

Telecommunication Facilities

Digitel serves the telecom requirements of 43 towns of the province while **PLDT** covers 8 towns along the 4th district area also served by Digitel. Mobile phone facilities registered thru **Smart**, **Piltel**, and **Extelcom** are available.

Media Infrastructure

There are 20 local newspapers and a classified magazine published in Pangasinan. Seventeen of the newspapers, including the classified magazine, come out weekly. These are *The Sunday Punch*, (2,000 copies), *Pangasinan Star* (2,000 copies), *The Weekly Guardian* (2,000 copies), *The Regional Examiner* (2,000 copies), *Luzon Examiner* (2,000 copies), *Ilocano Observer* (300-500 copies), *Media Eye Tiempo*, *The Midweek Punch*, *Pangasinan Post*, *Northern Times* (300-500 copies), *Northern Journal*, *The Weekly Forum* (300-500 copies), *Luzon Standard* (300-500 copies) *Country Mail* (300-500 copies), *Pangasinan News* (300-500), *Northern Courier* (300-500 copies), *Sun-Star Pangasinan* (3,000 copies), *People's Digests* (300-500 copies), and *Luzon Island Bulletin* (300-500 copies).

Other publications that circulate in Pangasinan include *Northwest Luzon Times*, *Pangasinan Pinoy Journal*, *Weekly Luzon Times*, *News Time*, *The Pangasinan Post*, and *Classified Mag* (300-400 copies). The only magazine published monthly is the *Traveler Magazine*.

There several AM and FM radio stations which include: the **DZWN** (Bombo Radyo) of the Consolidated Broadcasting system (10,000W), **DWCM** of the Philippine Broadcasting Corporation, (12K), **DWDW** (Ang Radyo ni Mrs.) of the Island Broadcasting Corporation (10K), **DWZO** (Super Radyo) of the Rainbow Global Media Art (10K) **DWID-FM** (10K), **DWKT-FM** of Broadcast Philippines, Inc. (10K) **Star Radio**



of **ABS-CBN** (10K), **DWTL-FM** of the Rainbow Global Media Art (10K), **DWBZ-FM** of the Manila Broadcasting Corporation (10K), **DZMQ** of the Philippine Broadcasting System (6K) **DWPR** (Radyo Pilipino) of the Beacon Communication System (5K), **DZRD** (Radyo Commando) of the Nation Broadcasting Corporation (5K), **DWIN** (Eagle Radio) of the Eagle Broadcasting Corporation (5K), and **DWHT-FM** of the Radio Mindanao Network (1K).

Others are the **DWMC** of the Magiliw Broadcasting Corporation in Rosales, Pangasinan (5K) and the **DZWM** of the Alaminos Community Broadcasting Corporation in Alaminos, Pangasinan (5K).

PROVINCE OF PANGASINAN

A PROFILE



Bolinao Lighthouse

REGION I

Developed by the
Philippine Information Agency
OPS

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Pangasinan



The province of Pangasinan occupies all of 536,818 hectares. It is composed of three cities (Dagupan, San Carlos, and Urdaneta) and 45 towns where 1,364 barangays serve as home to its fast growing populace. Lingayen, a historical landmark, is the capital of the province.

Geography & Climate

Pangasinan is at the northern portion of the central plains of Luzon. Its boundaries are Lingayen Gulf, La Union, and Benguet in the north; Nueva Vizcaya in the northeast; Nueva Ecija in the east;Tarlac in the south; and Zambales and the China Sea in the west. It is approximately 170 km. north of Manila and about 59 km. southwest of Baguio City. Pangasinan has two distinct seasons: dry (from November to April) and rainy during the rest of the year.

Population & Languages/Dialects

The total population of Pangasinan is 2,178,412 based on the 1995 record of the NSO. Pangasinenses are highly-skilled and trainable in various industries. Pangasinense is the main dialect spoken, the other two being Ilocano and Bolinao. Filipino is widely understood and spoken by the natives of the province.

Infrastructure

Pangasinan has four major links to the neighboring region: the Romulo Highway from Camiling, Tarlac going north to Lingayen; the Olongapo-Alaminos-Bugallon roadline which connects the province to Zambales in Region III; the Rosales-Umingan Road which links the province to Nueva Ecija of Region III; and the

roadline from Rosales to Santa Fe, Nueva Vizcaya of Region II which is popularly known as Villaverde Trail.

Pangasinan's Lingayen airstrip is only for light planes and choppers. Its modern fishport, located in the town of Sual, serves the needs of local fishermen and big time shipping operators.

Commerce & Industry

Farming and fishing are the major industries in the province. It is also a well known producer of rice, yellow corn, vegetables, garlic, salt, sugarcane, cassava, and tobacco. Likewise, Pangasinan is known to be a leading producer of prawns, shrimps, oyster, and fish caviar as well as cottage industries such as blanket weaving, basketry, bamboo craft, and furniture-making (narra or rattan).

