HOLY ANGEL UNIVERSITY

Final Requirement 1: Exploratory Stage

Development of a Promotional Campaign

for Sustainable Tourism in the Philippines

Submitted To:

Prof. Joseph Esquivel

Submitted By:

David, Vincent

Mabanta, Robbie

Pineda, Antonella

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I.BACKGROUND

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

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.

II.   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. 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.

III.   **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.

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.

IV.   MEMBERS AND THEIR ROLES

David, Vincent - Researcher

Mabanta, Robbie - Web Developer, Web Designer, Researcher

Pineda, Antonella - Web Developer, Web Designer, Researcher