 TPB PHL <small>TOURISM PROMOTIONS BOARD PHILIPPINES</small>	<p style="text-align: center;">QUALITY MANUAL</p> <p style="text-align: center;">SECTION 4 :</p> <p style="text-align: center;">CONTEXT OF TPB</p>	Documented Information Code	TPB-QM-04
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4.1 Understanding TPB as an Organization and its Context

TPB determines its external issues revolving around political, economic environment in local, national and international markets, social, technological, legal, environmental, market and competition. It also determines its internal issues related to values, culture, organizational knowledge, performance in terms of TPB's system, process, infrastructure and people that are relevant to TPB's mission, vision, mandate and its strategic direction that affect its ability to achieve the intended results of its Quality Management System.

These are described in the TPB's Context-Strategic Risk and Opportunities Matrix. Information related to these issues are monitored and reviewed during planning and Management Review about these external and internal issues by TPB's Corporate Management Risk and Review Committee.

4.2 Understanding the Needs and Expectations of TPB's Interested Parties


TPB acknowledges that interested parties can affect its ability to consistently provide products and services that meet stakeholders and applicable legal requirements. Thus, TPB determines the requirements, meets and expectations of the interested parties relevant to its Quality Management System and to the achievement of the organizational goals and objectives. Action plans are formulated by the management to address these requirements, needs and expectations and the information related to these are monitored and reviewed during planning and Management Review by TPB's Corporate Management and Risk Review Committee.

Relevant Documented Information	
SPM-06	Risk Identification, Evaluation and Control
QF-SPM-06-01	TPB's Context – Strategic Risk and Opportunities Matrix
QOM-OCOO-01	Management Review

4.3 Determining the scope of the Quality Management System

TPB has determined the boundaries and applicability of its Quality Management System considering its context, the requirements needs and expectations of the relevant interested parties and tourism marketing and promotion services.

The Quality Management System scope of TPB is **“Design, development and provision of Philippine tourism marketing and promotion services”**.

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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) Deputy Chief Operating Officer for Marketing and Promotions
- h) International Promotions Department
- i) Domestic Promotions Department
- j) Meetings, Incentives, Conventions, Exhibitions and Events Department
- k) Marketing Communications Department
- l) Deputy Chief Operating Officer for Corporate Affairs
- m) Finance Department
- n) Administrative Department

Applicability of TPB's Quality Management System

The ISO 9001:2015 Quality Management System requirements are applicable to TPB except the following:

ISO 9001:2015 Requirement	Justification
<p style="text-align: center;">7.1.5.2</p> <p style="text-align: center;">Measurement Traceability</p>	<p>TPB does not use any monitoring and measuring equipment in the delivery of its services, thus, it does not need to address and comply with this clause/requirement.</p> <p>Note: The temperature setting of airconditioning units of MISD is for reference only and does not require any</p>

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specific accuracy requirement. It is just an operational requirement to provide a temperature setting as airconditioning units do. Thus, calibration is not required.

