

# Digital Marketing Communication for Promoting Philippines Tourism

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## ABSTRACT

Pandemic is beyond league within society as it has been a disaster for economy, health, lifestyle, and mind. People lives outside their house and chatting like a carefree bird before pandemic, then the pandemic happened. As such, Tourism that is industry where people lives outside their house forced them to set backward and halted in development. When the pandemic is over, it is important to see development of tourism especially for Philippine Tourism; thus, we can see how much the strength of human race trying to recover from natural disaster in order to improve their effort in case another same case happened again. With the content analysis, the Author finds out that even though they suffered damage from COVID-19 crisis, Philippine Tourism shows a strong humanity combination in their content. It shows that whether in sick or in health, humanity union still exists.

**Keywords:** digital marketing communication; tourism promotion; Philippines tourism

## INTRODUCTION

The Philippines, a tropical paradise in Southeast Asia, is a land blessed with diverse landscapes, vibrant cultures, and warm hospitality. With its pristine beaches, lush mountains, historical sites, and vibrant festivals, Philippine tourism offers a tapestry of experiences that leave visitors in awe. Let us embark on a journey to explore the beauty and charm of this captivating archipelago. One of the most prominent attractions in the Philippines is its breath-taking islands and beaches. Boracay, known for its powdery

white sand and crystal-clear turquoise waters, is a tropical haven that attracts sun-seekers from around the world. Palawan, another gem, is home to the awe-inspiring Puerto Princesa Underground River, a UNESCO World Heritage Site. The picturesque El Nido and Coron offer stunning limestone cliffs, hidden lagoons, and vibrant coral reefs, making them perfect for snorkelling and diving enthusiasts (Capistrano & Muñoz, 2022; Pilapil-Añasco & C. Lizada, 2014).

Beyond its beaches, the Philippines boasts a rich biodiversity and natural wonders. The Chocolate Hills in Bohol, an iconic geological formation of over a thousand grass-covered mounds, create a mesmerizing sight. In Davao, Mount Apo, the country's highest peak, invites adventurers to embark on a thrilling climb (Larasati & Susilo, 2022). The mystical Banaue Rice Terraces, often referred to as the "Eighth Wonder of the World," showcase the ingenuity and skill of the indigenous Ifugao people. Philippine tourism also celebrates its cultural heritage. The capital city, Manila, is a fusion of history and modernity. Intramuros, the walled city, takes visitors back in time to the Spanish colonial era with its cobblestone streets and well-preserved Spanish architecture. The nearby Rizal Park, named after the country's national hero, offers a serene escape amidst lush gardens and monuments.

Every year, the Philippines hosts a multitude of colourful festivals that showcase its vibrant culture. The Ati-Atihan Festival in

Kalibo, the Sinulog Festival in Cebu, and the Pahiyas Festival in Lucban are just a few examples. These lively celebrations feature street parades, traditional music and dances, and elaborate costumes, allowing visitors to immerse themselves in the joyous spirit of the Filipino people (Fatria et al., 2023). Moreover, the Philippines is renowned for its warm and welcoming people. Filipinos are known for their genuine hospitality and infectious smiles, making tourists feel like family. From the moment visitors arrive, they are embraced by the warmth of the locals, creating lasting memories and forging connections that extend beyond their stay (Fabros et al., 2023).

To enhance the Philippine tourism experience, the government has made significant investments in infrastructure development. Airports have been modernized, allowing easier access to various destinations. New roads and transportation networks have been constructed, making it more convenient for travelers to explore the country's different regions. These developments have not only improved connectivity but have also opened up opportunities for sustainable tourism growth. However, challenges remain in the quest to promote Philippine tourism. Conservation efforts are crucial to preserve the country's natural wonders and protect its unique biodiversity (Capistrano & Notorio, 2020; Dela Santa & Saporsantos, 2016). Responsible tourism practices, such as promoting eco-tourism and reducing plastic waste, are essential for the long-term sustainability of the industry. Additionally, efforts to improve infrastructure in less-developed areas will ensure that tourism benefits are shared across the archipelago.

