



**ETCOR** Educational Research Center Inc.  
SEC Reg. No. 2024020137294-00  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

## ***Amana Ke Iti: Management and Preservation of Intangible Cultural Heritage (ICH) in Central Luzon, Philippines***

Edward Benrick D. Salonga

College of Public Administration and Governance, Tarlac State University, Philippines

Corresponding Author email: [edwardbenrick\\_salonga@psau.edu.ph](mailto:edwardbenrick_salonga@psau.edu.ph)

**Received:** 01 June 2025

**Revised:** 02 July 2025

**Accepted:** 04 July 2025

**Available Online:** 05 July 2025

**Volume IV (2025), Issue 3, P-ISSN – 2984-7567; E-ISSN - 2945-3577**

<https://doi.org/10.63498/etcor401>

### **Abstract**

**Aim:** This study looked into the management and preservation of intangible cultural heritage (ICH) in Central Luzon. Specifically, the study was written to attain the objectives of mapping the ICH in Central Luzon, identifying the programs, projects and actions of the government on ICH, identifying the issues, challenges and concerns on ICH management and preservation, to propose a roadmap to develop ICH management and preservation and to identify the implication of the study to public administration.

**Methodology:** The researcher utilized qualitative descriptive design with content analysis in looking into and examining the various Intangible Cultural Heritage (ICH) in the region. In order to achieve the objectives, the researcher analyzed documents, interview transcripts and the natural setting which are all qualitative data.

**Results:** The study found out that the Central Luzon Region has a rich ICH that needs to be documented, safeguarded and transmitted to the next generation. The study also revealed that the programs, projects and activities of the government in the management and preservation of Intangible Cultural Heritage (ICH) in Central Luzon is not only limited to efforts undertaken by the provincial governments but also by other government entities and instrumentalities like National Government Agencies, State Universities and Colleges and Government Owned and Controlled Corporations. Further, there are issues, challenges and concerns in the management and preservation of ICH in Central Luzon that needed to be addressed.

**Conclusion:** An ICH management and preservation roadmap was crafted in order to effectively position Central Luzon as a model region in ICH management and preservation.

**Keywords:** *ICH, Heritage, Central Luzon*

### **INTRODUCTION**

*"Atin cu pung singsing, Metung yang timpucan, Amana que iti, Qng indung ibatan; Sanacan queng sininup, Qng metung a caban, Mewala ya iti, Ecu camalayan. Ing su cal ning lub cu, Susucdul qng banua, Picuruz cung gamat, Babo ning lamesa; Nino mang manaquit qng singsing cung mana, Calulung puso cu, Manginuya queca."* (I had a ring with a beautiful gem. I inherited it from my mother. I kept it very well in a chest, but it just disappeared without me noticing it. The heartache within me is as high as the sky, my crossed hands are upon the table, and whoever can find the ring I inherited, my poor heart, shall forever worship.)

The "singsing" in that old Kapampangan folk song refers to the "pamana" or inheritance. The physical part of the ring symbolizes the tangible or material culture such as objects, tools, machineries, dwelling places, places of historical and cultural significance, structures and others. While the intangible part (the space inside) of the ring refers to the intangible or non-material aspects of the culture like traditions, languages, festivals, songs, craftsmanship and performing arts.

The word "pamana" is the direct Filipino translation of heritage. "Amana ke iti", is a Kapampangan phrase for "I inherited it" which for me is a statement with strong message which everyone should be proud of saying. Just like what is written in abovementioned Kapampangan folk song, every "pamana" must be safekept and preserved in order for future family members to see, appreciate, experience and enjoy them. Unfortunately, the sad line of the



# ETCOR

INTERNATIONAL  
MULTIDISCIPLINARY  
RESEARCH CONFERENCE

## Educational Research Center Inc.

SEC Reg. No. 2024020137294-00

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

song goes like "mewala ya iti, ecu camalayan" saying that there are cases wherein these "pamana" will suddenly disappear or will be misplace for various reasons. In times like this, as true heirs of these "pamana", we should feel a heartache because of its loss and should make a conscious effort to look for it and ask others help in finding it.

Heritage is the legacy or remains from the past that's being passed on to the future generations. There are two basic types of heritage- cultural and natural heritage. Both are perceived to be irreplaceable sources of life and inspiration. Every country and nation have its own heritage that's making up the world's heritage. The heritage of a particular country reflects its cultural identity which makes them unique from other countries.

Section 2 of Republic Act No. 10066, otherwise known as the "National Cultural Heritage Act of 2009," mandates the protection, preservation, conservation and promotion of the nation's cultural heritage, its property and histories, and the ethnicity of local communities. Specifically, Sections 14(b) and (c) of the said Act requires local government units to establish and maintain an inventory of cultural property.

