**TOURISM**

***Situational Analysis***

There is renewed call for a new approach to development with emphasis on community empowerment or participation, with the belief that more sustainable activities will be undertaken in the community. Much of that call, however, is coming not from within the communities, but primarily from advocates of change who may have little to do with those communities. What then will the new approach bring apart from changes in who are the decision-makers? And how do we measure that the change that is called for will, in fact bring added benefits to the communities themselves.

Agro-tourism or agri-tourism as it is defined involves agriculturally based operation or activity that brings visitors to a farm or ranch. The agri-tourism in the municipality includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, sloping hogs, picking fruit and feeding animals.

**Accessibility of Existing Tourism Establishments and Tourist Attractions**

Mangaldan is located in an area near busy Dagupan City, San Fabian and Manaoag, where many people flock to pay homage to the Minor Basilica of Our Lady of the Most Holy Rosary of Manaoag and visit beach resorts which attract many visitors from far flung towns and cities. In support to the Manaoag Tourism Development Plan, Mangaldan can supply its local products for sale such as meat and meat products, native delicacies, food products, novelty items as well as recreational facilities.

The presence of the Hotel Trish, Romana Peanut Brittle, establishment of new restaurants, snack counters, resorts, landscaping of the town plaza and the presence of Bona’s Trail along Angalacan River which is a very good site for bike enthusiasts contribute to the tourism development in Mangaldan.

The Pasalubong Center and the abundance of “tapa” or cara-beef and processed meats like longganisa, tocino and other products are most liked by visitors because they are sold at factory prices. The Macario Ydia Development Center (MYDC) offers a wide venue for holding recreational, sports and other related activities.

The traffic plan is designed to accommodate tourist who would like to avoid the congested traffic in Dagupan City. Parking Spaces are also provided in front of the Public Market especially for buying visitors.

Mangaldan, being a peace-loving community is attractive to tourists, wherein the general peace and order situation is very satisfactory.

Traditionally, a destination is thought to be a specific geographical area but in today’s world a destination can be an alloy of tourism products to satisfy visitors located in an area. There is a destination of every kind to suit the personality of every traveler. With so many choices for tourist, they must be convinced as to why they should visit Mangaldan over other places.

According to Wolfgang weinz, “ the growing significance of technology and more demanding customers, as well as environmental issues, requires a more effective customer/employee relationship. Competitiveness and productivity in the industry depend on skill levels, professionalism, commitment, passion, loyalty and soft skill of the workers.”

The role of the government identified as key to developing the tourism industry. To become an attractive destination for tourists, a location requires a wide range of services including infrastructure and effective destination marketing in order to attain the vision and the role of the municipality to the Province of Pangasinan as the meat-processing capital of Pangasinan providing quality pasalubong products to tourists and visitors.

Hotels and restaurants also have huge potential to reduce poverty. Partnership between private and public sector should be enhanced to ensure more effective coordination and benefits for the local communities.

**Table 99: Inventory of Tourism Establishments CY 1015**

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| --- | --- | --- | --- | --- |
| **LOCATION** | **NAME OF TOURISM ESTABLISHMENT** | **AREA (HAS)** | **TYPE OF ATTRACTION/ FACILITIES** | **OWNERSHIP** |
| 1. Poblacion | Trish Hotel  Mangaldan Public Market  Mangaldan Pasalubong Center | 1.00  1.28 | Hotel & Restaurant  Market Commodities & Services  Local Products | Private  LGU  LGU |
| 2. Embarcadero | Mayor Bona Trail/ Angalacan River | 10.00 | Agri-Tourism | LGU |
| 3. Nibaliw | Mangaldan Farmers Training Center  Trishland Resort | 3.00  4.00 | Agri-Tourism  Hotel & Restaurant  Swimming Pools  Zipline | LGU  Private |
| 4. Guilig | Mangaldan Livestock Market  Hidden Spa Inn | 1.00  0.20 | Agri-Tourism  Inn & Spa | LGU  Private |
| 5. Bari | Municipal Slaughterhouse  Waikiki Inn | 2.00  0.50 | Agri-Tourism  Inn | LGU  Private |
| 6. Bantayan | Golden Success Inn | 0.30 | Inn | Private |
| 7. Tebag | Hiden Rock Resort | 1.50 | Resort & Restaurant  Swimming Pool | Private |

**Cultural Tourism Activities**

The Municipality of Mangaldan is proud to have its Pindang Festival held during annual fiesta, this is a week-long activity.

**Potential Tourism Attraction**

The Mayor Bona Trail along the Angalacan River in Brgy. Embaracdero has so much potential as an eco- tourism attraction. It is right along the National Road going to Manaoag and its was adjudged as Hall of Famer - Cleanest Inland Body of Water in Pangasinan.

**Table 100: Tourism Matrix Analysis**

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| --- | --- | --- |
| **Problems/Issues/Concerns** | **Recommendations** | **Policies/Strategies** |
| Undeveloped Angalacan River for tourism purposes | Develop the Angalacan River as a tourist spot – River Cruise  Concreting of the river bank for jogging/biking/picnic/commercial purposes  Develop an eco-park along the Angalacan river banks  Develop it as a convergence area | Creation of a Municipal Tourism Council  Preparation of Municipal Annual Tourism Plan  Identification of fund sources for tourism programs/projects  Passage of a resolution/ordinance to support the tourism project/program  Promotion and marketing strategy to attract tourists  Involvement of tourism stakeholders in the awareness campaign and utilization of the tourist parks |
| Lack of coordination for the promotion of tourism activities | Proper coordination with tourism stakeholders for the synchronization of tourism activities | Intensify involvement of the private sector in the promotion of the tourism activities  Prepare a yearlong tourism calendar of activities  Brochures/leaflets of tourism facilities will be made available at the tourism office/LGU  Prepare an AVP to promote the LGU, its tourist spots and products which will be shown in private establishments |
| Beerhouses/videoke bars located in different places | Identify an area for the “Red Light District” | Organize and coordinate with the operator/owners of videoke/beerhouses to relocate in the identified RLD |