

# Socio-cultural dimensions and impact Of the pavvurulun festival Of tuguegarao city, philippines

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**Abstract:** *Festivals are one of the fastest growing forms of tourism. Festivals are rapidly They are becoming increasingly popular in rural areas as a means to revitalize local economies. The study aimed to identify the socio-economic dimensions and impacts of Pavvurulun Festival of Tuguegarao City, Philippines.*

*The Pav-vurulun festival is an annual event in Tuguegarao City that commemorates patronal fiesta. This is a week-long celebration in honor of St. Hyacinth. Pav-vurulun connotes coming together which allows members of the community to gather together and are enjoin to celebrate prestigious events.*

*This study generally aimed to identify the socio-cultural dimensions and impact of Pav-vurulunan Festival of Tuguegarao City. The festival have direct and indirect social, environmental and political and environmental impacts in the community. The benefits are intrinsic and extrinsic and had a large impact on the community's growth and development. Interestingly, it showed that they consider that when the community benefits from the festival, they as members of the community also do. the The study pointed out that women dominated the participation in the said festival and most are youths. There were direct and indirect impacts on the community through the opportunities they provide for such as participation, skills development and volunteering.*

*It showed that most of the respondents belong to the female group and are young adults. The youths were also more exposed to the festival. The organizers were mostly volunteers and few of them were hired and received compensation in exchange of their services. Since most are voluntary, the organizing committee members believe that they truly benefited from the festival.*

*Possibly, new ideas and programs suited to the changing needs of the society is also recommended. Although, the study revealed an increased awareness of the culture, history and tradition of Tuguegarao City made possible by the festival, organizers must intensify their mechanisms on using the digital media in promoting festival and more programs and festivities must be displayed.*

**Keywords:** *Pav-vurulun Festival, ethnicity, sociocultural dimensions*

## 1. INTRODUCTION:

Festivals are one of the significant events in tourism industry. It has been rapidly flourished in the past 50 years as one among the growing sector that would help the tourism industry abundantly. These events as a public occasions are indeed held annually. This would provide one in a million opportunities for the tourists and visitors to witness such kind of culture and religious happenings that would help boosts the place as well.

The culture, traditions, programs and lifestyle are being celebrated by the festival organizers. In like manner, the celebration of festivals would help for the preservation of local cultures especially when this occasion is a part of local traditions. This would provide an opportune time to people to come together, to celebrate and make festive memorable.

At present time, it maybe large or small cities have come to celebrate festivals. It tremendously bring good atmosphere especially when great programs or events are expected to happen.

One among the types of festival is a *cultural festival*. Cultural festival is an imperative category of festivals. It focuses on culture or ethnic which basically seek to instill to the visitors or people about the traditions of the people who celebrates the said festival. Things like sharing stories and experiences that brings families and communities together. Through different programs that would really inspire people to love culture deeply. Cultural festival help revitalize the local community by bringing out the best about their identity, image and quality of life.

August 16th of each year marks the most important festival of the Ibanags in Region II: the Pavvurulun Festival. It is the chief festival of Tuguegarao City, the capital of Cagayan province, in which the feast day of the city's patron saint, Saint Hyacinth (San Jacinto), is commemorated. It is in this festival that the people unite as one and experience a sense of belongingness, which is embodied in the meaning of Pavvurulun. Most notable events include awarding of the city's most outstanding citizens, a grand street dancing parade, cultural and sports events, and a Pancit Batil Patung (a unique Tuguegarao rendition of the pancit dish) eating contest which is freely participated by both natives and tourists alike.

It is being celebrated yearly in honor of St. Hyacinth, which is being venerated at the Ermita de San Jacinto. Pavvurulun which means coming together allows all members of the community to join in the celebrations from the well applauded street dancing competitions, drum, bugle and lyre competitions, beauty pageant, agri-trade fairs and job fairs, among many others. The highlight of the event is the outdoor cooking and pancit eating contest of the Pancit Batil Patung, a local noodle delicacy in the city.

Having established that Festivals have been an integral part of local and national tourism, of Tuguegarao City in particular, no research was conducted yet to do an evaluative study on the impact of the said festival to the economic activity, tourism industry, social and cultural aspect of the city. Hence, the conceptualization of this study.

This study is gleaned beneficial on the advancement of the theory development in festival impact studies particularly the sociocultural impact studies. The outcomes of this research could be utilized in organizing and planning festivals, not only in Tuguegarao City but in all parts of the LGU's, NGO's, Choreographers, Barangays of Tuguegarao, vendors, schools, in relation to local resident's attitude and stakeholders' perception. It would contribute also to the future conduct of festivals and the development of special event planning industry. This research may as well upkeep academic knowledge and involvement in education, social science, and cultural research and teaching.

