

Higatangan Island Summer Festival in Naval Biliran, Philippines: An Impact Analysis

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Abstract

The study aimed to analyze the cultural and economic impact of the Higatangan island summer festival on the residents of Higatangan Island, Naval Biliran. The study used a descriptive correlation research design and utilized quota sampling to choose the study's participants. A total of 100 residents participated and answered the adopted research questionnaire. The data was processed and analyzed using frequency, percentage, and a weighted mean. To the relationship between cultural and economic impact were determined using Kruskal-Wallis H test using SPSSV20. The researchers identified that the Higatangan island summer festival has a significant economic and cultural impact on the community and the island. Indicated that respondents highly agree in both dimensions. The municipality of Naval may encourage active participation of the private sector, particularly small businesses, resort owners, tour operators, and food stalls, and offer them support in their business promotions by distributing or selling discount vouchers and coupons to residents and tourists, which would benefit the economy of the area. It is recommended that in collaboration with the Department of Tourism and with the support of the Provincial Government, the local government unit develop aggressive promotional strategies for cultural activities such as festivals that are open to everyone, regardless of income or religion. The local government of the municipality can allocate budget for these types of events, such as festivals, to show the community how it culturally and economically benefits the community

Keywords: Barangay Mabini, Barangay Libertad, Higatangan island, Naval Biliran, summer festival,

INTRODUCTION

Festivals are vibrant celebrations that bring communities together, fostering cultural unity and shared joy. These events serve as a time-honored tradition, passed down through generations, embodying the essence of cultural identity. From colorful parades to traditional rituals, festivals showcase the rich tapestry of customs and beliefs within a society. They offer a brief escape from the routine of daily life, inviting participants to immerse themselves in a collective celebration of heritage and belonging. Ultimately, festivals serve as reminders of the human need for connection, celebration, and the preservation of cultural heritage.

The study of *Gonzales (2017)* states that festivals attract tourists and have an impact on the cultural and economic growth of the tourism and community in which they are held. Festivals allow the local population to exchange information and experiences, share culture, and show tourists how residents of a community celebrate their holidays and follow traditions and customs. Today, festivals are thought to make a significant contribution to the cultural and economic development. Festivals have a significant impact on the development of cultural tourism in their host communities. The festival organizers are now using historical and cultural themes to create annual events that attract visitors and create a cultural image in the host cities by holding festivals in community settings. The desire for festivals and events is not intended to meet the needs of any specific group. Tourism and economic opportunities, as well as social and cultural benefits, frequently drive event hosting. Festivals impact the host community and the lives of residents in various ways. From a study about the role of festivals and events in

destination promotion, Jeon et al. (2003) found community involvement in and support for festivals and events were important contributing factors for successful festivals and events. Other researchers stated that festivals add Tourism attracts people and influences culture. Economic growth of the area where the festival is held. Festivals provide the local population with opportunity to exchange information and experience.

Higatangan island summer festival is a non-religious festival and has two-day event showcased local talents, culture, food, tourist spots and local products from towns not only in the province but all throughout Eastern Visayas. The festival is an alternative tourist destination in the region, but everyone needs to help conserve nature by collecting their trash before they leave the island. The local government also wants to make the island an artisans' hub where local artists can promote their music, arts and crafts. The event also showcasing mat weaving, one of Higatangan's source of livelihood, and we have also invited other municipalities in Biliran province to display their products.

Aside from the beach party on Naval's famous sandbar, the festival also included a day tour which offered a watchtower visit, cliff jumping, snorkeling, spelunking, manta towing, stand up paddle boarding and other water sports activities. In many cultures around the world, non-religious festivals serve as vibrant celebrations of various aspects of life, community, and culture. These festivals often focus on themes such as art, music, food, or nature, providing opportunities for people to come together and enjoy shared experiences. From music festivals like Coachella and Glastonbury to cultural celebrations like Oktoberfest and Carnival, non-religious festivals offer diverse and dynamic experiences for participants. These events often feature lively performances, interactive activities, and delicious cuisine, creating an atmosphere of joy and excitement. Whether it's a local street fair or a globally renowned event, non-religious festivals play a significant role in fostering social connections and celebrating the richness of human creativity and expression. The objectives of the study is to determine the cultural and economic impact of Higatangan island summer festival to the community of the island. The figure below shows the relationship of the variable.