One cannot deny the fact that at present there is a resounding call for the government and the people to manage and preserve the heritage that includes both tangible and intangible. The study of Cruz (2019) said that there is a need for us to look back and appreciate our rich past, our history, because it is only through this that the "pamana ng lahi" or heritage will serve its purpose, keeping its cycle, adapting to the present time and keeping its cycle.

The local government units (LGUs) have an important function in the preservation of the culture of the people. This was affirmed by a study conducted by Litan (2021) claiming that implementation of relevant laws and education are the best performed functions of local government units in preserving the culture of the people especially at present that we are now facing cultural amnesia, which is understood as people's tendency to overlook about their customs, roots, values, habits and ideals which they once embraced but now are forgotten and replaced by different culture.

In relation to the above-mentioned cultural amnesia, Gumiran and Solano (2022) said that unless we take good care of humanity's tremendous cultural inheritance, it will gradually and dangerously converge. The researchers further explained that uniformity in terms of culture entails not only loss of cultural heritage but also standardization of the world's peoples and their cultural identities into a few stereotyped ways of living.

The said cultural amnesia can lead to ethnocide which is defined as preference of majority culture to force indigenous people to abandon their distinctive way of life and assimilate rapidly to the majority culture. According to David (2021), there can be a tendency for ethnocide and slow and possible eventual death of ethnic culture in the case of Aeta Magbukon in Bataan when elders do not teach traditions to the youth. This calls for the government to undertake actions to prevent death of ethnicity from taking place especially if warning signs exist.

Oftentimes, the problem about heritage preservation and conservation has to do with the authorities in the local government units. Andalecio (2021) made it clear that politicians as the primary policymakers play an important role in heritage preservation and conservation and that political will and prioritization of heritage is necessary in order to carry out any effort for conservation and preservation. The study however noted that majority of LGUs disregard the importance of heritage conservation and they are not also aware of the basic principles of conservation. It was also noted in the study that prioritization made by LGUs is focused on the delivery of basic social services to the people.

Triunfante (2021) said that it is vital that the local government units in terms of heritage preservation give priority to mapping of heritage interests and these mapped interests should be given the highest order of protection, promotion and preservation. She also noted that it is vital in every barangay, there is a conduct of formal cultural mapping activities to order to enrich LGU's inventory of cultural properties.

Central Luzon has a very diversified cultural heritage and vibrant customs, this is because of the existence of many ethnolinguistic groups in the region, including the Aetas, Sambals, Kapampangans, Tagalogs, Ilocanos, and Pangasinenses, as well as the influence of Spanish, American, and Japanese conquistadores. The existence of festivals, folk arts and crafts, food, historical and archaeological monuments, and the region's indigenous people demonstrate the diversity of the region's cultural riches.

With the huge potential of Central Luzon as a cultural center and from the economic gains from intangible cultural heritage (ICH) and its significance in regional and local governance, the researcher deemed it necessary to conduct this research to contribute to sustainable development of the aforementioned region.



# ETCOR

INTERNATIONAL  
MULTIDISCIPLINARY  
RESEARCH CONFERENCE

**Educational Research Center Inc.**

**SEC Reg. No. 2024020137294-00**

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

## Objectives

This study looked into the management and preservation of intangible cultural heritage (ICH) in Central Luzon with an aim to contribute towards regional development.

Specifically, this study was written to attain the following objectives:

1. To map the Intangible Cultural Heritage in Central Luzon be described in terms of: Performing Arts, Culinary Traditions, Festive Events, Traditional Craftmanship and Industries, Other Traditions, Languages and Rituals;
2. To identify the programs, projects and actions undertaken by the provincial governments and other government agencies to manage and preserve the Intangible Cultural Heritage (ICH) of the provinces in Central Luzon;
3. To identify the issues, challenges and concerns encountered by the provincial governments in their efforts to manage and preserve the Intangible Cultural (ICH) of the provinces in Central Luzon; and
4. To develop a roadmap to further improve the efforts of the provincial government and address the issues, challenges and concerns in managing and preserving the Intangible Cultural (ICH) of the provinces in Central Luzon.

## METHODS

### Research Design

This study used a qualitative descriptive design with content analysis to systematically document and analyze the management and preservation of Intangible Cultural Heritage (ICH) in Central Luzon by mapping them, identifying programs, projects and actions as well as issues, challenges and problems encountered by the provincial governments in managing and preservation the said ICH.

All of these became the basis for the development of a roadmap that will help the government improve management and preservation of ICH in the region. In order to achieve these objectives, the researcher analyzed documents, interview transcripts and the natural setting which are all qualitative data.

