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Lyceum of the Philippines University Cavite Campus Department of International Tourism and Hospitality Management A SWOT Analysis on “MANILA OCEAN PARK” In Partial Fulfilment of the subject Recreation Management For the Degree of Bachelor of Science in Tourism Management Submitted by: Gorospe Erika S. Maraan Joanna Mae H. Montoya Viromica S. Submitted to: Ms. Grace B. Gison March 10, 2012

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ACKNOWLEDGEMENT INTRODUCTION A. Name and General Location * Manila Ocean Park * Behind the Quirino Grandstand Luneta, Manila, Philippines B. Company / Institutional Philosophy Manila Ocean Park makes a serious conservation by engaging its management and staff to participate in various projects sponsored by the government and private institutions. The Philippines is instill national pride, promote public education and social awareness. The ultimate goal is to strive for a better world that future generations believe. C. Ownership / Management

SITE DESCRIPTION AND EVALUATION A. Geographical Location / Location Map B. Accessibility * Manila Ocean Park. Located very close to Rizal Park and just off the Roxas Boulevard it is easy to find and quite a pleasant walk from Malate, Manila.

FACILITIES A. Type and Description of Operation * Manila Ocean Park is open from 10am — 9pm, Mondays through Sundays. Special tours may be requested and booked earlier than tour schedules. B. List of the Facilities / Equipment Inside the Place * Agos (Flow) — a rainforest motif complete with 8 tanks of freshwater fishes. * Bahura (The Reef) — exhibition of artificial corals in 48 tanks * Laot (Fishing Ground) — features big fish and Eagle-spotted rays in a long tank. * Kalaliman (The Deep) — showcases marine animals found in the deepest parts of Philippine waters.

* Buhay na Karagatan (Living Ocean) — the main attraction of the oceanarium is a 25-meter long walkway tunnel with 220-degree curved acrylic walls similarly seen in Ocean Park Hong Kong, Underwater World in Singapore, Siam Ocean World in Bangkok, Thailand and Aquaria KLCC in Kuala Lumpur, Malaysia. The difference between MOP's is a 220-degree curved tunnel as compared to the standard 180-degree curved tunnels seen in other Asian countries. * Pagi (Sting Ray)— variety of rays fly over while you're under this unique Overhang Tank. * Pating (Shark) — features several species of shark. * Concourse Plaza: The Concourse Plaza houses big events like concerts, performances and product launches for the whole year. * Marine-Themed Mall: The first marine-themed mall in the Philippines which houses 25 restaurants where customers can enjoy Manila's beautiful sunset, and even dine al fresco. The mall also features 30 unique stores. * Open Water Marine Habitat: The Open Water Marine Habitat is an outdoor swimming pool with diving facilities where visitors go snorkeling or diving. * Acquatica Musical Fountain: * Philippines's first and tallest musical fountain as tall as 120 feet high and the largest water and laser show consisting of over 1, 600 water nozzles; water, music, lights & special effects; backed by live performance. C. Other Product and Services Offered * Dining Experience and Unique Bars - A fusion of South East Asian cuisine at Makan Makan Asian Food Village. Enjoy a merry mix of flavors with a world-class sunset view. Unwind at Liquid Pool and Lounge with its signature drinks and indoor pool setting. See the best bayside scene at Whitemoon Bar and groove to the latest sounds. * Hotel and Spa -Have a relaxing stay at Hotel H2o, a member of World Hotels — the largest and most

established Europe-based global hotel group for independent and regional hotels with strong emphasis on properties with character and distinction. It has 147 rooms and suites, highlighting aqua-themed rooms and panoramic views of Manila Bay. * Zenyu Eco Spa is a unique facility that pioneers negative ion hot bed treatment from Japan. Negative ions are free air molecules that help stabilize the effects of free radicals which caused major diseases. The spa also offers the first fish spa jacuzzi in the country.

MARKET / CLIENTELE A. Specific Target Market / Clientele * Kids and teenagers * Summer camps outings * Summer Schools (organized outings) * Adults accompanying the kids * Expatriates visiting during the summer B. Competitors C. Promotional Activities and Tools * Buy 30 Get 2 Promo - an indoor thrilling games and arcade at Funtasea. Sing, groove, learn and get silly with Hamboo, in Penguin Talk Show. * Buy 5 Swimming to Get 5 tickets to Musical Fountain Show * Summer's Coolest Promo Specials — an All-Season Holiday Destination offers fun promo bundles to take advantage together with the newly opened Trails to Antarctica, the Penguin Quest.

SWOT ANALYSIS OPPORTUNITIES(external) | STRENGTHS (internal) | WEAKNESSES (internal) | -Strong economy in Mainland and growing middle class with purchasing power are stimulating demand for outbound travel. | - Ocean Park is one of the icons of the Philippines, popular with locals and tourists as well.-Ocean Park keeps animals and water creatures. -Education and conversation programmes with unique environment and professional educators offered to students and learners.-Easy accessibility by public transport and adequate parking space | -Limitation on land development | THREATS(external) | (ST) | (TW) | CONCLUSION AND RECOMMENDATION

BIBLIOGRAPHY AND REFERENCES * [http://www. manilaoceanpark. com/](http://www.manilaoceanpark.com/) *
[http://en. wikipedia. org/wiki/Manila_Ocean_Park](http://en.wikipedia.org/wiki/Manila_Ocean_Park)