

Research Article

**NOVO ECIJANO'S FESTIVAL: It's Influences on (SCENE) Socio-Cultural,
ENvironmental, and Economic Aspect of Local People in the Province of Nueva Ecija,
Philippines**

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Abstract

The study focused on the impact of socio- cultural, economic and environmental aspects to the perception of respondents in terms of festival components namely: Safety and Security, Festival Spirit, Contest and Activities, Promotion and Production Roles. This study also aimed to determine the significant relationship of the respondents' profile. This study was conducted from March to May 2019 at the Nueva Ecija University of Science and Technology-Gabalton Campus. The identified festivals were from five (5) cities/municipalities who are known for their famous festivals namely, Gabaldon (Gulayan Festival), Cabanatuan City (Banatu Festival), Bongabon (Sibuyas Festival), Aliaga (Taong Putik), Muñoz (Lantern Festival). The study is limited only in describing the influences of Novo Ecijano's festivals towards the following aspects; socio-cultural, economic and environmental as being perceived by the local people. Quantitative description design of research was used in this study. Respondents were chosen by the use of purposive sampling techniques while collection of data was conducted through survey questionnaire. The said tool was validated using face to face and pilot testing approach. The gathered responses were computed using the different statistical tools (percentage, frequency distribution, weighted mean and Pearson r' respectively.

Based on the findings and results of the study, the following conclusions were drawn. The respondents strongly recommend that the municipalities are free from terrorism and LGU officials are prepared during emergency results show that they have enough police security

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available during festivities and the organizer conducts and develops comprehensive security plan. The respondents strongly recommend that celebration of festival aids in the preservation of traditional beliefs, customs and traditions, time to reunite with relatives and friends and celebration of festival commemorates religious influence and honor Patron Saints. Furthermore, the study shows that dancing competition is one of the most awaited competition during festivals and is well participated by different agencies in the area. It was manifested that the respondents strongly agree that celebrations of festivals enhance community spirit and brings opportunity for dominant population to view other cultures. However, the respondents slightly agree that celebration of festivals causes traffic, increases crime and waste to the community. The respondents strongly agree that local community have the opportunity to showcase their skills and abilities and that festivals take seasonal source of income for the locals, increases the prices of goods and services, inadequate estimation of costs of event, money lost through leakage, shortage of supply due to increase numbers of tourists, negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance, failure to attracts tourists. The respondents strongly agree that festivals preserve a rich heritage handed down from our ancestors and they agree that improvement of local infrastructure in the community, enhances waste management practices due to festivals, preserves the existing public/historical buildings, construction of new facilities. The respondents agree that celebrating festivals increases waste in a local community and they slightly agree that celebrating festival causes noise pollution, overcrowding, ecological damage, environmental community destroy the places where festivals took places. The study suggested that the LGU in cooperation with the City/ Municipal Tourism Office may develop a comprehensive long term tourism development plan anchored to the result of this study which is for the advancement of the tourism sector.

Keywords: *Nueva Ecija Festival, Influences of Festival, Aspects of Festival, Festival Components*

Introduction

Tourism is one of the largest global industries in the last 50 years (Coccosis & Parpaires, 1995). It is recognized as the main contributor in the progress of many countries. Specifically, tourism has contributed greatly to providing foreign exchange, enhanced local economies, community pride, awareness, and improved development of public services (Hassan, 2000; Long et al., 1990). 1.5 billion international tourist arrivals were recorded in 2019, globally. A 4 % increase on the previous year which is also forecast for 2020, confirming tourism as a leading and resilient economic sector, especially in view of current uncertainties. By the same token, this calls for such growth to be managed responsibly so as to best seize the opportunities tourism can generate for communities around the world (UNWTO, 2020). With its growth, many allied fields are also being stimulated within the tourism industry, one of them is special events.

Nowadays, the link between tourism and events have expanded rapidly (Higham & Hinch, 2002), and many forms of special events have emerged. The growth of special events in numbers, diversity, and popularity has contributed to the parallel increase in festivals, which are organized temporarily at one location by a small group of persons (Gursoy et al., 2004).

