TIEZA and UP Partnership in the Development of Tourism Enterprise Zone (TEZs)

Dr. Miguela M. Mena
Dean
The Tourism Infrastructure and Enterprise Zone Authority (TIEZA) and the University of the Philippines (represented by Chancellor) formalized it’s partnership in 2011 through a Memorandum of Agreement for Technical Assistance in the designation and identification of TEZs and the grant of incentives therein.
Memorandum of Agreement between TIEZA and UP

- TIEZA need the technical expertise of UP in the implementation of the IRR on the designation and identification of TEZs and the grant of incentives therein.
- The UPD through its Asian Institute of Tourism formed a technical panel of experts that possesses the necessary qualifications & expertise required by TIEZA.
UP Technical Panel Responsibilities

- Training, transfer of technology and technical expertise to TIEZA; create and conduct training programs for TEZ Administrators to provide them with knowledge and skills in the operation and development of a TEZ;
- Formulation of the standards for the development, operation and maintenance of all facilities and structures to be built on all TEZs; the development standards formulated shall be used as basis for the evaluation of applications for registration of a tourism enterprise within a TEZ;
- Development of the evaluation review guidelines and review mechanism of the TEZ development plans; the Panel also served as advisers in the preparation of the Evaluation Report of applications for TEZ designation to be submitted to the TIEZA Board;
- Review of the TEZ development plan submitted by applicants and proponents; and
- Conduct of ocular inspections together with TIEZA staff of areas proposed to be designated as a TEZ.
From 2011 to 2013, the UP Technical Panel has assisted TIEZA through the following activities:

- Capability training programs for TIEZA managers and staff with regards to designation, identification of potential TEZs, development, management and monitoring of TEZs;
- Formulation of the physical development standards of all facilities and structures to be built on all TEZs;
- Development of the evaluation review guidelines and review mechanism of the TEZ development plans;
- Review of the TEZ development plan submitted by applicants and proponents; and
- Position papers requested by TIEZA on issues related to TEZ development
CAPABILITY TRAINING PROGRAM FOR TIEZA MANAGERS AND STAFF
Development of the evaluation review guidelines and review mechanism of the TEZ development plans

GUIDELINES TO EVALUATE TOURISM ENTERPRISE ZONES AND TOURISM ENTERPRISES

The purpose of this manual is to provide rules and mechanisms to administer the evaluation of proponents applying for Tourism Enterprise Zone and Tourism Enterprise designation within the authority of the Tourism Infrastructure and Enterprise Zone Authority.

Note: TEZ primer and other information available at www.tieza.com.ph
Review of the TEZ development plans and tourism enterprise applications

Sample of TEZ Development Plans Evaluated by UP Technical Panel

- Resort's World
- Ciudad de Victoria
- Saujana Retirement Village
- Shangri-la Fort
- Mactan Shangri-La Hotel and Resort
- Bravo Golf and Resort
- Manila Ocean Park
- Queen Castle Club
- Hijo Resources Corp
- Edsa Shangri-la
- Embarcadero de Legazpi
- Eskaya Resort
- Araneta Center
- Amorita Resort

Tourism Enterprise Applicants Evaluated by UP Technical Panel

- Angeles Central Hotel
- Manna Gift Shop Resorts World
- Marriot Convention Center
Ocular inspections of areas proposed to be designated as a TEZ
Draft position papers and act as resource persons during TIEZA Board meeting on issues related to TEZ designation and evaluation
<table>
<thead>
<tr>
<th>Name</th>
<th>College</th>
<th>Area of expertise</th>
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</thead>
<tbody>
<tr>
<td>Prof. Evangeline Ortiz</td>
<td>AIT</td>
<td>Tourism policy and planning, cultural tourism development, tourism and anthropology</td>
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<tr>
<td>Dr. Miguela Mena</td>
<td>AIT</td>
<td>Tourism planning, tourism destination development &amp; management, tourism impact analysis, tourism data analysis</td>
</tr>
<tr>
<td>Asst. Prof. Reil Cruz</td>
<td>AIT</td>
<td>Tourism marketing, tourism product development, tourism impact planning</td>
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<tr>
<td>Asst. Prof. Richard Philip Gonzalo</td>
<td>AIT</td>
<td>Financial management, investment planning and analysis, operations management, incentives administration</td>
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<tr>
<td>Asst. Prof. Joline Dulnuan</td>
<td>AIT</td>
<td>Social and cultural development, gender studies, indigenous people studies</td>
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<tr>
<td>Mr. Carlos Libosada Jr.</td>
<td>AIT</td>
<td>Ecotourism, special interest tourism, tourism product development</td>
</tr>
<tr>
<td>Dr. Elvira Zamora</td>
<td>CBA</td>
<td>Project management, institutional development, innovation management, enterprise zone management</td>
</tr>
<tr>
<td>Dr. David Leonides Yap</td>
<td>SURP</td>
<td>Land use planning, tourism zonation, architecture</td>
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<tr>
<td>Dr. Marideth Bravo</td>
<td>SURP</td>
<td>Economics, financial and investment planning</td>
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<tr>
<td>Dr. Cresencio Montalbo Jr.</td>
<td>SURP</td>
<td>Transportation planning, infrastructure planning (power &amp; communications)</td>
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<tr>
<td>Dr. Maria Antonette Tanchuling</td>
<td>COE</td>
<td>Civil engineering, environmental engineering</td>
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<tr>
<td>Dr. Ben Vallejo</td>
<td>CS</td>
<td>Environmental science, meteorology, marine biology</td>
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<tr>
<td>Prof. Gilda Uy</td>
<td>CHK</td>
<td>Sports science, leisure, recreation, wellness</td>
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Asian Institute of Tourism