### Population and Sampling

The study was conducted in the provinces under Region III- Central Luzon and participants were the seven-provincial tourism, culture and arts officers of the provinces in Central Luzon. Local historians and other cultural workers in the region's provinces were also interviewed to substantiate the study's findings.

### Instruments

The three instruments that were used in the study such as Mapping Form, Interview Guide and Guide for Documentary (Content and Context) Analysis underwent validation from the adviser of the study and from experts/government officials involved in heritage management and preservation. Comments and suggestions to improve the instruments from the panel of the study were incorporated as part of the validation.

### Data Collection

In gathering the data, the researcher sought approval from the offices concerned to conduct interview and to access the documents necessary for the study. To aid in the data collection process, site visit to places where the ICH is being practiced was done.

### Ethical Considerations

The researcher explained the purpose of the study and the expected significance of its findings to the participants and key informants before they became part of the study. Written consent forms were accomplished stating that their participation in the study would be fully voluntary and if they intend to refuse to continue, they need not to give reason/s for such and they would not face any liability.





**Educational Research Center Inc.**  
SEC Reg. No. 2024020137294-00

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

## RESULTS and DISCUSSION

This section presents the analysis and interpretation of the data gathered from the participants. The findings are organized into emergent themes, each accompanied by a corresponding interpretation and discussion of its implications. The thematic presentation follows the sequence outlined in the study's statement of the problem to ensure coherence and alignment with the research objectives.

### 1. Intangible Cultural Heritage (ICH) in Central Luzon

Below is the summary of the ICH in Central Luzon per province:

#### Aurora

**Performing Arts:** Karansa (Baler). **Culinary Tradition:** Coco Jam (Dingalan); Lambanog Making (Aurora-wide); Pakumbo or Bukayo Delicacy (Aurora-wide); and Suman Delicacy (Aurora-wide). **Festive Events:** Coco Pinya Festival (San Luis); Digetsayahan Festival (Dinalungan); Pasidayaw Festival (Aurora-wide); Rang-ay Festival (Maria Aurora); Saba cum Bariles Festival (Dingalan); Sabutan Festival (Baler); and Suman Festival (Aurora-wide). **Traditional Craftmanship and Industry:** Abaca Industry (Casiguran, San Luis, Dinalungan); Bugkalot Embroidery (Maria Aurora, Dipaculao); Coco- Shells Handicrafts (Dinalungan); and Sabutan Weaving (Aurora-wide). **Other Traditions, Languages and Rituals:** Casiguran Dumagat Agta Intangible Cultural Heritage (Casiguran); Kasiguranin Language (Casiguran); Moro- Moro Zarsuela (Baler); Pamumukot Culture (Aurora-wide); and Gaddang Rituals (North Aurora, Baler).

#### Bataan

**Performing Arts:** Polka Tagala (Bataan-wide); and Rondalla in Balanga (Balanga). **Culinary Traditions:** Araro Cookies (Samal); and Tinapa and Tuyo Industry (Balanga). **Festive Event:** Alimango Sugpo Festival (Orani); Banga Festival (Balanga); Galunggong Festival (Morong); Kuraldal Festival (Dinalupihan); Pagbubunyi Festival (Limay); Palis Lasa Festival (Abucay); Paskuhan sa Mabatang (Abucay); and Pawikan Festival (Bataan-wide). **Traditional Craftmanship and Industries:** Capiz Making (Samal); and Palis Lasa Making (Abucay). **Other traditions, languages and rituals:** Ayta Magbukon Culture (Bataan-wide); and Senakulo (Samal).

#### Bulacan

**Performing Arts:** Obando Fertility Dance (Obando). **Culinary Tradition:** Belekoy (Bulacan-wide); Chicharon of Sta. Maria (Sta. Maria); Empanada de Kaliskis (Malolos); Gurgurya (Malolos); Hamon Bulakenya (Bulacan-wide); Minasa Cookies (Bustos); Pancit Alanganin (Bocaue); Pancit Marilao (Marilao); Pastillas of San Miguel (San Miguel); Pavo Embuchado (Bulacan-wide); and Serkele (Baliuag). **Festive Events:** Angel Festival (San Rafael); Balagtas Festival (Bulacan-wide); Bocaue Pagoda Festival (Bocaue); Bulak Festival (San Ildefonso); Buntal Hut Festival (Baliuag); Calumpit Libad Festival (Calumpit); Casay Festival (Norzagaray); Chicharon Festival (Santa Maria); Halamanan Festival (Guiguinto); Liputan Fluvial Parade (Meycauayan); Luyang Dilaw Festival (Marilao); Minasa Festival (Bustos); Palaisdaan Festival (Hagonoy); Pastillas Festival (San Miguel); Plaridel Horse Festival (Plaridel); Pulilan Carabao Festival (Pulilan); Suguran Festival (Meycauayan); and Sukang Sasa Festival (Paombong). **Traditional Craftmanship and Industries:** Barong at Saya Industry (Pandi); Buntal Hut Craftmanship (Baliuag); Meycauayan Jewelry Making (Meycauayan); Pyrotechnics Industry (Bocaue, Santa Maria); Sukang Sasa Industry (Paombong); Tanning Industry (Meycauayan); and Tiniban- Singkaban Making (Pulilan). **Other Traditions, Languages and Rituals:** Desposorio (Bulacan-wide).