Festivals are an important field within event tourism industry, and have increased tremendously in the past decades and become one of the fastest growing sectors. (Getz, 2005) defined festivals as themed public celebrations which were held regularly and annually in the same location or held periodically in different locations. Festivals provide unique opportunities for visitors to participate in a distinct experience from everyday life (Getz and Frisby, 1988). Festival organizers celebrate their culture and lifestyle, while they share a variety of experiences with local and outside visitors. At the same time, festivals help enhance and preserve local cultures, especially when festivals become local traditions after many years of celebration (Yolal, Cetinel, & Uysal, 2009). They provide an appropriate and periodic time for people to come together and have fun. Nowadays, large cities and small communities both have venues and facilities to promote various festivals each year. Festivals have increased dramatically in numbers, also including size, number of visitors, and stakeholders over the past few years and still continue to do so.

The rapid growth of festivals has brought physical improvements to the host community. For example, added infrastructure through improvement such as new facilities and venues, renewed city image, enhanced sense of community pride and involvement, and enriched cultural activities. In addition, the nature of a festival and improvements going along with

festival's development may create sociocultural impacts on the community and residents (Yolal et al., 2009). The sociocultural impact of festivals results from the interaction between hosts', or local people, and guests, or tourists (Wang, 2015), and can be regarded as changes in customs, lifestyles, values, cultural and social activities. These changes may encourage the level of community support and involvement in the festival, as well as result in community dissatisfaction and rejection. Therefore, it is important to understand the sociocultural impact of festivals to a host community.

Festivals, as one type of event are a growing phenomenon in the Philippines, evidence of which are the numerous celebrated festivals not only per province but in every municipality as well. Energetic marching bands, processions of patron saints, sumptuous foods, lively parades, colorful floats, vibrant costumes, amateur singing or dancing competitions, competitive street dancing showdowns, beauty pageants, miss gay competitions, local makeshift shopping stores that come from different parts of the province, and many more. These are just some of the views that a Filipino fiesta has, they are rooted with religious beliefs of thanking the village's patron saint or deities for blessing the place with abundance of resources.

Hosting a festival can directly benefit the economic, environment and socio cultural aspects of the host community, however, negative effects of tourism is also may set out major dimensions of current methods and practices on major festivals in the province (Nueva Ecija, Philippines), identifying best practices which will help organizers and government authorities in evaluating and assessing their celebrated festivals in attainment of the ultimate goal which is sustainability.

The study focused on the impact of Socio- Cultural, Economic and Environmental Aspects to the perception of respondents in terms of Festival Components namely: Safety and Security, Festival Spirit, Contest and Activities, Promotion and Production Roles. Moreover, the study also aiming to determine the significant relationship of the respondents' profile and the latter. The identified festivals will be coming from five (5) cities/municipalities who are known for their famous conduct of festivals namely, Gabaldon (Gulayan Festival), Cabanatuan (Banatu Festival), Bongabon (Sibuyas Festival), Aliaga (Taong Putik), Muñoz (Lantern Festival). The study is limited only in describing the influences of Novo Ecijano's festivals towards the following aspects; socio-cultural, economic and environmental as being perceived by the local people.

The researchers strongly believed that there is a need to conduct this study to gauge and identify such problems that may arise in the field of Hospitality and Tourism to seek

solutions and answers to come up with a comprehensive analysis on the SCENE of the festivals in the province.

Methods

Quantitative description design of research was used in this study. Respondents were chosen by the use of purposive sampling techniques. Collection of data through survey questionnaire. The said tool was validated using face to face and pilot testing approach. The gathered responses were computed using the different statistical tools (percentage, frequency distribution, weighted mean and Pearson r’.

Results and Discussions

Table 1: Profile of the Respondents

AGE	FREQUENCY	PERCENTAGE
40 above	17	17%
31-40	16	16%
26-30	23	23%
21-25	29	29%
18-20	9	9%
18 below	6	6%
TOTAL	100	100
GENDER	FREQUENCY	PERCENTAGE
FEMALE	62	62%
MALE	38	38%
TOTAL	100	100%
RELIGION	FREQUENCY	PERCENTAGE
Roman Catholic	74	74%
Iglesia ni Cristo	6	6%
Born Again Christian	19	19%
IEMILIF	0	0%
Methodist	0	0%
N/A	1	1%
Total	100	100%

Table 1 shows the distribution of the respondents in terms of age. Based on the data presented, respondents ages 21-25 top the results having a total average of 29%, Followed by the ages 26-30 which consists of 23%, while 17% of the total population belonged to the ages

