

HUNDRED ISLANDS MARINA: A Proposed Mixed Use Beachfront Development

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ABSTRACT

The Hundred Islands National Park was once the premier land and sea tourism destination in the province of Pangasinan, indeed in the entire Luzon mainland. It suffered setbacks in the past decade, due to the emergence of many alternative destinations in the south, some boasting of unparalleled beach quality. With the projects and programs of the city in reviving tourism sector where the Hundred Islands will be repositioned and re-packaged and aggressively re-marketed, the increase of tourist arrival is expected to happen. With the target increased of tourist arrivals, support services and tourist facilities are needed to provide comfort and service to the tourists as a gateway to Hundred Islands Park and uplift the image of the city considering its nature, environment and function.

The proposal aims to enrich the quality of tourism through integrated approach to fully develop tourism anchored on ecotourism, family-oriented, community based and environmentally-sensitive programs toward a sustainable industry specifically with the promotion of Hundred Islands National Park. With this as the issue, it intends to conceptualize the needed facilities in solution to the slumping tourism industry and the call for bringing back the magic of the Hundred Islands through architectural program.



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