

Cultural and Economic Benefits of Festivals to Community Residents of Batangas, Philippines

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Abstract - *This study determined the cultural and economic benefits of conducting festivals on the cities and municipalities of Batangas Province, Philippines. Descriptive type of research was utilized in the study. The respondents are the 250 local residents based in ten cities and municipalities forming the top 10 Batangas Festivals. Results showed that the community respondents strongly agreed that festival helps in the preservation of local culture and traditions. For those who belong in the high and average class, they have a more positive response compared to those in the lower class. Festivals can help recreate the image of the town to get on the tourism map where it helps the tourism industry of the specific area like Batangas by extending the tourism season. Every development happens in the province gives them the opportunity for life improvement. Festivals provide identity to the people that nourish the Filipino culture and strengthen the economic benefits through hard work and perseverance of the Batanguenos to be known their festivals worldwide.*

Keywords: *cultural, economic benefits, festivals, Batangas, religion*

INTRODUCTION

“Tourism is the people’s business. It is our business.” former Department of Tourism Secretary Ramon Jimenez, Jr. said. It is one of the world’s major industries that is why Tourism should experience deepening diversification and constant growth to have significant expansion. An ever-increasing number of tourism destinations worldwide open the opportunity of making tourism a key driver to socio economic progress through creation of jobs, export revenues, and infrastructure development. Despite the different occasional challenges, international tourist arrivals have shown continuous growth – from 25 million in 1950 to 278 million in 1980, 528 million in 1995, and 1087 million in 2013. With that, Tourism became one of the main players in international commerce and

major source of income for many developing countries [1].

Though tourism is a complex industry, it is still recognized for its contribution to the generation of foreign exchange earnings, revenues, investments, and the total growth of every country’s output[2]-[4]. Luna [5] mentioned in his study that festivals add tourism attraction and influence the cultural and economic growth of the place where the festival is held. Festivals gives the local population an opportunity to exchange information and experience [6], share culture, and help tourists to see how inhabitants of a locality celebrate their holidays and follow traditions and customs [7]-[17].

DOT as the head agency chose CALABARZON as one of the priority destinations in the country during its Visit Philippines 2015 program. Batangas a premiere province of the region that is composed of 6 districts – 31 municipalities, 3 cities and a thousand or more barangays. The Province of Batangas, a famous tourist destination near the Metro, has always been famous for its precious gem Taal Lake and Volcano, its pristine beach resorts, heritage sites, religious sites and its products barako coffee and balisong. Tourism industry of Batangas is characterized as accessible and versatile [18].

Batangas become famous for its Ala Eh! Festival – the biggest, grandest, and most colorful event in the province – and other municipality/city festivals. One of the contributors to the growth of tourism industry of a town or a city is the celebration of festival or foundation day. Being one of the most visited provinces in Southern Luzon, Batangas has several festivals and based on regularity, Provincial Tourism and Cultural Affairs Office identified top 10 Batangas festivals. These are the festivals annually celebrated by their respective cities and municipalities. It includes: (1) Balsa Festival of Lian, (2) Sinuam Festival or Egg Festival of San Jose, (3) Punlad Festival of Talisay, (4) Kabakahan Festival of Padre Garcia, (5) El Pasubat of Taal, (6) Mahaguyog of Sto.

Tomas, (7) Calacatchara Festival of Calaca, (8) Sublian Festival of Batangas City, (9) Anihan Festival of Lobo and last but definitely not the least (10) Parada ng Lechon of Balayan [18].

Being part of the Provincial Tourism and Cultural Affairs, the researcher personally witnessed how these festivals made each town or city or even the province itself to become famous with one of a kind celebration of their respective festivals. To some extent, this pushed the researcher to make further investigation on the said topic. The researcher believes that festivals really contribute in the promotion and marketing of that town and these promotional strategies generates more tourists that can add to cultural and economic growth of that area.

