

**HOLY ANGEL UNIVERSITY**

Development of a Promotional Campaign for Sustainable Tourism in the Philippines

An ADWEB Project  
Presented to The Faculty of the  
School of Computing



In Partial Fulfillment  
of the Requirements for the Course  
Advanced Dynamic Web Applications (6ADWEB)

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## I. Introduction

The Philippines is a country rich with diverse natural and cultural resources, making it an attractive tourist destination. However, despite its potential, the Philippines lags behind its neighboring countries in terms of tourist arrivals. One possible reason for this is the lack of an effective and engaging promotional campaign that showcases the beauty and uniqueness of the Philippines. In this project proposal, we aim to develop an interactive web application using Angular that promotes the Philippines as a tourist destination and provides information about the country's culture, heritage, and attractions.

The development of a promotional campaign for sustainable tourism in the Philippines using Angular is a significant undertaking aimed at promoting sustainable tourism in the country. The campaign seeks to leverage the power of Angular, a popular web application framework, to create a user-friendly and interactive platform that will enable tourists to access information about sustainable tourism practices in the Philippines.

Sustainable tourism is becoming increasingly important as the world becomes more conscious of the environmental impact of travel. In the Philippines, sustainable tourism is a critical factor in the country's economic development, given the tourism sector's substantial impact on the national economy. The development of a promotional campaign for sustainable tourism in the Philippines using Angular is, therefore, a

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crucial step towards promoting responsible travel practices and sustainable tourism in the country.

By leveraging Angular, the development team can create a responsive and dynamic platform that will allow tourists to access information about sustainable tourism practices, eco-friendly accommodations, and local tour operators committed to sustainable tourism. The platform will also provide tourists with resources such as interactive maps, travel guides, and sustainable travel tips, all of which are aimed at promoting responsible and sustainable travel practices in the Philippines.

The development of a promotional campaign for sustainable tourism in the Philippines using Angular is a vital step towards promoting sustainable tourism in the country. The app promises to be both aesthetically pleasing and user-friendly thanks to its creative design, Angular components, and animation features that will provide tourists with valuable resources and information to encourage responsible and sustainable travel practices in the Philippines.

**HOLY ANGEL UNIVERSITY****Problems and/or Issues**

- ***Negative perceptions of the Philippines:*** Despite having a rich cultural and natural heritage, the Philippines has struggled with a negative perception in the international community due to concerns about safety, security, and political instability. It is important to address these perceptions through a targeted and comprehensive promotional campaign that showcases the unique and diverse resources of the country while promoting sustainable tourism practices.
- ***Limited access to information and resources:*** Many local communities and stakeholders in the tourism industry may have limited access to information and resources on sustainable tourism practices. Developing a cost-effective and targeted promotional campaign using Angular is crucial to reaching a wider audience and engaging with both domestic and international tourists.
- ***Lack of awareness of sustainable tourism practices:*** The Philippines is facing significant environmental challenges, including deforestation, pollution, and the impacts of climate change. The promotional campaign should address these concerns by promoting sustainable tourism practices that can help preserve the environment and support local communities.
- ***Limited budget:*** Developing a comprehensive promotional campaign can be costly, and there may be limited funding available for marketing and promotion.

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The campaign must be designed to be cost-effective and focus on strategies that can maximize impact with limited resources.

Addressing these challenges requires a comprehensive and targeted approach that engages with domestic and international tourists, provides education and training on sustainable tourism practices, and promotes responsible tourism through an interactive and user-friendly website and social media campaign using Angular.

**Objectives**

The main objective of the development of a promotional campaign for sustainable tourism in the Philippines using Angular is to promote sustainable tourism practices in the country by creating a user-friendly and interactive platform that will provide tourists with valuable resources and information on responsible and sustainable travel practices.

Specifically, the objectives are:

To develop a responsive and dynamic platform using Angular that will enable tourists to access information about sustainable tourism practices, eco-friendly accommodations, and local tour operators committed to sustainable tourism.

To provide tourists with travel guides, and sustainable travel tips, all aimed at promoting responsible and sustainable travel practices in the Philippines.

