



Urban Agenda Platform

The global platform for sharing progress, action and knowledge on the implementation of the New Urban Agenda to achieve sustainable urban development.

Malabon Tricycle Tours

Region	Asia and the Pacific
Award Scheme	Dubai International Award
Start Year	2017
Sustainable Development Goals	Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable

Summary

Malabon Tricycle tours aims to show the cultural wonders of Malabon City--using tricycles as a means of transportation. The tricycle tour offers three packages: the Heritage Tour, the Food Trip Special, and the Food & Heritage Tour, all boasting the rich culture and history of the city.

Background and Objective

The City Government had to find a way to get tourists into the city to increase their economic revenue. The roads were too narrow to have them ride in buses or other hulking vehicles.

Actions and Implementation

The Malabon Tricycle Tours officially launched on March 14, 2015. Since then the City Tourism and Cultural Affairs Office has had a steady stream of tourists contacting them for inquiries and bookings.

Outcomes and Impacts

The City Tourism and Cultural Affairs Office has a yearly budget, and the percentage allocated and the money earned from the Tricycle Tours is used in paying the food establishments and heritage houses owners, as well as gift bags to give to the tourists at the end of the trip.

Gender and Social Inclusivity

There is also a Tricycle Tour project in Tondo, Manila.

Innovative Initiative

Malabon does not need to keep up with other, bigger cities in creating more modern and architecturally advanced buildings. It can keep up in its own way by showing off the beautiful heritage houses and museums and the food authentic to the City.

Resources devoted to delivery

No. Title Source Author Publication Title Volume Number Date Page Number 1 Malabon launches 'tricycle tours' Galupo, R. (2015, March 15). Malabon launches 'tricycle tours'. Retrieved August 31, 2017, from <http://www.philstar.com/metro/2014/12/17/1403485/malabon-launches-tricycle-tours> Rey Galupo The Philippine Star N/A N/A N/A Edit 2 Malabon City 'tricycle tours': Narrow streets, wide choices Granali, R. (2015, March 29). Malabon City 'tricycle tours': Narrow streets, wide choices. Retrieved August 31, 2017, from <http://newsinfo.inquirer.net/682053/malabon-city-tricycle-tours-narrow-streets-wide-choices> Rima Granali The Inquirer

Conclusion

There is currently no legislative support for the Tricycle Tours project. Perhaps in another year or so, the City will introduce legislative measures responsive and appropriate for the project.