

Marketing Strategies of Local Government Units as Tourist Destination in Pangasinan

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Abstract— *Tourism destination marketing is a crucial part of destination management since Pangasinan tourism has seen significant changes in recent decades. In connection with this, the study sought to explore the functions and the promotion of the tourism industry performed by the local government unit in the city of Dagupan, the municipalities of Manaoag and San Fabian. The tourist departments, the mayor's office, and the Provincial Tourism Agency (PTCAO) were selected as the subjects by conducting structured interviews. According to the findings, the primary suggested marketing methods are to expand marketing strategies, keep up infrastructure spending, interact with the community and train individuals working in tourism-related services, forge closer ties between the local government and businesses in the private sector, and put in place a mechanism for gathering and evaluating input from visitors and stakeholders. Due to a few limitations, the function appeared to have less involvement in the growth of the tourism industry in the municipality.*

Index Terms— *Marketing, Local Government, Private Sector, Tourism, Tourism Destination*

I. INTRODUCTION

Due to its enormous influence on foreign exchange gains, wages, tax income, and employment possibilities, tourism is vital to the economic success of many nations. Similarly, there has been a noticeable execution of development and construction activities targeted at catering to both domestic and foreign tourism in response to the competitive nature of global tourist destinations. The level of competition in the global travel destination market is steadily increasing. This could be explained by the rise of several new locations that are now in a developed state. In order to survive in the face of intense competition, these places must revitalize and improve their quality. The

province, which is the third largest in the Philippine Archipelago, got its name from the colloquial word for salt, "asin." The coastal towns of the province were called "PanagASINan" or "Pangasinan" because of the high caliber and quantity of salt beds that provided the majority of the locals' food. The province is formed like a crescent, and 536,818 hectares of land, or around 41.8% of region 1's total land area, are under its jurisdiction. Moreover, this land region only makes up 1.8% of the Philippines' overall land area. There are forty-four local government entities and four urban centers in the region under consideration. Geographically, it is bounded to the north by the Lingayen Gulf, La Union, and Benguet; to the northeast by Nueva Vizcaya; to the east by Nueva Ecija; to the south by Tarlac; and to the west by Zambales and the China Sea. As per the 2019, there are 2.65 million people living in Pangasinense who are known for their friendly, courteous, welcoming, hardworking, and enjoyable nature (Aya-Ay, et al., 2020). This is attributed to their rich and diverse cultural heritage, which has been molded by their long and distinguished history as well as their way of life, which combines tradition, innovation, and creativity. The province embraces modern technological advancements while preserving its vast and breathtaking natural landscapes and distinctive attractions, giving visitors the chance to experience the best that the Provincial Philippines has to offer (Eneyo, et al., 2022). As stated by Hardjosoekarto and Lawang (2021), Pangasinan is well-known for its vast stretches of white, sandy beaches, verdant hills, picturesque vistas, caverns, and cascades; historical Hispanic churches; holy sites for religious pilgrimages; and a large stretch of coastline for fishing, water sports, or leisurely walks along the Lingayen beach, which provides an enthralling view of the world-famous Philippine sunset. As a result, the province acts as a center for a number of businesses, such as manufacturing, media, transportation, telecommunication, and hospitality. Large and small

telecom firms, bus and transportation services, local and regional newspapers, radio stations, television networks, cable services, hotel and restaurant chains, and a variety of manufacturing and retail establishments are all housed there. According to the highest-ranking tourism official in the province, Manaoag town is Pangasinan's top tourist destination. Luisa Elduayan is in charge of the Pangasinan Tourism and Cultural Affairs Office, according to Ma. Nineteen hundred and forty-six pilgrims and tourists visited Manaoag in the first quarter of 2023 (Martin, 2024). Local government units (LGUs) must have a solid plan for marketing their tourism locations if they are to cultivate healthy tourism markets. Consequently, given the potential socio-economic benefits that communities stand to receive, it is imperative that they take advantage of the opportunities presented by tourism. The important role that local government units (LGUs) play is one of the main elements that leads to success. Local government units, or LGUs, possess the capacity to efficiently supply the infrastructure, knowledge, resources, rules, and planning processes required to maximize the benefits for their local communities. As a bridge between the people and the government, local government units (LGUs) are crucial to the development of a community (Diono and Rogerson, 2020). They are in charge of putting policies into place, influencing the local populace, and resolving the numerous problems and worries of their particular areas. In order to achieve favorable and beneficial outcomes, local government units (LGUs) act as middlemen in enabling the execution of government policies and programs within each unique community. The success of the regional tourism sector and resource conservation in the framework of sustainable development depend heavily on the cooperation of local governments. The development of sustainable tourism involves the efficient use of all available resources to meet the needs of visitors and host communities while also preserving future opportunities. According to the Tourism Act of 2021, this means maintaining biological diversity, essential ecological processes, cultural integrity, and life support systems while also meeting economic, social, and aesthetic criteria. As supported by Amilia, et al (2023), this method depends on the community and a wide range of stakeholders being involved because it allows for efficient planning and decision-making