#### Nueva Ecija

**Performing Arts:** Araquio Dance (Penaranda); and Sayaw Ecijana (Cabanatuan, Nueva Ecija-wide). **Culinary Tradition:** Batutay Longganiza (Cabanatuan); Carabao Milk Products (Talavera, Munoz); Dorobong Bibe (Llanera); Kalamay Delicacy (San Leonardo); and Tinumis (Nueva Ecija-wide). **Festive Event:** Baybayanting Festival (Lupao); Carabao Festival (San Isidro); Carabao Milk Festival (Nueva Ecija-wide); Hugas Kalawang Festival (Talavera); Kabyawan Festival (Cabiao); Kalamay Festival (San Leonardo); Kapagayan Festival (Llanera); Kariton Festival (Licab); Pagibang Damara Festival (San Jose); Pandawan Festival (Pantabangan); Pastores Festival (Gapan); Ragragsak Ti Guimba Festival (Guimba); Sibuyas Festival (Bongabon); Tambo Festival (San Antonio); Tanduyong Festival (San Jose); Taong Putik Festival (Aliaga); Tsinelas Festival (Gapan); Uhay Festival (Munoz); and Water Lily



**Educational Research Center Inc.**  
SEC Reg. No. 2024020137294-00  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

Festival (Cuyapo). **Traditional Craftmanship and Industries:** Bongabon Rattan Weaving (Bongabon); and Tsinelas Industry (Gapan).

### Pampanga

**Performing Arts:** Kuraldal Atlung Ari (Sasmuan). **Culinary Tradition:** Pamangan Pag-fiesta (Pampanga-wide); Pamangan Pag- aldo aldo (Pampanga- wide); Pamangan Kalulu (Pampanga- wide); Pamagduman (Sta. Rita); Sisig (Pampanga-wide); and Sweet Delicacies of Magalang (Magalang). **Festive Event:** Aguman Sanduk (Minalin); Apung Iru Fluvial Festival (Apalit); Binulu Festival (Porac); Balakat Festival (Mabalacat); Canonical Coronation of Virgen delos Remedios (Pampanga- wide); Duman Festival (Sta. Rita); Fiestang Kuliati (Angeles); Ibon- Ebun Festival (Candaba); Majigangga Festival (Sta. Ana); Manyaman Festival (Pampanga- wide); Pinukpuk Festival (Floridablanca); Pyestang Camaru (Magalang); Pyestang Tugak (San Fernando); Sampaguita Festival (Lubao); Santero Festival (Macabebe); Sinukuan Festival (San Fernando); Sabuaga Festival (Santo Tomas); and Tigtingan Terakan king Dalan (Angeles). **Traditional Craftmanship and Industries:** Dukit Industry in Betis (Guagua); Guitar making Industry (Guagua); Kabaong making Industry (Santo Tomas); Kuran and Pasu Industry (Porac, Lubao, Guagua, Candaba, Santo Tomas); Lantern Making (San Fernando); Pinukpuk Industry (Floridablanca); Pukpuk Industry (Apalit); and Santero (Macabebe); **Other traditions, languages and rituals:** Crissotan Kapampangan (Bacolor); Kapampangan Holy Week Traditions (Pampanga- wide); Kulitan (Pampanga- wide); Lubenas (San Fernando, Angeles, Mabalacat, Magalang, Mexico, Santa Ana, Santo Tomas); Pamaggosu (Pampanga- wide); Polosa, Basulto and Kapampangan Songs (Pampanga- wide); Sabat Santacruzian (Angeles, Sta. Rita); and Traditional Kapampangan Games (Pampanga-wide).