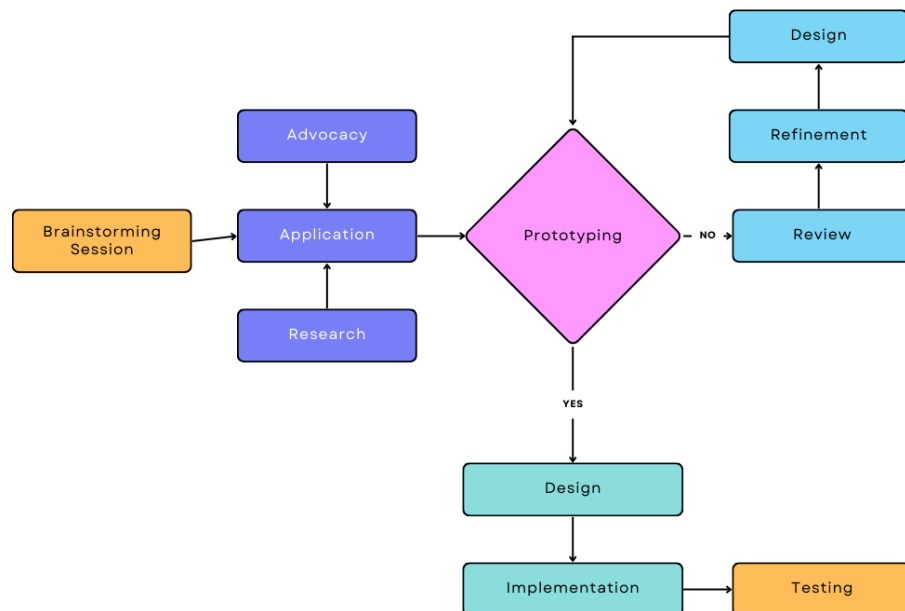
## HOLY ANGEL UNIVERSITY

To increase awareness and understanding of sustainable tourism practices among tourists, and to encourage them to adopt responsible and sustainable travel practices while visiting the Philippines.

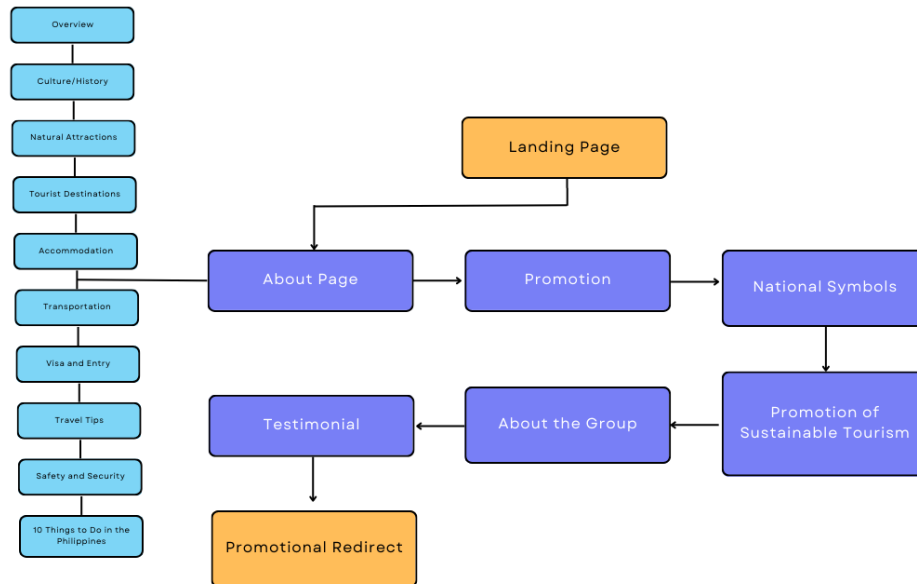
To support the national government's efforts to promote sustainable tourism in the country by providing a valuable resource for tourists and local tourism operators committed to sustainable tourism practices.

To contribute to the development of a sustainable tourism industry in the Philippines that benefits local communities, preserves the environment, and provides a high-quality tourism experience for visitors.

