developments and unforeseen and uncontrollable natural events, on which TPB must face.

The product line and services of TPB are very specific to its mandate in the marketing and promotion of the Philippines as a tourism destination, internationally and domestically. For the private sector, TPB will be "complementing" or will have shared responsibilities through public-private sector partnerships. In TPB's mandate of ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs, the private sector as well as the LGUs will have to be ready to provide various creative and the production of collaterals and destination brochures. They should also be able to provide inputs to market intelligence and product information for tactical and strategic media placement initiatives for their respective areas of concern. Also, in partnership with the private sector, TPB may undertake the creation of subsidiaries in support of its marketing functions. For the LGUs, on the other hand, TPB will be to successfully adopt and implement the tourism development plan at their own levels.

DOT/TPB maintains active membership in major international travel and tourism organizations such as: the Pacific Asia Travel Association (PATA), ASEAN Travel Association (ASEANTA), International Congress and Conventions Association (ICCA), hence, it adheres and complies with the international policies, standards and industry definitions of the respective communities represented by these organizations. The TPB is moving towards digitalization, starting with a website that aims to be marketing-oriented especially in terms of providing updated information on partnership opportunities with our stakeholders, such as schedules of travel fairs, business and sales missions and other promotional events for

2014. The TPB is also increasing its international digital advertising exposure.

B. STRATEGIC DIRECTION

The TPB envisions an organizational system that will enable it to efficiently and economically carry out its mandate of formulating and implementing an integrated domestic and international promotions and marketing plan and program for the corporation, the department and the country. In order to achieve this goal, TPB will have to establish a Strategic Map which will serve as a guide in the attainment of TPB's vision, mission and corporate objectives within its available resources and time period. This will consider strategies in the attainment of objectives and strategies stated in the DOT's National Tourism Development Plan, 2011-2016 that is also consistent with NEDA's National Development Plan for 2011-2016.

TPB must also enhance the following strategic skills:

1. Marketing and promotion;
2. Events Management;
3. Business Development and Resource generation;
4. Corporate planning;
5. Tourism Investment;
6. Marketing Communications; and
7. Strategic and insightful interpretation and utilization of market intelligence information.

IV. ORGANIZATIONAL STRUCTURE

TPB's organizational setup involves modification of its structure under the DBM-approved structure reflecting the newly created, abolished, renamed, merged or consolidated, and upgraded offices/units from 30 to 28.

V. STAFFING PATTERN

The Organizational Restructuring modifies the staffing pattern to support TPB's mandate to market and promote the Philippines domestically and internationally as a major global tourism destination. The authorized staffing pattern represents a decrease of 39 positions (19%), from its current plantilla of 204 positions to 165 positions (inclusive of 15 coterminous positions to be abolished once vacated).

VI. FINANCIAL PLAN/ PROJECTION

1. NG Support. – TPB relies heavily on National Government subsidy to finance its operating expenses as well as its programs and projects. The TPB also manages the Tourism Promotions Fund mandated under R.A.

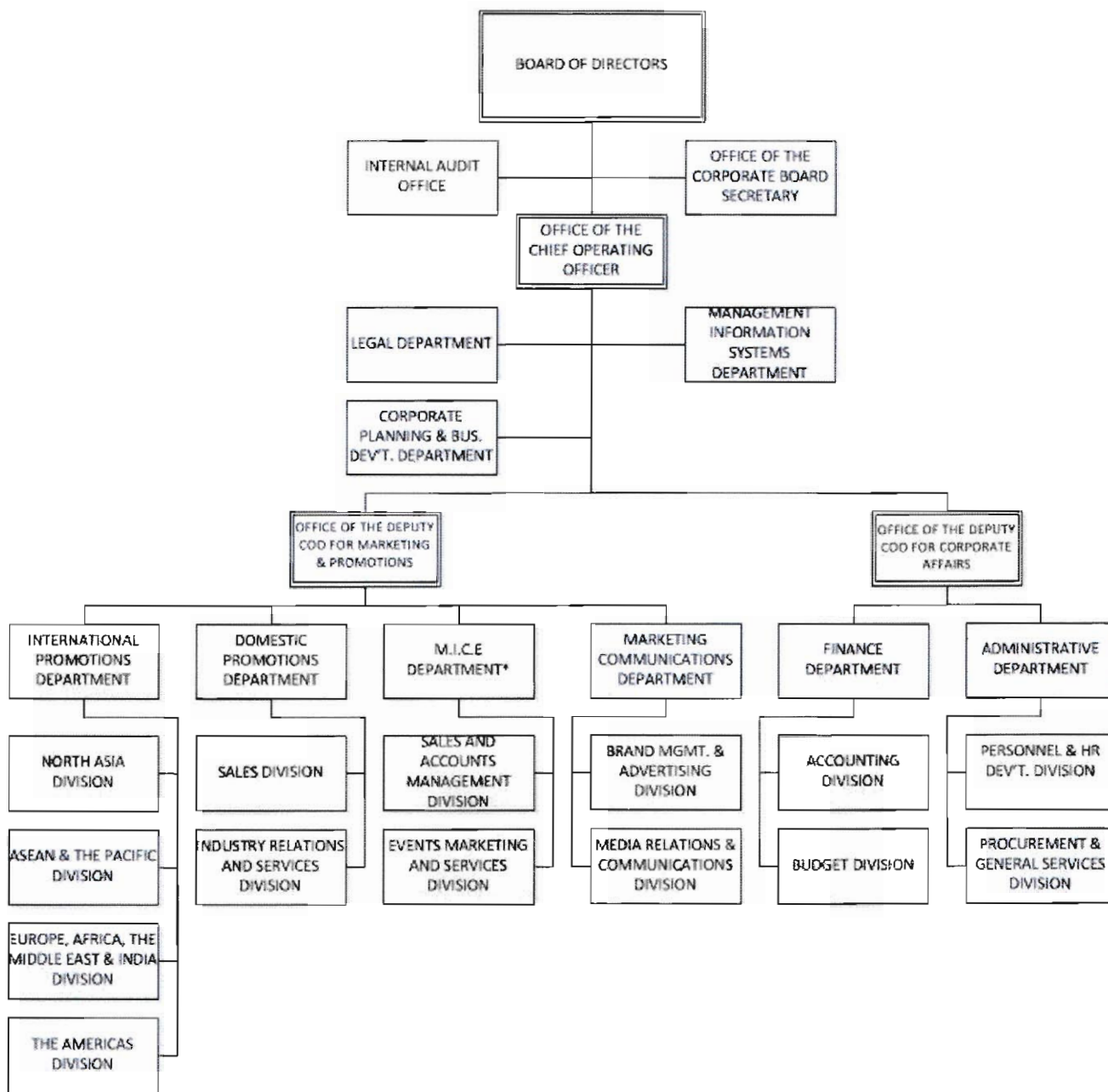
No. 9593 which will be used to finance the activities of the TPB. In 2013, TPB received ₱1.33 Billion Subsidy.