### Tarlac

**Performing Arts:** La Jota Moncada (Moncada). **Culinary Tradition:** Bagis (Tarlac City); Chicharon Camiling (Camiling); Culibangbang Sigang (Tarlac City, Capas); Iniruban Rice Cake Delicacy (Camiling); Inuyat Delicacy (Tarlac- wide); Kambingan (Tarlac City, Capas, Gerona); Pindang Damulag (Concepcion); Puto Moncada (Moncada); Shrimps Harvest and Delicacy (San Jose); Tinapang Talaga (Capas); and Tupig Delicacy (Tarlac City, Camiling). **Festive Event:** Belenismo sa Tarlac (Tarlac- wide); Buyboy Festival (San Clemente); Chicharon Iniruban Festival (Camiling); Kamote Festival (Moncada); Kanlahi Festival (Tarlac- wide); Mais Festival (San Manuel); Panagyaman Festival (Pura); and Silawan Festival (Gerona). **Traditional Craftmanship and Industries:** Ilang-Ilang Industry (Anao); Lantern Making Industry (Gerona); and Pottery Industry (Victoria, Sta. Ignacia). **Other Traditions, Languages and Rituals:** Ambula Culture (Tarlac- wide); and Melting Pot Culture (Tarlac- wide).

### Zambales

**Performing Arts:** Habanera Botolona (Botolan); Habanera Narcisenia (San Narciso); and Jota Cabangan (Cabangan). **Culinary Tradition:** Bagnet and Longganiza (San Felipe); Ginipa Delicacy (Santa Cruz); Linga and Peanut Candies (Botolan); Patupat Delicacy (Zambales- wide); Royal Bibingka (Santa Cruz); and Tinupak Delicacy (Candelaria). **Festive Event:** Binabayani Festival (Masinloc); Caracol Boat Parade (Subic); Dinamulag Mango Festival (Zambales- wide); Feast of Inang Poong Bato (Botolan); Laruk- Laruk Festival (Candelaria); Olongapo Grand Mardi Gras (Olongapo); Panagakakadua- an Festival (San Felipe); Paynauen Duyan Festival (Iba); Sibit- Sibit Summer Festival (Olongapo); Singkamas Festival (San Marcelino); Subic Karakoa Festival (SBMA); and Zambulat Arts and Music Festival (San Antonio). **Other Traditions, Languages and Rituals:** Botolan Sambalic Language (Botolan, Cabangan); Bulungan Culture (Subic); Pag-aatang (Zambales- wide); Pagtatawas (Zambales- wide); Sambal Sambalic Language (Santa Cruz, Candelaria, Masinloc, Palauig, Iba); Scamification (Zambales- wide); and Tumba- Tumba Tradition (San Narciso).

## 2. Programs, projects and actions undertaken by the Provincial Governments to manage and preserve the Intangible Cultural Heritage (ICH) of the provinces in Central Luzon.

### Aurora

- Efforts to document the cultural heritage are done in the municipal level.



# ETCOR

INTERNATIONAL  
MULTIDISCIPLINARY  
RESEARCH CONFERENCE

**Educational Research Center Inc.**  
**SEC Reg. No. 2024020137294-00**

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

- The LGUs in the province of Aurora are all undertaking efforts to map their cultural heritage because of the fact that it is now a requirement for the Seal of Good Local Governance (SGLG) award of the Department of Interior and Local Government (DILG).
- Partnership with National Commission for Culture and the Arts (NCCA) for their cultural mapping activities.
- The list of cultural properties in Casiguran which is a product of cultural mapping is already validated.

## Bataan

- The provincial government was also able to conduct a province- wide cultural mapping in 2016, the first province in Central Luzon to conduct one.
- The province also entered into partnership with Bataan Peninsula State University (BPSU) to conduct a research entitled "Batlit Para Sa Bata: Bataan Literature Inspired Teaching" which aims to promote, disseminate and document pre- colonial and colonial Bataan folk literature and the available short stories and novels authored by 20<sup>th</sup> century lady writers (Tres Marias) of Bataan.
- There also exist a Bataan Historical Council and Local Culture and Arts Council in the province.

## Bulacan

- As an effort to document and map the different cultural heritage interests of the province, the provincial government annually holds the SINEliksik which is a program aimed to increase the awareness, appreciation and interests of the people of Bulacan about the province's rich cultural heritage utilizing creative arts, research, motion picture and publications.
- On the level of the cities and municipalities in the province, the cities of San Jose Del Monte and Meycauayan as well as the municipalities of Baliuag, San Rafael and Bulakan already started their efforts in doing cultural mapping activities.
- As an effort to promote the heritage interests of the province, the provincial government last May 2023, the "Bulacan Pamana Pass" that is expected to promote cultural heritage of the province and will serve as guide in visiting the twenty cultural properties of Bulacan.
- The provincial continues to manage and maintain the Hiyas ng Bulacan Cultural Center inaugurated in 1971 being part of the provincial capitol compound/ grounds in the City of Malolos/
- The City of Meycauayan renovated its old library and transformed it into a City Library and Museum.
- Since 1998, the municipality government of Baliuag maintains the Baliuag Municipal Library and Museum (Tahanan ng Kasaysayan at Kalinangan ng Baliuag) which is the building of the old town hall of the municipality.