Festivals are like “products”, it should be well recognized and properly promoted to attract local and international tourists. Festivals are thought to bring pride to Filipino migrants as they invite foreign tourists to pay a visit and experience the local festivals being celebrated in their locality. Celebrations like this likewise became an integral part of the international cultural and social fabric for it was celebrated from times immemorial just like the Ati-Atihan Festival of Aklan which started in the year 1212 and still patronized not just by locals but also international visitors. In Batangas, Koreans had the most number of tourist’s arrivals all year round. These foreign tourists in every celebration of festivals adds to the growth of Tourism industry locally and internationally.

Moreover, the researcher believes that this investigation will benefit the local government unit, students, stakeholders and other private sectors as it will give them ideas on the benefits of these festivals.

This study determined the cultural and economic benefits of conducting festivals on the cities and municipalities of Batangas Province. Specifically, it aimed to present the profile of community respondents in terms of individual participation, income class and religion; identify the cultural and economic benefits of celebrating festivals; test the significant difference on the benefits of festival when grouped according to profile of the respondents; and propose an action plan for the Provincial Tourism and Cultural Affairs Office.

METHODS

Research Design

The researcher used the descriptive research design in order to describe and analyze current situation of festivals and determining how it helps the

economy of an area. According to Key [19], this kind of research design is used get information concerning the present status of the phenomena to describe the present conditions in relation to variables or current situations and conditions.

The descriptive research design was used in this study as it can best measure what the objectives want to describe or measure data of which can be generated by use of statistical tools. The study designed to depict the participants in an accurate way is called Descriptive research. In a simpler form, descriptive research is all about describing people who became part of the study [20].

Participants

The respondents of this study are the 250 local residents based in ten cities and municipalities forming the top 10 Batangas Festivals: Balayan, Batangas City, Calaca, Lian, Lobo, Padre Garcia, San Jose, Sto. Tomas, Taal and Talisay. In this research, the author used stratified non probability sampling in which the entire population are divided into different subgroups or strata then randomly selects the final subjects proportionally which relies on the judgement of the researcher when it comes to selecting the units that are to be studied.

Along the use of this sampling method, subjects were only those local residents in the aforementioned ten cities and municipalities and those who are available during the time of distribution and willing to participate in the study.

Instrument

In descriptive research, the most commonly used data gathering instrument is the survey questionnaire. The questionnaire that was used is an adapted questionnaire which is based on other researches/ study, published articles and journals and other tourism related documents which is directly related to this research. One of the sources is the study of Magpantay et al. [6] about the Socio-Cultural Effects of Festivals in the Province of Batangas.

The questionnaire was composed of two parts. First part of the questionnaire covers the information about the community respondents in terms of individual participation, income class and religion. Part II deals with cultural and economic benefits of Batangas festivals.

The instrument was evaluated by an expert including the appointed adviser and panelists during the oral defense. The modifications include the words used in every item, the scales design, and in the instructions for completing the instrument.

Procedure

In order to gather data thoroughly and ethically, upon approval of the questionnaire the researcher started to ask the help of the Municipal and City Tourism Officer as well as the Barangay Captains in administering the survey. Every activity or event in the barangay of each city/ municipality was an opportunity for the researcher to distribute the survey. When permission is granted, the questionnaires with an attached letter of request to formally conduct the survey are distributed to the locales who voluntarily participated. Great care was taken to ensure that the answers of the participants would remain confidential as well as their identities, (writing their names on the form depends on them) and they are assured that the research was purely for academic purposes only. The respondents were given ample amount of time to accomplish the survey and the researcher came back for the retrieval of the results with the help of the said officers and officials.

After retrieval, the questionnaire was immediately tallied and tabulated with the help of a statistician and is analyzed and interpreted with the support of related information from reliable sources.

Data Analysis

The data gathered was encoded, tabulated, interpreted and analyzed using different statistical tools such as frequency distribution and percentage, weighted mean and T-test and ANOVA.

Frequency distribution and percentage was used to determine the demographical profile of the respondents in each LGU. Weighted mean was used to determine the level of awareness of the community and the marketing strategies used to promote the different Batangas festivals. T-test and Analysis of Variance (ANOVA) were used to determine significant difference of the benefits of festival according to variables.