2. Historical Performance. – TPB's total assets grew by 142% over the period of 2009 to 2013 registering record high of ₱1.704 Billion in 2013 compared to ₱275 Million in 2012. The increase was due to the increase in cash brought about by the increase in NG subsidy starting 2012 but not fully utilized within the year, thus the excess in cash. The increase and retention of cash also resulted to the increase in net income driving the increase in retained earnings and consequently increased the net worth of the corporation from ₱208 Million in 2012 to ₱904 Million in 2013. Further, the increase in net worth for 2013 was also due to the release of TPB's capitalization amounting to ₱250 Million. The corresponding increase in the cash also brought the increase in liabilities for 2013 due to the recognition of unutilized subsidy as trust liability.
3. Financial Projections. – For 2014 to 2018, TPB expects its balance sheet to remain healthy. Within the 5 year period. TPB projects a constant ₱500 Million government subsidy and a yearly increase in the TPB's share from the national government's share on the net income of Duty Free Philippines Corporation, Philippine Amusement and Gaming Corporation, international airports and seaports as mandated under R.A. No. 9593.

Approved by:

CESAR L. VILLANUEVA
Chairman

**TOURISM PROMOTIONS BOARD
GCG APPROVED ORGANIZATIONAL STRUCTURE
FY 2014**



* Meetings, Incentives, Conventions, Events

Approved by:


CESAR L. VILLANUEVA
 Chairman

**TOURISM PROMOTIONS BOARD
GCG APPROVED STAFFING PATTERN
FY 2014**

No. of Position	Position Title	SG
OFFICE OF THE CORPORATE BOARD SECRETARY		
1	Board Secretary V	24
1	Agenda/Minutes Officer I	11
1	Driver II <u>b/</u>	4
3	Sub-total, OCBS	
Internal Audit Office		
1	Internal Auditor V	24
1	Internal Auditor IV	22
1	Internal Auditor II	15
3	Sub-total, IAO	
OFFICE OF THE CHIEF OPERATING OFFICER		
1	Chief Operating Officer	30
1	Executive Assistant IV <u>a/</u>	22
1	Executive Assistant II	17
1	Private Secretary I <u>a/</u>	11
1	Messenger <u>b/</u>	2
1	Driver II <u>a/</u>	4
6	Sub-total, OCOO	
Legal Department		
1	Attorney VI	26
1	Attorney IV	23
1	Attorney II	18
1	Legal Researcher	13
4	Sub-total, LD	
Corporate Planning and Business Development Department		
1	Department Manager III	26

No. of Position	Position Title	SG
1	Planning Officer V	24
1	Development Management Officer IV	22
1	Planning Officer III	18
1	Development Management Officer III	18
1	Development Management Officer II	15
1	Planning Officer II	15
7	Sub-total, CPBDD	
Management Information Systems Department		
1	Department Manager III	26
1	Information Technology Officer III	24
1	Information Technology Officer II	22
1	Information Systems Analyst III	19
1	Computer Maintenance Technologist III	17
1	Information Systems Researcher II <u>b/</u>	14
6	Sub-total, MISO	
23	TOTAL, OCOO	
OFFICE OF THE DEPUTY CHIEF OPERATING OFFICER FOR MARKETING AND PROMOTIONS		
1	Deputy Chief Operating Officer	28
1	Executive Assistant III <u>a/</u>	20
1	Messenger <u>b/</u>	2
1	Driver II <u>a/</u>	4
1	Public Relations Officer I <u>b/</u>	11
5	Sub-total, OACOOMP	
M.I.C.E Department		
1	Department Manager III	26
1	Secretary I <u>a/</u>	7
2		

