

8.1 Operational Planning and Control

The Tourism Promotions Board (TPB) plans, implements and control the Quality Management System processes to realize its mandate, mission, vision and organizational goals. Planning the processes for the realization of service quality include the determination of requirements for the delivery of products and services and the establishment of process and acceptance criteria of the product and services. Resource planning is carried out to achieve conformity to the product and service requirements. Process controls are established and implemented in accordance with the criteria to ensure achievement of planned results. Relevant documented information are maintained and retained to demonstrate that Quality Management System processes are carried out as planned and conformity of the product and services of requirements is demonstrated.

The output of the operational planning is defined in the Work Programs of the operating units. Whenever unintended changes are to be carried out in the Work Programs, consequences are reviewed and actions are taken to mitigate any adverse effect, if any.


TPB exercises controls over the outsourced processes related to development of tourism campaign and production of media content such as advertisement placement on TV, radio, print, out-of-home and digital campaign. Controls are defined in the terms of reference, contracts or memorandum of agreements.

8.2 Requirements for Products and Services

8.2.1 Customer Communication

The TPB determines and implements effective arrangements for communicating with customers in relation to:

- a) information relating to TPB's products and services;
- b) enquiries and contracts, including amendments;
- c) customer feedback, including customer complaints;
- d) handling or controlling customer property; and
- e) specific requirements for contingency actions, whenever relevant.

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| Relevant Documented Information | |
|---------------------------------|--------------------------------------|
| SPM-07 | Handling of Stakeholders' Complaints |
| SPM-08 | Handling of Customer Feedback |
| QOM-LEGD-01 | Contract Preparation and Review |

8.2.2 Determining the Requirements for Products and Services

The TPB determines the requirements specified by the customers (stakeholders, partners, clients) including implied requirements considered necessary to the product / service specified, applicable statutory /regulatory requirements and any additional requirements considered necessary by TPB in order to provide the highest quality of product / service that meets the customers' expectations and needs in line with TPB's mandate.

8.2.3 Review of the Requirements for Products and Services

8.2.3.1 The TPB reviews customer requirements to ensure that these are within TPB's mandate. This review is conducted prior to the TPB's commitment to supply the services to customers (clients and/or stakeholders).

TPB ensures that

- a) requirements, needs and expectations specified by the customer are clearly defined, including the delivery and post-delivery activities; the defined requirements are incorporated in a Memorandum of Understanding or Memorandum of Agreement or similar legal instruments;
- b) implied requirements of customer are determined and met;
- c) internal requirements of TPB are conformed to;
- d) applicable statutory and regulatory requirements to the products and services to be delivered are complied with;
- e) differing requirements from those previously expressed are resolved.

Where the customer / client provide no documented statement of its requirements, the TPB confirms these requirements prior to acceptance.

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8.2.3.2 Appropriate documented information of the results of the review and actions arising from the review and new requirements for products and services of TPB are retained by the concerned office.

8.2.4 Changes to Requirements for Products and Services of TPB

Where service requirements are changed, the TPB ensures relevant documented information are amended and changes are properly communicated to concerned personnel or offices.

8.3 Design and Development of Tourism Marketing and Promotions Services


8.3.1 General Requirements

TPB has established, implements and maintains design and development processes related to tourism marketing and promotion services that is appropriate to the mandate of the agency.

8.3.2 Design and Development Planning

In determining the stages and controls for design and development, TPB considers the following:

- the nature, duration and complexity of the design and development activities;
- the required process stages, including applicable design and development reviews;
- the required design and development verification and validation activities;
- the responsibilities and authorities involved in the design and development process;
- the internal and external resource needs for the design and development of products and services;
- the need to manage the interfaces between different groups involved in design and development to ensure effective communication and clear assignment of responsibility.
- the need for involvement of customers and users in the design and development process;
- the requirements for subsequent provision of TPB products and services;

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- i) the level of control expected for the design and development process by customers and other relevant interested parties;
- j) the documented information needed to demonstrate that design and development requirements have been met.

