

# Socio-Cultural Effects of Festivals in Batangas Province, Philippines

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**Abstract** - This study aimed to determine the socio-cultural effects of festivals in the province of Batangas as part of the cultural tourism industry. Specifically, it described the profile of the respondents in terms of age, gender, civil status, religion, income educational attainment; assess the perceived socio-cultural and economic effects of festivals in the province of Batangas; to test the significant difference between perceived socio-cultural and economic effects when grouped according to their profile variables; and to propose a plan of action to enhance and promote the cultural tourism industry of Batangas Province. Majority of the residents were 60 years and above, female, married and Roman Catholic with monthly income of 5,001 – 9,999.99 and elementary graduate. The respondents strongly agreed that one of the socio cultural effects of festivals is it provide unity in the community and in terms of economic effects, hosting a festival is expensive. A plan of action was proposed to enhance and promote the cultural tourism industry of Batangas Province.

**Keyword** - Festival, Socio-Cultural, Economic

## I. INTRODUCTION

Today, festivals are considered to contribute significantly to the cultural and economic development. The festivals have major impact on the development of cultural tourism to the host communities. The festival organizers are now using the historical and cultural themes to develop the annual events to attract visitors and create cultural image in the host cities by holding festivals in the community settings. The desire for festivals and events is not specifically designed to address the needs for any one particular group. The hosting of events are often developed because of the tourism and economic opportunities' addition to social and cultural benefits. Many researchers have contested that local communities play vital role in the development of tourism through festivals.

Events have the potential to generate a vast amount of tourism when they cater to visitors, grants, or sponsorships of direct or indirect intent. The government now support and promote events as part of their strategies for economic development, nation building and cultural tourism. The events in turn are seen as important tool for attracting visitors and building image within different communities. According to Stiernstrand (2006), the economic impact of tourism arises principally from the consumption of tourism products in a geographical area. Tourism related services which include travel, accommodation, restaurants, shopping are the major beneficiaries of the event (Harry, 2009).

The roles and responsibilities of governments as well as private sectors and society in general have significantly changed over the last decade. The situation have been changed where the state had the key responsibility for tourism development and promotion to a world where the public sector is obliged to reinvent itself by relinquishing its traditional responsibilities and activities in favor of both provincial/ state and local authorities. This indicates the growing influence on the behaviour of government and business in general to the development of event and tourism industries (Lucio, 2008).

The mother of all festivals in the province, Ala Eh! Festival is a colorful celebration which highlights the province's foundation anniversary every December 8. It characterizes the union of all the municipalities and cities of this one great province. All throughout the year, festivals are celebrated in nooks and corners of Batangas. A festival is not just an exhibition of cheery dance moves and flamboyant ensembles, but more of a representation of a town's or city's culture, tradition, natural resources, and its beautiful people.

The researchers chose third and fourth district of Batangas Province as the local of the study with the following festivals: Tinapayan (Cuenca), for third

district while fourth district were namely Sinukmani (Rosario), Kabakahan (Padre Garcia), Lambayok (San Juan) and Sinuam/Egg stravanza (San Jose).

This paper initially reviews the cultural tourism and the role of festivals in the creation of opportunities for socio-cultural effects of the events and festivals which contrast with tourist oriented events which have tenuous links with local communities. Moreover, the paper will argue that community based events and festivals provide an opportunity for the celebration of local identity and community empowerment and create tourism for the local area.

The researchers, as tourism students would like to make a deep study regarding the socio-cultural effects of festivals so that innovations or support programs may be recommended to enhance the socio-cultural effects of festivals among the residents of Batangas Province. They chose to conduct a study about festival so that they will be able to understand the concept behind these community participated events and to analyze how it can enhance the culture of Batangas.

## **II. OBJECTIVES OF THE STUDY**

This study aimed to determine the socio-cultural effects of festivals in the province of Batangas as part of the cultural tourism industry.