No. of Position	Position Title	SG
Sales and Accounts Management Division		
1	Market Specialist V	24
1	Supervising Convention Services Officer	22
3	Senior Convention Services Officer	18
3	Convention Services Officer III	15
8		
Events Marketing and Services Division		
1	Project Development Officer V	24
1	Project Development Officer IV	22
3	Project Development Officer III	18
3	Project Development Officer II	15
8		
18	Sub-total, MD	
International Promotions Department		
1	Department Manager III	26
1	Secretary I <u>a/</u>	7
2		
North Asia Division		
1	Market Specialist V	24
1	Market Specialist IV	22
3	Market Specialist III	18
3	Market Specialist II	15
1	Clerk III <u>b/</u>	6
9		
ASEAN and the Pacific Division		
1	Market Specialist V	24
1	Market Specialist IV	22
3	Market Specialist III	18
3	Market Specialist II	15

No. of Position	Position Title	SG
1	Clerk III <u>b</u> /	6
9		
	Europe, Africa, the Middle East and India Division	
1	Market Specialist V	24
1	Market Specialist IV	22
3	Market Specialist III	18
3	Market Specialist II	15
8		
	The Americas Division	
1	Market Specialist V	24
1	Market Specialist IV	22
3	Market Specialist III	18
3	Market Specialist II	15
8		
36	Sub-total, IPD	
	Domestic Promotions Department	
1	Department Manager III	26
1	Secretary I <u>a</u> /	7
2		
	Sales Division	
1	Market Specialist V	24
1	Market Specialist IV	22
3	Market Specialist III	18
3	Market Specialist II	15
8		
	Industry Relations and Services Division	
1	Project Development Officer V	24
1	Project Development Officer IV	22
3	Project Development Officer III	18

No. of Position	Position Title	SG
3	Project Development Officer II	15
8		
18	Sub-total, DPD	
	Marketing Communications Department	
1	Department Manager III	26
1	Secretary I <u>a/</u>	7
2		
	Brand Management and Advertising Division	
1	Information Officer V	24
1	Information Officer IV	22
1	Advertising Officer III	18
2	Creative Arts Specialist III	18
1	Information Officer III	15
1	Creative Arts Specialist II	15
1	Artist-Illustrator III	11
8		
	Media Relations and Communications Division	
1	Public Relations Officer V	24
1	Public Relations Officer IV	22
2	Public Relations Officer III	18
2	Information Officer III	18
2	Information Officer II	15
1	Photographer III	10
9		
19	Sub-total, MCD	
96	TOTAL, OACOOMP	
OFFICE OF THE DEPUTY CHIEF OPERATING OFFICER FOR CORPORATE AFFAIRS		
1	Deputy Chief Operating Officer	28
1	Executive Assistant III <u>a/</u>	20

No. of Position	Position Title	SG
1	Driver II <u>a</u> /	4
1	Messenger <u>b</u> /	2
1	Records Officer I <u>b</u> /	10
5	Sub-total, OACOOCA	
	Finance Department	
1	Department Manager III	26
1	Secretary I <u>a</u> /	7
2		
	Budget Division	
1	Budget Officer V	24
1	Budget Officer IV	22
1	Budget Officer III	18
2	Budget Officer II	15
5		
	Accounting Division	
1	Financial and Management Officer II	24
1	Accountant V	22
1	Financial Analyst III	18
2	Financial Analyst II	15
1	Clerk III <u>b</u> /	6
6		
13	Sub-total, FD	
	Administrative Department	
1	Department Manager III	26
1	Secretary I <u>a</u> /	7
2		
	Personnel and Human Resources Development Division	
1	Human Resource Management Officer V	24
1	Human Resource Management Officer IV	22

No. of Position	Position Title	SG
1	Human Resource Management Officer III	18
1	Training Specialist III	18
1	Human Resource Management Officer II	15
1	Human Resources Management Assistant <u>b/</u>	8
6		
Procurement and General Services Division		
1	Administrative Officer V	24
1	Administrative Officer IV	22
1	Administrative Services Officer IV	18
1	Property Officer III	18
1	Cashier III	18
2	Administrative Services Officer III	15
1	Property Officer II	14
1	Cashier II	14
1	Buyer V	13
1	Property Custodian <u>b/</u>	8
2	Driver II <u>b/</u>	4
1	Messenger <u>b/</u>	2
14		
22	Sub-total, AD	
40	TOTAL, OACOOCA	
165 <u>c/</u>	<u>GRAND TOTAL</u>	

a/ Incumbents of position are coterminous with the Official being served
b/ Positions coterminous with the incumbent, to be abolished once vacated
c/ Inclusive of 15 affected positions. TPB is only authorized to fill 150 positions which correspond to the total number of position approved for the corporation.

Approved by:


CESAR L. VILLANUEVA
 Chairman

**TOURISM PROMOTIONS BOARD
FUNCTIONAL DESCRIPTION
FY 2014**

I. OFFICE OF THE CORPORATE BOARD OF DIRECTORS

Formulate policies, guidelines and programs to effectively implement and carry out the purposes and objectives of TPB.

