

**Proposed Waterfront Commercial and Recreational Hub:
Exploring the Nautical Tourism Industry of the Philippines**

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Abstract

"The Proposed Waterfront Commercial and Recreational Hub: Exploring the Nautical Tourism Industry of the Philippines" is a project proposal situated in the Queen City of the South, Cebu City. The City of Cebu (Cebuano: Dakbayan sa Sugbo) is the capital city of Cebu and is the "second city" in the Philippines with the second most significant metropolitan centre and known as the oldest settlement established by the Spaniards in the country. The city is located on the eastern shore of Cebu and was the first Spanish settlement in the Philippines. Cebu is the Philippines' main domestic shipping port and is home to about 80% of the country's domestic shipping companies. Cebu also holds the second largest international flights in the Philippines and is a significant center of commerce, trade and industry in the Visayas and Mindanao regions.

This project proposal envisions solving the current needs of Cebu City's waterfront. This proposal will showcase the local culture of Cebu City that attracts tourists from all over the world. It will also improve the rarely been discovered nautical tourism. These two factors, waterfronts and nautical tourism, should be improved and explored even more to attract tourists and investors. These days when people are more inclined to recreational facilities, we should be creating and presenting diverse tourist spots for their palate. At this point, the promotion of tourism has never been this strong and it should be grabbed by producing world class facilities that would showcase our authenticity.

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