4.4 Quality Management System and its Processes

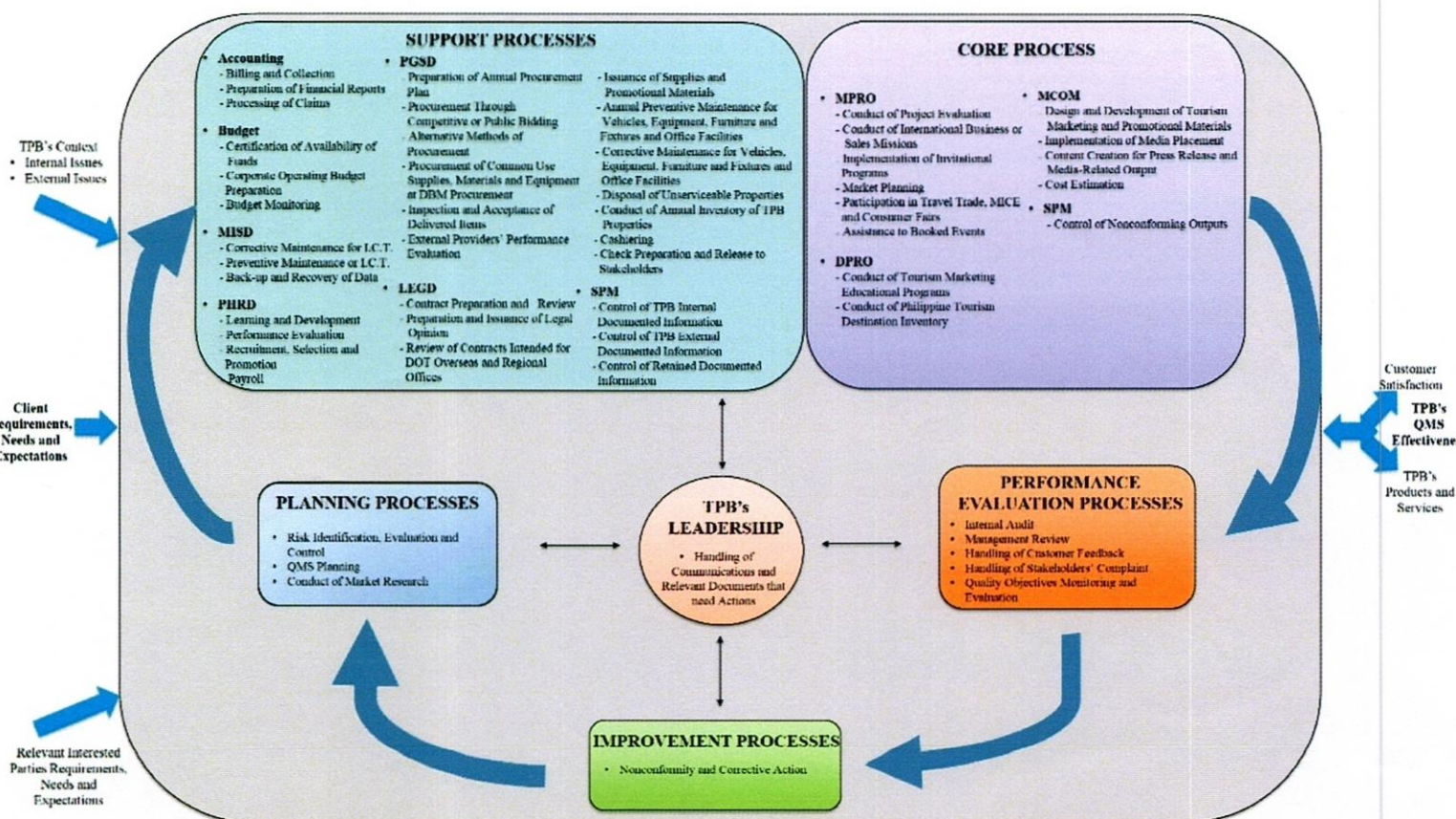
4.4.1 The TPB has established its Quality Management System described in Figure 1 (Section 4, Page 4). It implements, maintains and continually improves the effectiveness of its Quality Management System in accordance with the requirements of ISO 9001:2015.

The TPB has:

- determined the required process inputs and expected outputs;
- determined the process sequence and interaction;
- determined and applied the criteria and methods needed to ensure that both the operation and control TPB processes are effective;
- ensured the availability of resources and information necessary to support the operation and monitoring of its processes;
- assigned the responsibilities and authorities for these processes
- continually formulating control plans to address risk and opportunities;
- periodically monitoring, measuring, analyzing and evaluating processes and implementing any changes needed to ensure that these processes achieve the intended results and
- continually improving the processes and the Quality Management System.

4.4.2 TPB has documented its Quality Management System to extent necessary. It maintains documented information to support the operation of its processes and retains records to have confidence that the processes are being carried out as planned.

Figure 1
TPB Business Process Diagram
(Describes the Interaction of TPB QMS Processes)



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