

# The Perceived Effects Of Festivals In The Heritage City Of Vigan, Philippines

**Richel Royce T. Chan**

PhD, University of Northern Philippines, Vigan City, Ilocos Sur, Philippines  
richelroyce.chan@gmail.com

## ABSTRACT

This paper discusses the multiple perceived effects of vibrant festivals on the city of Vigan. The respondents in this study were the heads of offices of the city government, school administrators, participants and performers, tourists, organizers, local businessmen, and the business owners and managers. A non-purposive convenience sampling was used to determine the perceptions of the respondents on the perceived effects of festivals. The researcher employed a descriptive procedure and analysis of data. Frequency and percentage were used to interpret data collected from the respondents. Study results showed that most respondents thought the festivals had an overall positive perceived effect on the city. Age, monthly income, and occupational status are significantly related to the perceived effects. Festivals help attract tourists, which boosts a city's tourism and other business growth. Amid all the negative effects of festivals, it has a positive impact, which strengthens the sense of belonging and pride, uses festivals as a cultural attraction in tourism, creates city brands, creates community well-being, and boosts economic growth. To further enhance the organization of the city's festivals, such recommendations were also articulated.

## Keywords

perceived effects, festivals, Vigan City, tourism

*Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020*

## Introduction

Festivals and other cultural events in almost every province and city in the Philippines are pleasant occasions throughout the year. These traditional customs and practices were incorporated into the culture of the Filipinos and were thought to have arisen long before the Spaniards arrived. The most exciting and fast way to increase financial gains is a festival and it can be considered as part of the modern age of alternative recreation.

Festivals have always been a crowd-growing operation and have thus generated an economic benefit effect (Park, 2002). These festivities also help to minimize the level of unemployment and increase the host cities' or municipalities' earnings. Festivals are determinants, according to Kenyon (2002), that drive individuals to travel to other nations to learn their local art, culture, and history. The aftermath of local festivals has accelerated cultural tourism and offers economic, cultural, and other important benefits to tourist destinations.

The Heritage City of Vigan, as capital in the Province of Ilocos Sur, hosts numerous festivities annually. The Vigan City Festival, popularly known as Longganisa Festival, is one popular event during the third week of January; the Semana Santa or Holy Week is another. The Viva Vigan Binatbatan Festival of the Arts is a summer festival celebration during the first week of May to add to the World Heritage Cities Solidarity Day Cultural Festival celebrated in September, lastly, the Raniag Twilight Festival during the last week of October. In the growth of the city and for the Bigueños, each festival has its characteristics and significance.

The vibrant festivals in Vigan, along with its century-old homes and buildings, historical landmarks, and beaches, have become one of the city's tourist drawers. Via the

undeniable strike of local goods, more tourists and investors continue to draw the city's tourism industry and economy.

Distinguishing the effects as well as the benefaction of the city festivals is indispensable to understand. It is vital to be acquainted with the possibility that these festivities have given insurmountable impacts not only to the economy but also to the other tourism development aspect of the said metropolis. Similarly, it is significant to stay abreast about the manner these celebrations have uplifted the name of Vigan in both local and international stages. Being cognizant of such information allows a sound understanding of the importance of managing festivities methodically and artistically. Lastly, local event organizers become more conscientious in developing, structuring, and implementing such festivals.

## Objectives of the study

1. To determine the demographic profile of the respondents,
2. To become aware of the different type of festivals prevalent in the city of Vigan,
3. To assess and determine the perceived effects of festivals on the city, and
4. To find out if there is a significant relationship between the perceived effects of city festivals and the profile of the respondents.

## Theoretical Framework

Philippine festivals are collaborative art that is common to every area of the region. Filipinos loved to celebrate and get together. Due to its colorful and festive nature, festivals are magnified lasting anywhere between days to an entire month

in which both domestic and international tourists are attracted to experience the Philippines festivities. Most of these festivals are typically religious, owing to the Catholic influence of Spain dating back to the mid-1500s, although others are intended to celebrate significant events in history (Dedal, 2017) it is the Spaniards instituted the fiesta in Philippine towns to draw the people (who at the time lived in scattered kin group clusters) into one central area, creating a forum for Christianizing the populace. (Roces, A. and Roces, G., 2013).

Etymologically, the word festival essentially derives from the Latin festum. Originally, Latin had two terms for festive events: festum, for "public joy, merriment, revelry." Also, feria, meaning "abstinence from work in honor of the gods. Both words, festa, and feriae were used in the plural form, suggesting that festivals lasted for many days at that time and included many activities. The two words tended to become synonyms in Classical Latin, as the two forms of occurrences tended to converge (Falassi, 1987).

### Events and Tourism Impact

Festival serves to fulfill unique requirements as well as provincial entertainment of several kinds. For religious, social, or geographical classes, these periods of celebration give a sense of belonging. Modern festivals based on cultural or ethnic subjects are aimed at reminding participants of their practices. To celebrate past important events, selected anniversaries have an annual festival (Rosino, et. al., 2013).

Tourism exists in the human and physical world; it influences both the hosts' lives and the destination's physical climate. Impacts are described as one object's behavior forcefully coming into contact with another.' Whether impacts are positive or negative depends on the observer's or recipient's value position and assessment of such actions. All effects are interconnected in such a way that most of the positive and negative effects will cross paths with each other and can be classified into more than one category, if appropriate.

**Economic Impacts.** This influence has to do with the economic advantages and costs of tourism participation. This is where tourism receipts are calculated and expenses for tourism and other events are registered, with the ultimate objective of economic benefits outweighing the costs of developing and sustaining tourism (Badilla, M. & Oreta, M. (2017).