To further analyze the result, data were treated using the Statistical Package for the Social Sciences (SPSS). The given scale was used to interpret the result of the data gathered: $3.50 - 4.00 = \text{Strongly Agree (SA)}$; $2.50 - 3.49 = \text{Agree (A)}$; $1.50 - 2.49 = \text{Disagree (D)}$; $1.00 - 1.49 = \text{Strongly Disagree (SD)}$

RESULT AND DISCUSSION

Table 1 presents the percentage distribution of the respondent's profile in terms of individual participation, income class and religion. The respondents are all members of the community that

personally experienced the festival celebrated in their locality.

Table 1. Percentage Distribution of the Respondent's Profile

Profile Variables	f	%
Individual Participation		
Event Participant	67	26.00
Exhibitor (Trade fair)	8	3.10
Business Owner	39	15.10
Audience (local & foreign)	144	55.80
Income Class		
Low	45	17.40
Average	186	72.10
High	27	10.50
Religion		
Roman Catholic	202	78.30
Born Again Christian	44	17.10
Iglesia ni Cristo	11	4.30
Islam	1	0.40

Majority of the respondents participated in the festival as an audience with 144 or 55.80 percent followed by the event participants with 67 or 26 percent then the business owners with 39 or 15.10 percent and those exhibitors with 8 or 3.10 percent.

The result show that mostly of the people in the community participates in the festival of their locality as an audience with may it be local or foreign audience. They are the ones who are watching and experiencing what is actually happening in those festivals. They are also the ones that have a lot on their minds because of their expectations and preoccupations. These audiences are the judge of what is happening and they are the ones that should be satisfied. On the other hand, there are members of the community who uses festivals as an opportunity to promote products and services and to earn money. They are the exhibitors as shown by 39 or 15.10 percent and 8 or 3.10 percent.

In terms of income class, most of the respondents earns averagely with 186 or 72.10 percent while 45 or 17.40 percent earns low and only 27 or 10.50 earns high.

It clearly shows that all the members of the community knows and experiences festivals no matter what income class they belong. According to the respondents, festivals are open for everyone. It doesn't have limitations on who can participate nor experience depending on income.

In terms of religion, majority of the respondents were Roman Catholic with 202 or 78.30 percent followed by Born Again Christians with 44 or 17.10 percent while Iglesia ni Cristo had 11 or 4.30 percent and Islam was the lowest with 1 or 0.40 percent. 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. The result implies that Batangas is still dominated by Roman Catholics and they are the most participative group when it comes to culture and traditions. Also Roman Catholics are those that set aside certain days to remember particular saints with processions and celebrations, and those are sometimes the festivals being celebrated, including Sublian Festival of Batangas City.

It is also evident in the result that Muslims have a different customs and traditions. According to them, they don't believe in rituals, patron saints, relics and other celebrations that Roman Catholic do.

Table 2. Cultural Benefits of Batangas Festival

Indicators	WM	VI	Rank
1. It creates better cultural understanding and promotes peace and unity.	3.62	SA	3
2. It helps in the preservation of local traditions and culture.	3.67	SA	1
3. It increases pride among the local residents on local culture and traditions.	3.52	SA	7
4. It attracts visitors interested in history, arts and culture.	3.58	SA	4
5. Creates cultural fusion (blending of values, attitudes and beliefs).	3.46	A	10
6. Increases awareness of the site or areas significance.	3.53	SA	6
7. This promotes the local culture of a city/ municipality.	3.64	SA	2
8. Develops minority cultural heritage facilities and programs.	3.50	SA	9
9. This gives opportunity that outdoor culture will be recognized by tourists and local residents.	3.50	SA	8
10. It adds to the degree of participation by local people in addition to tourist.	3.56	SA	5
Composite Mean	3.56	SA	

Table 2 presents the cultural benefits of conducting festivals in cities/ municipalities of

Batangas Province. It has a composite mean of 3.56 which means that the local residents strongly agreed on these factors. Kulkarni and Bhopatkar [21] concluded "Festivals have contributed in the development of cultural tourism as it attracts culture tourists to local community events to promote cultural exchanges between tourists and resident".

