Proposed Cebu Multi-Modal Transport Terminal Complex

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Abstract

On a recent article published by the Manila Bulletin, it is said that during the latter part of the year wealthy Russians opt to visit Cebu as their tropical destination especially when the weather in Russia gets extremely cold. The problem in the province is that it is rich in tourist destination but it lacks the facilities that would cater tourists for them to be able to enjoy such destinations. It is also stated that stakeholders have always wanted to promote Cebu in the global market for its potential as a prime tourist destination in the Philippines and one thing that would support their objective is to provide more world-class hotels and other entertainment and leisure facilities to lure more tourists and investors into Cebu City and the whole province. Thus the need for an international hospitality, entertainment and leisure facilities arise at the same way as the standards for these facilities round up.

"…. we are not the only tropical country in Asia. We are competing with other Asian countries and that is why we must have a proper tourism frame-work to make sure that we're able to have an effective edge against our competitors in drawing in international tourists."

- Armi Lopez-Garcia, Honorary Russian Consul in Cebu

"Proposed Cebu Multi-Modal Transport Terminal Complex" anticipates a centralized transportation system, which will be a combination of three modes of transportation – sea, land, air, for Cebu City to be able to cater the growing number of tourist arrival. Cebu City is the second largest city in the Philippines but from the time being, it has been left behind by other cities in the Philippines. Consequently, Cebu tourism stakeholders asks to address the depleting status of the international airport as well as entertainment facilities to be able to lure, cater and take hold of the growing number of tourist arrival on the southern part of the Philippines. Furthermore, this proposal features a horizontal development of a world-class hotel and casino to appease local and international tourists' leisure and entertainment needs.

To be able to meet the publicized need of Cebu a descriptive type of research is needed to fully examine the necessities using qualitative and quantitative analysis of raw information gathered through survey, interview, research and observation. This proposal may fasten up the distribution of goods while promoting the country's potential along with the province, internationally.

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