**Tourism Industry/Event Tourism.** This event can be the "engine" that creates the real reason for that potential tourist to visit a particular destination. Events are greatly important in making the reputation of a destination more respectable. As such, it offers opportunities for all to greatly promote, place, and market the area, which ultimately encourages a more commendable view of the area as a future tourist destination (Oklobdžija, 2015). Through anchoring the market results to the sales of small local companies to larger ones, the economy of the place is greatly affected. Another way an event will benefit the host community is by livelihood and occupation (Allen et al. 2011, 68-69.)

**Social/Cultural Impacts.** This involves benefits and losses in the host community's "society and culture" and the visitors who come for the experience. These effects come

from two roots: sociology, which is the study of individuals, their behaviors and group interactions; and culture, which includes the behavioral habits, practices, principles, beliefs, morals, rules, arts, and customs that have been developed by individuals over centuries as part of society. Increased understanding of other cultures can lead to a higher tolerance for differences. It can also influence a greater sense of self and the preservation of one's beliefs and traditions for the host community's people (Badilla, M. & Oreta, M., 2017).

**Educational.** A festival is not only about dancing, but also a place where learners can yearn for their skills and abilities and a brief glimpse of the past. It's a place where it is possible to teach friendship, teamwork, discipline, and camaraderie. It is just a way to promote, preserve, and appreciate cultural activities for the host community or the local government (Divinagracia-Jinon, 2014). In addition, Srikanta Nandi and Dr. Pankaj Kumar Paul (2014) has also found that learners exhibit favorable attitudes when they assimilate themselves to these festivals.

**Health, Safety, and Security.** In the tourism sector, these are real issues. Tourists come for a limited period, so everyone needs to remain healthy, stable, and clean so that everyone can have a good time. Tourists who eat nutritious, clean and uncontaminated food are good and can enjoy activities that promote fitness. Healthy tourists are those who, when participating in activities, have access to reliable equipment. They are safe from harmful materials, and the environment and its provisions would allow them to move freely whether they are handicapped or elderly. Safe visitors will also have access to exit premises or should accidents or unexpected situations occur, request assistance. Safe tourists are those who, even when in an unfamiliar place, have a sense of well-being. Freedom from external threats, protection from damage, and freedom from crime is possible (Badilla, M. & Oreta, M., 2017).

**Environmental impacts.** The allure of the surroundings of the destination is one of the reasons for travel and tourism. The look, atmosphere, and activities a destination offers are mostly the reasons it is chosen by visitors, whether natural or man-made. The increased degree of recognition of restoration and conservation efforts is one of the most significant environmental benefits when tourism is in place (Badilla, M. & Oreta, M., 2017).

**Political/Governmental and Physical.** The complexity of the tourism industry and its goods involves coordination and collaboration, which, arguably, can only be coordinated by the government and by a process. The government develops policy challenges, controls the laws, and enforces them. The government is the main provider of most roads, including highways, public parks, bridges, airports, and piers; and many of the services essential to the growth of tourism: law enforcement, sewage system, and collection and disposal of garbage. Tourism policy decisions should be assessed by the LGUs with a clear understanding of the potential of local facilities and services concerning planned needs, and the needs of the local public and visitors should be taken into account (Vibal, V., 2010).

**Personal/Financial.** Within our culture and heritage, the birth of fairs and festivals is deeply rooted and they are emphasized by media coverage and elaborate ceremonies. These events are created from people's collective efforts and

coordinating as such involves a significant amount of human effort that flourishes into collegiality and ultimately into the unification of people from different spheres of existence when conglomerated for a common purpose.

A deciding factor for fairs and festivals is satisfaction. Personally, and socially, the valuable purpose of such activities is to provide individuals with a positive experience that becomes a general feeling of pleasure and contentment. It is also rewarding and fulfilling to learn how such social effects are improved and accomplished by shifting the expectations of a location and predisposition of people to an occurrence due to these festivities. (Tejaswini, 2017).

### Conceptual framework

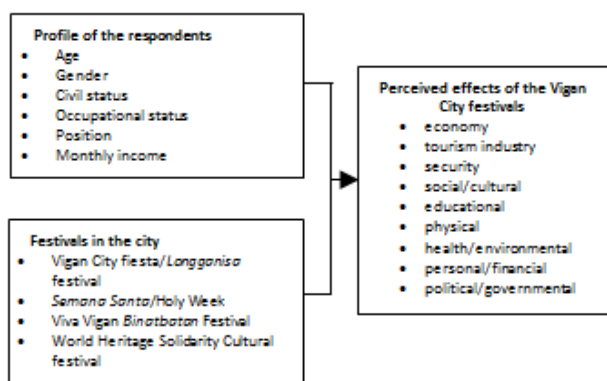


Figure 1. The Research Paradigm

The diagram above shows the profile of the respondents, the festivals celebrated in the city of Vigan, and the multiple perceived effects of the festivals

### Methodology

The descriptive method was employed in this study to determine the perceived effects of the festival on the City of Vigan. The researcher utilized a one-shot survey questionnaire to gather essential data and was treated using descriptive and inferential statistics. A non-purposive convenience sampling was used to determine the perceptions of the respondents on the perceived effects of festivals to the City of Vigan. The respondents are the local government head of offices, school administrators, participants/performers, visitors/tourists, organizers, local businessmen, and owners/managers of businesses in the city. The Office of the Vigan City Mayor determined a list of Informants. The data-gathering instrument is a researcher-made questionnaire, which was validated by three experts from the industry. The first part of the questionnaire dwelt on the demographic profile of the respondents on their age, civil status, gender, occupational status, monthly income, and participation in the city festivals were also included. The second part of the questionnaire contained different perceived effects of the festival such as items regarding the economic, tourism industry/event tourism, security, social/cultural, educational, physical, health/environmental, personal/financial, and political/governmental effects. The instrument was a combination of Likert questions with strongly agree as to the highest, and strongly disagree as to

the lowest. The items were evaluated on a five-point Likert scale.

