

## **Strategic Plan for Tourism Development of Puerto Princesa City Towards Global Tourist Destination**

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### **Abstract**

This study aimed to develop a Strategic Plan for the Tourism Development of Puerto Princesa City, Palawan towards a global tourist destination. A tropical paradise features the world-renowned Subterranean River National Park where nature begins and never ends. The research method used is research in descriptive form with a qualitative approach. Hence, this study utilizes the SWOT analysis as a strategic tool, wherein stakeholders can specifically identify areas subject to scrutiny and effectively lay down appropriate strategies to plan implementation toward desired outcomes and adequately prepare to become a global premier destination. All data were transcribed verbatim and analyzed using a strengths, weaknesses, opportunities, and threats (SWOT) analysis. Then, the SWOT analysis matrix was used. It was analyzed that Puerto Princesa City's tourism advantages were revealed on different levels from global, national, and regional down to local perspectives. Development at a tourism destination is shaped by demand. Thus, the demand for tourism is shaped by tourism opportunities. The results of the SWOT analysis revealed that the development opportunities for tourism were also identified to attract tourists from all over the world. The highlight of strength revealed the richness of natural resources of the city which forms part of the Philippines' last frontier. On the downside of the analysis, several issues were determined and considered as disadvantageous that may hamper potential development if not properly addressed. These are poor access roads and bridges at some tourism sites, weak signals in some areas, power shortages, and inconsistency with the conservation of biodiversity; also, threats highlighted the continuous incorrect usage of natural resources, natural calamities, and pandemics. Therefore, there is a need for strategic planning to attract tourists worldwide. Furthermore, it is a comprehensive process for a destination to achieve the goal of becoming a global destination, factors to consider are the tourism demand and supply, the environmental analysis such as infrastructure, ambiance and environment, and political and social conditions.

*Keywords: Sustainable Tourism Development, Global Tourist Destination, SWOT analysis, Puerto Princesa City, Palawan, Philippines*