

PHILIPPINE TOURISM, GEOGRAPHY, AND CULTURE

Maria Criselda Gatchalian-Badilla, PhD



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ABOUT THE BOOK

Philippine Tourism, Geography, and Culture presents a comprehensive survey of the major tourist destination areas in the Philippines. Major discussions will center on accessibility, geographical characteristics, major attractions, gastronomy, and distinctive cultural attributes of the various regions of the country related to the development and promotion of tourism in the Philippines. It is written in a summative manner to enable students to have a broad appreciation of the tourism attributes of the Philippines. A travel diary is presented in each chapter to share stories of how ordinary people came to an appreciation of the beauty of our local attractions.

ABOUT THE AUTHOR



Maria Criselda Gatchalian-Badilla, PhD, is an associate professor at the University of the Philippines Asian Institute of Tourism. She obtained her Bachelor of Science in Tourism (*cum laude*), Master of Arts in Communication Research, and Doctor of Philosophy in Communication from the University of the Philippines–Diliman. She authored textbooks on tourism marketing and tourism promotion services. She is a recipient of the Gawad AIT Natatanging Guro Award for excellence in teaching. She is also a tourism consultant and market specialist of Tourism Infrastructure and Enterprise Zone Authority (TIEZA) and National Economic and Development Authority (NEDA) for various tourism master plans. She is a resource speaker of Tourism Promotions Board (TPB), Inquirer Academy, and Firebrand Asia for marketing, branding, and events management.



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