40 above, 31-40, and ages 18-20 consist the total average of 9%. And the least of the respondents were at the age bracket from 18 below with a total average of 6%. In this regards, according to (BJELJAC and LOVIL, 2011) in their study the demographic analysis of foreign visitors to the exit festival. Most of the attendees in festivals were in the age group of 20-30 years. It can be seen that 62% of respondents were females, and 38% were male. According to Vagianos, 2016. Thirty-two million people attend festivals every year in the U.S over half (51 percent) of those attendees are women. 74 out of 100 belonged were Roman Catholic. Following were affiliated to Born Again Christian who got 19% while 6% of the respondents belonged to Iglesia Ni Cristo. 1% has no religion.

TABLE 2: SAFETY AND SECURITY

SAFETY AND SECURITY	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. The place is free from terrorism.	3.56	Strongly recommends	1
2. LGU officials are prepared during emergency.	3.39	Strongly recommends	2
3. There are enough police security and Brgy. Police available during festivities	3.39	Strongly recommends	2
4. The organizer conducted and developed comprehensive security plan	3.4	Strongly recommends	3
5. There is a well coordination among affected department in the municipality	3.31	Strongly recommends	5
6. There is enough and necessary security and safety infrastructure and equipment	3.2	Recommends	6.5
7. Deployment of standard guard, supervisor, overnight guards, Police, Medical personnel and Fire marshalls	3.38	Strongly recommends	4
8. The organizer created an ingress/egress plan, taking into account any requirements by the fire department for blowout gates/emergency exits	3.2	Recommends	6.5
9. There are provided ample and safe parking spaces for any kinds of vehicles	3.06	Recommends	8
10. During event, the organizer provides and distribute security pass boards	3.1	Recommends	7

Table 2 presented the over-all rating of the respondents in relation to safety and security as one of the festival component. This table indicates that most of the respondents “Strongly Recommends” that the municipalities is free from terrorism, LGU officials are prepared during emergency, and recommends that there are enough police security and Brgy. Police available during festivities, the organizer conducted and developed comprehensive security plan, deployment of standard guard supervisor, overnight guards, police, medical personnel and fire marshals, there is a well coordination among affected department in the municipality. And they “Recommends” that there is enough and necessary security and safety infrastructure and equipment, the organizer created an ingress/engress plan, taking into account any requirements by the fire department for blowout gates/emergency exits, during event, the organizer provides and distribute security pass boards, there are provided ample and safe parking spaces for any kinds of vehicles.

In this regard, to keep a festival safe its essential that certain security measures should be given the highest priority, and here are some that should be at the top of the list. Festivals tend to have one main entrance, and it’s where security should begin, as well as allow the staff to set the tone for how security will be handled for the entirety of the event.

TABLE 3: FESTIVAL SPIRIT

FESTIVAL SPIRIT	WEIGHTED MEAN	VERBAL INTERPRE TATION	RANKING
1. Celebration of festival commemorates religious influence and honor Patron Saints	3.43	Strongly recommends	4
2. Time to reunite with relatives and friends	3.47	Strongly recommends	2
3. Time to commemorate and give thanks for a bounty harvests	3.32	Strongly recommends	5
4. Festival is equivalent to communal meal or feast	3.3	Strongly recommends	6
5. The celebration of festival helps in bringing people together, binding them in ties that transcend family, even village or town.	3.45	Strongly recommends	3
6. Celebration of festival aids in the preservation of traditional beliefs, customs and traditions	3.49	Strongly recommends	1

Table 3 presented the over-all rating of the respondents in relation to festivals spirit as one of the festival component. This table shows that base on the verbal interpretation the respondents "Strongly Recommends" that celebration of festival aids in the preservation of traditional beliefs, customs and traditions, time to reunite with relatives and friends, the celebration of festival helps in bringing people together, binding them in ties that transcend family, even village or town., celebration of festival commemorates religious influence and honor Patron Saints, time to commemorate and give thanks for a bounty harvests, festival is equivalent to communal meal or feast.

