

Developing a Sustainable Tourism Plan for the Municipality of Indang, Cavite

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Abstract: The Municipality of Indang, Cavite is a small town located in the province of Cavite, Philippines. Despite its rich cultural and natural resources, Indang has not yet fully developed its tourism industry, and as a result, has not fully realized its potential as a tourist destination. The purpose of this capstone project is to develop a sustainable tourism plan for Indang that will help the municipality to attract and retain tourists while also preserving its cultural and natural resources.

The project is divided into two phases. In the first phase, a situational analysis was conducted to assess the current state of tourism in Indang, including an analysis of the municipality's strengths, weaknesses, opportunities, and threats (SWOT analysis). In the second phase, a tourism development plan was created based on the findings of the situational analysis. The plan includes a range of strategies and actions designed to promote tourism in Indang and to address the challenges and opportunities identified in the situational analysis.

Keywords: sustainable tourism, tourism planning, cultural and natural resources, SWOT analysis.

Chapter 1: Introduction

The Municipality of Indang is a small town located in the province of Cavite, Philippines. It is known for its rich cultural and natural resources, including its historic churches, beautiful beaches, and lush forests. Despite these assets, Indang has not yet fully developed its tourism industry, and as a result, has not fully realized its potential as a tourist destination.

The purpose of this capstone project is to develop a sustainable tourism plan for Indang that will help the municipality to attract and retain tourists while also preserving its cultural and natural resources. The project is divided into two phases. In the first phase, a situational analysis was conducted to assess the current state of tourism in Indang. This included an analysis of the municipality's strengths, weaknesses, opportunities, and threats (SWOT analysis). In the second phase, a tourism development plan was created based on the findings of the situational analysis.

The importance of sustainable tourism cannot be overstated. Tourism can provide economic benefits to a community, but it can also have negative impacts on the environment and local culture if not managed properly. The goal of sustainable tourism is to minimize these negative impacts and to maximize the positive impacts, such as economic development and cultural exchange.

Chapter 2: Situational Analysis

The situational analysis was conducted in order to assess the current state of tourism in Indang and to identify the opportunities and challenges that the municipality faces. The analysis included a review of the literature on sustainable tourism, as well as a field study in Indang to gather data on the municipality's cultural and natural resources, tourism infrastructure, and local stakeholders.

The literature review revealed that sustainable tourism is a complex concept that encompasses economic, social, and environmental aspects. It involves the management of tourism in a way that meets the needs of both tourists and host communities, while also preserving the cultural and natural resources of the destination.

The field study in Indang included interviews with local stakeholders, such as tourism officials, business owners, and community leaders, as well as observations of the municipality's cultural and natural resources and tourism infrastructure. The findings of the field study were used to create a SWOT analysis of Indang's tourism industry.

The strengths of Indang's tourism industry include its rich cultural and natural resources, as well as its close proximity to Manila, the capital city of the Philippines. The weaknesses include a lack of tourism infrastructure, such as a lack of hotels and other accommodations, and a lack of marketing and promotion efforts. The opportunities identified in the SWOT analysis include the potential to develop eco-tourism and cultural tourism, as well as the potential to tap into the growing trend of staycations, or short vacations taken within one's own country. The threats to Indang's tourism industry include competition from other tourist destinations, as well as the potential negative impacts of tourism on the environment and local culture if not managed properly.

In summary, the situational analysis identified both challenges and opportunities for the development of tourism in Indang. While the municipality has strong cultural and natural resources, it lacks the tourism infrastructure and promotion efforts needed to attract and retain tourists. There is also a need to carefully manage the potential negative impacts of tourism on the environment and local culture. These findings will be used to inform the development of a sustainable tourism plan for Indang in the next phase of the project.