**Ethical Consideration.** Respect for the integrity of participants in the research was prioritized. Before the study, full consent was obtained from the participants. Security of the privacy of research participants has been assured. Ensuring an acceptable degree of confidentiality of research results.

## Results And Discussions

### 1. Profile of the respondents in terms of the following factors

Majority (15 or 42.9%) belonged to the age bracket of 36 – 50 years old followed by the age bracket of 18 – 25 years old (10 or 28.6%). The data implies that the majority of the respondents were adults. In terms of gender, both male and female got the same rating of 16 or 45.7%. While a great percentage, (3 or 8.6) belonged to the LGBTQIA+ community. Also, majority (18 or 51.4%) of the respondents were married. Since the majority of the respondents were adults, having the age of 36 – 50, it followed that the majority were also married in status. According to the occupation, unemployed factor got the rating of 18 or 51.5 percentage since the number of respondents was local entrepreneurs, students, and visitors. Further, the majority (20 or 57.1%) of the respondents had a monthly income that ranged from 25,001 and above, while a great percentage (1 or 2.9%) both ranged from 10, 001 – 15, 000 and 15, 001 to 20, 000.

### 2. The festivals in Vigan City

The diversity in the traditions, beliefs, and practices of the Bigueno people finds commonness in the festivals that celebrate the rich Vigan culture. Vigan City, known for its rich historic identity and meaningful cultural preservation. As evidence, the city celebrates a variety of festivals each year. Apiece festivals have their notable importance and relevance to the people and the city. The following festivities are celebrated in the City of Vigan as identified by the City Events Promotions and Protocol Office.

**The Vigan City Fiesta.** A grand colorful event during the third week of January is also known as the *Longganisa* Festival. Actively participated by different agencies, educational institutions, private and public sectors. The reason for this notable occasion is to remember and honor the Feast of the Conversion of the city patron saint, Saint Paul the Apostle, and the anniversary of Vigan's cityhood, and a way to promote the *longganisa*-making industry recognized as One-Town-One Product of the city.

**The Semana Santa.** The observance of the Holy Week is one of Vigan's foremost tourist attractions. Tourists join local devotees who explicitly express deep religious fervor in the procession of life-size statues in *carrozas*. Visiting churches in the metro as a tradition of *visita Iglesia*.

**The Viva Vigan Binatbatan Festival of the Arts.** A summer festival, the grandest of all the Vigan festivities. One highlight is the *Binatbatan* street dancing depicting the way the *Ilocanos* of old, beat (*batbat*) the cotton pods with two bamboo sticks to separate the seeds from the fluff. The street

dancing competition is a must-see event participated by local and national competitors. The festival aims to revitalized the *abel* (*a local craft*), as a means of livelihood and traditional art, especially with the inscriptions of Vigan as a World Heritage Site and one of the Seven Wonders of the World.

**The Solidarity Cultural Festival.** A month-long celebration during September wherein the city of Vigan joins the entire heritage cities of the world in this wonderful celebration. This is a way to celebrate it as being a cultural property of the world since December 1999. It is a cultural festival participated by Vigan schools both the public and the private, and the 39 barangays clustered into five (5). All clusters contended in cultural events to highlight their talent in dances, music, and literary arts. Further, the Ilocano-Chinese community, the Indian community, and the international students took active participation in this festivity.

**The Raniag Twilight Festival.** A special occasion celebrated during the last week of October. *Raniag* festival is unique in Vigan City. *Raniag* means light that symbolizes the light that offers to the Lord in thanksgiving for the gift of life and impetrates His mercy for the living. Also, this festival is a way to remember departed love ones in prayers and the warmth of the bonding renewed in reunions during All Saints day.

### 3. The perceived effects of festivals on the city of Vigan

#### Perceived Economic Effect of Festivals

Table 2 shows the mean ratings on the perceived economic effect of the festivals on the City of Vigan. *New product innovations are introduced during the festivities* got the lowest rating of 3.66, with a descriptive rating of Agree, on the other hand, *an increase in the demand for accommodation and food services due to the influx of tourists* got the highest rating of 4.57, or Strongly Agree. Overall, a mean rating of 4.23, which means that these festivals had a Very good perceived effect on the Vigan economy.

**Table 2.** Mean Ratings on the Perceived Economic Effect of the Festivals to the City of Vigan

PERCEIVED EFFECT ECONOMIC	Mean	Descriptive Rating
1. New and existing businesses support the city festivals.	4.40	Strongly Agree
2. Profit and return opportune for the local residents.	4.23	Strongly Agree
3. Create job opportune for the locals.	4.20	Agree
4. Boost the sales of local services and products.	4.51	Strongly Agree
5. Boost and gain investment opportunities for locally manufactured and produced products.	4.17	Agree
6. City festivities increase business sales and capital.	4.26	Strongly Agree

7. Enrich trade and commerce for local business.	4.06	Agree
8. Increase in the demand for accommodation and food services due to the influx of tourists.	4.57	Strongly Agree
9. New product innovations are introduced during the festivities.	3.66	Agree
<b>Perceived economic effect</b>	<b>4.23</b>	<b>Very good perceived effect</b>

Range of values for the descriptive rating

Range of values	Descriptive rating	Overall rating
1.00-1.80	Strongly Disagree	Very bad perceived effect
1.81-2.60	Disagree	Bad perceived effect
2.61-3.40	Not Sure	Neutral perception
3.41-4.20	Agree	Good perceived effect
4.21-5.00	Strongly Agree	Very good perceived effect

This may mean that the influx of visitors in the city would increase the demand for food, clothes, housing, and many other services, which will drive the circulation of money spending in the area. These spending activities will boost tax revenues for the local government, which will, in turn, be able to provide local and visitor services and infrastructure. The business establishments in the tourist destination and the city surrounding it are fueled by this inherent human desire to reward oneself. Enhancements in appearance made for an annual event have year-round benefits and can produce a stimulus for enhanced retail and service sectors in the downtown.