A. OFFICE OF THE CORPORATE BOARD SECRETARY

- Prepare agenda and minutes of Board and Committee Meetings in consultation with the Chairperson and COO;
- Ensure that the minutes of meetings are accurately recorded, approved and attested;
- Serve as secretariat for all meetings of the Board;
- Ensure that the records of the Corporation are maintained as required by law and made available when required by authorized persons;
- Ensure that proper notification of Directors and Members' meetings is given as specified in R.A. 9593/IRR. It shall manage the general correspondence of the Board of Directors, except for such correspondence assigned to others; and
- Perform such other duties and responsibilities as may be assigned by the TPB Board of Directors and/or its Chairperson.

B. INTERNAL AUDIT OFFICE

- Ensure that all internal audit works are conducted in conformity with the standards of the internal audit practice;
- Conduct studies on any phase of management activity, survey work, and special assignment as may be instructed by the Board;
- Review and appraise the operations of the TPB's organizational units to determine the extent of compliance with established policies, systems, and procedures;
- Review work plans, accomplishments and status reports of the Corporation's projects and programs to determine whether results are consistent with established goals and objectives and whether the programs are implemented as planned;

- Formulate and implement performance indicators and standards related to financial and special audits;
- Review and analyze financial statements, reports of the TPB's organizational units, projects, programs, to ascertain the reliability and usefulness of accounting, financial, and statistical data / information;
- Appraise the effectiveness or economy with which money, manpower, property, and other agency assets and resources are utilized;
- Recommend improvements and corrective actions on operational deficiencies, deviations or variances from the programs / projects, targets and objectives; and
- Perform such other functions as may be delegated by the TPB Board of Directors.

II. OFFICE OF THE CHIEF OPERATING OFFICER

- Execute and administer the policies, programs and measures approved by the Board of Directors;
- Direct, manage, and supervise the operations of the Corporation and be responsible for the efficient and effective conduct thereof;
- Formulate the general work program of the Corporation and ensure its strict and timely implementation in accordance with its mandate and in the manner consistent with the Department of Tourism's strategy and policies;
- Represent the Corporation in all dealings with other government offices, agencies, and private organizations whether foreign or domestic, as may be authorized by the Board of Directors;
- Prepare and submit to the Board of Directors the annual budget and other supplemental budgets as exigencies demand;
- Prepare and submit to the Board of Directors the Annual Report including statements of finances covering the operations of the Corporation; and
- Perform such other duties and responsibilities as the Board of Directors may authorize.

A. CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT

- Prepare the TPB's corporate and business plan for approval of the Board;

- Monitor and evaluate implementation of programs to ensure compliance with the TPB's corporate plans;
- Conduct and acquire relevant studies, researches and interventions that will continually improve the Corporation's marketing knowledge and management capabilities;
- Formulate a comprehensive business plan for medium- and long-term operation for approval of the Board;
- Invite, evaluate and undertake business / marketing ventures that have business and revenue potential, and which are appropriate to the marketing and promotions mandate of the TPB, either on full ownership or in partnership with reputable business entities;
- Propose business innovations, pioneering programs, and "first-to-market" activities in order to create dynamic marketing opportunities and to develop emerging markets in coordination with the private sector;
- Conduct feasibility studies preparatory to engagement in business development activities that will generate new revenue streams for the Corporation;
- Initiate and negotiate local and foreign grants, donations and partnerships related to information, technology, expertise, and other exchanges significant to the Corporation;
- Establish and manage a central repository of materials that includes a library of books, media releases, publications, journals and research studies to service the Corporation and the public;
- Prepare the Corporation's Annual Report and other documents such as primers and operations manuals, in coordination with concerned TPB offices;
- Organize and document planning sessions and workshops, including visioning exercises within the TPB and/or among its stakeholders, if necessary, TPB Management Committee meetings and all other corporate meetings and discussions pertaining to the TPB operations
- Develop and implement a centralized records management (to include retention and disposal plan) and tracking system congruent with existing government rules and regulations;

- Develop and implement Corporate Social Responsibility (CSR) programs in cooperation with other offices;
- Establish proprietary rights for all revenue-oriented promotional and marketing initiatives developed by the Corporation;
- Secure sponsorships or partnerships for business ventures organized or conducted by the TPB;
- Institute and implement a monitoring and assessment tool/scheme to gauge and measure TPB's business development activities;
- Evaluate existing/operating business models vis-à-vis strategic directions per TPB mandate and standards; and
- Perform such other duties and responsibilities as may be assigned by the COO.

B. LEGAL DEPARTMENT

- Advise and assist the COO on all legal matters involving the Corporation;
- Review and finalize all issuances, circulars, and rules and regulations to be promulgated by the Corporation, as well as all legislative instruments wherein the Corporation is a party to;
- Prepare, review and notarize contracts, other legal instruments and/or documents, and local/international agreements wherein the Corporation is a party to;
- Maintain a compendium of international and local legislations, decrees and issuances relevant to tourism, as well as international and local agreements wherein the Corporation is a party to;
- Hear and investigate administrative cases involving employees of the Corporation and recommend appropriate action in accordance with applicable laws, rules and regulations;
- Represent the Corporation in proceedings before any judicial, quasi-judicial or administrative body/tribunal in coordination with the Office of Government Corporate Counsel (OGCC);
- Coordinate with relevant agencies on legal concerns affecting the Corporation; and

- Perform such other duties and responsibilities as may be assigned by the COO.