Festivals are a time of celebration, a time of commemoration. Every culture, every community across the world, has special days or periods that are set aside for the ritual celebration of special events; these events may be religious or socio-culture, or mark points in seasonal or agricultural cycles. Festivals may be local, observed only by a small group of people in a particular place, or they may be observed by a larger group of people, spread out across a country or countries. Festivals also perform a social function: they bring a group of people together, binding them in ties that transcend family, even village or town, thus engendering feelings of belonging to a larger community, whether socio-cultural or religious. Festivals also help in the preservation of traditional beliefs and customs, and in their transmission from one generation to the next. This aspect is particularly important in primitive societies without written records where the ritual recital of tribal stories and the only way to preserve and transmit traditional lore.

TABLE 4: CONTEST AND ACTIVITIES

CONTEST AND ACTIVITIES	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. The competition organized by the organizers complimented the theme of the festival	3.41	Strongly recommends	2.5
2. The celebration is composing of varying activities suited for all ages and any walks of life	3.41	Strongly recommends	2.5
3. One of the contests during festival is the much awaited street dancing competition and is well participated by different agencies in the area	3.42	Strongly recommends	1
4. Beauty Pageants (female/gay/male) are also included in the festival activity	3.23	Recommends	6

5. Grand Float Parade is also showcase in the activity	3.32	Strongly recommends	5.5
6. Fireworks display adds glory to the celebration	3.32	Strongly recommends	5.5
7. Local Product Exhibits is also present during festival	3.05	Recommends	8
8. Participation of Indigenous People is also observed during festival	3.2	Recommends	9
9. Traditional Filipino Games are always remembering and executed during event	3.08	Recommends	7
10. Cooking contests featuring the local harvests is also one of the highlights of the festival	3.38	Strongly recommends	4
11. Religious endeavor are also celebrated like baptismal, and procession of Patron Saints	3.39	Strongly recommends	3

Table 4 presented the over-all rating of the respondents in relation to contest and activities as one of the festival component. This table shows that base on the verbal interpretation the respondents “Strongly Recommends” that One of the contests during festival is the much awaited street dancing competition and is well participated by different agencies in the area, The competition organized by the organizers complimented the theme of the festival, The celebration is compose of varying activities suited for all ages and any walks of life, Religious endeavor are also celebrated like baptismal, and procession of Patron Saints, Cooking contests featuring the local harvests is also one of the highlights of the festival, Grand Float Parade is also showcase in the activity, Fireworks display adds glory to the celebration, Fireworks display adds glory to the celebration. And they “Recommends” that Beauty Pageants (female/gay/male) are also included in the festival activity, Traditional Filipino Games are always remembering and executed during event, Local Product Exhibits is also present during festival, Participation of Indigenous People is also observed during festival.

With regards of contest and activities, it is in dance that Filipinos are particularly eloquent, just as easily as they pastry, Pinoy’s find an excuse to dance for fitness and leisure to entertain visitors to give thanks or as a social valve for relationships. At the Aliwan Fiesta, dance in its myriad forms takes center stage, as interpreted in the festival context by contingent from various regions all over the country.

TABLE 5: PROMOTION

PROMOTION	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. The festival was being featured by media such as Unang Hirit, Umagang Kay Ganda and others	3.27	Strongly recommends	2
2. The festival is being promoted by sponsors	3.23	Recommends	4
3. The festival's organizer maximizes all social media platforms to promote the event	3.24	Recommends	3
4. The festival organizer's make a partnership with local companies and sponsors	3.30	Strongly recommends	1
5. Give promotional items	3.16	Recommends	6
6. The festival is being promoted by the local Radio Station	2.96	Recommends	7
7. The organizers create a Pre-Event Page in the social media to capture early interest of the people	3.20	Recommends	5

Table 5 presented the over-all rating of the respondents in relation to festival promotion as one of the festival component. This table shows that base on the verbal interpretation the respondents "Strongly Recommends" that the festival organizer make a partnership with local companies and sponsors, the festival was being featured by media such as Unang Hirit, Umagang Kay Ganda and others. And they "Recommends" that the festival's organizer maximizes all social media platforms to promote the event, the festival is being promoted by sponsors, the organizers create a Pre-Event Page in the social media to capture early interest of the people, give promotional items, the festival is being promoted by the local Radio Station

The festival is celebrated as a thanksgiving for the municipality's rich agricultural harvest and abundant mineral resources. Based on the writings of (Bradshaw, G., 2019) Festivals are a great way to entertain large crowds but all festivals must be well promoted to be successful