### **Statement of the Problem**

Generally, this study aimed to identify the socio-cultural dimensions and impacts of Pav-vurulun Festival in Tuguegarao City.

Specifically, it sought to answer the following questions:

1. What are the benefits the stakeholders anticipate in the celebration of the Pavvurulun festival?
2. What are the direct and indirect impacts of the Pav-vurulun festivals?
3. How do the stakeholders assessed the sociocultural dimensions and economic impact of the Pav-vurulun festival?
4. What benefits derived by the city in the conduct of Pav-vurulun Festival?

### **Conceptual Framework**

The **Philippine Cultural Education Program (PCEP)** envisions *A NATION OF CULTURALLY LITERATE AND EMPOWERED FILIPINOS* by ensuring that culture is the core and foundation of education, governance, and sustainable development. It seeks to develop among Filipinos greater awareness, understanding, and appreciation of their culture and arts, towards the evolution of a consciousness that will improve the quality of their lives. It was designed to make cultural education accessible to all sectors of Philippine society, particularly the youth, teachers, artists and cultural workers, officials and employees of the government, members of the media, and civil society.

In the hope to accelerate the integration of culture in the Basic Education Curriculum and mainstreaming it in the countrywide development plans, the agency, NCCA Board of commissioners resolved that the Philippine Cultural Education Plan (PCEP) be born and all its undertakings should be materialized. Among its flagship programs was outlined into goals, policies, programs and projects on cultural education through formal, non-formal and informal systems.

With the enactment of the National Cultural Heritage Act of 2009 on March 26, 2010, PCEP established a major gain by its designation as the body, together with the Department of Education, tasked to “*formulate the cultural heritage education programs both for local and overseas Filipinos to be incorporated into the formal, alternative and informal education, with emphasis on the protection, conservation and preservation of cultural heritage property.*” (Article X, RA 10066).

The word culture is world widely known to people. It's not just studied in sociology as a branch in Social Sciences but it should be perceived and embodied as branch that deals with traditions, values, arts, literature and the life of a group of people living in a community, Arcodia and Whitford,(2006).

One among the types of sociology is cultural which is one of the major and post popular areas of the American Sociological Association. The cultural sociology connotes the early theorists and philosophers like Marx, Durkheim and Weber which lead to the way of ethnographic approach unfolding and examining different diversity of cultures around the world.

Culture can be conceptually distinguished from society but there are very close connections between these notions. A community as a whole is a system that bears interrelationships that connects people together, Getz et.al (2010).

The achievements of a festival is believed as a measurement or a parameter that contributed a lot by stakeholders, the community and the region as well, Brunt & Courtney, (1999). Among event organizers and researchers, however, there was growing recognition of the need to measure the socio-cultural impacts of festivals and events as host community dissatisfaction threatens their long-term success even if the event is economically viable.

Social impact assessments of festivals looked on the parameters that changes the communities and the social relationships resulting from hosting the festival, paying attention to factors such as the roles that age, race and gender play in the community. While this dimension of assessment is critical to attaining a broader holistic understanding of festivals, social impact assessments can be considered challenging given their more intangible nature and the corresponding perceptions that intangibility cannot be measured, Bull & Lovell (2007).

It is for this reason that the purpose of the study is to identify and analyze the sociocultural dimensions and impacts of the Pav-vurulun Festival using the Festival Social Impact Attitude Scale (FSIAS) of Delamere, et.al in 2001 and had fused with the Social Impact Perception (SIP) scale of Small and Edwards and applying the framework developed by Small, Edwards and Sheridan in 2005.

## **RESEARCH METHODOLOGY**

### **Research Design**

The purpose of this study was to assess the sociocultural impact of the Pavvurulun Festival based on the opinions of residents of Tuguegarao City. Specifically, the study determined the dimensions of the sociocultural impact of the Pavvurulun Festival, the important reasons why the city celebrates such a festival, the level of community involvement in the festival, and whether the festival improves the quality of life in the community.

The researcher employed the descriptive method to carry out successfully the objectives stated above. The researcher also floated survey questionnaires to treat the descriptive and inferential statistics that determined the impressions, attitudes, opinions and beliefs of the respondents in the said festival.

### **Locale of the Study**

The study was conducted in Tuguegarao City, Cagayan. Since the target respondents were residents of Tuguegarao City, the researcher floated the questionnaires at the public market, main event venues, city hall, cathedral and barangays near the central public market.

