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**DISCOVERING THE CITY OF LOVE:**

**BEAUTY MEETS CAPABILITY RELENTING QUEST TO THE PRESERVE CULTURE**

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## Executive Summary

This paper focuses on revealing how Iloilo City is capable of meeting the need of the changing surroundings without giving up the history that already entails to us and on how we are able to promote our own local tourist destination, vast culture and local products. It also discusses in this paper the impacts relevant to the tourism progress in the city of Iloilo and the positive and negative outcomes of the different developments. Tourism can bring both economic and quality-of-life benefits to communities. Rooted in historic preservation, one challenge is ensuring that the very places that contribute to heritage tourism are enhanced and not inadvertently altered or destroyed. It is also a program for this case study to know how people are really that involved in appreciating, promoting and protecting the beauty of our vast history defined by the great architectural structure. The challenge in nowadays is can we still protect the beauty of the historical facts brought to us through this prestigious evidence and the beauty of God's creation and also if can we strongly promote our local destination, and can we Ilonggos stand as the warriors that will protect the beauty of nature and will continuously preserve our vast culture.