TABLE 6: PRODUCTION ROLES

PRODUCTION ROLES	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. The festival organizers placed sellers in a strategic location that get a lot of foot traffic during the day	3.32	Strongly recommends	1
2. Local Products are being utilized as token, souvenirs for VIP guests, judges and visitors	3.08	Recommends	5
3. Production teams are doing their role/duties effectively and efficiently	3.23	Recommends	2
4. Events marketer is focusing on everything from developing social media platforms to ads to tarpaulins all promoting the festival	3.11	Recommends	4
5. The organizer provide team and lodging coordinate to supervise the accommodations of guests and visitors	3.21	Recommends	3

Table 6 presented the over-all rating of the respondents in relation to festival promotion as one of the festival component. This table shows that base on the verbal interpretation the respondents “Strongly Recommends” that the festival organizers placed sellers in a strategic location that get a lot of foot traffic during the day. And they “recommends” that production teams are doing their role/duties effectively and efficiently, the organizer provide team and lodging coordinate to supervise the accommodations of guests and visitors, events marketer is focusing on everything from developing social media platforms to ads to tarpaulins all promoting the festival, local Products are being utilized as token.

Festivals are collective phenomena and serve purposes rooted in group life. Systems of reciprocity and of shared responsibility ensure the continuity of and participation in the festival through the distribution of prestige and production.

TABLE 7: POSITIVE SOCIO-CULTURAL IMPACT OF FESTIVAL

POSITIVE SOCIO-CULTURAL IMPACT OF FESTIVAL	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. Celebrations of festivals enhances community spirit	4.43	Strongly agree	1
2. Celebrations of festivals built networks within the community and outside the community	4.27	Strongly agree	2.5
3. Celebrations of festivals improved the skills of the residents	4.2	Agree	5.5
4. Fosters a sense of place and a sense of pride among residents	4.2	Agree	5.5
5. Opportunity for dominant population to view other cultures.	4.23	Strongly agree	4
6. Facilitated the residents of the area in creating a vision for their locality	4.27	Strongly agree	2.5
7. Celebrating festivals united a family	4.24	Strongly agree	3

Table 7 presented the over-all rating of the respondents in relation to positive socio-cultural impact of festival as one of the festival component. This table shows that base on the verbal interpretation the respondents “Strongly agree” that celebrations of festivals enhances community spirit, celebrations of festivals built networks within the community and outside the community, facilitated the residents of the area in creating a vision for their locality, celebrating festivals united a family, opportunity for dominant population to view other cultures and they “Agree” that celebrations of festivals improved the skills of the residents, Fosters a sense of place and a sense of pride among residents.

Community festival are traditionally organized by and for the local community, and often celebrate a theme that has developed from within the community itself. It provides members of a community with opportunities to engage in socialization, entertainment and the establishment of social networks, which can contribute to the enhancement of community cohesion and the building of social capital within a community additionally, they can provide tourism benefits such as increased visitation and promotion of a destination’s image.

TABLE 8: NEGATIVE SOCIO-CULTURAL IMPACT OF FESTIVAL

NEGATIVE SOCIO-CULTURAL IMPACT OF FESTIVAL	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. Celebration of festivals only appreciated by the devotee	2.72	Slightly agree	4
2. Celebration of festivals causes traffic, increases crime and waste to a local community	2.99	Slightly agree	1
3. Celebration of festivals increases crime in a local community	2.83	Slightly agree	2
4. Celebration may lead to culture shock among locals and visitors	2.48	Disagree	7
5. Celebration of festival provides more imported/foreign sickness to the local communities.	2.74	Slightly agree	3
6. Festival celebration may potentially increase crime	2.62	Slightly Agree	5
7. Celebration of festival may lead to misunderstanding leading to varying degrees of host/visitor hostility	2.54	Disagree	6

Table 8 presented the over-all rating of the respondents in relation to negative socio-cultural impact of festival. This table shows that base on the verbal interpretation the respondents “Slightly agree” that Celebration of festivals causes traffic, increases crime and waste to a local community, celebration of festivals increases crime in a local community, celebration of festival provides more imported/foreign sickness to the local communities, celebration of festivals only appreciated by the devotee, festival celebration may potentially increase crime. And they “Disagree” that celebration of festival may lead to misunderstanding leading to varying degrees of host/visitor hostility, celebration may lead to culture shock among locals and visitors.