### **Respondents and Sampling Procedure**

The target study population were the residents of the city of Tuguegarao. The choreographers, festival staffs and other pertinent people who had experienced in the festival and who socialized during the events are the respondents of the study. The sample was based on the following characteristics: the researcher's ability to easily access them, and people who was willing to participate.

This study used the Slovin's formula to determine the sample size and also to analyze the data being treated in the study.

### **Research Instrument**

The Festival Social Impact Attitude Scale developed by Delamere et al. (2001), espoused social impact questions in the scale. In this study, respondents were also asked to evaluate the socio-cultural impact of the Pavvurulun Festival based on the questions given. These University professors who were expert in the field, the City Mayor, the City Cultural Committee Focal Person or any related office were made major respondents as they possess . It also asked about the overall opinion of the community , elders and residents using the Social Impact Perception (SIP) scale which was developed by Small (2005).

It also employed getting information that aimed gaining a variety understanding on a complex phenomenon like festivals and related events. This study also justified how festivals affects the economic stability and tourism experiences of the people .

### **Data Gathering Procedure**

The study made use of the intercept survey which could look on people or respondents along streets that could help obtain the needs of the study.

The data collection was conducted within two weeks after all the activities during the Pavvurulun Festival are done. The researcher planned to conduct the survey in person with the help of some assistants to facilitate the survey faster. The residents of Tuguegarao City are the respondents of the study. The data were collected in the Old Public Market, St. Peter's and Paul's Cathedral, Tuguegarao City Hall, Schools, Savemore Supermarkets, and Event Venues which were known once the organizers of the festival disclosed them.

### **Data Analysis**

The Factor Analysis was made use of as a statistical tool to determine the socio-cultural impact of Pavvurulun Festival which was suitable for analyzing dependency between variables. The exploratory factor analysis and simple descriptive frequency was also employed to answer the research questions and demographic information as well.

Descriptive frequency included the percentages, percentiles, measures of central tendency, and measures of variability. When using the frequency analysis, SPSS statistics calculated the mean, median and mode to help the researcher analyze the results and draw conclusions, Field (2009).

## **3. SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS**

### **Summary of Findings**

One of the most rapid form of tourism is festivals. This festivals increasingly popular in most rural and even urban places as a means to achieve globalization. The festivals and the like play an imperative role for a worldwide growth and developments in all aspects, Balducks and Buelens (2011).

The Pavvurulun festival is an annual patronal fiesta in Tuguegarao City. This is a one-week celebration in honor of St. Hyacinth where each day is filled with meaningful activities. Pavvurulun which means coming together allows all members of the community to join in the celebrations from the well applauded street dancing competitions, drum, bugle and lyre competitions, beauty pageant, agri-trade fairs and job fairs, among many others. The highlight of the event is the outdoor cooking and pancit eating contest of the Pancit Batil Patung, a local noodle delicacy in the city.

This study generally aimed to identify and analyzed the Socio-Cultural Dimensions and Impact of the Pavvurulun Festival of Tuguegarao City. The respondents of the study were the organizing committee members and other stakeholders. It showed that most of the respondents were female group and were young adults. This implied greater involvement of the female over the males in the conduct of the study. The youth are also more exposed to the festival compared to the other age group. In these scenario, youths in special occasions like this also played a vital role in the betterment of the said celebration. Youth are the strongest group of people who indeed are needed in the pursuit of the country's growth and development, Esu and Arrey,(2009).

The organizers were mostly volunteers **67 percent** while **23 percent** of them are hired and received compensation in exchange of their services. Since most were voluntary, the mean frequency of involvement peaks up to only two times. Treating the highest percentage, **39 percent** of the organizers was involved once only. This result insinuated that people use to do work in order to be compensated however there are still people who volunteer their services that need not to be compensated.

Moreover, the organizing committee members believed that they truly benefited from the festival. In the survey conducted, it showed that they considered that when the community benefits from the festival, they, as members of the community also do, Yong (2013). Festivals have direct and indirect impacts on the community through the opportunities they provide for; participation, skills development and volunteering. They can also have environmental and political impacts. These benefits are both intrinsic and extrinsic. They think that from the festival, the community can build unity amidst diversity, give opportunities to the members of the community, and introduce the community to tourists. It was an advantageous festival because they were given a chance to meet new people and giving them lieu way to introduce their native products and they are being of help to the community.

The overall assessment as perceived by the other stakeholders on the impact of the festival in the community identity and cohesion reveals that the Pavvurulun Festival has a large impact to the identity of the community and also encourages unity among its members. Consistent with other findings, the respondents believe that the festival gives the city an image, which encourages tourism to the city. Despite the differences, the respondents believe that the festival contributes to the sense of togetherness among the people inside and outside of Tuguegarao City. Pav-vurulun Festivals defined the traditions, how people of Tuguegarao treasure their customs that would embody their significance as cultural being. Their ethnicity is a living witness of who they are as Tuguegaraoenos.