C. MANAGEMENT INFORMATION SYSTEMS (MIS) DEPARTMENT

- Responsible for the administration of a comprehensive management information system for the corporation that shall provide linkages relating to marketing, administrative and financial controls and provide technical support and services;
- Design and implement a comprehensive management information system with marketing revenue capability in coordination with the marketing units of the Corporation and aligned to the NTDP;
- Manage and maintain an interactive website designed to reach a wider cross section of consumers for the timely distribution of updated and relevant information;
- Identify, recommend and acquire new systems applications and business solutions that can assist in the planning and decision making process;
- Set Information Technology standards and policies within the Corporation;
- Plan, design and develop information systems to service the different units of the Corporation, and to provide linkages between and among them, as needed;
- Design an information system which shall be turned over to the offices concerned for content/data management;
- Monitor capability of end users on information systems and conduct training programs in coordination with HRD;
- Acquire a network management system that provides technical support and services related to maintenance, file security, repair and upgrading of IT equipment and applications;
- Provide other administrative/corporate technical support services; and
- Perform such other duties and responsibilities as may be assigned by the COO.

II. OFFICE OF THE DEPUTY COO FOR MARKETING AND PROMOTIONS

- Assist the COO in the implementation and execution of policies, rules, and regulations approved and adopted by the Board;
- Manage and implement a sustained, comprehensive and integrated marketing plan to promote the Philippines domestically and internationally as a major global destination in Asia for holidays, leisure, shopping, entertainment, cruise, adventure, medical travel, eco-tourism, agri-tourism, student exchange programs, cultural and heritage tours and other such markets / segments that are identified by the NTDP;
- Strengthen the Philippines' position as an ideal M.I.C.E. destination by providing bidding and liaison services; participating in M.I.C.E. related domestic and international trade fairs and sales missions; conducting M.I.C.E. related invitational programs; organizing industry development programs and establishing linkages with international associations;
- Participate in the market planning, product planning, and strategy formulation and follow through exercise for the respective destinations
- Implement the Corporation's marketing program by creating and launching new tourism packages through a series of product-market matching, and likewise provide market support to identified local destinations in coordination with the DOT Foreign and Regional Offices, LGUs and the private sector;
- Market and promote the Philippines internationally as a major destination for Meetings, Incentive Travel, Conventions, Exhibitions / Events (M.I.C.E) that targets high yielding tourists such as convention delegates, businessmen and corporate clients, generating increased revenues, business / investment opportunities as well as creating goodwill and positive publicity worldwide for the Philippines;
- Facilitate tourism investments in the Philippines by fostering co-operation with all relevant organizations, agencies and private entities in its tourism investment-related undertakings and ventures;
- Manage and administer the various units under the Marketing and Promotions Sector, namely: International Promotions Department, Philippines Department, M.I.C.E. Department, and Marketing Communications Department;
- Consult and coordinate closely with all concerned DOT offices and provide feedback for future marketing and promotions planning purposes; and
- Perform such other duties and responsibilities as may be assigned by the COO.

A. INTERNATIONAL PROMOTIONS DEPARTMENT

- Implement promotional and marketing campaigns geared towards the general tourism traffic with specific emphasis on their respective regions;
- Develop and coordinate program and activities in promoting and attracting investment and capital formulation for tourism infrastructure development and services;
- Liaise with foreign wholesalers, foreign consumers, tourism investors and foreign media;
- Perform such other duties and responsibilities as may be assigned by the Deputy COO for Marketing and Promotions:
 1. **NORTH ASIA DIVISION;**
 2. **ASEAN & THE PACIFIC DIVISION;**
 3. **EUROPE, AFRICA, THE MIDDLE EAST & INDIA DIVISION;**
 4. **THE AMERICAS DIVISION;**

These divisions shall perform the following major functions addressed to their designated markets:

Sales and Marketing Functions

- Implement the Corporation's marketing projects/programs; gathering market intelligence and research data on the relevant profiles of select target segments;
- Monitor and evaluate travel trends and competitive activities in the respective markets;
- Implement an aggressive sales and marketing campaign based on the continuous development of packages that match identified tourism products with key geographic markets;
- Recommend alternative marketing and promotional programs to be undertaken in target markets and prioritize marketing efforts and budget allocation thereof;
- Identify and adopt new marketing tools in the development of programs;

- Spearhead arrangements for participation in travel trade and consumer fairs, business and sales missions and road shows;
- Represent the Corporation in international travel industry events;
- Initiate invitational programs and familiarization tours for travel trade, media and other influential personalities;
- Participate in regular market planning and strategy formulation workshops with the DOT Foreign and Regional Offices and the private sector;
- Undertake strong alliances with key tourism industry partners to identify and implement new initiatives and cooperative undertakings that will strengthen the promotion of the Philippines; and
- Maintain a database and pursue active travel trade accounts, and regularly network with industry and non-industry stakeholders.