In conclusion, Philippine tourism offers an enchanting blend of natural wonders, cultural richness, and warm hospitality. From pristine beaches and majestic mountains to historical sites and vibrant festivals, the Philippines has something to captivate every traveller. With ongoing efforts to enhance infrastructure and promote sustainability, the country's tourism industry continues to flourish, inviting

visitors to discover the beauty and charm of this tropical paradise.

## LITERATURE REVIEW

### ➤ THE HISTORY

The history of Philippine tourism dates back to ancient times when traders from China, India, and the Arab world visited the archipelago. However, the organized promotion of tourism in the Philippines began during the American colonial period in the early 20th century. Here is an overview of the major milestones and developments in Philippine tourism (Lagman, 2008):

#### **American Colonial Period (1898-1946):**

The American colonial government initiated the first efforts to promote the Philippines as a tourist destination. The Bureau of Science and the Philippine Commission published materials showcasing the country's natural beauty and cultural heritage. The construction of transportation infrastructure, such as roads and airports, improved accessibility to tourist sites.

#### **Post-World War II Era (1946-1970s):**

The end of World War II brought renewed interest in tourism. The Philippine government established the Philippine Tourist and Travel Association (PTTA) to promote tourism domestically and internationally. The PTTA organized advertising campaigns and participated in international tourism fairs. In 1951, the Philippines hosted the First International Travel Fair, attracting foreign visitors and fostering the growth of the industry. The opening of international airports, like the Manila International Airport, further facilitated international tourism.

#### **Marcos Era and Martial Law (1970s-1980s):**

The Philippines, an archipelago of over 7,000 islands located in Southeast Asia, boasts a rich and diverse cultural heritage, natural wonders, and a warm hospitality that has been attracting tourists from around the world for centuries. The history of tourism in

the Philippines is intertwined with the country's colonial past, its stunning landscapes, and its vibrant cultural traditions. This article delves into the fascinating journey of Philippine tourism, from its early beginnings to its current status as a thriving industry. The origins of tourism in the Philippines can be traced back to the Spanish colonial era, which began in the 16th century when Ferdinand Magellan arrived on the shores of the islands. Spanish influence shaped the country's culture, architecture, and even its religion. As early as the 19th century, intrepid explorers, writers, and naturalists began documenting the beauty and uniqueness of the Philippine islands. Their writings and illustrations piqued the interest of travelers seeking exotic experiences.

In the early 20th century, the American period ushered in a new era of tourism development in the Philippines. The establishment of the Manila Hotel in 1909, one of the grandest hotels in Asia at the time, marked the country's entry into the world of luxury tourism. The American colonial government recognized the potential of the Philippines as a tourist destination and implemented infrastructure projects to improve accessibility. Roads, bridges, and airports were constructed, making it easier for travelers to explore the islands (Idris & Hussin, 2018; Kintanar & Barretto-Tesoro, 2020). However, it was during the 1970s that Philippine tourism experienced a significant boost. The government launched the "Visit the Philippines Year" campaign in 1975, showcasing the country's natural beauty and cultural heritage to the world. This initiative led to a surge in tourist arrivals, with visitors drawn to the pristine beaches, coral reefs, and lush tropical landscapes. The iconic slogan "It's more fun in the Philippines" emerged in the 2010s, encapsulating the country's spirit of adventure, hospitality, and natural wonders.

The Philippines offers a wide range of attractions that cater to different interests. The pristine beaches of Boracay, Palawan, and Cebu attract sun-seeking tourists and

water sports enthusiasts. The Chocolate Hills in Bohol, the Banaue Rice Terraces, and the Underground River in Palawan are examples of the country's unique natural wonders that leave visitors in awe. The country is also known for its festivals, such as the colourful Sinulog Festival in Cebu and the Ati-Atihan Festival in Kalibo, which celebrate the country's vibrant cultural traditions (D. Miranda-Quibot et al., 2020; Intelligence, 2014; Kusaka & Marie Karaos, 2017; Parreñas, 2002). In recent years, the government has placed a strong emphasis on sustainable tourism practices and ecotourism. The Philippines is blessed with an abundance of marine biodiversity, and efforts are being made to protect and preserve its fragile ecosystems. Community-based tourism initiatives have also been established, allowing visitors to experience the local way of life and contribute to the economic development of rural areas (Putri et al., 2022; Susilo et al., 2022).