Based on the result, the community respondents strongly agreed that festival helps in the preservation of local culture and traditions which got the highest weighted mean of 3.67. Followed by the promotion of local culture of a city/ municipality which got a weighted mean of 3.64 and verbal interpretation of strongly agree. Third on the rank is it creates better cultural understanding and promotes peace and unity which is strongly agreed by the respondents and got a weighted mean of 3.62.

Apparently, the result shows that respondents really thought of festival as a great tool to preserve the culture and traditions of a specific area at the same time they see it as a good medium for promotion of their city/ municipality in terms of culture and traditions. Festivals are now being used as an instrument to attract more tourists and to boost one's tourist arrivals. The residents find it simple to promote their city/ municipality when they are confident that the tourists would really enjoy the festival or event at the same time if it has something new or something exciting and interesting for any tourists. One festival that had these characteristics is the Parada ng Lechon of Balayan which was a one-of-a-kind celebration and has a unique activity wherein Lechon were being dressed like humans and was showcased in a parade in almost all parts of the town of Balayan.

Preservation of traditions and cultures is very important as culture gives people a link to certain beliefs, religions, social values and customs. Cultural preservation stresses the need to protect, restore and honor all forms of cultural diversity. Culture is made up of many things from small to large ones and everyone can see its many strands from food; clothes; stories, songs, language, dances, practical skills; religions; buildings; sacred sites; artifacts; arts and crafts; relationships to the land; and forms of subsistence. Those cultural things are preserved through books, objects, pictures, artifacts, photographs, art and oral tradition.

This was supported by an article of Hong [22], where it is mentioned that through festivals, intangible cultural assets such as living cultural knowledge, identity, meaning, and core values embedded in certain traditional customs or rituals are preserved in

which museums cannot adequately display. She reiterated that festival share a characteristic of celebration with a specially defined time and space in which it raises public awareness regarding cultural significance.

In this table, it can also be noted that the statement gives opportunity that outdoor culture will be recognized by tourists and local residents was among the least recognized cultural benefit of festival with a weighted mean of 3.50 and verbal interpretation of strongly agree while develops minority cultural heritage facilities and programs were strongly agreed to culturally beneficial and got a weighted mean of 3.50 as well. And lastly, creates cultural fusion got the weighted mean of 3.46 or strongly agree. Almost all these factors seemed to have a little difference from each other.

According to the respondents, they agree during the activities and programs in the festival outdoor cultures were having chances of being shown to the public. Showcasing outdoor culture was a good way to have a deeper understanding and familiarity with the place. Furthermore, there are several organizations nowadays and even individuals who are investing in developing culturally rich places and establishments. This can widely be seen in Taal, Batangas wherein development of almost all ancestral houses is wide spread. One great example to this facility development is the renovation of Marcella Agoncillo Historical Landmark and Don Leon Apacible Historical Landmark where it was opened again to the public just recently with a new face and presentation. It was developed into one of the best museums Batangas ever have and it is through the efforts of the National Historical Commission of the Philippines where it is under its management.

On the other hand, cultural fusion or blending of values, attitudes and beliefs is the least benefit that festival brings in a community. Cultural fusion is the mix of two or more cultures of different races. In a festival, cultural fusion is experienced during those encounters of one resident to another who have been out of that area for a long time ago or to someone who is just a tourist in that area. But it doesn't mean that during that encounter the guest or the tourist will be able to adopt the culture and beliefs of that specific resident. Cultural fusion takes time to fully happen which was supported by a study of Simpson [23] where he said that cultural fusion only applies in organizations. Because in an organization all its members are unique and have different characteristics, habits, beliefs and values wherein if two individual

will be together for almost every day one will adopt the habits of the other one, unlike in a festival that encounters only takes place ones or twice. Audiences or participants will just share their insights and opinions about the event and that conversation will end there.