## Nueva Ecija

- The Provincial Tourism Office of Nueva Ecija is also in partnership and collaboration with university professors and researchers to write and document the narratives of the province's intangible cultural heritage.
- The Provincial Government is also conducting trainings, seminars and workshops in documenting, preserving and managing the province's Intangible Cultural Heritage (ICH).
- In particular, the municipality of Pantabangan entered into partnership with the University of Santo Tomas Graduate School Center for Conservation of Cultural Property and Environment in the Tropics (USTGS-CCPET).
- In 2022, the province of Nueva Ecija launched mobile tourism application that is expected to develop and promote the tourism industry of the province.
- In order to preserve the folk literature of the province of Nueva Ecija, the provincial government is associating and coordinating with the folk story tellers which are considered as culture bearers.





# ETCOR

INTERNATIONAL  
MULTIDISCIPLINARY  
RESEARCH CONFERENCE

**Educational Research Center Inc.**

**SEC Reg. No. 2024020137294-00**

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

- The provincial government also offers technical assistance to each cities and municipalities in their efforts to promote and preserve their respective Intangible Cultural Heritage (ICH).
- In order to further preserve and promote the ICH of Nueva Ecija, the provincial government also initiated an effort to include the ICH of the province in the reading and learning materials of studying in studying local culture and heritage.
- In order to preserve the religious traditions of the province of Nueva Ecija, the provincial government strengthens the Faith- Based Tourism through the continuous celebration of the religious heritage of the province positioning it as a pilgrimage destination.
- Last May 2023, the Provincial Tourism Office in line with the celebration of National Heritage Month, organized a seminar entitled "Pamana: Pagpapatuloy at Pagbabago" for Grade 10 Basic Education students of Nueva Ecija High School held at the Provincial Auditorium at Old Capitol in Cabanatuan City.
- This year's celebration of National Heritage Month is highlighted by another seminar titled "National Heritage Month Symposium: Preserving Legacies, Building Futures and Empowering Communities through Heritage" organized by the Provincial Tourism Office of Nueva Ecija held last May 23, 2025 at the Provincial Auditorium, Old Capitol Building, Cabanatuan City.
- The provincial government of Nueva Ecija also maintains the Museo Novo Ecijano located at the ground floor of the Provincial Capitol in Palayan City.
- In the municipality level, the town of Bongabon last April 2025, opened to the public its newly- renovated post-war municipal hall converted museum naming it "Museo de Bongabon".

## Pampanga

- In 2020, the City Government of Mabalacat conducted a cultural mapping activity in partnership with the University of Santo Tomas Graduate School Center for Conservation of Cultural Property and Environment in the Tropics (USTGS- CCPET).
- Since 2019, the municipality of Magalang has been involved in a Cultural Mapping project
- The Provincial Government of Pampanga organizes seminars and lectures about the need to appreciate and promote Kapampangan Heritage.
- Last September 2024, the Santungan Ning Kulturang Kapampangan Museum was opened inside the Provincial Capitol Grounds in the City of Fernando, Pampanga.
- The Provincial Government of Pampanga organized a Heritage Talk featuring Kapampangan artists and culture and heritage professionals.
- The Clark Development Corporation (CDC) is undertaking efforts to promote the culture and heritage of the Kapampangan people.
- The National Commission for Culture and the Arts (NCCA) awarded a competitive grant to the Katipunan de reng Talasaliksik at Talaturung Kapampangan (KATATAGAN) under the agency's Talonggaring: Documentation of Intangible Cultural Heritage (ICH) of the Subcommittee on Cultural Communities and Traditional Arts (SCCTA).
- The City of Mabalacat hosted the 2023 APHEN- ICH International Field School Intangible Cultural Heritage International Conference co- organized by University of Santo Tomas Graduate Center for Conservation of Cultural Property and Environment in the Tropics (USTGS- CCCPET).
- In an effort to further promote the cultural heritage of the city, the City of Mabalacat renovated its old municipal hall and transformed it as arts and cultural center now known as "Tabnuan: Mabalacat Cultural Center".
- Pampanga Governor Dennis Pineda pledged support for the establishment of the Santungan Ning Kulturang Kapampangan (SNKK) in the City of San Fernando. SNKK is a local museum that will enrich and preserve the heritage, culture and history of the Kapampangans.



