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6.1 Action to Address Risks and Opportunities

6.1.1 The TPB top management carries out the planning of the Quality Management System considering the internal and external issues, and requirements, needs and expectations of the relevant interested parties. Top management also determines the risk and opportunities to be addressed in achieving the organizational goals, objectives and strategic direction, enhancing desirable effects, preventing or reducing of the same and achieving system improvements and customer satisfaction.

6.1.2 TPB formulates the action plans addressing the identified risk and opportunities to ensure that Quality Objectives and targets are achieved in specific timeframe. It is ensured that actions addressing the risk and opportunities are proportionate to the potential consequences on TPB's products and services conformity to applicable requirements. These action plans are integrated and implemented in the Quality Management System processes. Evaluation of the effectiveness of these actions is carried out during Departmental meetings and Management Reviews.

6.2 Quality Objectives and Planning to Achieve Them

6.2.1 The TPB top management ensures the establishment of Corporate and Functional Quality Objectives in accordance with the organizational goals, objectives and strategic direction based on the functions of the units of the agency. These Quality Objectives are measurable and consistent with the Quality Policy.

TPB's target are expressed in the Performance Evaluation Scorecard and Program Expenditure Plan required by GCG and DBM, respectively. These targets are related to Tourism Promotions Services, Marketing and Promotions Services and General Administration and Support. These targets are communicated, and updated as appropriate, to all concerned personnel to clarify their roles and contributions to the achievement of these targets. The Quality Objectives are periodically monitored and evaluated by the operating units to demonstrate process effectiveness.

TPB maintains the documented information on the Quality Objectives.

6.2.2 During planning, operating units determines activities how to achieve the Quality Objectives, including the resources needed, responsible personnel, timeframe when the activities to be carried out and completed and the methods of evaluating the results.

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6.3 Planning of Changes

When TPB needs to change its Quality Management System, planning for the changes is carried out by the Top Management. It considers the purpose of the changes and their potential impact to the operations and delivery of its tourism marketing and promotion services. The integrity of TPB’s Quality Management System is maintained whenever changes are planned or implemented. Resources needed for the relevant changes are made available, including the assignment or re-assignment of responsibilities and authorities among its key personnel

Relevant Documented Information	
SPM-06	Risk Identification, Evaluation and Control
SPM-10	QMS Planning

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