In general, the respondents perceived that the festival has a large impact on entertainment and socialization opportunities. These opportunities includes the increasing number of visitors going to the city and entertainment opportunities for the local community. The respondents believe that the festival has a large impact on providing economic opportunities to the government of Tuguegarao City. Part of the festival is a trade fair initiated by the government. This might explain why the respondents perceived that there is a larger range of goods and services available for sale in the city during the festival **(4.05)**.

The festival also has a very large impact on community growth and development. The respondents agree that organizers and the community groups work together to achieve the goals of the festival to very large extent. Compared with the other categories, behavioural consequences received the lowest rating. The respondents assessed the impact of the festival to the behavior of the members of the community as moderate only. The statements were rated small to moderate impact. However, some also recommended the presence of the police within the vicinity of the said festival in order to ensure the safety of the people. On the bad side, tricycle drivers overcharge fares especially during the festival and locals take advantage of first timers in the city during the festival were both rated large. The assessment of the respondents on the inconvenience made by the festival is considerably large. Among the statements which received the highest rating is the increased level of noise surrounding the festival venues. Also, the respondents complain on the crowded street and footpaths during the course of the festival, Grosbois (2009).

Furthermore, the organizing committee members perceive that the Pavyurulun Festival affects the city government to a great extent since the overall weighted mean is **3.91**. An increase revenue to the local economy rated the highest (**4.08**) while there is also a considerable trend among all statements related to the economic status of the city. The festival puts an increased advantage on people who are looking for job (**3.81**) and boosting interest of investors to do their business in the city (**3.87**). The Pavyurulun festival brought general feelings of jubilation and cherished memories while inviting visitors into the community that often made them feel a part of the said festival. The organizers also perceived that the festival had greatly affects the tourism industry of the city. The number of tourist arrivals peaks up during the duration of the festival as perceived by the organizers. In this case, the Local Government Unit benefited a lot from the said events.

Lastly, one of the main objectives of this study was to evaluate the level of satisfaction of the organizers and the other stakeholders on the realization of the benefits of the conduct of the Pavyurulun Festival. The overall weighted mean reflected of the organizers is **4.22** and the other stakeholders is **4.34** which are both described as Very Satisfied. This findings implied that the festival had affected the lives of its beneficiaries, as far as their perception is concerned. The study also tested if there is a significant difference between the level of satisfaction of the organizing committee members and the other stakeholders. The test found out no significant difference on their level of satisfaction, Dwyer et.al (2005). Therefore, stakeholders of the Pav-vurulun Festival were very satisfied due to the activities that had shown during the conduct of the events and programs.

Therefore, the sociocultural dimensions and impact of Pav-vulunun Festival had benefited the stakeholders, economic managers, the Local Government Units, festival staffs who participated in the conduct of the Pav-vurulun festival and others who are in one way or the other had exhausted their resources in the said occasion. One of the highlights of the festival is Pansit Batil Patong which is very popular noodle dish in Tuguegarao City. The said highlights played a primordial role in the success and achievements of the said Pav-vurulun Festival. The festival



was also one of the programs that would entailed sense of belongingness, love of values, religiosity and camaraderie, Williams et.al(2012).

### **Conclusions**

The **Pav-vurulun Festival of** Tuguegarao City has a large impact on the community identity and cohesion; entertainment and socialization activities; economic opportunities; community growth and development; and inconvenience but is only moderate as regards its impact on behavioral consequences.

Furthermore, the organizers' perception were that the city government could benefit from the festival is reflective of their faith of the social impact it could bring to their lives particularly along economy, human and social capital, and tourism.

### **Recommendations**

Pointing out on the findings and conclusions, the following may also offered:

1. There may be an adequate information of history of Pav-vurulun festival through printed out materials like pamphlets and the like so that people and visitors would know what a primer city of the Ibanags would be.
2. There may be written history or folklore and the like so that future generations would appreciate what Pav-vurulun Festival would depict the Ibanag culture.
3. Schools in Tuguegarao City may include or incorporate in their Makabayan subject during discussions the history, traditions, folklore and the like so that pupils and students may appreciate where they came from especially the residents of Tuguegarao City.
4. Future researchers may study the dominant cultural values of the Ibanags as reflected in their rituals and traditions.
5. Future researchers may also study the linguistic ethnography of the Ibanags.

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