Table 3. Economic Benefits of Batangas Festival

Indicators	WM	VI	Rank
1. It generates income among owners and establishments in the city/ municipality.	3.40	A	7
2. It improves that standard of living of the local people.	3.19	A	10
3. Increases employment opportunities among the residents.	3.23	A	9
4. It provides additional revenue to the LGU such as taxes.	3.38	A	8
5. It provides better development plan for the province.	3.52	SA	4.5
6. Uplifts tourism industry of Batangas Province.	3.56	SA	1
7. It attracts tourists to go to this place and experience local culture and traditions and quality service they provide.	3.54	SA	3
8. It actuates the development of good quality of roads and infrastructure.	3.52	SA	4.5
9. It increases investment opportunities for the city/ municipality.	3.56	SA	2
10. It helps the local product producers (i.e farmers, fishermen, weavers).	3.50	SA	6
Composite Mean	3.44	A	

Table 3 presents the economic benefits of having festivals in a locality in Batangas province revealing a composite mean of 3.44, interpreted as agree. As Moore [24], quoted in his message "Not only does sustainability have to be economically viable – it is also necessary to refocus the drive towards sustainability as being of economic benefit". An economic benefit really is a big factor for having a something in or for putting up something. Visitors and attendees are meant to be entertained by these events. While for the organizations and communities that host them, they are meant to be profitable.

In this table, uplifts tourism industry of Batangas Province ranked first with a weighted mean of 3.56 which means respondents strongly agreed that festivals really boosts tourism industry in a specific

area or locality. Second is the increase of investment opportunity opportunities of that city/ municipality which got a weighted mean of 3.56 and interpreted as strongly agreed. In the interviews conducted by the researcher with the barangay captains, they said that after having the festival there are some potential investors that sets an appointment to them and discusses some projects that would be of great benefit for the locality. They see opportunities and potentialities upon attending those kinds of event. Festivals are a good tester of these potentialities for it shows how attractive the area for tourists is.

Attracts tourists to go to this place and experience local culture and traditions and quality service they provide ranked third and, like the other two, also interpreted as strongly agreed by the community respondents to be of good benefit for the economy. This factor got a weighted mean of 3.54 and this may result to the number of visitors and guest a resident would encounter in the city/ municipality each time the festival takes place. Every year, during those festivals, it was the only time of the year where the residents would see a lot of new guest and visitors, experience heavy traffic congestion and businesses like hotels to all be fully booked or restaurants to all be fully occupied.

Being the highest ranking factor for the economic benefits, festivals truly uplifts tourism industry of Batangas Province, not just Batangas but all those who are having this kind of activity. A festival serves as an opportunity for them to be known not only in the province but in the whole country as well. In addition to this, successful festivals can help recreate the image of town to get on the tourism map wherein it helps the tourism industry of that specific area by extending the tourism season. With that result, it seemed that the respondents also believe that as more tourists visit their place, the residents as well as the local government unit will gain more income.

However, community residents only agreed on the factor, provides additional revenue to the LGU such as taxes with weighted mean of 3.38, the increase in employment opportunities among the residents with weighted mean of 3.23 and the improvement of standard of living of the local people with a weighted mean of 3.19 got the lowest results. Based on the result, all these factors are good benefit too but I think less felt by the respondents. As the researcher talked to the owners of businesses during the festival, their income during those celebrations are just the same with their regular income. It may be higher, but not a big difference from the normal one. They also said

that even though there is a lot of tourist during those days they also have a lot of competitors. And they can't force the entire guest to buy from their store. Besides income, some respondents also reacted from the statement employment opportunities among residents because according to them there are some establishments who open positions before these events but not enough for all those that are unemployed. But they confirmed that it really opens employment opportunities for the residents.

Standard of living, according to Fontinelle [25], is the level of comfort, material goods, wealth, and necessities available to a certain geographic area for a certain socio-economic class. Based from the result, it seemed that the benefits of improvement of standard of living for those who belong in the lower class is just felt but has no big improvement for it got the last place on the rank. However, according to the respondents, they still agreed on it because they can see that gradually their standard of living also improves because of all the development brought by those kinds of event like festival. Every development gives them the opportunity to life improvement.