Specifically, it described the profile of the respondents in terms of age, gender, civil status, religion, income and educational attainment; assess the perceived socio-cultural and economical effects of festivals in the province of Batangas; to test the significant difference between perceived socio-cultural and economic effects when grouped according to their profile variables; and to propose a plan of action to enhance and promote the cultural tourism industry of Batangas Province.

## **III. METHOD**

### **Research Design**

This study used descriptive research to determine the socio-cultural effects of festivals in the province of Batangas. Descriptive research describes and interprets what is. It is concerned with conditions of relationships that exist; practices that prevail; beliefs, processes that are going on; effects that are being felt, or trends that are developing. The process of descriptive research goes beyond mere gathering and tabulation of data. It involves the elements or interpretation of the meaning or significance of what is described, (Calderon, 2011).

### **Participants**

The participants of the study were a total of 125 or 25 residents per municipality from the third and fourth district of Batangas which were included in the Top 10 Most Celebrated Festivals according to the Batangas Tourism Office. These municipalities were Cuenca, Padre Garcia, Rosario, San Jose and San Juan.

### **Instrument**

This study utilized an adopted questionnaire from the study of Abanilla et al (2006) entitled “Effects of Pahiya Festival to the Social, Economic and Cultural Life of Lucbanins” which is composed of two parts. The first part includes the profile of the respondent in terms of age, gender, civil status, religion, income and educational attainment. Part two includes the assessment of the perceived socio-cultural and economic effects of festivals in the province of Batangas.

### **Procedure**

The preliminary forms of the questionnaires were referred to the adviser for comments and suggestions regarding the format and item content. The suggestions serve as guidelines for the revisions of the questionnaires. A second refinement based on the feedback was made. This was followed by writing of the final draft of the data gathering instrument of the study.

The researchers personally distributed the questionnaire among the respondents. They were given enough time for the respondents to answer the questionnaire and retrieved it after.

### **Data Analysis**

The following statistical tools were used in this study. The Percentage and Frequency Distribution were used to determine the profile of the respondents in terms of age, gender, civil status, religion, income and educational attainment. Weighted Mean was used in assessing the perceived socio-cultural and economic effects of festivals in the province of Batangas. Analysis of Variance (ANOVA) was used to analyze the significant difference between perceived socio-cultural and economic effects when grouped according to their profile variables. The given scale was used to analyze and interpret the result of the study: Strongly Agree (SA): 3.50 – 4.00; Agree (A): 2.50 – 3.49; Disagree (D): 1.50 – 2.49; Strongly Disagree (SD): 1.0 – 1.49

#### IV. RESULTS AND DISCUSSION

Table 1 shows the percentage distribution of the respondents' profile with regards to their age, gender, civil status, religion, income and educational attainment.

**Table 1. Percentage Distribution of the Respondents' Profile (N=125)**

Profile	f	%
<b>Age</b>		
below 18 years old	17	13.60
19 – 29 years old	18	14.40
30 – 39 years old	20	16.00
40 – 49 years old	24	19.20
50 – 59 years old	6	4.80
60 years and above	40	32.00
<b>Gender</b>		
Male	62	49.60
Female	63	50.40
<b>Civil Status</b>		
Single	38	30.40
Married	62	49.60
Widow/Widower	19	15.20
Legally Separated	6	4.80
<b>Religion</b>		
Roman Catholic	119	95.20
Iglesia ni Cristo	3	2.40
Born Again Christian	3	2.40
<b>Income</b>		
below 5,000	36	28.80
5,001 – 9,999.99	75	60.00
10,000 – 14,999.99	14	11.20
<b>Educational Attainment</b>		
Elementary Undergraduate	7	5.60
Elementary Graduate	30	24.00
High School Undergraduate	16	12.80
High School Graduate	23	18.40
College Undergraduate	23	18.40
College Graduate	12	9.60
Vocational Course	14	11.20

With regards to their age, majority of the respondents belong to the age of 60 years and above which got the highest frequency of 40 or 32.00 percent followed by 40 – 49 years old with frequency of 24 or 19.20 percent and 30 – 39 years old with frequency of 20 or 16.00 percent. Respondents who belong to the age bracket of 19 – 29 years old got the frequency of 18 or 14.40 percent, below 18 years old got the frequency of 17 or 13.60 percent and the least is 50 – 59 years old with frequency of 6 or 4.80 percent.