The digital age has also played a significant role in the growth of Philippine tourism. Social media platforms and travel websites have made it easier for travelers to discover and share their experiences, inspiring others to visit the Philippines. Influencers and content creators have showcased the country's hidden gems, off-the-beaten-path destinations, and unique cultural experiences, attracting a new generation of travelers seeking authentic and immersive adventures (Prasetya & Susilo, 2022). Despite the challenges posed by the COVID-19 pandemic, the Philippine tourism industry remains resilient. The government and tourism stakeholders have implemented health and safety protocols to ensure the well-being of visitors and communities. Domestic tourism has become a lifeline, with Filipinos rediscovering the beauty of their own country. As international travel gradually resumes, the Philippines is poised to welcome back tourists and continue its upward trajectory as a top travel destination (Castillo et al., 2015).

### ➤ THE WESTERN CONSTRUCTION

As rich as their tourism history is, their culture is also at a stake due to their tourism pattern. Philippine tourism is a vibrant tapestry of cultural heritage, natural wonders, and warm hospitality. Nestled in the heart of Southeast Asia, the archipelago has long been a popular destination for travelers seeking diverse experiences. However, the influence of Westernization on Philippine tourism has become a subject of debate, raising questions about the preservation of cultural authenticity and the sustainability of the industry (Verianto, 2023). The allure of the Philippines lies in its rich cultural tapestry, shaped by centuries of indigenous traditions, Spanish colonization, and American influence. The country boasts a wide range of attractions, from pristine beaches and lush mountains to historical landmarks and bustling cities. With its unique blend of Eastern and Western influences, Philippine tourism has captivated visitors from around the globe.

Westernization, driven by globalization and technological advancements, has undoubtedly left its mark on Philippine tourism. The influx of Western ideas, practices, and consumerism has brought both opportunities and challenges to the industry. On one hand, Westernization has introduced modern amenities, improved infrastructure, and global connectivity, making travel more convenient and accessible. This has spurred the growth of the hospitality sector, leading to the development of luxury resorts, international hotel chains, and world-class entertainment facilities (Arriola, 2018; Ramon P. Santos, 2020). Moreover, Westernization has influenced the preferences and behaviours of both domestic and international tourists. Western-style accommodations, restaurants, and entertainment options have gained popularity, catering to the evolving tastes of travelers. The adoption of Western marketing strategies and branding techniques has also become prevalent, as destinations seek to attract a wider audience and compete on the global stage.

However, the increasing Westernization of Philippine tourism has raised concerns about the erosion of cultural authenticity and the homogenization of experiences. Traditional practices, rituals, and craftsmanship risk being overshadowed by Western trends, diluting the unique identity of local communities. Critics argue that the emphasis on Western ideals of beauty, luxury, and consumerism has led to the commodification of culture, where traditional art forms and heritage sites are often exploited for commercial gain. Additionally, the pressure to conform to Western standards has resulted in the neglect of sustainable practices and the degradation of natural resources. The pursuit of mass tourism and economic growth has led to environmental challenges, including pollution, deforestation, and habitat destruction. The delicate balance between tourism development and ecological preservation becomes a crucial issue that requires thoughtful planning and management.

Recognizing these challenges, efforts have been made to strike a balance between Westernization and the preservation of Philippine cultural heritage. The promotion of sustainable tourism practices, community-based tourism initiatives, and the revival of traditional arts and crafts are among the strategies employed to safeguard local identity and empower communities. Collaborative partnerships between government agencies, local communities, and private sector stakeholders have also emerged to ensure that tourism development aligns with cultural preservation and environmental conservation.

Furthermore (DIACONESCU, 2020), the Philippines possesses a deep well of cultural diversity and natural wonders that continue to captivate travelers seeking authentic experiences. The archipelago's rich history, indigenous tribes, vibrant festivals, and mouth-watering cuisine offer a wealth of opportunities for immersive and meaningful encounters. By embracing and showcasing these unique aspects, Philippine tourism can carve out its distinct niche in the global



market while maintaining its authenticity and integrity.