1. Objectives

The study aimed to determine the cultural and economic impact of Higatangan Island Summer Festival to the community in Higatangan Island Naval Biliran. The study sought to answer the following research objectives; To determine the demographic profile of the respondents, the impact of Higatangan Island Summer Festival to the community, the relationship between the profile of the respondents and the impact of Higatangan island summer festival to the community and the best recommendation for future development of the festival.

2. Theoretical Framework

The study was anchored on Social Impact Theoretical Model expounded by Onyx (2014) that also focuses on community and social impact. The model also focuses on creating positive change within communities and society at large. Social impact refers both to the impact as experienced and provided by individuals, but also that of the organization as an organization, independently of any single member. The strength and sustainability of the social impact of an organization will depend in part on the extent to which it is embedded within the host community, at both individual and organizational level.

3. Conceptual Framework

The objective of the study is to determine the demographic profile of the respondents in terms of age, sex, civil status, educational attainment, religion, income and individual participation. Second objective of the study is to analyze the impact of Higatangan island summer festival to the community in Higatangan, Naval Biliran. Lastly, after analyzing the gathered data, the researcher obtains the research recommendation.

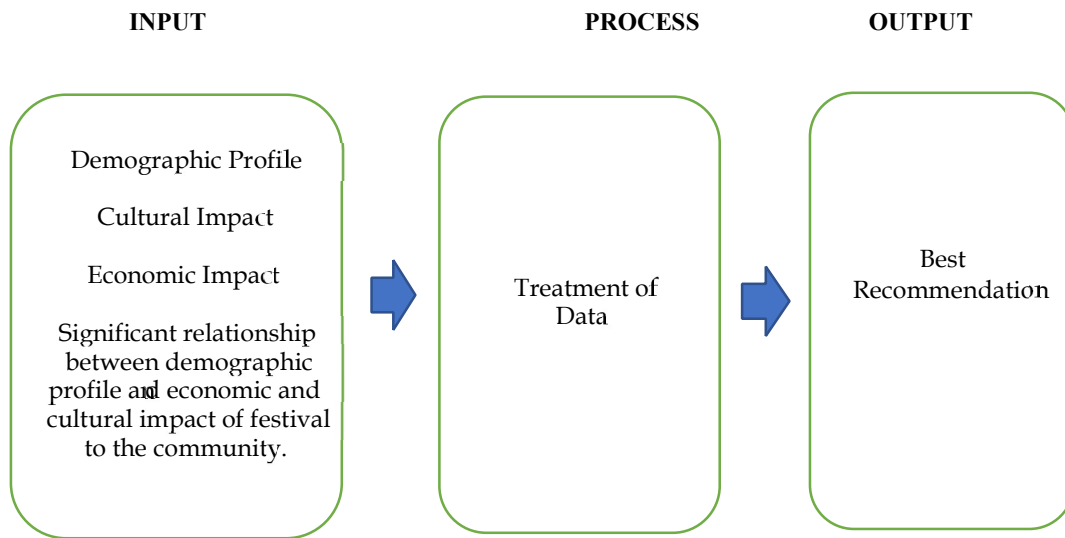


Figure 1. *Conceptual Framework*

4. METHODOLOGY

The study contained the methods used in conducting the study. It further discusses the research design, research locale, research respondents, research instrument, data gathering procedure, data scoring, and statistical treatment of data.

The study used a descriptive correlation research design which aimed to assess the impact of Higatangan island summer festival to the community in Higatangan Island, Naval Biliran. The study employed a nonprobability sampling method, a quota sampling method that is based on the nonrandom selection of a predefined number. The researchers conducted the study at the Higatangan island in the Municipality of Naval focuses on the residents of the two barangays in the island, barangay Libertad and barangay Mabini.

The instrument used was adopted from the study of Gonzales (2017) the “*Cultural and Economic Benefits of Festivals to Community Residents of Batangas, Philippines.*” to obtain the necessary information and pertains to the impact of Higatangan island festival to the community in Higatangan island. The survey instrument consists of two (2) parts. The purpose of each part is the following: part one of the questionnaire elicited the demographic profile of the respondents such age, sex, civil status, educational attainment, religion, income and individual participation. Part two determined the cultural and economic impact of Higatangan island festival to the community in Higatangan island and the questionnaires was measured on a 5-point Likert scale. Cronbach's Alpha Coefficient was used to score the questionnaire. The variable economic impact with 10 statements has a Cronbach's alpha coefficient of.965, which is understood as excellent, while the variable economic impact with 10 item statements has a result of.940, which is also interpreted as excellent.