procedures that serve the community's long-term interests. On the basis of this assumption, the local government has the potential to have a substantial effect on the local tourism industry while simultaneously aiding in the preservation of the essential resource that is necessary for its continued existence.

II. METHODOLOGY

Given the nature of the investigation, the qualitative methodology used by the researcher was found to be the most appropriate approach. The study's locality is made up of four (4) municipalities: Manaoag, Dagupan, San Fabian, and Lingayen (Pangasinan Tourism and Cultural Affairs Office, PTCAO). Pangasinan province contains forty-four (44) municipalities. The researcher used random sampling to obtain the sample. The interviewees include the managers or owners of the designated communities, important officials such as mayors or vice mayors, and representatives of the local government working in the tourism offices. A thematic analysis was employed to examine the data collected from the participants. Thematic analysis is a qualitative method of data analysis that entails looking for, assessing, and summarizing recurring patterns in a data collection. It is a means of characterizing data, but it also incorporates interpretation in the process of choosing codes and developing themes (Belandres, 2018).

III. RESULTS AND DISCUSSION

Current Tourism Attractions, Accommodations, Access, Amenities and Tourism Activities

III.1. A. Attractions

Manaoag, Pangasinan, is well-known for its Minor Basilica, Our Lady of Manaoag, which draws attention to the municipality's religious tourism industry (Amilia, et al., 2023). The key informant claims that the Dominican parish is in charge of managing this industry. The building of cooperation relationships for any development activities centered around the Minor Basilica is the Local Government Unit's primary contribution to its tourism management. Other privately run tourist destinations are also being promoted by the LGU Tourism Office. Additionally, it suggests making upgrades to the access roads leading to these additional attractions, but the owners

object. In order to draw attention to this religious tourism destination, Manaoag LGU distributes pamphlets, sets up a tourism desk and kiosk, and uses visual aids like an LED wall that highlights the Minor Basilica to promote the location. Dagupan City is encouraging tourism on its coastal beaches. They are well-known for the beaches in Bonuan and Tondaligan. Social media celebrities such as bloggers, vloggers, content creators, and posts in social media personal accounts help advertise the beaches; these are mostly promoted through social media and the Dagupan LGU website. Because of this, Dagupan LGU has an advantage when it comes to promoting tourism and needs less work. Conversely, San Fabian is home to numerous beautiful beaches, including Sunset Beach, Bikers' Den, Sobol Beach, Center Beach, and the 12-kilometer-long Bolasi-Mabilao Beach. Brochures and social media platforms are used to advertise them. Since the tourist agency lacks a website, information is obtained from various online resources, including mobile applications and partner websites that include tourism destinations in San Fabian, Pangasinan.

III.1. B. Accommodations

There are not many lodging options in Manaoag that are run by private companies and are situated around the church. The LGU lacks a tourist-focused lodging establishment of its own. The Manaoag Hotel and other privately owned hotels and inns in the vicinity receive the necessary assistance from the local government in the form of operation permit approval and inspections. Additionally, it helps guests with problems or worries about their lodging at these places. Among the well-known privately owned and run hotels in Dagupan City for visitors are Ragtime, Lenox Hotel, and Star Plaza Hotel. These can be found using internet browser searches as well as mobile applications for booking hotels. Mabuhay and Homestay are the two varieties of lodging available in San Fabian. Both resorts, hotels, and inns are recognized by the DOT. Mabuhay lodging satisfies the minimal standards, including having five or more rooms, facilities, and a swimming pool. Though it is close to the beaches, the homestay offers fewer than five rooms. Of the approximately 200 shelters available for rent along the beaches, only 11 are DOT-accredited out of the 34 Mabuhay and 34 Homestay enterprises.