#### Perceived Effect of Festivals on the Tourism Industry/Event Tourism

Table 3 presents the perceived effect of the tourism industry/event tourism of Vigan city. A mean rating of 4.37, which meant that the factor has a Very good perceived effect. There is evidence that the festivals *increased in the number of tourists visiting the city* with a mean of 4.77 or Strongly Agree, while 3.97 mean rating under *Multiplicity of recreation and amusement in the city* as the lowest or Agree. Events are greatly important in making the reputation of a destination more respectable. As such, it offers opportunities for all to significantly promote the place and brand the area, thereby promoting a more commendable view of the area as a potential tourist destination. Events have a wider and broader public perception through all-inclusive media reporting (Sonja, 2015). This is why city activities establish the true reason for visiting and enjoying a specific destination for local and international visitors. Events serve as platforms for host communities to reveal, publicize, and grow their virtuosity in the promotion of business opportunities through hosting venture capitalists. The revitalization of Mainstreet may also be a beneficial economic spin-off from festivals and special events.



**Table 3.** Mean Ratings on the Perceived Effect of Festivals to the Tourism Industry/Event Tourism of Vigan City

PERCEIVED EFFECT TOURISM INDUSTRY/EVENT TOURISM	Mean	Descriptive Rating
1. Multiplicity of recreation and amusement in the city.	3.97	Agree
2. Elevation of Vigan city as a center for tourism.	4.66	Strongly Agree
3. Worldwide promotion of city events and festivals.	4.43	Strongly Agree
4. Increase in the number of tourists visiting the city.	4.77	Strongly Agree
5. City festival organizers make sure that there are enough facilities to accommodate visitors and tourists.	4.17	Agree
6. City festivals serve as an avenue for the locals to exhibit local products and showcase talents.	4.43	Strongly Agree
7. City festival organizers designed a special program for NGOs and other stakeholders and are given the merit of their significance and excellent contributions.	4.49	Strongly Agree
8. Vigan tourism office has assessed the quality of creative comfort, accommodation, and food services and duly informed festival organizers of the accessibility and availability.	4.06	Agree
<b>Perceived effect on tourism</b>	<b>4.37</b>	<b>Very good perceived effect</b>

### Perceived Effect of Festivals on Security

As shown in Table 4, the mean rating of perceived effect on security to the City of Vigan has Neutral Perception (2.97). Item no. 5 "Heightens the number of crime attack (e.g. cellphone snatching, "budol-bodol")" with a descriptive rating of Not Sure.

**Table 4.** Mean Ratings on the Perceived Security Effect of the Festivals to the City of Vigan

PERCEIVED EFFECT SECURITY	Mean	Descriptive Rating
1. Unpredictable rise in the risk of terrorism (e.g. bomb threat).	2.94	Not Sure
2. Entice interest groups and terrorists for futurity.	3.03	Not Sure
3. Heightens the	2.97	Not Sure

peril of cyber-attack.		
4. Disturbances increase due to visitors' drunkenness, hooliganism, disorder, or vandalism.	2.83	Not Sure
5. Heightens the number of crime attacks (e.g. cellphone snatching, "budol-bodol").	3.23	Not Sure
6. Physical accidents and injuries due to faulty and defective mechanics.	2.80	Not Sure
<b>Perceived effect on security</b>	<b>2.97</b>	<b>Neutral perception</b>

This means that visitors are now more vigilant about safety and security concerns and when they find that measures are in place, find reassurance. Safe tourists are those who, even when in an unfamiliar place, have a sense of well-being. Freedom from external threats, protected from harm and free from crime, is available. A primary concern of any tourist to a destination is safety and protection. Visitors are searching for a government's willingness to respond to high-risk circumstances in which people and visitors are put. Individuals do not want to travel to places where they do not feel comfortable and safe. This will deter them from choosing to visit and prevent them from exploring the area and reducing their spending if they are already in the city. Safety issues can lead visitors to miss the location or stay shorter. They are, after all in the city to relax and enjoy events and landscapes.

### Perceived Social/Cultural Effect of Festivals

As seen in Table 5, Item number 7 had the highest mean rating of 4.51 with a descriptive rating of Strongly Agree. On the other hand, item nine (9) got the lowest mean rating of 3.26 having a descriptive rating of Not Sure.

**Table 5.** Mean Ratings on the Perceived Social/Cultural Effect of Festivals to the City of Vigan

PERCEIVED EFFECT SOCIAL/CULTURAL	Mean	Descriptive Rating
1. Increase in the permanent level of local interest and participation in types of activity associated with events and festivals.	4.23	Strongly Agree
2. Strengthening the Supreme faith, values, and faithful traditions.	4.49	Strongly Agree
3. Provision of incitation for the preservation program of local culture and traditions.	4.49	Strongly Agree
4. Enhance the	4.23	Strongly Agree

essence of being a part of the community.		
5. Entice the interest and understanding of other cultures and sodalities of visitors.	4.49	Strongly Agree
6. Intensify media/ad hype.	4.23	Strongly Agree
7. Increase awareness and appreciation of the Bigueño culture and heritage among the locals and visitors.	4.51	Strongly Agree
8. Boost local pride and community spirit.	4.43	Strongly Agree
9. Misunderstanding leading to diversify the level of host/visitors' hostility.	2.74	Not Sure
10. Rapid change in the traditional value system.	2.66	Not Sure
<b>Perceived social/cultural effect</b>	<b>4.05</b>	<b>Good perceived effect</b>

Moreover, the perceived social/cultural effect of festivals to the City of Vigan got 4.05 or a Good perceived effect.