8.3.3 Design and Development Inputs

Inputs relating to product and service requirements are determined and documented information are retained. These inputs include:


- a) functional and performance requirements;
- b) information derived from previous similar design and development activities;
- c) applicable statutory and regulatory requirements,
- d) standards that TPB has committed to implement; and
- e) potential consequences of lapses or failure due to the nature of the products and services.

The inputs are reviewed for adequacy ensuring requirements are complete, unambiguous and not in conflict with each other. Conflicting design and development inputs are resolved. TPB retains documented information on design and development inputs.

8.3.4 Design and Development Controls

At suitable stages, systematic reviews of design and development are performed by TPB in accordance with planned arrangements. It ensures:

- a) the results to be achieved are defined;
- b) reviews are carried out to evaluate the ability of the results of design and development to meet requirements; participants in such reviews shall include representatives of functions concerned with the design and development stage(s);
- c) verifications are performed in accordance with planned arrangements to ensure that the design and development outputs have met the design and development input requirements;

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- d) design and development validation are performed in accordance with planned arrangements to ensure that the resulting service quality of products is capable of meeting the requirements for the specified application or intended use, where known. Wherever practicable, validation are completed prior to the implementation of the service.
- e) problems are identified during the reviews and verification or validation activities are addressed with necessary actions; and
- f) documented information on the results of review, verification and validation activities are retained,.

8.3.5 Design and Development Outputs

TPB ensures that outputs from design and development are:

- a) meeting the design input requirements;
- b) adequate for the subsequent processes for the provision of products and services;
- c) including the monitoring and measuring requirements, as appropriate, and acceptance criteria; and
- d) specify the characteristics of the products and services that are essential for their intended purpose.


TPB retains documented information on design and development outputs.

8.3.6 Design and Development Changes

TPB identifies, reviews and controls design changes on tourism marketing and promotion services made during, or subsequent to, the design and development activities. To the extent necessary, it ensures that there is no adverse impact on conformity to applicable service requirements.

TPB retains documented information on:

- a) design and development changes on tourism marketing and promotion services;
- b) the results of reviews;

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- c) the authorization of the changes;
- d) the actions taken to prevent adverse impacts.

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| QOM-MCOM-01 | Design and Development of Tourism Marketing and Promotional Materials |

8.4 Control of Externally Provided Processes, Products and Services

8.4.1 General Requirements

The TPB ensures that externally provided processes, goods and services conform to specifications or specified requirements and comply with Republic Act 9184, known as the “Government Procurement Reform Act”.

TPB applies appropriate controls to external providers of procured processes, goods and services depending on their effects on the service realization of TPB.

TPB evaluates, selects, monitors the performance and re-evaluates external providers to ensure that TPB requirements are met. Criteria for selection and evaluation of external providers are defined. These controls are applied to external providers when:


- a) processes, goods and services are incorporated into TPB’s own tourism marketing and promotional materials and services;
- b) tourism marketing and promotional materials and services are provided directly to the customer(s) on behalf of TPB;
- c) a process, or part of a process, is outsourced as a result of a decision by TPB Management.

TPB retains documented information of these activities and any necessary actions arising from the evaluations.

8.4.2 Type and Extent of Control

TPB ensures that externally provided processes, goods and services do not adversely affect the TPB’s ability to consistently deliver quality tourism marketing and promotion service to its customers.

TPB ensures:

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- a) outsourced processes remain within the control of its Quality Management System;
- b) defined controls are applied to the external providers and to their outputs delivered to TPB;
- c) external providers' impact to TPB's ability to consistently meet customer and applicable statutory and regulatory requirements is reviewed, including the effectiveness of controls applied to them;
- d) verification and validation activities are carried out to ensure external providers are meeting TPB requirements.

