



Republic of the Philippines
Province of Pangasinan
MUNICIPALITY OF BAYAMBANG
OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 78

Series of 2025

CREATION OF TECHNICAL WORKING GROUP FOR THE BAYAMBANG TOURISM DEVELOPMENT ACTION PLAN 2025 - 2030

WHEREAS, local governments are mandated by the Local Government Code of 1991 otherwise known as R.A. 7160 to develop and promote tourism and the general welfare in their respective jurisdictions;

WHEREAS, DILG Memorandum Circular (MC) No. 95-162, encouraged Local Chief Executives (LCEs) to organize Tourism Councils in their jurisdictions, composed of government and private sector representatives to formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds;

NOW THEREFORE, I, HON. MARY CLARE JUDITH PHYLLIS JOSE-QUIAMBAO, Municipal Mavor of the Municipality of Bayambang, Pangasinan, by virtue of the powers vested in me by law, do hereby order the creation of the technical working group for the Bayambang Tourism Development Action Plan 2020-2025.

SECTION I. COMPOSITION OF THE COMMITTEE. The Technical Working Group shall be managed and supervised by the following:

Chairman : **HON. MARY CLARE JUDITH PHYLLIS JOSE-QUIAMBAO**
Municipal Mayor

Vice-Chairman : **HON. JAN NAZER DAVID B. JUNIO**
SBM. Chairman on Tourism, Arts & Culture

Members : **ATTY. RODELYNN RAJINI SAGARINO-VIDAD**
Municipal Administrator

DR. RAFAEL LIMUECO SAYGO
MGDH I – Tourism Officer

PROF. JANUARIO M. CUCHAPIN
Executive Director, Bayambang Municipal Council for Culture and Arts

MS. MA-LENE S.TORIO
OIC-MPDC

"Baley ko, Pawilen ko, Aroen ko, tan Tulungan ko"



THE LONGEST BARBEQUE
8.016 KILOMETERS
April 4, 2014
Bayambang, Pangasinan, Philippines



THE TALLEST BAMBOO SCULPTURE (Supported)
50.23M
April 5, 2019
St. Vincent Ferrer Prayer Park
Barangay Bani, Bayambang
Pangasinan, Philippines

OFFICE OF THE MAYOR

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ENGR. BERNADETTE MANGANDE
Municipal Engineer

MS. GENEVIEVE BENEBE
MDRRMO

DR. PAZ VALLO
Municipal Health Officer

ATTY JUSTINE S. ALVAREZ
OIC - SEE

MR. EDUARDO M. ANGELES JR.
OIC-ESWMO

MS. RAIZA MAE C. TURALBA
Municipal Agriculture Office

MS. KIMBERLY BASCO
Municipal Social Welfare & Development Officer

DR. LONGINO FERRER
Public Schools District Supervisor, Bayambang I

DR. CANDRA PENOLIAR
Public Schools District Supervisor, Bayambang II

MS. BETHEL CHARIS C. ELEVAZO
Bayambang Polytechnic College

PTR. ILLARDE T. AGGABAO
Civil Society Organization

SILVERCONCHA WAVE & POOL RESORT, INC.
REPRESENTATIVE
Private Tourism Sector

MR. RESTY ODON
PIO

MS. JANE KRISTELLE DOMINGO
Tourism Staff

77 PUNONG BARANGAYS

**MEMBERS OF THE MUNICIPAL TOURISM
COUNCIL**

SECTION II. FUNCTIONS OF THE COMMITTEE

- 1. Data Gathering and Situational Analysis.** The TWG shall lead in conducting a comprehensive inventory of all tourism-related assets within the Municipality of Bayambang. This includes identifying and documenting available tourism infrastructure, natural and cultural attractions, human resources, and tourism-related services. The group shall also undertake a thorough situational analysis through a SWOT (Strengths, Weaknesses, Opportunities, and Threats) framework to provide a solid foundation for strategic planning and decision-making in the tourism sector.
- 2. Plan Formulation and Alignment.** The TWG shall be responsible for drafting the Bayambang Tourism Development Action Plan (TDAP) 2025–2030 in close consultation with stakeholders from both the public and private sectors. The plan must be aligned with the National Tourism Development Plan, the local development agenda, and the United Nations Sustainable Development Goals (SDGs). The TWG must ensure that the plan reflects the unique character of Bayambang and promotes inclusive, sustainable tourism development.
- 3. Stakeholder Engagement and Advocacy.** The TWG shall actively engage relevant sectors and communities by organizing focus group discussions, public consultations, and collaborative workshops. These engagements shall promote participatory planning and foster a sense of ownership and shared responsibility among citizens, civil society organizations, and the private sector in implementing tourism initiatives.
- 4. Policy and Program Recommendations.** The TWG shall identify gaps and opportunities within the current tourism landscape and recommend appropriate policies, programs, projects, and activities. These recommendations should aim to improve tourism governance, stimulate local tourism investments, and introduce sustainable tourism initiatives that emphasize the preservation and promotion of Bayambang's heritage, culture, and environment.
- 5. Monitoring and Evaluation.** To ensure the effective implementation of the Tourism Development Action Plan, the TWG shall develop and recommend relevant key performance indicators (KPIs). These indicators will serve as tools for tracking progress and assessing outcomes. The TWG is likewise tasked with regularly monitoring the implementation of the TDAP and submitting progress reports and policy briefs to the Local Chief Executive and the Sangguniang Bayan.
- 6. Coordination and Resource Mobilization.** The TWG shall take the lead in establishing linkages and coordinating efforts with national government agencies such as the Department of Tourism (DOT), National Economic and Development Authority (NEDA), Department of Trade and Industry (DTI), Department of Agriculture (DA), and Department of Environment and Natural Resources (DENR), among others. The group shall also explore and pursue funding support, grants, technical assistance, and partnerships with international organizations, NGOs, and private stakeholders to ensure the sustainability and scalability of tourism development programs.

SECTION III. ROLES OF THE COMMITTEE

The Technical Working Group (TWG) shall serve as the primary planning, coordinating, and advisory body in the formulation and implementation of the Bayambang Tourism Development Action Plan 2025–2030. As a multidisciplinary team, the TWG is tasked to ensure that tourism strategies and programs are responsive to local needs, culturally rooted, economically viable, and environmentally sustainable. The group shall act as the central hub for consolidating data, aligning plans with national and regional frameworks, and facilitating inclusive stakeholder consultations. It shall also provide technical guidance, policy direction, and strategic oversight throughout the planning process. Furthermore, the TWG shall promote collaboration among government offices, civil society, and the private sector, ensuring synergy and accountability in tourism development. Ultimately, the TWG plays a crucial role in translating the municipality’s tourism vision into concrete, measurable, and impactful outcomes that will benefit the present and future generations of Bayambangueños.

SECTION IV. FUNDING

The budgetary requirements for the conduct of activities and delivery of outputs shall be sourced from General Fund.

SECTION V. EFFECTIVITY

This Executive Order shall take effect immediately.

Done in the Municipality of Bayambang, Pangasinan this 17th day of July, 2025.


MARY CLARE JUBITH PHYLLIS JOSE-QUIAMBAO
Municipal Mayor