Tourism Investment Promotions Functions

- Encourage foreign direct investments in tourism and related services, in coordination with concerned government and private entities, through the following means, among others:
 - Undertake investment sales presentations;
 - Initiate, plan and manage investor workshops;
 - Initiate, plan and manage outgoing and incoming investment missions;
- Initiate, plan and manage trade attendance to investment exhibitions, conferences and congresses, locally and internationally;
- Initiate, plan and manage partnership support programs with domestic enterprises and/or business associations;
- Establish a databank in coordination with TIEZA of entities and establishments (areas for investments) that shall require promotion support to investment plans, initiatives, projects and undertakings;

- Determine markets to effectively organize tourism investment sales missions (such as road shows to sell tourism products, among others);
- Develop tourism investment and information campaign, to include the production and dissemination of promotional and informational materials such as investment bulletins, investment kits, print and AV materials in coordination with the Marketing Communications Department;
- Extend support/assistance to government and private entities on exploring international business and investment opportunities, in forging new investments and in building the necessary partnerships to expand and promote the country's international investment;
- Coordinate with the TIEZA and BOI in the service of incoming tourism investment missions; and
- Perform such other duties and responsibilities as may be assigned by the Manager for International Promotions Department.

B. DOMESTIC PROMOTIONS DEPARTMENT

- Develop and implement aggressive marketing strategies with the main objective of attracting, encouraging, increasing and sustaining domestic travel businesses nationwide in strategic partnership with local industry suppliers;
- Initiate programs that encourage and support the aggressive participation of local government units / destinations in domestic and international marketing activities participated / organized by the corporation;
- Organize private-public initiatives in promoting local tourism products and services through the implementation of domestic programs/activities, package tours, special fares, sales calls, product updates, etc.;
- Create, implement and support new high impact events designed to attract international niche markets;
- Maintain a current and updated database of nationwide tourism offerings, including special promotions, programs, incentives and etc.

- Provide logistical support to familiarization and invitational programs in coordination with all marketing groups;
- Produce promotional and information materials specific to domestic market in coordination with the Marketing Communications Department; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Domestic Promotions Department.

1. SALES DIVISION

- Create and implement sales and promotional schemes and activities aimed at attracting M.I.C.E. business from around the world;
- Attract, promote and facilitate the hosting of international, regional and national events, conferences, exhibitions, and other special events in selected destinations within the country;
- Coordinate with, encourage, and assist local associations, organizations and corporations to bid for international meetings, conventions, exhibitions and large-scale events;
- Maintain a database and pursue active leads and bids for M.I.C.E. events, and regularly network with industry and professional associations, organizations, and other entities to support and strengthen their planning and bidding capabilities;
- Initiate, support and present Philippine bids as well as undertake attendance promotion campaigns, in target cities worldwide for specific M.I.C.E. events;
- Initiate invitational programs and site inspection trips for international associations and corporate executives, as well as meeting / incentive planners;
- Conduct market intelligence activities specific to the M.I.C.E. industry in coordination with appropriate offices;
- Produce promotional and information material specific to the Philippine M.I.C.E. industry in coordination with the Marketing Communications Department;

- Work closely with select DOT Overseas and Regional Offices for overseas and regional M.I.C.E activities; and
- Perform such other duties and responsibilities as may be assigned by the Manager for M.I.C.E. Department.

2. INDUSTRY RELATIONS AND SERVICES DIVISION

- Provide assistance to local events/festivals that are deemed to have major international significance;
- Initiate and coordinate LGU-wide adoption and implementation of domestic tourism advocacy campaigns;
- Provide and strengthen marketing support to selected destinations for international promotions in coordination with DOT Office of Product Development (OPD), DOT Regional Offices and LGUs;
- Participate in and/or support national industry trade fairs and exhibitions;
- Undertake an aggressive campaign to encourage industry-wide participation in and support of TPB's marketing programs;
- Prepare tourism stakeholders and LGUs for participation in international marketing activities in cooperation with DOT Regional Offices and private stakeholders;
- Manage and maintain the linkage of TPB with its members and all industry stakeholders through the regular distribution of tourism information materials and/or TPB newsletter/s that will keep them abreast of tourism developments;
- Formulate a Membership Benefits Package which will provide non-fiscal incentives and privileges to members that will directly and positively impact on members' businesses; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Domestic Promotions Department.

C. METINGS, INCENTIVES, CONVENTIONS, EVENTS (M.I.C.E.) DEPARTMENT

- Plan, direct and implement a sales and promotions program that will strengthen the Philippines' position as an ideal destination for international meetings, incentives, conventions and exhibitions / events (M.I.C.E) by providing bidding and liaison services; participating in M.I.C.E. related domestic and international trade fairs and sales missions; organizing industry development programs and establishing linkages with international associations;
- Liaise with associations and corporate executives, incentive travel planners and organizers, convention, exhibition and event organizers, and destination management companies;
- Represent the Philippines in both local and international associations and organizations relevant to the M.I.C.E. industry; and
- Perform such other duties and responsibilities as may be assigned by the Deputy COO for Marketing and Promotions.

1. SALES AND ACCOUNTS MANAGEMENT DIVISION

- Create and implement sales and promotional schemes and activities aimed at attracting M.I.C.E. business from around the world;
- Attract, promote and facilitate the hosting of international, regional and national events, conferences, exhibitions, and other special events in selected destinations within the country;
- Coordinate with, encourage, and assist local associations, organizations and corporations to bid for international meetings, conventions, exhibitions and large-scale events;
- Maintain a database and pursue active leads and bids for M.I.C.E. events, and regularly network with industry and professional associations, organizations, and other entities to support and strengthen their planning and bidding capabilities;
- Initiate, support and present Philippine bids as well as undertake attendance promotion campaigns, in target cities worldwide for specific M.I.C.E. events;
- Initiate invitational programs and site inspection trips for international associations and corporate executives, as well as meeting / incentive planners;

- Conduct market intelligence activities specific to the M.I.C.E. industry in coordination with appropriate offices;
- Produce promotional and information material specific to the Philippine M.I.C.E. industry in coordination with the Marketing Communications Department;
- Work closely with select DOT Overseas and Regional Offices for overseas and regional M.I.C.E activities; and
- Perform such other duties and responsibilities as may be assigned by the Manager for M.I.C.E. Department.