8.4.3 Information for External Providers

TPB determines the adequacy of its requirements from the external providers prior to communication to them. It ensures TPB requirements on outsourced processes, procured goods and services, approval of goods and services, methods and equipment to be used, if any, the manner of releasing of goods and services to TPB, competence and qualification of external providers' personnel, required interactions with TPB is communicated clearly and in a timely manner. Likewise, the external providers are informed of the controls and monitoring activities to be carried out to ensure they maintain TPB requirements. In case verification or validation activities are necessary to be carried out in the premises of the external providers, TPB communicates such requirements.

Tourism Promotions Board ensures the adequacy of specified requirements contained in the procurements documented information such as Purchase Order, contract, or terms of reference prior to their release to external providers.

8.5 Production and Service Provision

8.5.1 Control of Production and Service Provision

The TPB established procedures and work instructions to ensure that all features of its products and services are carried out under specified process-controlled manner to maintain desired quality services and ensure customer satisfaction.

The TPB plans and carries out tourism promotions and marketing activities under controlled conditions. These include the following:

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- a) clearly define the tourism marketing and promotion services TPB will deliver;
- b) establish suitable procedures and work instructions;
- c) ensure the availability and use of suitable monitoring and measuring resources;
- d) conduct of monitoring and measurement activities, as appropriate;
- e) ensure the implementation of monitoring and measurement activities at appropriate stages to verify that established criteria for control of processes or outputs, and acceptance criteria for tourism marketing and promotion services, have been fulfilled;
- f) use of suitable infrastructure and environment for the operation of the Quality Management System processes;
- g) appoint or designate competent personnel, considering any required qualification;
- h) validate, and periodically revalidate the ability of the Quality Management System processes to achieve planned results in the service provision, where the resulting output cannot be verified by subsequent monitoring or measurement;
- i) implement appropriate actions to prevent human error; and
- j) implement release, delivery and post-delivery activities.

| Relevant Documented Information | |
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| SPM-03 | Control of Nonconforming Outputs |
| SPM-04 | Internal Quality Audit |
| SPM-05 | Nonconformity and Corrective Action |
| QOM-OCOO-02 | Management Review |
| QOM-MISD-01 | Corrective Maintenance for I.C.T. |
| QOM-MISD-02 | Preventive Maintenance Schedule for I.C.T. Infrastructure |
| QOM-MCOM-01 | Design and Development of Tourism Marketing and Promotional Materials |
| QOM-MCOM-02 | Implementation of Media Placement |
| QOM-MCOM-03 | Content Creation for Press Release and Media-Related Output |

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| QOM-MCOM-04 | Cost Estimation |
| QOM-MPRO-01 | Conduct of Project Evaluation |
| QOM-MPRO-02 | Conduct of International Business/Sales Missions |
| QOM-MPRO-03 | Implementation of Invitational Programs |
| QOM-MPRO-04 | Market Planning |
| QOM-MPRO-05 | Participation in Travel Trade, M.I.C.E. and Consumer Fairs |
| QOM-MPRO-06 | Assistance to Booked Events |
| QOM-PHRD-01 | Learning and Development |
| QOM-PHRD-02 | Performance Evaluation |
| QOM-PHRD-03, 05 | Recruitment, Selection and Promotion |
| QOM-PGSD-05 | Inspection and Acceptance of Delivered Items |
| QOM-PGSD-06 | External Providers' Performance Evaluation |
| QPM-PGSD-08 | Annual Preventive Maintenance for Vehicles, Equipment, Furniture and Fixtures and Office Facilities |
| QOM-PGSD-09 | Corrective Maintenance for Vehicles, Equipment, Furniture and Fixtures and Office Facilities |

8.5.2 Identification and Traceability

The TPB ensures that proper identification of its products / services is implemented during the operations of its processes. The condition and status of the product / service is documented during monitoring and measurement, and throughout the service provision.

The TPB undertakes steps to control the unique identification of any product or service and retain documented information for traceability.


The TPB develops traceability scheme in its services and transaction by providing unique details such as product numbers, job order numbers or transaction numbers.