III.1. C. Accessibility

It is possible to reach the Manaoag Minor Basilica by land. The Tarlac-Pangasinan-La Union Express Way (TPLEX) and national and barangay roads are two alternate routes that tourists and travelers from Southern and Northern Luzon might take to reach this holy site. Concrete borders the roadways that encircle the church. But there were several areas that needed small to large repairs. This makes it harder for guests to travel comfortably. Due to these issues, the Provincial Government, in collaboration with the Manaoag Local Government Unit, developed a tourism route project that will link the municipalities of Binalonan, Manaoag (Tumbaga, et al., 2021), Lingayen, Dagupan, and Alaminos. The project is presently undergoing approval and implementation. Both private cars and public utility vehicles can get you to the beaches of Dagupan. Dagupan is utilized by a number of bus companies as a terminal, staging station, or portion of a bus line's route. Dagupan beaches are reachable by commuters from both northern and southern Luzon. Travelers using their own vehicles will arrive at the same location at their own convenience and speed. Social media posts readily provide fare, direction, and route information, and these are effective to advertise the accessibility of tourist spots (Roxas, et al., 2020). In addition to being friendly, the residents can provide directions to visitors. Accessibility for guests staying in any of San Fabian's authorized resorts and inns is not an issue. Swimming is not permitted after 5:00 p.m. for reasons of safety. These beach locations are accessible to visitors via buses, tricycles, and private vehicles.

III.1. D. Amenities

The Dominican Parish owns and maintains the amenities found within the Minor Basilica. Comfort rooms are among the extra facilities that the Manaoag Tourism Office helps to maintain and run for visitors. They also offer services such as a desk for assistance for tourists. In contrast to Manaoag, Dagupan City has the benefit of being Pangasinan's hub for business, education, and healthcare, making basic utilities easily accessible to the public. The city is home to hospitals, spas, shopping centers, markets, and a wide variety of businesses offering various products and services. Both locals and visitors to Dagupan can enjoy the added comfort of these amenities. The owners and management are in charge of managing and promoting

privately held businesses. By means of its license and permit division, the Dagupan City government contributes to the guarantee of high-quality products and services. This office conducts inspections to verify that criteria are met in terms of hygienic conditions, pricing, and cleanliness. By offering travel guides and keeping an eye on companies involved in the tourism industry, Dagupan LGU safeguards the welfare of visitors and makes the most of its social media presence. Data for DOT-accredited businesses is available to their management. Facilitating the execution of the city's tourism initiatives is a progress for welcoming tourists coming from different places (Bulilan, 2021). San Fabian features certified resort staff for basic life support as well as pools. This is a very fundamental and necessary prerequisite, particularly for water sports where drowning tragedies are a possibility.

III.1. E. Activities

The church oversees religious events that draw tourists, like the Feast of Our Lady of Manaoag. According to Peralta-Milan (2020), Minor Basilica is one of the most popular pilgrimage sites in the North. Thousands of people visit this town every year on weekends to celebrate Mass, pray the Rosary, give flowers, and light candles at the shrine. The busiest times of year are during Lent and Easter, in May and October, as well as on the feast day of the Holy Rosary. While there are no other scheduled pilgrimage events, the LGU makes sure that everyone is safe and secure, including visitors. The Dagupan City government, like Manaoag LGU, makes use of the free and easily available social media platforms to promote regular and future tourism events, including the Bangus Festival, which offers a range of activities spread over many days. They advertise each activity, the rules, and recommendations through these platforms as a resource for both tourists and locals in an effort to draw visitors. Bringing in celebrities, bands, artists, and influencers to boost attendance is part of the appeal of these celebrations since it uplifts the atmosphere of these places (Suratos, 2022). Tourists are also drawn to street parties, trade fairs, and festival competitions. With its river cruise in the Dawl Watac River, Dagupan also provides outdoor entertainment while concurrently promoting Bangus and Bangus-related items. The length of the celebrations boosts hotel revenue because most

visitors want to make the most of their trip by attending and taking part in these events. San Fabian encourages people to visit natural tourist destinations and engage in activities like swimming and sunset viewing. Some resorts provide equestrian activities on their grounds. The beaches provide a wide range of water sports as well. sporting events held during festivals, such as boat parades and volleyball matches. Farm Ville's kawa baths, calamansi picking, and biking routes have all drawn national TV coverage and been frequented by local politicians and celebrities.