### Flowchart

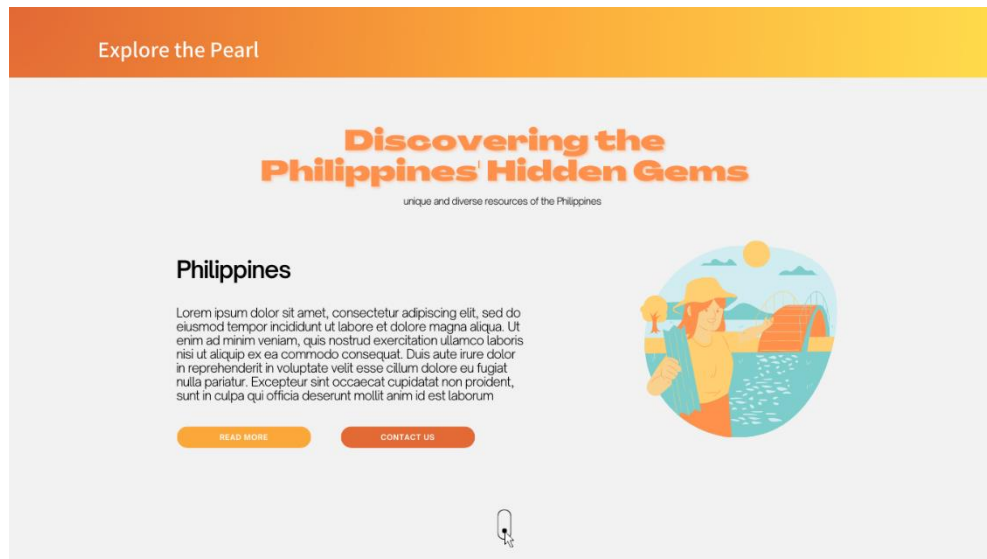


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## II. Application Design

### Application Mockup Proposal





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## Your Guide to the Philippines

[Overview of the Country](#)[Transportation](#)[Culture and History](#)[Visa and Entry Requirements](#)[Natural Attractions](#)[Travel Tips](#)[Tourist Destinations](#)[Safety and Security](#)[Accommodation](#)[10 Things to Do in the Philippines](#)

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# HOLY ANGEL UNIVERSITY

Overview of the Country



## Philippines

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## Your Guide to the Philippines

Overview of the Country

Transportation

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Natural Attractions

Travel Tips

Tourist Destinations

Safety and Security

Accommodation

10 Things to Do in the Philippines



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## Explore the Pearl

Why should you visit the Philippines?

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## National Symbols

Learn about the Philippines' National Symbols



## About the group

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## WHAT PEOPLE ARE SAYING?

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor"

-A

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor"

-B

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor"

-C

## Contact Us

address  
contact number  
address

The elements of a landing page include a headline, subheadline, brief introduction about what the site is about, visuals, 'read more' link, and 'contact us' section.

In "Your Guide to the Philippines," you'll find a range of helpful guides to explore the country, covering topics such as an overview of the country, its culture and history, natural attractions, tourist destinations, accommodations, transportation, visa

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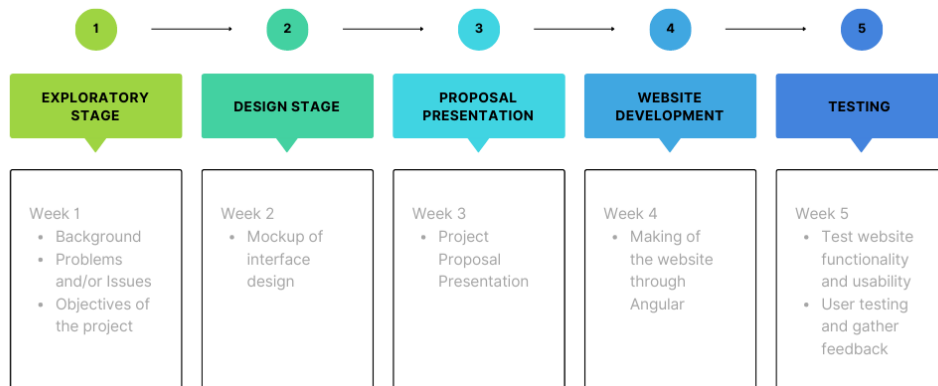
and entry requirements, travel tips, safety and security, and ten recommended activities.

Each guide is presented in a clickable box that leads to its full description.

On the "Explore the Pearl" page, you'll find more information about the Philippines, including why you should visit the country and its various national symbols.

The last page is dedicated to the developer, testimonials, and contact information.

### Project Plan and Schedule



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## III. Documentation