This implies that most of the respondents belong to 60 years and above or old age. These people have seen the modernism and improvement of festival for years in Batangas Province and they are much aware of the cultural and even economic effects of festivals in their municipality.

In terms of their gender, majority of the respondents were female with frequency of 63 or 50.40 percent while males obtained frequency of 62 or 49.60 percent.

It seems that since most of the respondents were females, they can determine the effects of festivals since they are the one who are usually not working and can actively participate in different community activities.

Their religion shows that majority of the respondents are Roman Catholic which got the highest frequency of 119 or 95.20 percent followed by Iglesia ni Cristo and Born Again Christian with frequency of 3 or 2.40 percent.

It is given that most Filipinos are Roman Catholics and festivals are related to the religion since aside from the products and culture of community, festivals are also celebrated on the day for the patrons and other religious saints in the community.

Their income shows that majority were earning 5,001 – 9,999.99 which got the highest frequency of 75 or 60.00 percent, below 5,000 got the frequency of 36 or 28.80 percent and 10,000 – 14,999.99 got the frequency of 14 or 11.20 percent.

It implies that the residents are earning enough to sustain the needs of their family and they are able to participate in the festivals in their community.

The educational attainment obtained by the respondents shows that majority of them were elementary graduate which got the frequency of 30 or 24.00 percent followed by high school graduate and college undergraduate got the frequency of 23 or 18.40 percent and high school undergraduate got the frequency of 16 or 12.80 percent, vocational course with frequency of 14 or 11.20 percent, college graduate with 12 and 9.60 percent and the least is elementary undergraduate with 7 or 5.60 percent.

Their education implies that not all respondents were able to finish their education, this may be because of lack of financial support, poverty or maybe ignorance of their parents about the essence of education.

Table 2 shows the over-all assessment of the respondents on the effects of festival in terms of socio-cultural was 3.55 and rated strongly agree. Among the items cited, presence of unwanted person ranked first with weighted mean score of 3.75. It was followed by provide unity in the community and increases interest to

participate in the local activities associated in the festivals.

**Table 2. Socio-cultural Effects of Festival (N=125)**

Indicators	WM	VI	Rank
1. It helps develop communication skills.	3.30	A	10
2. Regional values and tradition are strengthened and highly appreciated.	3.35	A	9
3. It increases interest to participate in the local activities associated in the festivals.	3.67	SA	3
4. It affects attitude towards in the environment.	3.60	SA	4
5. Provides behavioral patterns.	3.38	A	8
6. Provide unity in the community	3.73	SA	2
7. Less crimes in the community	3.56	SA	7
8. Presence of unwanted person	3.75	SA	1
9. Renaissance of native culture	3.59	SA	5
10. Cultural fusion	3.58	SA	6
<b>Composite Mean</b>	<b>3.55</b>	<b>SA</b>	

However, provides behavioral patterns (3.38), regional values and tradition are strengthened and highly appreciated (3.35) and helps develop communication skills (3.30) got the lowest mean value and interpreted agree only.

People do not prefer to have presence of unwanted person since they could be sometimes behaving obsessive attention by an individual or group toward another person. They foresee that these behaviors are related to harassment and intimidation and may include following the victim in person or monitoring them (Mitchell, 2007).

The respondents believed that since there are many tourists who visit their place which most were unknown to them, the first impact or effect of festival is presence of unwanted person. These unwanted people are considered those who came from another place who imposed behavior that is not familiar to the community. Some were too much liberated and others are behaving improper not common to the community. Some were capable of doing petty crimes, which includes pick-pocketing. It takes place usually in locations with many people, like in festivals. Addition to this, presence of these kinds of people makes the community feel that they are being stalked and bad things might happen.