Table 4. Difference of Responses on the Cultural Benefits of Batangas Festival When Grouped According to Profile Variables

Profile Variables	F-value	p-value
Individual Participation	2.008	0.113
Income Class	8.448*	0.000
Religion	1.771	0.153

*Legend: *Significant at p-value < 0.01*

As seen from the result of Table 4, it shows that only income class has a significant difference since the obtained p-value of 0.000 is less than 0.05 alpha level. Thus, the null hypothesis under this variable is rejected. This means that there is a significant difference exists and implies that the respondent's assessment on the cultural benefits varies when grouped according to their income class.

Only income class variable got a p-value, which is less than 0.5 level of significance. This means that there is a difference on the cultural benefits of Batangas festivals when grouped according to the profile income class.

The income class of the respondents affects their perception about the cultural benefits of festivals. The benefit depends on how a resident feels the benefits of the celebrated festival when they belong to the low, average or high class earners. Income class is highly significant for they have different opinion according

to their income. For those who belong in the high and average class, they have a more positive response compared to those in the lower class. Lower class is the one who feels a little improvement in their lives after all the development that is happening to their locality. Lower income class residents stressed out that only those in the higher income class enjoys the cultural benefits of festivals for they don't need to work and earn during those days and all they have to do is to just enjoy the event and relax. But, on their part they still need to work hard for them to earn money for their everyday life.

This means that when it comes to individual participation and religion, the cultural benefits that community residents got from festivals are just the same. Even if a resident is a participant, exhibitor, business owner or audience they still have almost the same opinion on the cultural benefits of festivals. As residents, their assessment doesn't vary on their individual participation. They see cultural benefits in a very perspective way and not depending on their position in the community. Also in terms of religion, religion doesn't control their opinion about the cultural benefits of festivals. Even if they have different religious beliefs and traditions, it doesn't really affect their support on festivals.

According to the respondents, individual participation and religion are not significant, for festival is a public celebration is open for everyone; thus their responses do not vary from their perceptions that if you are a participant of the event you have more benefit to gain compared to those who are just ordinary audiences as well as if you're an Islam you are not allowed to enjoy a religious festival like Sublian Festival which is dedicated to Sto. Niño.

Table 5. Difference of Responses on the Economic Benefits of Batangas Festival When Grouped According to Profile Variables

Profile Variables	F-value	p-value
Individual Participation	1.967	0.119
Income Class	7.214*	0.001
Religion	2.521	0.058

*Legend: *Significant at p-value < 0.01*

It can be gleaned from Table 5 that only income shows significant difference since the obtained p-value of 0.001 is less than 0.05 alpha level, thus the null hypothesis under this variable is rejected. This means that there is a significant difference exists and implies that the respondents' assessment on the

economic benefits varies when grouped according to their income class.

Income class, just like in the cultural benefits, again is highly significant for the responses of the community respondents about the economic benefits of festivals. When it comes to economic benefits those who belong in the higher class are the ones who are more aware as to what is happening to their locality. They can feel and see all the developments that is happening to their area prior to the event that would take place. It is because those from the lower class are busy working and earning money for their everyday survival. Also, festivals have directly and indirectly effects on the local economy concluded by the spending of visitors on local goods and services and even the high income class local residents that have the chance to enjoy it has a direct economic impact on local businesses and also passes the benefit more widely across the economy and the community. That is why they all have different responses according to their income class, their buying ability and their capacity in enjoying life.

The difference income class is supported by Parker [26] in his article where he stressed out that rich are different. According to his survey, those adults who identified themselves belonging in the upper or upper-middle class are generally healthier, happier and more satisfied with their life than are those who belong in the middle or lower classes. And they are much less likely to be affected by recession and suffer from economic hardships. In addition, those in the upper class are more satisfied with their family life, their housing situation and their education than those in the middle or lower classes. Upper-class even reported as stress free group.

However, just like in the cultural benefits of festival, the computed p-values of 0.119 and 0.058 were all greater than 0.05 alpha level. This means that there is no significant difference exists and implies that whatever participation or religion an individual has their perception of economic benefits do not differ.