The development of tourism induces changes in the social character of a destination. Tourism is a globalized business activity and thus presents growing challenges in terms of traditional social culture. With the continuous development of the tourism industry, traditional social culture has changed drastically. (Zhuang, X., Yao, Y., Li, J., 2019)

TABLE 9: POSITIVE ECONOMIC IMPACT OF FESTIVAL

POSITIVE ECONOMIC IMPACT OF FESTIVAL	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. Celebration of festivals create opportunities for entrepreneurs and job creation	4.42	Strongly agree	2
2. Local community have the opportunity to showcase their skills and abilities.	4.54	Strongly agree	1
3. The Inns, Lodgings, or accommodations benefitted in festival celebrations	4.06	Agree	8
4. Celebrating festivals hosts potential investors and promoting new business opportunities.	4.17	Agree	6
5. The area becomes, more popular tourist destination.	4.28	Strongly agree	3
6. The local community increases profitability and revenue for re-investment.	4.2	Agree	4
7. Increase of standard of living among locals	4.18	Agree	5
8. Increase in labor supply	4.15	Agree	7

Table 9 presented the over-all rating of the respondents in relation to positive economic impact of festival as one of the festival component. This table shows that base on the verbal interpretation the respondents “Strongly Agree” that local community have the opportunity to showcase their skills and abilities, celebration of festivals create opportunities for entrepreneurs and job creation, the area becomes, more popular tourist destination. And they “Agree” that the local community increases profitability and revenue for re-investment, increase of standard of living among locals, celebrating festivals hosts potential investors and promoting new business opportunities, increase in labor supply, the Inns, Lodgings, or accommodations benefitted in festival celebrations.

Communities experience a range of benefits from special events and festivals. These benefits include building social cohesion, providing a specific time and place for families and friends to show their commitment to the area, to provide public goods beyond entertainment and to provide a socially acceptable area for public actions. (Rao V., 2001). A community will also experience a number of economic benefits from special events and festivals. These benefits can include looking at the number of participants that attend the event and the estimated

dollar value per event. (Terry et.al.,2009) these benefits help to determine the overall economic impact of the event.

TABLE 10: NEGATIVE ECONOMIC ASPECT OF FESTIVAL

NEGATIVE ECONOMIC ASPECT OF FESTIVAL	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. Seasonal source of income for the locals	4.42	Strongly agree	1
2. Increasing the prices of goods and services	3.23	Slightly agree	2
3. Money lost through leakage	2.86	Slightly agree	4
4. Shortage of supply due to increase numbers of tourists	2.81	Slightly agree	5
5. Inadequate estimation of costs of event	2.94	Slightly agree	3
6. Failure to attracts tourists	2.62	Slightly agree	7
7. Negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance	2.73	Slightly agree	6

Table 10 presented the over-all rating of the respondents in relation to negative economic impact of festival as one of the festival component. This table shows that base on the verbal interpretation the respondents “Strongly Agree” that seasonal source of income for the locals, increasing the prices of goods and services, inadequate estimation of costs of event, money lost through leakage, shortage of supply due to increase numbers of tourists, negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance, failure to attracts tourists.

According to (Wahengbam, 2013) in celebrating festivals the people spend a huge amount of money unnecessarily on expensive things. During festival the prices of essential goods are sky high. However, things are continuously bought. Festivals also enhance the level of corruption. All these numerous festivals in turn affect the economy.

TABLE 11: POSITIVE ENVIRONMENTAL IMPACT OF FESTIVAL

POSITIVE ENVIRONMENTAL IMPACT OF FESTIVAL	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. Local community enhances waste management practices due to festivals	4.09	Agree	3
2. Local community preserves the existing public/historical buildings due to festival	4.1	Agree	4
3. Improvement of local infrastructure in the community	4.13	Agree	2
4. Festival preserves a rich heritage handed down from our ancestors	4.23	Strongly agree	1
5. Construction of new facilities	4	Agree	5

Table 11 presented the over-all rating of the respondents in relation to positive economic impact of festival as one of the festival component. This table shows that base on the verbal interpretation the respondents “Strongly Agree” that festivals preserves a rich heritage handed down from our ancestors. And they “Agree” that improvement of local infrastructure in the community, local community enhances waste management practices due to festivals, local community preserves the existing public/historical buildings due to festival, construction of new facilities.