Furthermore, another effect of festival is the unity of the community and the encouragement of community participation in the event.

A festival is an event, usually and ordinarily staged by a local community, which centers on and celebrates some unique aspect of that community and the festival. Among many religions, a feast is a set of celebrations in honor of God or gods. A feast and a festival are historically interchangeable. However, the term "feast" has also entered common secular parlance as a synonym for any large or elaborate meal. When used as in the meaning of a festival, most often refers to a religious festival rather than a film or art festival (Dittman, 2009).

Community festivals can also play an important role in strengthening the traditions and values held by residents, due in part to an increased sense of community spirit and pride that may result from the hosting of a successful festival (Ritchie, 1984; Getz, 1997; Delamere et al., 2001; Derrett, 2004; Allen et al., 2005). Where the festival is run by the local community, benefits to be gained by involved residents also include the development of new skills, a sense of identity, self-esteem and the formation of new relationships and social networks (Getz, 1991). In addition, community festivals can encourage increased levels of volunteerism within a community, as well as further community group activity of various kinds (Ritchie, 1984).

**Table 3. Economical Effects of Festival (N=125)**

Indicators	WM	VI	Rank
1. Improvement of the standard of living.	3.57	SA	4
2. Too much expense in hosting festival.	3.65	SA	1
3. Additional revenue to the LGU.	3.59	SA	2
4. Additional income to the community.	3.56	SA	5.5
5. Job opportunities.	3.53	SA	8
6. A better development plan for the province	3.56	SA	5.5
7. Uplift tourism industry	3.58	SA	3
8. Low return of investment because of seasonal	3.54	SA	7
9. Increase of income only depends on festival	3.39	A	10
10. Increase of potential tourist	3.45	A	9
<b>Composite Mean</b>	<b>3.54</b>	<b>SA</b>	

As seen from table 3, the over-all assessment of the respondents on the effects of festival in terms of economic was 3.54 and is rated strongly agree.

The respondents strongly agreed that too much expense in hosting festival obtained the highest weighted mean of 3.65. It is also an additional revenue to the LGU with weighted mean of 3.59 and uplift tourism industry with 3.58, improvement of the standard of living with weighted mean of 3.57, additional income to the community and a better development plan for the province with mean of 3.56, low return of investment because of seasonal with 3.54, job opportunities with mean of 3.53 and increase of potential tourist with mean of 3.45. The least is increase of income depending only on festival with 3.39 mean value.

It implies that hosting an event is very expensive especially festivals. Most of the local community participates in the said event such as private and public schools, local organization and even government and private sectors.

Festival has, for over three decades, been promoted as a means of development whereby the social, environmental and economic needs of local communities are met through the offering of a tourism product. However, whilst many projects have been funded in developing countries, their success (or otherwise) has not been widely monitored and, therefore, the actual benefits to local communities remain largely unquantified (DOT, 2008).

**Table 4. Difference of Responses on the Effects of Festival When Grouped According to Profile Variables**

Profile Variables	Socio- Cultural			Economic		
	eta	p-value	I	eta	p-value	I
Age	1.767	.125	S	.199	.962	NS
Gender	.610	.436	NS	.053	.819	NS
Civil Status	1.029	.382	NS	.086	.968	NS
Religion	.369	.692	NS	1.211	.302	NS
Income	1.497	.228	NS	1.055	.351	NS
Educational Attainment	.361	.902	NS	.623	.712	NS

*Legend: Significant at p-value < 0.05*

Based from the result, all computed F-values were all less than the critical value and the resulted p-values were all greater than 0.5 level of significance, thus the null hypothesis of no significant difference on the effects of festival when grouped according to profile variables is rejected. This means that no difference exists and implies that whatever variable they have, their assessment on the effects are the same.

Only the age variable got a p-value which is less than 0.5 level of significance. This means that there is difference on the effects of festival when grouped according to the profile age.