Individual participation doesn't necessarily affect the perception of respondents in terms of economic benefits. Everyone can notice all the economic benefits of festivals no matter what they do during the celebration. It is an observable factor that any can be seen nor felt.

Furthermore, in terms of religion there is no significant difference as well with the answer of the respondents because festival is not limited to only one religion. As long as the resident enjoys it then they are

free to take pleasure in. Obasola [27], mentioned “Religion naturally engages man’s attention in consequences of his inevitable involvement in it, in one way or the other and also because of sheer interest in it.”

Based on the results of survey and some interviews with the local officials and respondents, the researcher proposed a tourism strategic plan which can be implemented by Provincial Tourism and Cultural Affairs Office. Through this, festivals will be more appreciated by the local government and will be given more attention for it has positive benefit not only for the government but for the community as well.

Proposed Action Plan

The proposed action plan for Batangas Festivals focuses on showcasing the outdoor culture to be recognized by local residents and tourists; preserving minority cultural heritage facilities and programs in a city/ municipality; encouraging cultural fusion or blending of values, attitudes and beliefs; increasing income or revenue of the Local Government Unit; and increasing employment opportunities for the residents.

It was noted that outdoor culture can be showcased in an exhibit during the celebration of festival; it can be featured in an activity like theatrical play wherein historical happenings will be reenacted; and it can be used as a theme of a specific event like *Mardigras* wherein it will be given tribute by the participants.

Ordinance about preservation of heritage houses and buildings should be firmly enforced by the local government unit. This includes modern establishments like fast food chains to be in heritage architectural design as well. There is also a need to feature historical event in a short audio-visual presentation to be shown during the major event where-in audience of that event will have the chance to share their thoughts and insights to each other.

Encourage local businesses like hotels and resorts to create promos and packages during festival celebration that will attract tourist to spend money in the locality. This spending has an equivalent tax for the LGU. Encourage local business like fast food chains, hotels and resorts to be open for on-call positions or contractual positions in preparation for the festival celebration wherein a lot of tourists and guests are expected to come and visit the area.

With this, the researcher is hopeful that Batangueños will be more aware on the benefits festival and Batangas will be widely known for its

festivals not only within the Philippines but also in other countries. Accordingly, festivals will be more prioritized this time by the local government units and more employment and income will be produced and garnered for Batangueños.

CONCLUSION AND RECOMMENDATION

The ten (10) cities and municipalities that celebrates the top 10 Batangas Festivals had been mainly participated by the locales as audience which means they patronize their own cultural activities. Majority also of the respondents have an average income who are Roman Catholics. The respondents agreed that festivals have cultural and economic benefits from the preservation of local traditions and culture that would uplift the tourism industry of Batangas Province. Based on the assessment of cultural and economic benefits of festivals, income class is highly significant as these classes neither divide nor identify the responses of the respondents. Their answers depend on their income class. Proposed action plan may be implemented to enhance the festival tourism of Batangas as well as to promote more those cultural activities of Batangas Province, Philippines.

It is recommended that in cooperation with the Department of Tourism and the support of the Provincial Government, the local government unit can have aggressive promotional strategies for cultural activities like festivals that it was an event open for anyone and not limited based on income class nor in religion. The local government of the province, cities and municipalities can allocate budget for this kinds of event like festival to show the community how it culturally and economically benefits the locality. Batangueños, especially students and youth members, will be encouraged to support and participate in the cultural activities and projects of the local government unit to raise awareness and instill a sense of pride to the locales. Active participation of the private sectors may be encouraged, specifically hotels, resorts, tour operators, travel agencies and restaurants, and offer them help in their business promotions by distributing or selling their discount vouchers and coupons to residents and tourists that would in return benefit the economy of the area. The local product producers may be encourage to promote and market their products during this cultural activities at the same time encourage locals to patronize this local produced products. The proposed action plan of the study may be implemented in the province, cities and municipalities to boost their tourism industry.

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