2. EVENTS MARKETING AND SERVICES DIVISION

- Create, implement and support new, high-impact conferences, exhibitions and events, both local and international, that project the Philippines as a destination for M.I.C.E activities;
- Assist international and regional events that are scheduled to be hosted in the Philippines, as engaged / endorsed by the Sales and Accounts Management Division, among others;
- Provide technical assistance to international and local organizers of booked conventions, congresses, meetings, incentive travel programs and all other events in planning, programming, budgeting, attendance promotions, event management and implementation;
- Undertake the developmental and educational programs designed to upgrade skills and to professionalize conventions/meetings, events and incentive services through its membership and affiliation with international organizations specializing in the needs of the meetings and incentive travel industries;
- Prepare the appropriate attendance promotions plan for specific M.I.C.E. events that are being handled and organized by the Corporation, in cooperation with government and private sector stakeholders, particularly those who are directly involved in the event;
- Act as the liaison office / secretariat for select international expositions, sporting events, cultural activities and the like

that the Corporation will be required to spearhead from time to time; and

- Perform such other duties and responsibilities as may be assigned by the Manager for M.I.C.E. Department.

D. MARKETING COMMUNICATIONS DEPARTMENT

- Create a comprehensive short-, medium-, and long-term marketing communication strategy and tactics for the Philippines as a destination for travel, M.I.C.E, business and tourism investments;
- Conceptualize and oversee the implementation of a PR and Publicity plan to project a positive image of the Corporation;
- Develop marketing campaigns and produce marketing and sales materials, e-marketing, and other related marketing support services for all the departments;
- Institute a mechanism for “crisis” response to and action on the markets in times of sudden and unforeseen events that impact (positively or negatively) on the Corporation’s marketing efforts;
- Integrate the use of various marketing tools—Advertising, Public Relations, Events and Exhibitions, Sales Promotions, Social Media, Packaging and Designs, Internal and External Communications—for an effective allocation of resources with inputs coming from the other Departments;
- Adopt marketing instruments and tools that may be used to evaluate and achieve the desired promotional mileage;
- Identify, establish and maintain mutually beneficial relationships between the Corporation and the public;
- Assist all Departments in identifying market media in the local, national and regional level where resources must be focused; and
- Perform such other duties and responsibilities as may be assigned by the Deputy COO for Marketing and Promotions.

1. BRAND MANAGEMENT AND ADVERTISING DIVISION

- Conceptualize and develop the country’s brand identity for tourism highlighting its unique features—natural scenic attractions, people and culture;

- Develop a “Brand Identity Manual” to ensure common visual standards for the use of logos, typefaces, colors, slogans, etc.;
- Safeguard brand consistency in the implementation of marketing activities and brand application in various advertising tools and communication platforms;
- Provide creative designs and concepts for marketing tools such as exhibit booths, collateral and promotional materials;
- Coordinate and facilitate production of collateral and promotional materials, digital and tri-media advertising materials and the like;
- Prepare and implement the approved media plans;
- Initiate tie-ups/joint advertising with private/government sectors to implement tri-media exposure of the tourism brand;
- Evaluate advertising opportunities locally and internationally that are cost-effective and aligned to the approved marketing plan;
- Conduct field researches to provide necessary background for the concepts and design of advertising materials;
- Ensure the timely production and distribution of all collateral materials in coordination with the Administrative Department;
- Monitor and evaluate promotional mileage and activation of all ad placements such as print, broadcast, digital and other new media;
- Maintain and update a library of images, raw footages, AVPs, TVCs and all collateral and promotional materials produced; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Marketing Communications Department.

2. MEDIA RELATIONS AND COMMUNICATIONS DIVISION

- Generate local and international publicity that capitalizes on the country's unique products, service offerings, sales promotions, events and exhibitions, and accomplishments;
- Monitor all communications channels to include social media sites and respond in a timely and responsible manner;
- Conduct press conferences and press blitzes and initiate media invitational programs;
- Manage crisis communications;
- Monitor and compile all press and news articles on the Philippines;
- Prepare and implement a PR and Publicity plan to project a positive image of the Corporation;
- Prepare all official statements of the Corporation;
- Prepare and ensure distribution of press releases of all projects handled by the Corporation;
- Maintain and manage media database;
- Provide content to the official website in coordination with respective departments;
- Provide documentation and coverage of major and special projects of the Corporation;
- Integrate advocacy and CSR programs into the overall publicity campaign of the Corporation; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Marketing Communications Department.

IV. OFFICE OF THE DEPUTY COO FOR CORPORATE AFFAIRS

- Develop a system that adheres to international standards on transparency, accountability and efficiency in the delivery of services;
- Assist the COO in the implementation and execution of policies, rules and regulations approved and adopted by the Board;

- Manage and administer the various units under the Corporate Affairs Sector, namely: Administrative Department and Finance Department;
- Assist the COO in all matters related to finance, human resources and physical assets management;
- Perform such other duties and responsibilities as may be assigned by the COO.