Data processing and analysis of the demographic profile, researchers analyzed the data using frequency, percentage and the weighted mean. The Likert scale was used to interpret items in the questionnaire. Weighted mean was used to measure the general response of the survey samples, whether they agree as their perceptions. Frequency is used for tabular representation of a survey data set used to organize and summarize the data. To the relationship between cultural and economic impact were determined using Kruskal-Wallis H test using SPSSV20.

Ethical Consideration

The first and foremost important ethical consideration which is followed in the study is the respect towards the participants. The It is the right of the participants to be treated and has the right to be respected. Ensuring the ethical treatment of all participants, the study has a primary focus throughout the research process. The following guidelines, obtaining approval, maintaining integrity, and ensuring confidentiality. We safeguard respondents' identities by not disclosing them to any third party. We obtained explicit consent and approval from each participant. The research methodology and objectives were transparently communicated, ensuring voluntary and informed participation.

5. RESULTS

The data gathered are presented in tables with corresponding analysis. The presentation are based on the objectives of the study.

Table 1. *Frequency Distribution of the Profile of the Respondents*

Profile	F	%
Age		
18-23	2	2
24-29	32	32
30-35	28	28
36-41	34	34
42-47	4	4
TOTAL	100	
Sex		
Male	36	36
Female	64	64
TOTAL	100	100
Civil Status		
Single	32	32
Married	66	66
Separated	2	2
TOTAL	100	100
Educational Attainment		
College Graduate	50	50
College Level	20	20
High School Graduate	20	20
High School Level	10	10
TOTAL	100	100
Religion		
Romal Catholic	94	94
Born Again Christian	4	4
Iglesia ni Cristo	2	2
Islam	0	0
TOTAL	100	100
Income		
5,000-10,000	56	56
10,000-20,000	44	44
21,000 up	0	0
TOTAL	100	100
Participation		
Event Participant	6	6
Exhibitor	8	8
Business Owner	20	20
Audience	66	66
TOTAL	100	100

Table 2. *Frequency Distribution of The Cultural Impact of Higatangan Island Summer Festival*

Statement	Mean	SD
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1.It creates better cultural understanding and promotes peace and unity.	4.78	0.416
2. It helps in the preservation of local traditions and culture.	4.65	0.479
3. It increases pride among the local residents on local culture and traditions.	4.74	0.441
4. It attracts visitors interested in history, arts and culture.	4.66	0.476
5. Creates cultural fusion (blending of values, attitudes and beliefs.	4.62	0.488
6. Increases awareness of the site or areas significance.	4.71	0.456
7. It promotes the local culture of the island.	4.7	0.461
8. Develops minority cultural heritage facilities and programs.	4.76	0.429
9. This gives opportunity that outdoor culture will be recognized by tourists and local residents	4.74	0.441
10. 10. It adds to the degree of participation by local people in addition to tourist.	4.76	0.429
GRANT TOTAL	4.712	0.36743

Table 3. Frequency Distribution of The Economic Impact of Higatangan Island Festival in Higatangan 5.1 Island Community

Statement	WM	SD
11. It generates income among owners and establishments in the island.	4.76	0.429
12. It improves that standard of living of the local people.	4.82	0.386
13. Increases employment opportunities among the residents.	4.78	0.416
14. It provides additional revenue to the LGU such as taxes.	4.79	0.409
15.It provides better development plan for the island.	4.77	0.423
16. Uplifts tourism industry in Naval Biliran.	4.75	0.435
17. It attracts tourists to go to this place and experience local culture and traditions and quality service they provide.	4.76	0.429
18. It actuates the development of good quality of roads and infrastructure.	4.78	0.416
19. It increases investment opportunities for the island.	4.79	0.409
20. It helps the local product producers (i.e farmers, fishermen, weavers).	4.8	0.402
GRAND TOTAL	4.78	0.37632

Table 4. Relationship between Socio-demographic profile and the impact of Higatangan Island Summer Festival