This shows that it opens up a tremendous opportunity for travelers to learn other customs and practices as people travel and to share knowledge and ideas from individuals in the destination areas. The travelers then bring new ideas back to their respective hometowns or residences and even imitate them for their implementation.

Where visitors come and go, social stresses and cultural conflicts resulting from gaps between norms and the commodification of the particular local community will eventually require the meeting of different cultures. A modern lifestyle was also brought to the locals through this kind of exposure to other cultures and traditions. Locals who are used to a traditional society, for example, may not have the same impression of tourists having a liberated culture. On the other hand, some local producers might also have obtained some ideas from tourists to develop and enhance existing local goods.

### Perceived Educational Effect of Festivals

The mean rating of perceived educational effect as shown in Table 6 was 4.19, which meant that it has a Good perceived effect on the City of Vigan. Item number 1 having the highest mean rating of 4.54 or Strongly Agree. Respondents believed that by participating in the city festivities students boost their level of confidence is it physical or social.

**Table 6.** Mean Ratings on the Perceived Educational Effect of Festivals to the City of Vigan

<b>PERCEIVED EFFECT EDUCATIONAL</b>	<b>Mean</b>	<b>Descriptive Rating</b>
1. Partaking of students boosts the level of confidence is it physical or social.	4.54	Strongly Agree
2. Manifest sense of	4.37	Strongly Agree

commitment and obligation.		
3. Effectuate cultural consciousness and appreciation among the students and personnel.	4.20	Agree
4. Student performers and other participants had better grades, had higher test scores, and regular attendance.	3.37	Not Sure
5. Learn essential skills, such as leadership skills and teamwork.	4.11	Agree
6. Various competitors from schools and communities reported the rapid increase in costs and expenditures to be competitive during the city celebrations.	4.11	Agree
7. Participation raises the importance and values of friendship, camaraderie, and discipline.	4.40	Strongly Agree
8. Enhancement of cultural talent and skills.	4.37	Strongly Agree
<b>Perceived educational effect</b>	<b>4.19</b>	<b>Good perceived effect</b>

Moreover, a festival is not only about dancing and a fleeting glimpse of the past, but also an avenue where students can yearn for their abilities and talents. Performers show positive behaviors in contrast. It is a place where friendship, teamwork, discipline, and camaraderie are taught and their time is respected more effectively. In some cases, however, student performers participating in such festivals and activities could also lead to some conflicts in academic performance and problems brought on by overnight planning and regular rehearsals and practices just to be competitive during the celebration. While participating schools are also experiencing increased financial conflicts with the manifestation of commitment and duty because joining festivals is costly. Participating school needs to prepare an operational plan that includes a budget proposal from preparation, rehearsals, materials, and meals for participants and other financial needs brought by the city celebrations. This could lead to dismay were some schools that are not financially capable to not participate in such activities.

### Perceived Physical Effect of Festivals

The data in Table 7 shows that there is a Neutral Perception on the perceived physical effect of festivals to the city of Vigan or 2.61 as a mean rating. It can be seen that item 6 "Inaccessibility of toilet rooms and bathrooms for the public" has the lowest mean rating of 3.5 or Agree while item number 5 "Increase hardship for finding parking

space” got the highest mean rating of 4.34 with a descriptive rating of Strongly Agree

The government is the sole supplier of most law enforcement and infrastructure. Considering that Vigan is a small city, the local government unit (LGU) should, with a clear understanding of the potential of the local infrastructure and facilities about the expected needs, assess and review tourism policy decisions and take account of the needs of the local community and the visitors. The presence of a fiscal impact study is important to determine the effect of event tourism on the tax base and local government costs of a city. The study specifies the additional construction criteria for facilities and services. Tourism and other activities, through fees, local sales, or the use of taxes, produce increased local government revenue. Through these kinds of celebrations, the LGU can also obtain a greater local share of the tax revenue generated to develop tourism services.

**Table 7.** Mean Ratings on the Perceived Physical Effect of Festivals to the City of Vigan

PERCEIVED EFFECT PHYSICAL	Mean	Descriptive Rating
1. Preservation and improvement of architectural heritage.	4.11	Agree
2. Construction and set-up of new facilities.	3.85	Agree
3. Increase road closure and disruptions.	1.97	Disagree
4. Traffic congestion due to the increased number of tourists witnessing the celebrations.	1.77	Strongly Disagree
5. Increase hardship for finding parking space.	1.66	Strongly Disagree
6. Inaccessibility of toilet rooms and bathrooms for the public.	2.49	Disagree
7. Lack of tourist park.	2.43	Disagree
<b>Perceived physical effect</b>	<b>2.61</b>	<b>Neutral perception</b>

### Perceived Health/Environmental Effect of Festivals

As seen in Table 8, item seven (7) has the lowest mean rating of 3.17 or **Not Sure**. On the other hand, item number five (5) "Festivals serve as a stress reliever as a form for reminiscence for elderlies, child-development for kids" has the highest mean rating of 4.29 with a descriptive rating of **Strongly Agree**.