# ETCOR

INTERNATIONAL  
MULTIDISCIPLINARY  
RESEARCH CONFERENCE

**Educational Research Center Inc.**

**SEC Reg. No. 2024020137294-00**

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

## Tarlac

- The Provincial Government of Tarlac in partnership with Two Eco, Inc. Sustainability Consultants drafted an Integrated Heritage Inventory and Heritage Tourism Masterplan for the Province of Tarlac.
- The Tarlac State University- Center for Community and Local Governance Studies entered into partnership with Ugnayang Pang- Aghamtao, Inc. (UGAT) also known as Anthropological Association of the Philippines in an effort to promote and preserve the rich intangible cultural heritage of the municipalities of Moncada and Pura.
- To document the traditional dance unique to the province which is the La Jota Moncadena, the provincial government video recorded the actual performance of the dance in order for the provincial tourism office to have a record of high quality of the dance available to any individuals and researchers who wish to see the said performing arts.
- The provincial government also documented by way of photographs the industry in Victoria and Dueg, San Clemente of making soft brooms from "tanubong" and tiger grass (buyboy) abundant in the said areas.
- The Provincial Tourism Office supports the Local Government Units in the province especially those with low- income in mapping and documenting their intangible cultural heritage interests particularly in terms of technical assistance like photography and videography.

## Zambales

- Part of the Annual Investment Plan of the province is the Cultural Mapping but this is largely done by municipalities.
  - Since 2018, a non- profit organization named Grupo Kalinangan has been the partner of Zambales in helping its six municipalities in their efforts to produce their needed baseline cultural data.
  - The Provincial Tourism and Investment Promotions Office (PTPO) also partnered with the office of Congresswoman Doris Maniquiz in the printing of brochures and pamphlets in promoting the tourism and culture of the towns in the second district of Zambales.
3. **Issues, challenges and concerns encountered by the Provincial Governments in their efforts to manage and preserve the Intangible Cultural Heritage (ICH) of the provinces in Central Luzon.**

The identified issues, challenges and concerns encountered by the provincial governments in their efforts to manage and preserve the ICH of the provinces in Central Luzon are summarized per province as follows:

For the province of Aurora: loss of authenticity of traditional delicacies; unwillingness of the Indigenous Groups to showcase their culture; lack of support personnel; and changes of administration.

For the province of Bataan: lack of support personnel; lack of interest of the public on heritage preservation; and changes of administration.

For the province Bulacan the following are identified: lack of budget; low level of appreciation on ICH among the younger generation; lack of opportunity to share the ICH; and some raw materials for local products are not grown in the province.

In the case of Nueva Ecija, the following are identified: lack of documentation; cultural homogenization; community involvement; intellectual property rights issues; lack of funding and resources; impact of technology; and Climate Change.





**Educational Research Center Inc.**  
**SEC Reg. No. 2024020137294-00**  
 Sta. Ana, Pampanga, Philippines  
 Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

The identified issues, challenges and concerns in the province of Pampanga are the following: Loss of interest in traditional arts and crafts; threats to the Kapampangan Language; distortion of Cultural Heritage Practices; Policy and Institutional Challenges; Lack of Support Staff and Personnel; and lack of Government Support.

For the Province of Tarlac, the following are identified: Lack of Appreciation and Understanding on the Importance of Cultural Heritage; Lack of Budget; Lack of Support Personnel; and Change of Administration.

Lastly for the province of Zambales, issues, challenges and concerns included: Prevalence of Entrepreneurial Spirit over Creative Spirit; Lack of Written Accounts; Change of Administration; Lack of Support Personnel and Budget and Absence of Provincial Archives

#### **4. Proposed Intangible Cultural Heritage (ICH) Management and Preservation Roadmap for Central Luzon, Philippines (2025- 2035)**

### **VISION**

***"By 2035, Central Luzon shall become a model region in the Philippines where its Intangible Cultural Heritage (ICH) is documented, safeguarded and transmitted"***

#### **First Phase. ICH Documentation (2025- 2028)**

##### **Strategic Actions and Priority Areas**

##### **1. Planning for ICH Documentation (2025- 2026)**

Strategic Actions include: Enactment of ICH Legislations; Creation and institutionalization of an Intangible Cultural Heritage Regional Council (ICHRC); Strengthening partnerships with cultural agencies; Outsourcing of resources; Preparation of Standardized Mapping Forms and Tools; Capacity Building for Cultural Mapping; and Monitoring and Evaluation Activities.

##### **2. Comprehensive Documentation and Mapping Efforts (2026- 2028)**

Strategic Actions include: Comprehensive Cultural Mapping Activities; Community Based Mapping Activities; Identification of Culture Bearers; Preparation of ICH Inventory; Innovative Efforts on ICH Documentation; and Monitoring and Evaluation Activities.