The age of the respondents or their level of maturity affects their perception about the socio cultural effects of festivals. The effects depends on how a person accepts the culture being celebrated by a community or

how they believed that the festival is part of being a Filipino.

The fiesta is part and bundle of Filipino culture. Through good times and bad times, the fiesta must go on. Each city and barrio has at least one local festival of its own, usually on the feast of its patron saint, so that there is always a fiesta going on somewhere in the country (Mitchell, 2007).

According to the respondents, festival really affects their professional lives since it develops their sense of responsibility and awareness on the management of an organization. Since committee on cultural affairs is considered as organization, their approach to leadership and management reflects the dynamic state of community-based tourism.

**Table 5. Proposed Action Plan to enhance Cultural Tourism**

Objectives	Activities	Person Responsible
To have feast and festival committee who will be in charge of the feast and festivals of Batangas Province	Organization of feast and festival council who will be in charge of the celebration of feast and festivals only in the Province of Batangas City Each festivals must be in cooperation with the council so that they will be able to conceptualize or to make additional cultural innovations	Cultural Affairs Committee

**Table 5 (cont). Proposed Action Plan to enhance Cultural Tourism**

Objectives	Activities	Person Responsible
To identify the tourists who join the festivals and who visits to watch and experience the festival of Batangas Province	Encourage tourists to register in the municipality as they visit and the local government will acknowledge them by giving tokens and give aways	Local Tourism
		Cultural Affairs Committee
		Residents
To enhance the cultural promotion of festivals in Batangas Province	Include in tourists' accommodation packages in different hotels and restaurants in Batangas Province the attendance to different festivals in Batangas Province every month	Cultural Affairs Committee
		Travel and Tours businesses
		Hotel and restaurants

## V. CONCLUSION AND RECOMMENDATION

Majority of the residents were 60 years and above, female, married and Roman Catholic and elementary graduate with monthly income of 5,001 – 9,999.99. The respondents strongly agree that socio-cultural festivals provide unity in the community while economically; hosting a festival is too expensive. A plan of action was proposed to enhance and promote the cultural tourism industry of Batangas Province.

Tourism industry contributes to the regional development, promotes economic stability for the community and local government and provides additional income to the people (Buted, et al., 2014). Therefore, it is recommended that the tourism students must be connected with the community through on-hand assessment of the cultures within Batangas Province by providing community programs that are related to tourism such as festival participation. The College of International Tourism and Hospitality Management may encourage their students to be engaged in different festivals in the whole Province of Batangas. They may send some students as part of their program to be part of the organization and activities of festivals. The plan of action may be utilized to enhance and promote the cultural tourism industry of Batangas Province. Other researchers may do the same topic and highly recommend to use other variables to enhance the analysis of the study.

## APPENDIX

### Festivals in Batangas Province

Worth mentioning are the Mahaguyog Festival in Sto. Tomas (Last Week of February-March 7), Yamang Dagat Festival in Mabini (April 23), Pabitin Festival in Balete (May 1), Sublian Festival in Bauan (May 2), Balsa Festival in Lian (May 8), Pastulan Festival in San Pascual (May 14), Piyesta ng Tinapay in Cuenca (May 15), Grand La Paz in Alitagtag (last Sunday of May),

Sigpawan Festival in Lemery (May 26), Regatta in Maria Paz, Tanauan City (May 30), Sinukmani Festival in Rosario (June 9), Lomi Festival in Lipa City (June 20), and Bancathon Festival in Calatagan (June 24). For the next six months of the year, people witness the colorful celebration of Sublian Festival in Batangas City (July 23), Maliputo Festival in San Nicolas (August 9), Kambingan Festival in Tuy (August 12), Bancaton Festival in San Nicolas (September 10), Anihan Festival in Lobo (September 27), Calacatchara Festival in Calaca (October 24), Kabakahan Festival in Padre Garcia (December 1), Mardi Gras in Nasugbu (December 2) and Lambayok Festival in San Juan (December 12) (Batangas Tourism Office).

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