In conclusion, Philippine tourism has embarked on a complex journey influenced by Westernization. While the infusion of Western ideas, technologies, and practices has brought advancements and opportunities to the industry, it has also raised concerns about cultural authenticity and environmental sustainability. Striking a balance between embracing global trends and preserving local heritage becomes crucial in shaping the future of Philippine tourism. By harnessing the power of sustainable practices, community involvement, and cultural appreciation, the industry can continue to thrive while showcasing the vibrant tapestry of Philippine culture and its natural wonders to the world.

#### ➤ THE POST-COVID-19 STATE

The COVID-19 pandemic has caused unprecedented disruptions to the global tourism industry, and the Philippines was no exception. As the virus spread across the world, travel restrictions, lockdowns, and health concerns brought the once-thriving Philippine tourism sector to a grinding halt. However, as the world recovers and adapts to the new normal, the post-COVID-19 era offers opportunities for the revival and reinvention of Philippine tourism (Era & Rosario, 2020). One of the key areas that will shape the future of Philippine tourism is the focus on safety and hygiene. Travellers' priorities have shifted, with health and safety considerations taking precedence over other factors. In response, the Philippine government and tourism stakeholders have implemented rigorous health and safety protocols to instil confidence in tourists. Enhanced sanitation measures, social distancing guidelines, and the promotion of responsible travel practices are being emphasized to ensure the well-being of both visitors and locals (Disimulacion, 2021; Santiago et al., 2022).

The post-COVID-19 era also presents an opportunity to diversify and promote lesser-known destinations in the Philippines. While

popular tourist hotspots like Boracay and Palawan continue to be major draws, this crisis has highlighted the need to spread tourism's benefits across the country. By promoting off-the-beaten-path locations, the Philippine tourism industry can reduce overcrowding, preserve natural resources, and boost local economies (Salangasang et al., 2022). This approach will not only attract adventure seekers but also enable visitors to experience the country's rich cultural heritage beyond the well-known landmarks. Furthermore, sustainable tourism practices are gaining momentum as a focal point of the industry's recovery. The pandemic has underscored the interconnectedness between human activity, the environment, and public health. As a result, eco-friendly initiatives, such as reducing carbon emissions, conserving natural resources, and supporting local communities, are being incorporated into tourism strategies. The post-COVID-19 Philippine tourism landscape is likely to witness an increased emphasis on eco-tourism, sustainable accommodations, and community-based tourism projects, ensuring long-term benefits for both visitors and host communities.

The digital transformation of the travel industry has been accelerated by the pandemic, and the Philippines is poised to leverage technology to enhance the tourist experience. Online platforms for booking accommodations, attractions, and activities have become more prevalent, providing travelers with convenient and contactless options. Moreover, virtual tours, augmented reality experiences, and interactive digital content are being developed to engage and educate potential visitors about the diverse offerings of the Philippines. Embracing technology will not only make travel more accessible but also help showcase the country's beauty and cultural richness to a wider audience. Another aspect that will shape the future of Philippine tourism is the resurgence of domestic travel. With international travel restrictions and lingering concerns about health and safety, Filipinos are rediscovering their own country's beauty.

This newfound appreciation for local destinations has created an opportunity for domestic tourism to flourish (Rivera et al., 2022). By encouraging Filipinos to explore different regions, provinces, and islands, the industry can bolster local economies, create employment opportunities, and foster a sense of national pride. As travel restrictions ease, domestic tourism can act as a steppingstone to the gradual recovery of international tourism in the Philippines.

Collaboration among various stakeholders is crucial in revitalizing the Philippine tourism industry. The government, private sector, local communities, and tourism organizations must work together to develop sustainable recovery plans, improve infrastructure, and streamline processes. Public-private partnerships can play a significant role in attracting investments, promoting responsible tourism practices, and providing training and support to local communities. In conclusion, while the COVID-19 pandemic dealt a severe blow to Philippine tourism, the post-COVID-19 era presents an opportunity for revival and reinvention. By prioritizing safety and hygiene, diversifying destinations, embracing sustainable practices, leveraging technology, promoting domestic tourism, and fostering collaboration, the Philippines can emerge as a stronger, more resilient, and inclusive tourism destination. As the world gradually recovers and travel resumes, the natural beauty, cultural heritage, and warm hospitality of the Philippines will once again captivate the hearts of travelers from around the globe (Andulana et al., 2021).