#### **Second Phase. Heritage Safeguarding (2029- 2032)**

##### **Strategic Actions and Priority Areas**

##### **1. Planning for ICH Protection and Safeguarding (2029)**

Strategic Actions include: Enactment of ICH Legislations; Creation and institutionalization of an Intangible Cultural Heritage (ICH) Regional Council; Strengthening partnerships with cultural agencies; Outsourcing of resources; Formulation of guidelines for FPIC and ethical documentation; and Monitoring and Evaluation Activities.

##### **2. Massive ICH Protection and Safeguarding Measures and Initiatives (2029- 2032)**

Strategic Actions include: Institutionalization of Festivals and Hymns in the province, city and municipality; Integration of ICH in the development plans; The use of the local language in the signages/ transactions of the government; Mandatory airing of songs written local language; Preservation and translation of old documents and establishment of archives; MSME development for traditional industries, products and delicacies/ Promotion of ICH- based Entrepreneurship; Support ICH initiatives on protection and preservation; and Monitoring and Evaluation Activities.



**ETCOR Educational Research Center Inc.**  
SEC Reg. No. 2024020137294-00  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

### Third Phase. ICH Transmission (2033- 2035)

#### Strategic Actions and Priority Areas

##### 1. Planning for ICH Transmission

Strategic Actions include: Enactment of ICH Transmission Legislations; Creation and institutionalization of an Intangible Cultural Heritage (ICH) Regional Council; Strengthening partnerships with cultural agencies; Outsourcing of resources; Conduct of Capacity- building Seminars and Workshops for ICH Transmission and Education; and Monitoring and Evaluation Activities.

##### 2. ICH Intergenerational Transmission and Education

Strategic Actions include: Actual Integration of ICH in the curriculum; Master- Apprentice Programs/ Establishment of one School of Living Traditions per province; Establishment of Bahay Wika per province; Establishment of Cultural Hubs in every province; Establishment of City and Town Museums; Participation to national and international trade fairs of ICH- based industries; Workshops on traditional arts, craftsmanship and performing arts; Folklore and local history story telling activities; Support ICH transmission and education initiatives; Monitoring and Evaluation Activities.

#### Conclusions

Based on the foregoing findings, the following conclusive statements were drawn:

1. The Central Luzon Region has a rich Intangible Cultural Heritage (ICH) that needs to be documented, safeguarded and transmitted to the next generation;
2. Some of the Intangible Cultural Heritage (ICH) in the provinces of Central Luzon are direct economic drivers especially ICH- based industries;
3. The programs, projects and activities of the government in the management and preservation of Intangible Cultural Heritage (ICH) in Central Luzon is not only limited to efforts undertaken by the provincial government but also by other government entities and instrumentalities like National Government Agencies, State Universities and Colleges and Government Owned and Controlled Corporations; and
4. There are issues, challenges and concerns in the management and preservation of Intangible Cultural Heritage (ICH) in the provinces of Central Luzon needed to be addressed.

#### Recommendations

An ICH roadmap needs to be crafted, institutionalized and implemented in order to effectively position Central Luzon as a model region where its ICH interests are documented, safeguarded and transmitted addressing the issues, challenges and concerns and improving the efforts of the different government agencies on ICH management and preservation.

#### REFERENCES

- Andalecio, A. B. P (2021). The Role of Selected Higher Educational Institutions and Local Government Units on Integrating Food Heritage Research into Political Priorities: A Public Policy Analysis of Luzon Island, Philippines. *Journal of Tourism, Culinary and Entrepreneurship*, 1(2), 160- 189.



# ETCOR

INTERNATIONAL  
MULTIDISCIPLINARY  
RESEARCH CONFERENCE

Educational Research Center Inc.

SEC Reg. No. 2024020137294-00

Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

Cruz, G. R. C. (2019). A Review of How Philippine Colonial Experience Influenced the Country's Approaches to Conservation of Cultural Heritage, *12<sup>th</sup> DLSU Art Congress, DLSU, Feb. 20-22, 2019*.

David, N. D. (2021). Ethnocide and the Indigenous Aeta Magbukon. *Thai Journal of East Asian Studies*, 25(2), 2021.

Gumiran, I. C., & Solano, N. D. (2022). The Conservation of Cultural Heritage in Northeastern Philippines. *Asian Journal of Social Science and Management Technology*, 4(4), 2022.

Litan, T. J. A. (2021). LGU's function in Preservation of Consciousness on Culture of the Citizens. *EPRA International Journal of Research and Development*, 6(7)

Republic Act No. 10066, National Cultural Heritage Act of 2009

Triunfante, J. I. (2021). Sense of Place of Polangui, Albay, Philippines: Identification of its Significant Cultural Properties. *BU R&D Journal*, 24(1), 44- 53.