III. 2 The SWOT Analysis of its Marketing Strategy

III.2.A. Strength.

Minimal marketing methods, restricted to visual materials like brochures and social media pages, are implemented by the Manaoag Tourism Office and the LGU. The Key Informant claims that its strength is attributed to divine intervention, which acts as the primary force behind the year-round influx of visitors, encourages people to share the social media page, and advocates for the religious destination on their own personal accounts, all of which increase the destination's visibility and presence across a variety of platforms. Manaoag LGU uses social media, which is widely available and free to use, to advertise the pilgrimage destination. The LED Wall, the handouts, pamphlets, and brochures, together with additional reading and visual elements, complement this. As to the Key Informant, tourists and visitors occasionally object to receiving these materials because they have personally been the victims of dishonest people. The Dagupan City LGU doesn't put in a lot of work because social media is the main tool used in its tourism marketing plan. Past visitors use these platforms to discuss their experiences on their personal accounts. This promotes Dagupan as a vacation spot. Websites are another easy way for potential visitors to obtain information, and Dagupan LGU has one. The area's essential necessities, such as a market, bank, and hospital, are easily accessible to tourists and visitors. In addition to the city's mix of man-made and natural attractions, foodies can discover various eateries and their offerings. Peace and order are promoted in Manaoag by police visibility on the grounds of Minor Basilica. The Minor Basilica's status as a sacred location was further enhanced by the decreased noise and improved air quality caused by banning cars from parking there. Our Lady of Manaoag's devotees and

patrons report feeling blessed and having a tranquil pilgrimage (Tasico, et al., 2022). The tourism industry's offices and establishments, together with other involved parties and stakeholders, effectively coordinate marketing strategies. It encourages the efficient use of marketing plans and boosts the number of people who frequently visit Manaoag. Service workers like parking attendants and entrepreneurs who sold candles and local specialties made a living off the religious site. Promoting and upholding peace and order, as well as maintaining comparatively improved traffic conditions—which the PNP, the POSD, and the barangay of Tanods provide—are essential to the survival of these industries. The six-year tourism development plan for Manaoag Local Government was created in 2021 and will expire in 2026. The plan emphasizes Manaoag as a component of the nation's religious tourist industry. It seeks to strengthen and revitalize visitors' faith. The tourism development plan links a number of religious and cultural locations in Pangasinan's surrounding cities and municipalities. Social media is used to promote tourism in San Fabian. It is more relevant now and has a larger audience since young people enjoy traveling. People who have recently been hired would want to travel. In order to better promote San Fabian, brochures are frequently given out at town trade fairs or as delegates to out-of-town fairs. The San Fabian LGU views social media as a valuable marketing tool. Compared to other beach destinations, San Fabian beaches are more reasonably priced for visitors.

III.2.B. Weaknesses.

Certain companies exploit the increased number of tourists to Minor Basilica by charging exorbitant rates for goods like candles. This has an impact on both the religious website's favorable PR and the number of people who visit its social media pages. Additionally, these social media pages are frequently visited by online keyboard warriors or bashers who damage reputations and generate bad PR. The Tourism Office in Manaoag is faced with the task of devising methods and approaches to enhance the capacity of current parking areas or regulating programs to maintain a reasonable number of vehicle parks within the designated parking areas due to the scarcity of parking spaces allocated for tourism-related activities. People use their social media profiles to exercise their right to free speech. Anyone can readily view their

contentment, discontent, and bad experiences with visitors to Minor Basilica on their personal social media accounts. This is outside the jurisdiction of the LGU. Cocal (2021) stated that these kinds of social media posts bring criticism to the travel and tourism sectors. The amount of trash at Minor Basilica rose due to the large number of guests. The additional expense to the town results from the transportation of this trash, for a fee, to Metro Clark for proper waste management. Dagupan City perceives a deficiency in upholding its social media visibility.