**Table 8.** Mean Ratings on the Perceived Health/Environmental Effect of Festivals to the City of Vigan

PERCEIVED EFFECT HEALTH/ENVIRONMENTAL	Mean	Descriptive Rating
1. Increase air and noise pollution.	2.09	Disagree
2. Gradual increase in the amount of ecological waste.	1.83	Disagree
3. Increase cases of health problems due to work exhaustion during the festivals (e.g. hypertension, headache)	2.40	Disagree

4. Sudden increase in diseases due to ecological waste.	2.74	Not Sure
5. Festivals serve as a stress reliever as a form for reminiscence for elderlies, child-development for kids.	4.29	Strongly Agree
6. Exposure to smoke and dust causing asthma attacks/skin problems.	2.26	Disagree
7. Gastrointestinal problems due to street food consumption.	2.83	Not Sure
8. Sleep deprivation due to large amplifiers used during the city celebrations.	2.74	Not Sure
<b>Perceived health/environmental effect</b>	<b>2.65</b>	<b>Neutral perception</b>

Further, a perceived mean rating of 2.65 or Neutral Perception on the perceived health/environmental effect of festivals to the city.

Godovykh et al. (2020) note that the arrival of tourism has both short- and long-term effects on the health of people. An increase in tourism in the short term has a decreasing impact on the health of residents and a growing effect on the health of residents in the long run. The short-term effects can be explained by the negative impacts of tourism arrivals related to overcrowding, increased levels of crime, traffic congestion, and other results that harm the level of stress and health of residents. Due to the effects of positive experiences and social interactions with tourists on physical health and longevity, there is likely to be a significant positive impact of tourism arrivals on health in the long term (Kenny et al., 2019).

They can import hazardous external materials, chemicals, or biota when visitors come and visit a site. Visitors can accidentally introduce sources of threat, such as exotic weeds, predators, and diseases. They can also introduce risks from adverse activities such as leakage or dumping of fuel; washing soap chemicals; littering; carrying dogs, or unsafe fire practices. In the host city, the local inhabitants are the ones left to handle the disposal of the waste consumed by tourists.

However, local people are now more cautious about health and environmental concerns, and when they find health and environmental policies in place, they find reassurance. The government and institutions need to know how to protect the well-being of the locals and visitors.

### Perceived Personal/Financial Effect of Festivals

Table 9 shows that the respondents believed that the festivals led to a **Good Perceived Effect** on personal/financial factors with a perceived rating of 4.11.

If tourists are longing for happiness, then their happiness should be the metric to shape the future of tourism, not just the amount of money they spent or the places they went to. For several reasons, measuring tourism satisfaction is significant, happy tourists stay longer, spend more and come back, encourage the provider on social media and online reviews, contribute to the competitiveness of company and destination, bring friends and family on their next visit, satisfaction with holiday time affects their overall quality of life, and event tourism is about consumption.

Furthermore, this could mean that social activities have both a personal implication that all comes down to being firmly united, which could also offer the opportunity to establish a deeper relationship with family and friends, personal fulfillment, and the opportunity to create a well-founded social relationship, change and growth.

**Table 9.** Mean Ratings on the Perceived Personal/Financial Effect of Festivals to the City of Vigan

PERCEIVED EFFECT PERSONAL/FINANCIAL	Mean	Descriptive Rating
1. Increase spending/excessive spending due to the presence of trade and food fairs, and other sales offer.	3.77	Agree
2. Increase the standard of living.	3.54	Agree
3. Entice knowledge on the potential for investment and commercial activity.	3.91	Agree
4. Events increases and showcases new ideas.	3.91	Agree
5. Added knowledge and skills through active participation in the city's celebration.	4.26	Strongly Agree
6. Opportunity to spend quality time with friends and family.	4.51	Strongly Agree
7. Opportunity to satisfy the desire for spiritual needs.	4.26	Strongly Agree
8. Opportunity to be outside and watch people and other enticing activities during the festivals.	4.40	Strongly Agree
9. Opportunity to try new things (e.g. foods, entertainment)	4.44	Strongly Agree
<b>Perceived personal/financial effect</b>	<b>4.11</b>	<b>Good perceived effect</b>

### Perceived Political/Governmental Effect of Festivals

As seen in Table 10, Items 1 and 2 had the same mean rating of 4.34 or Strongly Agree, while item six (6) got the lowest rating of 2.43 with a descriptive rating of Disagree. As a whole, a 3.46 perceived mean rating and believed to have a Good Perceived Effects on the political/governmental factors in the city.

**Table 10.** Mean Ratings on the Perceived Political/Governmental Effect of Festivals to the City of Vigan

PERCEIVED EFFECT POLITICAL/GOVERNMENTAL	Mean	Descriptive Rating
1. Development of skills among planners and organizers.	4.34	Strongly Agree
2. Raises international recognition of the city.	4.34	Strongly Agree
3. Increase in administrative costs and ante.	1.85	Disagree
4. Use of the city festivals to legitimate unpopular decisions.	3.11	Not Sure
5. Deformation of the ideal nature of events/festivities to reflect elite values.	3.11	Not Sure
6. Economic exploitation of the local population to satisfy the ambitions of the political elite.	3.57	Agree

7. Increase meaningful social interaction/social network.	3.89	Agree
<b>Perceived political effect</b>	<b>3.46</b>	<b>Good perceived effect</b>
<b>OVERALL</b>	<b>3.69</b>	<b>Good perceived effect</b>

In evaluating the progress achieved in the event and festival tourism, government roles have an important ingredient. The government is involved in tourism in many ways that encourage all players to conduct activities harmoniously. It cannot be denied that the government has various political priorities and leadership agendas, depending on its leadership. After every election, the political agenda shifts, with the winning politician implementing his own will. In tourism projects and policymaking, this results in continuity. This means that the complexity of tourism activities and their products requires coordination and collaboration, which, arguably, can only be coordinated by the government and by a process. The government establishes policy issues, controls, and enforces laws that are necessary to meet the population's needs and to define government agency roles in the enactment of laws. A country should not have political turmoil for tourism to prosper. States ensure that by providing adequate protection and political stability, an enabling environment is established. In cases where political instability occurs, few visitors are drawn to a place to visit. Countries often caution their people against visiting a city with political uncertainty that affects tourism and the demand for events. As the government provides a safe environment for travelers to visit a site, it also enacts policies that ensure that visitors can enjoy their stay without discrimination.