8.5.3 Property belonging to TPB Customers or External Providers

TPB exercises care with property belonging to customers or external providers while it is under the agency's control or being used by TPB personnel.

It identifies, verifies or inspects, protects and safeguards customers' or external providers' property while it is within TPB premises and when it is used or incorporated in to TPB's own products and services.

When the property of a customer or external provider is lost, damaged or found unsuitable for use, TPB reports it to the customer or external provider and documented information is retained.

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8.5.4 Preservation

The TPB ensures the protection and preservation of marketing promotion materials such as print collaterals, digital assets, souvenir items and other materials of TPB by:

- a) Determining proper storage room and controlling access to it;
- b) Assigning identification number and location for each product;
- c) Proper receiving, storage and issuance of products;
- d) Conducting a regular inventory and condition monitoring;
- e) Checking the expiration and usability of products where applicable.

| Relevant Documented Information | |
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| QOM-PGSD-07 | Issuance of Supplies, Promotional Materials and Give-Aways |
| QOM-PGSD-11 | Conduct of Annual Inventory |

8.5.5 Post-delivery Activities

TPB meets the requirements for post-delivery activities associated with its tourism marketing and promotion services.

In the conduct of post-delivery activities, TPB ensures:

- a) statutory and regulatory requirements are complied with;
- b) the potential undesired consequences associated with its products and services are addressed with appropriate actions;
- c) when applicable, the use and intended lifetime of its products and services are determined;
- d) customer requirements are met;
- e) customer feedback is properly handled and addressed whenever necessary.

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8.5.6 Control of Changes

TPB reviews and controls any changes for its production or service provision to ensure continuing conformity with requirements and achievement of organizational goals and objectives.

Documented information describing the results of the review of changes, the personnel authorizing the change, and any necessary actions arising from the review are retained.

8.6 Release of Products and Services

The TPB ensures that product requirements are complied with thru appropriate monitoring and measurement at pertinent stages of the product realization process in accordance with the planned arrangements. Evidences of conformity with the acceptance criteria are maintained by concerned departments.

Records generated reflects the person(s) authorizing release of product/service delivery to the customer.

The implementation of the release of the product and delivery to the customer is in accordance with planned arrangements and fulfills specified criteria of satisfactory product/service completion, unless otherwise approved by a relevant authority and, where applicable, by the customer.

Relevant inspection and verification activities are embedded in the individual procedure under the core processes specified in the Quality Operations Manual.


| Relevant Documented Information | |
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| QOM-PGSD-05 | Inspection and Acceptance of Delivered Items |

8.7 Control of Nonconforming Outputs

8.7.1 The TPB ensures that products, services and decisions which do not conform to applicable requirements are properly identified and controlled to prevent unintended use or delivery to customers.

The TPB undertakes steps and measures to define controls, responsibilities and disposition decisions. These steps and measures are documented.

The four (4) possible dispositions that TPB uses in dealing with nonconforming outputs are:

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- a) correction or immediate action to stop the delivery of nonconforming product, service or decision;
- b) segregation, containment, return or suspension of provision of tourism promotional and marketing products and services;
- c) advising the customer; or
- d) obtaining authorization from relevant authorities for acceptance under concession.

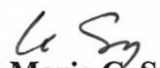
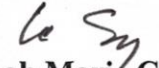
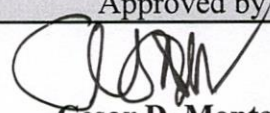
Any product, service or decision being corrected undergoes a re-verification, re-inspection or clarification to confirm that it meets the acceptance criteria.

The TPB retains documented information of the nature of the nonconformities and any actions taken including concessions obtained.

| Relevant Documented Information | |
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| SPM-03 | Control of Nonconforming Outputs Procedure |

8.7.2 TPB retains the documented information relevant to the:

- a) description of the nonconformity;
- b) descriptions of the actions taken to address the nonconforming outputs;
- c) description of any concessions obtained;
- d) identified authority deciding the action in respect of the nonconformity.

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