## **MATERIALS & METHODS**

The Krippendorff Content Analysis Method is a widely used approach for analysing qualitative data, particularly in the field of communication research. It was developed by Klaus Krippendorff, a prominent communication scholar, and it provides a systematic and rigorous way to analyse textual data for the purpose of identifying patterns, themes, and relationships. The method is often employed when researchers

want to understand the content of a large amount of qualitative data, such as interviews, open-ended survey responses, or media texts. By applying the Krippendorff Content Analysis Method, researchers can derive meaningful insights and draw conclusions from the data in a systematic and replicable manner.

The key steps involved in the Krippendorff Content Analysis Method are as follows:

**Selecting the unit of analysis:** The first step is to determine the unit of analysis, which is the specific segment or element of the data that will be coded and analysed. This could be a sentence, a paragraph, a complete document, or any other meaningful unit, depending on the research objectives.

**Defining categories:** Researchers then define a set of categories or codes that will be used to classify the data. Categories are created based on the research questions and the themes or concepts of interest. It is important to ensure that the categories are mutually exclusive and exhaustive, meaning that every piece of data can be assigned to one and only one category (Jessica Bong Natasha et al., 2023).

### **Training coders:**

If multiple coders will be involved in the analysis, it is essential to provide them with training and clear guidelines on how to apply the coding scheme consistently. This training helps to establish inter-coder reliability, ensuring that different coders will apply the codes in a consistent and reliable manner.

### **Coding the data:**

The coders then independently apply the predefined categories to the data, assigning appropriate codes to each unit of analysis. This process can be done manually or facilitated by software tools specifically designed for content analysis.

### **Calculating reliability:**

After coding is complete, researchers assess the reliability of the coding by measuring the agreement between coders. Inter-coder reliability can be quantified using statistical

measures such as Cohen's kappa coefficient or percentage agreement. This step helps ensure the consistency and validity of the coding process.

**Analysing the data:**

Once the coding is reliable, researchers can analyse the coded data by examining frequencies, patterns, and relationships among the categories. Various statistical techniques, such as chi-square tests or content analysis software, can be employed to explore the data and identify significant findings.

**Drawing conclusions:**

Finally, researchers interpret the results and draw conclusions based on the patterns and relationships observed in the data. The findings are often supported by direct quotes

or examples from the data to enhance the credibility of the analysis.


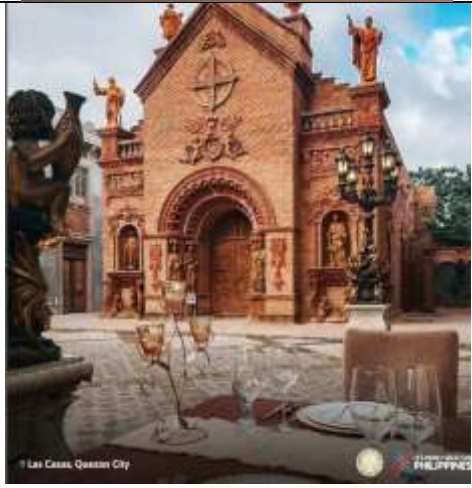
The Krippendorff Content Analysis Method provides a structured and systematic approach to analysing qualitative data, ensuring rigor and reliability in the process. It has been widely adopted in various fields, including communication studies, social sciences, and market research, to gain insights from textual data and inform research conclusions.

➤ **Analysis Technique**

The analysis technique will be using Instagram Platform as it is a medium to publish digital contents and the Instagram user is named @tourism\_phl. The data will be gathered inside a table to be analysed with Content Analysis method. The data will be chosen according to the topic connection.