III.2.C. Opportunities

The Manaoag Tourism Office is excited to have a pasalubong center open, a location that promotes local goods with superior packaging and reasonable costs. This kind of business aids the local government in policing unfair business practices such as overcharging and deceptive sales tactics involving the weight, volume, or quantity of items sold for a specified sum. They also have authority over these companies' legal status because they are granted licenses and subject to routine inspections. These provide visitors, tourists, and clients with assurances. The marketing plan of Manaoag LGU is dependent on cooperation with the church. Because of the close ties, the LGU is searching for additional resources to support the Minor Basilica's operations. At the moment, it records churchgoers' experiences through a survey to get their input. Manaoag LGU is looking for ways to advertise its other regional goods. History dictates that kundadit, a traditional delicacy consisting of powdered rice, may only be manufactured and cooked in Manaoag. In addition to earning respect for maintaining culture and tradition, this could lead to the creation of more or additional jobs and revenue for the Manaoag people (Cambel and Albacea, 2021). They have no influence over or participation in the social media pages of companies that are advertised in the city. Their only endeavor is to get other companies to set up and manage social media pages or accounts, which raises Dagupan City's profile on these networks. Viral films showcasing San Fabian's breathtaking landscape and activities don't support the city's marketing campaigns. Another shortcoming of a tourist location is ignorance. The traffic during the summer, when most beachgoers want to visit San Fabian, is another issue. There are not enough entrance and departure points, which leads to traffic congestion.

Beachgoers and visitors must wait two hours to enter. Additionally, a tri-city boat project involving Alaminos and San Fernando City in La Union is under development and is anticipated to contribute to an increase in tourists visiting Dagupan City by providing an alternate, traffic-free way of transit. Since they are the primary recipients of the city's tourism marketing strategy, Dagupan LGU finds that its tourism stakeholders have a similar friendly attitude. The operators of San Fabian resorts established an organization. With these stakeholders, the LGU enjoys an excellent working relationship and partnership. Stakeholders are informed about government activities such as DOT trainings and seminars in the tourism sector. Increasing joint ventures and alliances will also aid in enhancing marketing plans. There are efforts to work with the Manaoag tourism management to encourage pilgrims of Our Lady of Manaoag to make San Fabian beaches their next destination. Since San Fabian does not have a native delicacy of this kind, products from nearby towns like Calasiao can also be marketed there.

Because it has facilities for running and swimming as well as terrain for biking and trail running, the key informant is considering organizing a triathlon event there. Additionally, compared to other coaster locations, it has more beachgoers because it is the most reasonably priced summer beach destination. Additionally, there is a chance to replicate the biking activities on San Fabian's La Union beaches. Local colleges and universities contribute to tourist efforts by organizing and holding trade shows that showcase handicrafts, artwork, and other things produced locally, as well as some that are imported from nearby cities. The highlands of San Fabian might be a popular tourist destination. The town has potential for agro-tourism and is well-known for its farming and fishing industries. Visitors will be able to cast fishing nets, fish with fishing poles, plant, pick fruits, and harvest farm products directly from the source at this experiential tourism event. San Fabian is anticipating a rise in foreign visitor numbers. These beaches do see some Asian visitors, but they still require greater publicity.

III.2.C. Threats

The positive and favorable perception of Manaoag and the Minor Basilica is in danger due to the unfavorable

press shared on social media. It affects potential Manaoag visitors' inclination to visit the Minor Basilica and purchase things from the location, setting off a cascading effect. There will be a drop in visitors, which could have an impact on business establishment sales, reducing potential revenue for business owners and leading to job losses for others. The popular perception of Minor Basilica is also impacted by the growing population of Badjaos in the region during the "ber" months. Both tourists and visitors are dissatisfied with the rise of panhandlers. The volume of waste produced is increasing, which poses additional challenges for the tourism business. The Manaoag municipality's income code is out of date as stated by Tumbaga, et al (2021). This has an impact on the business aspects of implementing present and future tourism marketing strategies. If the revenue code is not amended to apply the proper fees and taxes to be collected, future tourism-related firms in Manaoag and businesses in general may not be lucrative and become additional expenses for the LGU. The public market's present fees are insufficient to cover the cost of essential services and commodities like water and electricity. Dagupan City frequently floods as a result of its location as a low-lying coastal area and a catchment area for multiple river bodies. In addition to being the province's business hub, it has transportation issues that are made worse by flooding. This deters potential tourists and visitors from coming to the city. Frequent flooding in the city has an impact on fresh, clean, and natural supplies of potable water. The environmental conditions of Dagupan City's coastal sections, which are susceptible to beach erosion and seawater intrusion into freshwater sources, are made worse by uncontrolled and abusive bakawan cutting. Competition from other beach locations like La Union, Alaminos, and Bolinao, which all have similar natural charms, is another issue. The rapid development of Bolinao, Alamino, and San Juan, three nearby municipalities, poses a threat to San Fabian. Since Bunuan stakeholders are more cooperative than those of San Fabian, the execution of projects moves more slowly, which poses a threat to the administration of San Fabian beaches. This is especially true with regard to Bunian Beach in Daupan.