Impacts	Test Statistic (KruskalWallis H)	p-value	Decision
Cultural Impact * Age	<0.001	1.000ns	H ₀ Rejected
Cultural Impact * Sex	0.019	0.890 ^{ns}	H ₀ Rejected
Cultural Impact * Civil Status	0.257	0.612 ^{ns}	H ₀ Rejected

Cultural Impact * Educational Attainment	2.822	0.093 ^{ns}	H ₀ Rejected
Cultural Impact * Religion	0.333	0.564 ^{ns}	H ₀ Rejected
Cultural Impact * Income	0.176	0.675 ^{ns}	H ₀ Rejected
Cultural Impact * Participation	6.543	0.011 ^s	H ₀ Accepted
Economic Impact * Age	1.502	0.220 ^{ns}	H ₀ Rejected
Economic Impact * Sex	0.673	0.412 ^{ns}	H ₀ Rejected
Economic Impact * Civil Status	8.632	0.003 ^s	H ₀ Accepted
Economic Impact * Educational Attainment	3.382	0.066 ^{ns}	H ₀ Rejected
Economic Impact * Religion	0.920	0.337 ^{ns}	H ₀ Rejected
Economic Impact * Income	0.002	0.967 ^{ns}	H ₀ Rejected
Economic Impact * Participation	5.535	0.019 ^s	H ₀ Accepted

ns – not significant at $\alpha=0.05$ level of significance; *s* = significant at $\alpha=0.05$ level of

significance

6. DISCUSSIONS

Table 1 shows a data presentation of the respondents' demographic characteristics. The bulk of responses are between the ages of 36 and 41. In terms of gender distribution, majority are female, married, single, college graduates and Roman Catholics with an income ranging from P5,000.00 to P10,000.00, and the majority are audience members.

Based on the given statistical data on cultural impact in table 2, the statement “*It creates better cultural understanding and promotes peace and unity*” got number one rank with a weighted mean of 4.78 which is *strongly agree*. The results imply that the Higatangan island summer festival provides a sense of identity and belonging for community members. Shared traditions, languages, and customs create a sense of unity and pride. For example, festivals, rituals, and community gatherings reinforce collective identity and continuity. The statement with the least rank, “*creates cultural fusion blending of values, attitudes and beliefs*” got the weighted mean score of 4.62 which the respondents *strongly agree*. Also means that the cultural impact to the community also enriches the community by introducing varied experiences, food, art, and languages. Inclusive cultural policies and practices help integrate minorities and reduce social disparities.

Based on the given statistical data to the economic impact of the Higatangan island summer festival in table 3, statement “*it improves that standard of living of the local people*” got a highest score with a weighted mean of 4.82, *strongly agree*. The festival increased visitor spending, festivals attract tourists who spend money on accommodation, food, transportation, and souvenirs, boosting local businesses. It also creates job creation, the influx of visitors creates temporary jobs in sectors like hospitality, event management, and retail.

As indicated in the table 4, the relationship of socio demographic profile of the respondents between the cultural impact and the participation, economic impact to educational attainment and economic impact to participation showed with 5% level of significance. Meaning, individual participation affects the cultural impact. Similarly, civil status and individual participation also have an economic impact. The rest showed no statistical significance. These results indicate that there is no significant relationship between the respondents' profile and the impact of Higatangan island summer festival in the island of Higtangan. The findings imply engaging in festival activities promotes cultural exchange and understanding among diverse community members. Participants gain insights into different cultural practices and traditions, fostering an inclusive and multicultural environment.

7. CONCLUSION

It is recommended that in collaboration with the Department of Tourism and with the support of the Provincial Government, the local government unit develop aggressive promotional strategies for cultural activities such as festivals that are open to everyone, regardless of income or religion. The local government of the municipality can allocate budget for these types of events, such as festivals, to show the community how it culturally and economically benefits the community. The Higatangan island community will be encouraged to support and participate in the local government's cultural activities and projects in order to raise awareness and instill pride in

the community. Active participation of the private sectors in the municipality of Naval may be encouraged, particularly small businesses, resort owners, tour operators, and food stalls, and offer them help in their business promotions by distributing or selling their discount vouchers and coupons to residents and tourists, which would benefit the area's economy. Local product producers may be encouraged to promote and market their products during the festival event, while also encouraging locals to purchase these locally produced products.

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