**RESULT AND DISCUSSION**

CONTENT	CAPTION & DESCRIPTION
	<p>Face mask off, MassKara on! The 43rd MassKara Festival returns with even more colorful masks and a grandiose celebration 🎭</p>
	<p>The colourful culture of the Yakan people and the beauty of the environment that surrounds them are manifested in their equally vibrant Tennun, or woven cloth.</p> <p>This rich weaving heritage can be witnessed first-hand at Zamboanga City's Yakan Weaving Village.</p> <p>#7641islands #ColorsOfMindanao</p>
	<p>Verified</p> <p>The Philippines has a rich history and some of it is preserved in our music.</p> <p>In Episode 4 of #EscapeStoriesForTheRoad, we're traveling all over the country, from the mountains of Batanes to the streets of Manila, to learn about our rich musical traditions and how it still impacts our culture today.</p>

	<p>THIS CHURCH ON A HILL IS A MUST-VISIT IN MARINDUQUE 📍</p> <p>The beauty of Gasan Church in Marinduque is well worth the uphill climb to appreciate its wood-and-stone structure that has withstood the test of time.</p> <p>#ItsMoreFunWithYou #ItsMoreFunInThePhilippines #SafeTripPH</p>
	<p>This gorgeous scenery with its impressive architectural design is just right around the corner when you plan to visit the Metro Manila version of Las Casas Filipinas de Azucar where you can have a lovely al-fresco dining with their top-notch gourmet dishes. While waiting to safely travel again, order take-out from your favorite restaurants or cook at home and recreate these moments by setting a table with flowers and your best tableware.</p> <p>Don't forget to practice proper social distancing and stay safe and updated with the latest safety protocols at <a href="https://philippines.travel/safetrip/">https://philippines.travel/safetrip/</a>.</p> <p>📍: Las Casas Quezon City on Facebook / @lascasasqc on Instagram #WeRecoverAsOne #ItsMoreFunInThePhilippines #QuezonCity #Philippines #explorephilippines #dine #alfresco #food #travel</p>

Based on the data above, Cultural heritage plays a significant role in Philippine tourism, as the country is known for its rich and diverse cultural traditions. The Philippines boasts a blend of indigenous, Malay, Spanish, and American influences, creating a unique tapestry of customs, arts, cuisine, and festivals. The preservation and promotion of cultural heritage sites and practices contribute to the country's tourism industry, attracting both local and international visitors.

➤ **COLOR CODE OF DIVERSITY**

According to the data above, 3 out of 5 posts have mixed colours in their post regardless the activity is dancing, a piece of art, or performing cultural event activities. Meanwhile the caption also bolds the word of colour in their caption, meaning that diversity is part of their identity despite many aspects of Philippines are connected to westernization. The characteristic of colourful pattern in that post are implying

this characteristic of Philippines (Dakudao, 1998):

1. Cultural Diversity: ASEAN member states, including Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam, are home to a rich tapestry of cultures. Each country has its distinct customs, traditions, languages, and art forms. The diverse cultural heritage within ASEAN contributes to a vibrant and heterogeneous regional identity.
2. Linguistic Diversity: ASEAN consists of a multitude of languages spoken across its member states. Malay, Thai, Tagalog, Vietnamese, Khmer, Burmese, Indonesian, and various Indigenous languages are among those spoken in the region. This linguistic diversity reflects the historical, ethnic, and cultural variations present in ASEAN countries.
3. Ethnic Diversity: ASEAN encompasses a vast array of ethnic groups, each with its unique history, customs, and traditions.



For instance, Indonesia alone is home to more than three hundred distinct ethnic groups. This diversity extends to other member states as well, fostering multicultural societies.

4. **Religious Diversity:** ASEAN exhibits a broad spectrum of religious beliefs and practices. The region comprises followers of Islam, Buddhism, Christianity, Hinduism, Taoism, and various Indigenous religions. Religious diversity is an integral part of the social fabric in ASEAN and contributes to the region's cultural tapestry.
5. **Economic Diversity:** ASEAN member states exhibit significant economic diversity, ranging from emerging economies to more developed ones. The economies of ASEAN countries vary in terms of size, GDP per capita, industrial sectors, and economic development levels. This diversity presents opportunities for trade, investment, and collaboration among member states.
6. **Geographic Diversity:** ASEAN spans a vast geographic area, encompassing mainland Southeast Asia, archipelagic Southeast Asia, and even parts of the South China Sea. The landscapes within ASEAN vary widely, including mountains, rainforests, coastlines, rivers, and islands. This geographic diversity influences the climate, biodiversity, and livelihoods of the people in the region.
7. **Political Diversity:** ASEAN member states have different political systems, governance structures, and levels of political stability. The organization operates on the principle of non-interference in internal affairs, respecting the diversity of political systems within member countries.