According to Mahony, 2011. Many advocate that there should be strict environmental policies in place that oblige event management companies and those involved in events to take environmentally-friendly approaches to their work in order to preserve cultural heritage of place.

TABLE 12: NEGATIVE ENVIRONMENTAL IMPACT OF FESTIVAL

NEGATIVE ENVIRONMENTAL IMPACT OF FESTIVAL	WEIGHTED MEAN	VERBAL INTERPRETATION	RANKING
1. Celebrating festivals increases waste in a local community.	3.41	Agree	1
2. Celebrating festival causes noise pollution	3.27	Slightly agree	2
3. Environmental community can be destroyed where festivals are taking place.	2.96	Slightly agree	5
4. Ecological Damage	2.98	Slightly agree	4
5. Overcrowding	3.1	Slightly agree	3

Table 12 presented the over-all rating of the respondents in relation to negative environment impact of festival. This table shows that base on the verbal interpretation the respondents “Agree” that Celebrating festivals increases waste in a local community. And they “Slightly Agree” that Celebrating festival causes noise pollution, Overcrowding, Ecological Damage, Environmental community can be destroyed where festivals are taking place.

Based on a news article published in (Envirotech-online.com, 2018) Every year, 3.17 million people attend music festivals up and down the length and breadth of Britain. It is an opportunity for the people to get away on their daily routines. However, the impact of UK festivals have on the planet should not be underestimated as the festival itself produces 23,500 tons of waste, use five million liters of fuel and emit almost 20,000 tons of carbon dioxide every single year.

TABLE 13: SIGNIFICANT ASSOCIATION BETWEEN THE PROFILE OF THE RESPONDENTS AND THE DIFFERENT FESTIVAL COMPONENTS

	AGE	GENDER	RELIGION
Safety and security	0.019	.882	.565
Festival spirit	.004	.398	.576
Contest and activities	.525	.139	.508
Promotion	.843	.547	.348
Production role	.538	.307	.481
Positive socio-cultural aspect	.341	.539	.403
Negative socio-cultural aspect	.518	.648	.472
Positive economic aspect	.405	.179	.618
Negative economic aspect	.768	.424	.987
Positive environmental aspect	.213	.751	.252
Negative environmental aspect	.368	.677	.000

Table 13 presented the significant association between the profile of the respondents; age, gender, religion and the different festival components. In this table a numbers less than 0.05 as a level of significance marked blue means significant.

In this table, it indicates that age has a significant association with safety and security and festivals spirit. Gender has no significant association with the festival components. And religion has a significant association with negative environmental aspect

Conclusion

Based on the findings and results of the study the following conclusions were drawn: The respondents believed that the municipalities are free from terrorism, LGU officials are prepared during emergencies and they have enough police security available during festivities, the organizers were also conducted and developed comprehensive security plan. The respondents "Strongly Recommends" that celebration of festival aids in the preservation of traditional beliefs, customs and traditions, time to reunite with relatives and friends and celebration of festival commemorates religious influence and honor Patron Saints. The respondents "Strongly Recommends" that one of the contests during festival is the much awaited street dancing competition and is well participated by different agencies in the area. It was manifested that the respondents "Strongly agree" that celebrations of festivals enhances community spirit and brings opportunity for dominant population to view other cultures. The respondents "Slightly agree" that Celebration of festivals causes traffic, increases crime and waste to the community. The respondents "Strongly Agree" that local community have the opportunity to showcase their skills and abilities. The respondents "Strongly Agree" that festivals takes seasonal source of income for the locals, increasing the prices of goods and services, inadequate estimation of costs of event, money lost through leakage, shortage of supply due to increase numbers of tourists, negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance, failure to attracts tourists. The respondents "Strongly Agree" that festivals preserves a rich heritage handed down from our ancestors. And they "Agree" that improvement of local infrastructure in the community, local community enhances waste management practices due to festivals, local community preserves the existing public/historical buildings due to festival, construction of new facilities. The respondents "Agree" that Celebrating festivals increases waste in a local community. And they "Slightly Agree" that Celebrating festival causes noise pollution, Overcrowding, Ecological Damage, Environmental community can be destroyed where festivals are taking place. The Local Government Unit in cooperation with the City/ Municipal Tourism Office may develop a comprehensive long term tourism development plan anchored to the result of this study for the advancement of the tourism sector.

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