As shown in Table 10 the overall mean rating of the perceived effects of festivals to the City of Vigan got a 3.69 with a descriptive rating of **Good Perceived Effect**. Festivals help draw visitors, which boosts tourism and other business growth in a city. It has a positive influence during all the negative effects of festivals, which enhances the sense of belonging and pride, uses festivals as a cultural attraction in tourism, establishes city brands, creates community well-being, and boosts economic development. Opportunities to create well-founded social connections, transformations, and change are granted to communities that participate in these remarkable fairs and festivities. Locals are granted opportunities to experience entertainment as well as socialization. In addition, these events give us a snapshot of how society and its people have celebrated its dignity and how it has performed in the course of social and political struggles. They are critical breaks that unite individuals to come together regardless of age, ethnicity, and nationality. To be said, festivals never fail to promote the name and glory of the destination across borders. Also, these festivals offer an opportunity for local people to cultivate and share their culture, which provides a sense of values and beliefs retained in a local community by individuals. Festivals give tourists the chance to see how their culture is embraced by the local communities and help visitors engage with the host community. This means that the festivals of the city have a multiplier impact that has contributed to sustainable tourism.



#### 4. Relationship between the perceived effects of city festivals and the profile of the respondents?

A negative correlation means an inverse relationship, as one variable increases, the other decreases. Positive correlation coefficient means direct relationship, as one variable increases, the other also increases.

As to age: The older tends to have positive perceived effects. This is linked to Halaweh et al 2018 study. Feeling happy was seen as a cause for "joy extends life span," "joy makes you energetic," to continue in life; in these terms, the participants conveyed the importance of being happy.

**Table 11.** Correlation Coefficient between the Perceived Effects of Festivals and the Profile of the Respondents

Variables	Age	Monthly Income	Occupational Status
Perceived economic effect	-.071	-.129	.377*
Perceived effect on tourism	-.165	-.216	.285
Perceived effect on security	.239	.184	.533**
Perceived social effect	-.025	-.125	.301
Perceived educational effect	-.279	-.260	.081
Perceived physical effect	.029	-.032	.367*
Perceived health effect	.025	.053	.100
Perceived personal effect	-.170	-.257	.054
Perceived political effect	.385*	.429*	-.018
Overall perceived effect	-.016	-.096	.490**
**. Correlation is significant at the 0.01 level (2-tailed).			
*. Correlation is significant at the 0.05 level (2-tailed).			

They have related happiness to advanced age living, it was vital for them to maintain their lives sweet flavor, no matter how challenging their circumstances were. Via various methods, such as meetings, spending time with grandchildren, and sharing activities with others the participants find ways to bring joy to their lives. It was of great importance for them to provide recreational opportunities for older adults in the light of aging well.

As to monthly income: The more income tends to have a positive effect. Self-possessed contentment was regarded as an important issue. In terms of daily life requirements, self-contentment was reflected in the need to have access to the services required. For this research, the results of Halaweh et al (2018) are relevant because feeling financially secure contributed to the state of self-contentment and was identified as an empowering means of managing life pressures.

As to occupational status: Unemployed tends to have positive security (.533), and overall perceived effect (.490). Tourists come to visit and witness the glamour of the events of a destination and tourists need to remain safe and

protected. The knowledge of safety and security by tourists is a demonstration that locals are prepared to take care of visitors, thereby generating jobs for unemployed people as discretionary expenses are involved in most tourism activities. Traveling and visiting a destination from one country to another are contributory to the economies of the location they visit without realizing it. This is how the income multiplier effect principle operates.

### Conclusion

The majority of the respondents were adults, both male and female, married in status. Since the majority were adults, unemployed in occupational status are receiving a monthly salary ranged from Php 25,001 and above. This implies that the respondents are engaged in a gainful service and occupation that the kind of work and position of an individual determines its income.

Colorful festivals have become associated with the Bigueño community. With grandeur, Vigan celebrates five festivals that one can expect to see a lively display of arts, costumes, procession, and street dancing. The Vigan City *Longganisa* Fiesta in January, the Holy week celebration, the Viva Vigan *Binatbatan* Festival of the Arts during May, the Solidarity Cultural Festival in September, and the *Raniag* Twilight festival during October.

The good perceived effects of festivals to the city of Vigan have a multiplier effect that resulted in sustainable tourism. However, a reasonable balance should always be maintained because since there are numerous chances for gain, the negative effects may easily overpower the benefits reaped from engaging in festival and events tourism. Festivals help draw visitors, which boosts tourism and other business growth in a city. It has a positive influence amid all the negative effects of festivals, which enhances the sense of belonging and pride, uses festivals as a cultural attraction in tourism, establishes city brands, creates community well-being, and boosts economic development.

Age, monthly income, and occupational status are significantly related to the perceived effects. The older ones appear to have great significance for them to provide recreational activities. Thus, financially comfortable led to a state of self-contentment and was accepted as a way of handling life burdens. Healthy and secure visitors visiting a destination generate additional value and gains for the local community.

The significant effects of festivals offer an opportunity for residents to dramatically improve economic status and express their culture, which provides a sense of values and beliefs retained in a particular community by individuals. Festivals allow visitors to learn how local communities reflect their culture and help visitors engage with the host community. Festivals and other events, conventionally perceived as positive, create more opportunities for local jobs, resulting in a stabilized social stratum.