Out of all seven characteristics, all of them included social aspects, which mean that Philippine tourism strong humanity aspects in their tourism. The humanity aspects are expected to occur in tourism since they need to present greatest service in their hospitality. Interestingly, tourism destination is contrast to naturalism. A naturalism without the

interference of science is what makes tourism unique on its own and artistic on its own.

#### ➤ **GLOBALIZATION BENDING**

The church architecture in the Philippines is primarily influenced by Spanish colonial architecture due to the country's history of Spanish colonization, which lasted for over three hundred years. The Spanish introduced Christianity to the Philippines in the 16th century, and as a result, numerous churches were constructed across the archipelago.

The architectural style of these churches is often referred to as "Earthquake Baroque" or "Spanish Colonial Baroque." This term reflects the fusion of European Baroque architectural elements with local indigenous influences and adaptations made to withstand earthquakes, which are common in the region.

Here are some key features of Philippine church architecture (Houston & Anderson, 1971):

1. **Facade:** The church facades typically feature elaborate ornamentation, intricate carvings, and sculptural details. These details often include religious motifs, such as images of saints, angels, and biblical scenes.
2. **Bell Towers:** Many Philippine churches have a separate bell tower, often detached from the main church building. These towers served as both a functional and decorative element. They housed large bells used for religious ceremonies and also served as lookout points to spot incoming threats.
3. **Thick Walls and Buttresses:** To counter the seismic activity in the region, Philippine churches have thick walls made of stone or adobe. The walls are often supported by buttresses on the exterior, which provide additional stability.
4. **Wooden Interiors:** The interiors of Philippine churches are usually adorned with intricately carved wooden altars, pulpits, and confessionals. These features highlight the artisanship and artistry of local artisans. The ceilings often display

decorative paintings depicting scenes from the Bible or the lives of saints.

5. Nave and Aisles: The layout of the churches follows a cruciform plan, with a nave and transept. Aisles flank the nave, providing space for congregants. Some churches have side chapels or chapels dedicated to specific saints.
6. Roofing: The roofs of Philippine churches are typically steep and made of clay tiles or corrugated iron sheets, depending on the era and available materials. The steep pitch of the roof helps to protect against heavy rains and provides better structural support.
7. Earthquake Resistant Features: To withstand earthquakes, churches were built with specific architectural features. These include rounded arches and vaults, which help distribute the weight and absorb seismic forces. The use of massive pillars and buttresses also adds structural stability.
8. Location: Many churches in the Philippines were strategically built in elevated areas or on top of hills, often overlooking towns or villages. This placement not only served a symbolic purpose but also provided a vantage point for defense during colonial times.

Examples of notable Spanish colonial churches in the Philippines include the San Agustin Church in Manila (a UNESCO World Heritage Site), Paoay Church in Ilocos Norte, Miagao Church in Iloilo, and Santo Tomas de Villanueva Parish Church in Miagao, among others (Sagut, 2022). These churches are not only places of worship but also significant cultural and historical landmarks in the country. Hence the last two data from the table presents two churches building. The churches building is meant to show that their tourist destination is friendly to foreigner even though it is ASEAN environment.

## CONCLUSION

The conclusion from this research and the data we had found is that Philippine Tourism strongly taking humanity aspects in their

tourism design. Instead of making any English campaign to attract more tourist, Philippine tourism combines both global market and cultural heritage. All five datas are one foundation but different shape. Philippines had strong western influence just by looking at their churches; however, they also present their own cultural heritage from their Instagram account. This proves that post-COVID 19 makes Philippine Tourism stays as relevant as ever. In order to be great nation, a proper tourism after COVID-19 happens are a proof of one's strength in a country (Batalla & Baring, 2019).

## Declaration by Authors

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