



Abstract

This study focuses on how the Cultural Heritage Sites of Maragondon are being promoted by its tourism department office. The researchers aim to know how the information is being shared, what activities do the tourism officers conduct to promote the town's Cultural Heritage Sites, and what communication tools do the tourism department office use to design a promotional plan that will help the municipality boost their image and attract more tourists. To complete the study, the researchers used Input-Process-Output Model to support the data that has been gathered, and survey questionnaire was used as the primary method to collect data, supported by interviews with Maragondon tourism officers and an Advertising Professional. After analyzing the data, the researchers designed a campaign strategy following the Goals-Plans-Action theory that fits the target audience of the tourism department office of Maragondon.

KEYWORDS: Cultural Heritage Sites, Maragondon, Cavite, Communication, Communication tools, Advertising, IPO, GPA, Promotion, Communication Barrier