A. FINANCE DEPARTMENT

- Ensure the maximum utilization of Corporate funds;
- Ensure sufficient funding support of the Corporation's activities in consonance with established priorities based on the approved work program by the Board;
- Institute adequate control measures in the utilization of funds and resources without hampering operations;
- Advise the COO through the DCOO regarding the financial situation of TPB specifically on matters pertaining to its financial efficiency, profitability, and solvency;
- Supervise and direct the performance of the Budget and Accounting Divisions;
- Coordinate with COA for the timely release of the Corporation's audited financial statements; and
- Perform such other duties and responsibilities as may be assigned by the Deputy COO for Corporate Affairs.

1. ACCOUNTING DIVISION

- Provide technical expertise and assistance to management relative to the proper disbursement of funds;
- Analyze financial statements; prepare and submit financial reports, including special reports to management and other government agencies;
- Ensure the timely collection of revenues and receipts of the Corporation and remittance of mandatory contributions and taxes;
- Ensure that all accounting records, books of accounts, financial statements and reports for all types of funds and

transactions reflect accurate financial information required in compliance with accounting and auditing rules and regulations;

- Issue certificate of availability of funds for all transactions of TPB;
- Process claims for payments and ensure such claims comply with appropriate government rules and regulations;
- Ensure the timely liquidation of cash advances, and properly settle COA suspensions and disallowances
- Prepare and analyze bank statements and sub-periodic reconciliation statements covering financial transactions of the Corporation to include its field offices; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Finance Department.

2. BUDGET DIVISION

- Allocate sufficient financial resources in support of approved programs and projects of the Corporation;
- Formulate, recommend and update policies, guidelines, systems and procedures in the budget preparation for each of the Corporation's organizational units
- Review and prepare the Corporation's Annual Work and Financial Plan to ensure efficient programming and utilization of funds;
- Control allotments and appropriations released for regular expenses in accordance with the approved budget and work program of the Corporation;
- Monitor the utilization of funds and implementation of planned programs, projects and activities in coordination with the Office of Internal Audit;
- Conduct periodic reconciliation of funds commitment vis-à-vis the obligation to preclude discrepancies; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Finance Department.

B. ADMINISTRATIVE DEPARTMENT

- Provide quality business environment and administrative support services for the efficient operations of the Corporation;
- Provide the Corporation with services relating to personnel and human capital management, supplies and equipment procurement, maintenance services and other related administrative functions; and
- Perform such other duties and responsibilities as may be assigned by the Deputy COO for Corporate Affairs.

1. PERSONNEL AND HUMAN RESOURCES DEVELOPMENT DIVISION

- Assist and advise Management on policies relative to personnel and human resources development;
- Develop and implement a human capital management plan;
- Implement the Gender and Development (GAD) Program per relevant issuances;
- Develop and administer a personnel program which shall include recruitment, selection and placement, compensation and benefits, attendance and leave administration, and other personnel services;
- Monitor and act on all matters concerning appointments, promotions, transfers, reassignment, and other personnel actions/transactions, in accordance with existing CSC, DBM, GCG and COA rules and regulations and other issuances;
- Coordinate with the Corporate Planning Office relative to the implementation of a performance evaluation system in accordance with existing CSC rules and regulations;
- Advise management and supervisors on matters involving employer-employee relations and morale, and to employees on their rights and obligations to the Corporation and the public;
- Maintain an inventory of personnel skills and a comprehensive record on all personnel;

- Liaise with other government and private entities on matters pertaining to personnel administration and development; and
- Perform such other duties and responsibilities as may be assigned by the Manager for Administrative Department.

2. PROCUREMENT AND GENERAL SERVICES DIVISION

- Prepare the Annual Procurement Plan based on the requirements of the Corporation in coordination with the Budget Division;
- Develop and administer an efficient, economical and effective property and supply management program in accordance with government prescribed standards, rules and regulations;
- Ensure transparent procurement of office equipment, supplies and materials, spare parts, and the like in collaboration with the Bids and Awards Committee (BAC) as governed by R. A. 9184, otherwise known as the "Government Procurement Reform Act";
- Identify insurable fixed assets and ensure their coverage;
- Coordinate with the Finance Department and the Internal Audit Office regarding the inspection of purchased materials, supplies, equipment and vehicles;
- Conduct periodic inspection and inventory of existing supplies and equipment and reconcile records with the Accounting Division;
- Maintain a centralized inventory of promotional materials and giveaways that are produced by the Corporation through its Marketing Offices;
- Handle dissemination of promotional materials and giveaways in accordance with the approved distribution scheme;
- Develop and administer a continuing maintenance and improvement/upgrading program for office space, facilities, vehicles, equipment as well as security and safety programs and measures;

- Provide the communication, transportation, security, janitorial, mailing, courier and shipment services of the Corporation;
- Perform the cashiering functions of the Corporation;
- Ensure the timely deposit of all collections to the bank;
- Safeguard certificates of ownership or titles to the land and other documentary evidences on real property owned by/belonging to the Corporation; and
- Perform such other functions as may be assigned by the Manager for Administrative Department.

Approved by:



CESAR L. VILLANUEVA
Chairman