### Recommendations

The Local Government Unit of Vigan (LGU) and the city organizers should be able to maintain the city festivals by introducing contemporary and up-to-date ingenious concepts and activities in the upcoming years, as indicated by an

affirmative response from the respondents. A greater appreciation and understanding among the younger generation as they inherit the city's cultural traditions and heritage and instill the very essence of cultural preservation in their minds. Together with other line agencies, the LGU should revisit the city tourism policy towards the protection and health of visitors, determine and make a clear explanation and understanding of the ability of local structures and services concerning the anticipated needs and carefully consider the needs of the local community and travelers to make it more facilitative for tourism and services. Also, the LGU should consider searching for possible benefactors, assistance, and sponsors to cover costs incurred during the line-up activities and consider them. Further, others who are involved in social sciences, tourism, may utilize this endeavor and the business sectors as this may be beneficial in realizing specific goals.

### References

- [1] Allen, J., et al 2011. Festival & special event management. Australia: John Wiley & Sons. Retrieved from [https://www.theseus.fi/bitstream/handle/10024/43714/omoregie\\_etiosa.pdf](https://www.theseus.fi/bitstream/handle/10024/43714/omoregie_etiosa.pdf)
- [2] Badilla, M. et al (2017). Tourism promotion services. First edition. ISBN 978-971-23-8020-4. Rex Book Store, Inc. Quezon City, Philippines.
- [3] Dedal, J. L (2017). Contemporary Philippine arts from the regions. An appreciation towards national identity. Cronica Bookhaus.
- [4] Divinagracia-Jinon (2014). An attempt to locate Local History Notions in the experience of Dance Performers in the Pagdihon Festival: A Phenomenological Study."
- [5] Donald G. (2010). The nature and scope of festival studies. International journal of event management research volume 5, Number 1, 2010. Retrieved from [www.ijemr.org](http://www.ijemr.org)
- [6] Fallasi, A. (1987). Time out of time: essays on the festival. University of New Mexico Press, 1-10.
- [7] Freeman, R. E. (1984). Strategic management: A stakeholder approach. Boston: Pitman. Retrieved from [www.projectmanager.com/blog/what-is-stakeholder-theory](http://www.projectmanager.com/blog/what-is-stakeholder-theory)
- [8] Godovykh M. et al (2020). Health outcomes of tourism development: A longitudinal study of the impact of tourism arrivals on residents' health. Journal of Destination Marketing & Management. 2020 Sep; 17: 100462.
- [9] Halaweh, et al (2018). Perspectives of older adults on aging well: A focus group study. Journal of aging research, vol. 2018, Article ID 9858252, 9 pages, 2018. <https://doi.org/10.1155/2018/9858252>
- [10] Kenny D.A., et al (2019). Emotions and health. Cambridge Handbook of Psychology, Health, and Medicine. 2019; 19:122–131.
- [11] Kenyon, P. (2002). The role of events in rural revitalization. Presentation at the events and place-making conference. Centre for Event Management: Sydney.
- [12] Luna, A. (2015). A festival's impact: the case of the bañamos festival. International refereed research journal. [www.researchersworld.com](http://www.researchersworld.com) Vol. – VI, Issue – 1, January 2015 [49]
- [13] Park, K. S. (2002). A case study of post-exposition site utilization in Korea. Event Management, Vol.7, 197-204.
- [14] Rivero, I. Binatbatan Festival of the Arts: A tapestry of culture and arts woven by a miracle Retrieved from <https://pia.gov.ph/features/articles/1021193>
- [15] Roces, A et al (2013). Culture shock. A survival guide to customs and etiquette in the Philippines. Eighth edition. Marshall Cavendish International (Asia) Private Limited.
- [16] Rosino, et al (2013). The longganisa festival in Vigan City: Retraced. Unpublished undergraduate thesis. Divine Word College of Vigan. Vigan City, Ilocos Sur.
- [17] Sonja O (2015). The Role of events in tourism development. BizInfo Journal Year 2015, Volume 6, Number 2, pp. 83-97 UDC: 005.51:338.48-61 DOI: 10.5937/BIZINFO15020830

- [18] Srikanta N. et al (2014). Impact of festivals on enhancement of academic performance of secondary level school students in the district of Burdwan, West Bengal, India. International Journal of Humanities & Social Science Studies (IJHSSS). Published by Scholar Publications, Karimganj, Assam, India, 788711. Retrieved from <http://www.ijhsss.com>
- [19] Tejaswini (2017). A geographical study of fairs and festivals in Solapur district. 31-08-2017. Department of geography. Solapur university. Retrieved from <http://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/205199/1/10%20chapter%20iv.pdf>.
- [20] Tourism satisfaction: importance, measurability, and impacts. Retrieved from <https://insights.ehotelier.com/insights/2020/04/30/tourism-satisfaction-importance-measurability-and-impacts/>
- [21] Vibal, V. (2010). Principles of tourism. Published and distributed by Anvil Publishing, Inc. Mandaluyong City, Philippines. ISBN 978-971-27-2267.
- [22] Impacts of tourism. Wikipedia. Retrieved from: [https://en.m.wikipedia.org/wiki/impacts\\_of\\_tourism](https://en.m.wikipedia.org/wiki/impacts_of_tourism)

### Authors Profile



Richel Royce T. Chan, PhD, Management Educator, Program Chair of the Bachelor of Science in Entrepreneurship, and Unit Coordinator for Culture and the Arts, College of Business Administration and Accountancy at the University of Northern Philippines, Heritage City of Vigan, Province of Ilocos Sur, Philippines