Investment Areas

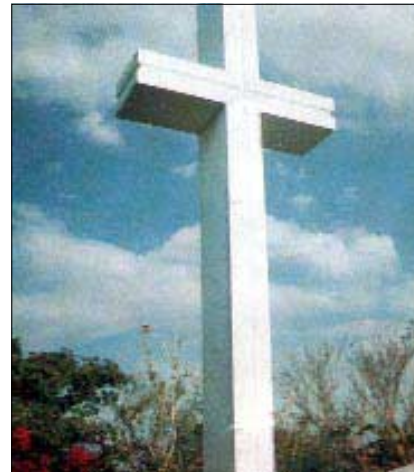
Pangasinan is rich in investment opportunities. For foreign and local investors, the place offers a wide variety of investment areas. Among these are marine and aquaculture, garments, housewares, processed food, furniture, ceramics and cutlery.

Growth Centers

The province has three: the Urdaneta-Villasis-Rosales areas which is the hub of major economic activities such as construction of industrial plants not to mention that it is the chosen site for the Urdaneta Casino; second is the Alaminos-Sual-Mabini (Alasuma) area which is the focus of industrial and commercial developments in western Pangasinan; and third is the Calasiao-Mangaldan-Dagupan (Camada) area which is fast becoming a commerce and trade center.

Accommodations & other Facilities

Pangasinan boasts of eight hotels. These are the **Dagupan Garden Hotel** and **Dagupan Village Hotel** in the Lucao District in Dagupan City, **Ciudad Ferdinandina Hotel & Restaurant**, MacArthur Highway, Urdaneta City; **Floren Hotel** on Rizal St., Dagupan City; **Majoha Hotel & Restaurant**, MacArthur Highway, Urdaneta City;



Redeemer's Cross in Bani.



Scuba divers enjoying the clear waters at Hundred Islands.



Centuries-old church in Bolinao.



Pangasinan is noted for its bonuan bangus (milkfish) which is commercially cultured and produced not only in Dagupan City but also in other municipalities along Lingayen Gulf.

New Urduja Hotel, Poblacion, Urdaneta City; **Star Plaza Hotel** on AB Fernandez Avenue; and **Lingayen Gulf Resort Hotel** in Lingayen. All offer first class amenities that include airconditioned rooms, coffee shops, restaurants, and function rooms. In Urdaneta City, the **Lisland Rainforest Resort** beckons with its swimming pool, picnic huts, and dancing hall. Other places ideal for rest and recreation are the **Pangasinan Village Inn** in Calasiao, the **San Fabian Resort** and **Beach Club**, **Sierra Vista Beach Resort** in San Fabian, and the **Villa Jireh Resort** in Labrador.

Tours & Transport

Among the numerous tourist attractions in Pangasinan, the following are the most popular:

Limahong Channel is a tunnel that the Chinese pirate and his men dug for six months and used as their escape route to the sea when their attempt to establish a

settlement in Lingayen in 1574 failed.

White Beach in San Fernando is the place where General Homma's Japanese Imperial Forces landed on December 21, 1941. It stretches from Nibaliw West to Bolasi, San Fabian and accessible via the Damortis-San Fabian Road. Resorts, lodging houses, and restaurants that line its seafront are almost always full.

Agno Umbrella Rocks are the umbrella-like, fern-adorned boulders that dot the beach of Sabangan in the town of Agno. The place is about 30-minutes away from Alaminos.

Bolinao Museum houses archaeological finds made in China such as Tang, Sung, and Ming Dynasty porcelains and gold jewelry, including florets on the teeth of some skeletal remains.

The **Church of St. James** in Bolinao is well known for the wooden *santos* on its façade and the sculptured Aztec faces on a side altar presumed to have been brought to the place from Mexico by the galleon trade.

The **Hundreds Islands** in Alaminos is a cluster of islands and islets. Motorized bancas take the tourists between the islets. It is ideal for swimming, boating, and snorkeling.

The **Nuestra Señora de Manaog Shrine** is situated atop a hill. Some 40-minute drive from Dagupan City, devotees from other provinces and Metro Manila, frequent the church especially on Saturdays and Sundays to pay homage to the miraculous image of the Blessed Mother.

Santiago Island, which is situated off the northeast coast of Bolinao town, is some 96.7 km. from Dagupan City. It is considered a haven for scuba divers.

Bus remains the sole means of transportation in going to Pangasinan. There are six bus companies plying the route from Manila to this province. These are the **Victory Liner**, **Five Star**, **City Trans**, **Dagupan Bus**, **Mina's Transit**, and **Byron Express**. All bus terminals are located in Dagupan City for the convenience of travellers.

Water & Power Supply

The Luzon Power Grid, through four electric cooperatives namely the **Pangasinan Electric Cooperatives (PANELCO) I and III**, the **Central Pangasinan Electric Cooperative (CENPELCO)**, **San Nicolas**, and the **La Union Electric Cooperative (LUELCO)**, supplies the electric power requirement of the entire province. **PANELCO I** covers western Pangasinan, **PANELCO III**, eastern Pangasinan; **CENPELCO**, central Pangasinan; while the **DECORP** in Dagupan City serves San Carlos, San Jacinto, Sta. Barbara, San Fabian, and Calasiao.

For its water supply, the residents of the three cities and 45 towns of the province are dependent on the **Metro Dagupan Water District**.