Figure 1. Thematic Analysis

Theme	Details
Tourism Marketing Strategies - Attraction	Focus on the Minor Basilica of Manaoag, a primary tourist attraction managed by the Dominican Parish. Utilizes social media, booklets, and tourism kiosks for marketing. LED walls and tourist assistance desks are provided for information.
Tourism Marketing Strategies - Accommodations	No accommodations owned by the LGU. Reliance on private entities like Manaoag Hotel and other inns, with the LGU ensuring proper business permits.
Tourism Marketing Strategies - Accessibility	Improved access via TPLEX, though local roads need improvement. Mass schedules are posted on social media and church pages. A tourism route involving other locations is under consideration.
Tourism Marketing Strategies - Amenities	Amenities mainly governed by the Dominican Parish. The LGU provides external facilities like comfort rooms, LED walls, and tourist assistance desks.
Tourism Marketing Strategies - Activities	Activities are primarily church-based. The LGU plays a role in ensuring safety and order.
SWOT Analysis	Strengths include effective minimal marketing and divine intervention. Weaknesses are social media management and overpriced services. Opportunities for developing new attractions and enhancing facilities. Threats include negative social media posts and economic issues.

Proposed Marketing Strategies	Strategies include collaboration with the provincial government for tourism routes, training for tourism-related workers, development of a parking code and traffic management, and promoting local delicacies and crafts.
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Figure 1 shows the summary of the interview, which provides insightful perspectives on the current state of affairs and possible strategies for future tourism in the area. The Dominican Parish is in charge of the Minor Basilica of Manaoag, and their tourism promotion highlights its significance as a top tourist attraction. Effective marketing tactics, especially on busy weekends, include leaflet distribution, information sharing via LED walls and visitor assistance desks, and strong social media campaigns. The LGU ensures that private businesses, including the Manaoag Hotel and other inns, have the required licenses to operate even though it does not own any accommodation facilities. Although the arrival of TPLEX has improved accessibility to Manaoag, there is still a need for development in terms of local road quality and connectivity. The LGU also considers the establishment of a tourism route in collaboration with the province administration, with the aim of offering visitors a more diverse and all-encompassing experience. The Dominican Parish is principally responsible for managing the facilities and activities in the region; comfort rooms, security, and order during church-related events are provided by the LGU. The SWOT analysis of the interview reveals that while effective low-cost marketing strategies and a sense of paranormal engagement attract customers, issues like social media management and pricey services still persist. Opportunities for growth include developing new attractions and enhancing those that already exist, but they also face risks from negative social media posts and more widespread financial issues. Dagupan City is exploring the culinary arts through cafes with visually appealing environments and merchandise. They are linked to strategic marketing through complex social media linkages. Promoting Dagupan City's numerous attractions, incredible experiences, and activities may benefit the city's tourism economy. Influencers, bloggers, vloggers, and avid visitors can

all contribute to this effort. It is also thrilled to include Bangus, its one and only product, in the festivities. The Dagupan Local Government also aims to increase the popularity of the Dawel River Cruise by incorporating more attractions such as zip lines, eateries, gift stores, spas and massage parlors in mangrove areas, and fish feeding.

CONCLUSION

The construction of pasalubong centers to promote local products is the area's most promising tourism possibility. The Pangasinan tourism industry is under threat from the unchecked, quick expansion of other tourist attractions in La Union, Ilocos, Nueva Ecija, and other nearby provinces. The interview highlights the Local Government Unit's (LGU) dedication to tackling the existing obstacles and prospective prospects in the tourism domain, thereby establishing Manaoag, San Fabian, Dagupan, and Lingayen as progressively alluring spots for a wide array of tourists. The discussion provides a comprehensive grasp of the current state of tourism as well as the region's future aspirations. The study's conclusions led to the implementation of a range of marketing techniques in addition to the Minor Basilica of Manaoag's main focus, including digital advertising and on-site information resources. The local government (LGU) is crucial in facilitating private lodging and fortifying the region's infrastructure, particularly the roads and tourist destinations, to enhance the overall experience of visitors. The LGU and tourist departments both have strengths when it comes to using social media and brochures. The main problem with tourist spots is the outrageous cost of the things, and there aren't enough parking spots close by.

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