

## **Al Cinco de Noviembre Festival and Negros Revolt in the Eyes of Bagonhons and Silaynons**

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### **Abstract**

Festivals are significant recurring moments celebrated with festivities and rejoicings by the members of any society. In the Philippine setting, more specifically in the Island of Negros, a historical bluff happened during the November 5, 1898 revolution. This study explored and revealed the different views, experiences, and practices of both the *Bagonhons* and the *Silaynons* regarding the *Al Cinco de Noviembre* Festival and the Negros Revolt history. Qualitative research design was used employing narrative inquiry which gathered data through interview. The study transpired in the two cities, *Bago* and *Silay*, situated in the Island of Negros. The conversation partners were from the two cities and who have met the following inclusion criteria: male or female, ages 40 years old and above, 2 residents, and 2 tourism officers. Thematic approach was used for the data explication. The rigors of the findings was established using Member checking for Credibility, Purposive sampling and Rich Description for Transferability, Code – Recode Strategy and Stepwise Replication using data text analytics for Dependability and Audit Trail for Confirmability. The results specified certain themes that came from frequently repeated terms which are the following: 1.) History of November 5, 1898 – Negros Revolt 2.) Festival Celebration with sub themes: Cannon Festival (*Sigabong sang mga Kanyon*) and Silay City Food Festival and more (*Kaon Ta kag Iban pa*) 3.) Benefits of *Al Cinco de Noviembre* with sub themes: Benefits of Local Development and Benefits of Heritage Preservation 4.) Challenges Encountered 5.) Key Players of *Al Cinco de Noviembre*. This study revealed significant events from the past known as a historical bluff which showed the patriotism, loyalty, and bravery of those who led the *Negrenses* in battle against the Spanish colonizers. This historical event led to a festivity and it became a venue for commemoration.

**Keywords:** tourism management, *Al Cinco de Noviembre*, qualitative-narrative inquiry, Philippines

### **INTRODUCTION**

Local studies do not only cover the local history and the past happenings, instead it includes the present and future information about a locality (Perez & Templanza, 2012). For the same reason, historical literature on the origins and development of the concept of festival is explored to establish how its meaning has evolved and grown more complex over time (Attala, 2012). Instead, it is the analysis of an area or setting which has become a tourist destination through the impacts of its cultural and historical legacies over time (Chatkaewnapanon, 2011).

In the same manner in this study, *Cinco de Noviembre* is a commemoration of the historic event when *Negrenses* won the battle against the Spaniards. Since then, it has been celebrated every November 5 in Negros Occidental. Bago City, known as the Home of Historical and Natural Treasures, commemorates the November 5, 1898 revolution (Bago City Official Website, 2012) whereas Silay City, being dubbed as the Cradle of Freedom in the history of the Negros Revolution (Locsin, 2011).

Festival tourism is among the fastest growing and enjoying high popularity tourist branch (Stankova & Vassenska, 2015). Festivals are defined with its key features as varied, rare events, unconnected with work, celebrating elements which have essence in the life of a certain community, strengthening it. They are mostly made up of many uncommon social and cultural events, often regular events connected with art and culture (Cudny, 2013). Festivals are cultural celebrations and have always occupied a special place in societies (Getz, 2010).

As a matter of fact, the hosting of events is often developed because of tourism and economic opportunities in addition to social and cultural benefits (Blešić, Pivac, Dorđević, Stamenković, & Janičević, 2014). Festivals showcase and contribute to the human culture and social life and they are also avenues for host communities to generate incomes as they have a strong link with business activities (Etiosa, 2012). Festivals are one of the fastest ways to promote tourism and can promote local economic development (Gordillo, 2017). These festivals provide the opportunity for residents and visitors to collectively experience an event that is distinct from everyday life (Huang, Li, & Chi, 2010 ; Tolle, 2014).

Preservation is very vital because of its capacity to promote the past ways of life that are useful to contemporary societies (Onyima, 2016). It is a widely accepted fact that preservation of cultural heritage is important and it is also used as a tool for tourism product differentiation (Günlü, Pınar, & Yağcı, 2009).

In the context of challenges encountered, festival managers' response to the dual challenges of embracing innovation and avoiding failure will determine the future of festivals, so it is vital that knowledge is developed (Carlsen, Andersson, Ali-Knight, Jaeger, & Taylor, 2010). Events and festivals play an important part in the life of a community. In the places where people have understood this and have organized events and festivals to cheer up, to exchange knowledge and to tighten the relations between neighbors, there was also an improvement in the way the community faces challenges and people have become more united (Irina, 2012).

Lastly, talking about key players, planning and conducting festivals involves many members of the community which yields a number of social benefits (Grames & Vitcenda, 2012). Besides tourism event networks are networks of event organizers, participants, audiences, services suppliers, travel trade intermediaries who are interrelated in the delivery of a specific event experience (Getz, 2005;Tiew, Holmes, & De Bussy, 2015). Festivals are coproduced by a collection of stakeholders, and festival organizers facilitate the festival outcomes by interpreting stakeholders' contributions, aims, and concerns (Van Niekerk & Getz, 2016). Moreover, research shows that both residents and tourists participating in a festival hold different positions and views and have different reasons for supporting the festival. Therefore, a festival-organizing host needs to know the feelings and expectations of both groups and understand their different views and attitudes in order to facilitate festival promotion (Gordillo, 2017).

## **Objective**

The study aimed to explore the different views, experiences and practices of the Bagonhons and the Silaynons regarding the Al Cinco de Noviembre festival and Negros Revolt history.

## **Framework of the Study**

Local history, the history of any village, town, or city is usually characterized by reality and fixed statements, with little reference about the locale, atmosphere, warmth,

and environment. It has social, cultural as well educational significance for it is directed to the community therefore it creates the identity, pride, loyalty, sense of belonging and historical consciousness that binds any community together (Roux, 2012).

Being knowledgeable on local history informs the people about the political, social, economic, and cultural phases of the community (Walker, 2015). Currently, individuals develop their interest to further study something in which they can easily understand and relate with. This leads the area of the local history to a new approach of attempting to study the progress and improvement of the place, which includes the society and all various aspects (Perez & Templanza, 2012). Studying history is not motivating and uninteresting to the younger generations. This is probably due to the learning process that disconnects students' from reality and experiences (Carvalho, 2014).

Festivals are one of the rapidly developing events. They play a great role in tourism development. It is a travel to visit a festival (Cudny, 2013). A festival is an event where extraordinary experiences occupy a particular place for a specific period of time. The component of festival shows that it is a part of human culture or cultural heritage (Cudny, 2016). Festivals also have significant and vital influence on progress of a local community. It is an essential major instrument for economic growth on both tourism and the re-imaging and re-branding of places as modern cultural centers (Ma & Lew, 2012). It is also a method of selling the place as the product, by attracting tourists and also the industries and investments (Liu & Chen, 2007; Çelik & Çetinkaya, 2013). These are events the goal of which is to offer joint entertainment or leisure-time experience of high quality for the tourists which does not only focus on one topic and is regularly organized in not only one views; instead it has culture, heritage, food or other programs (Nagy & Nagy, 2013).

The organization of tourist events has a positive impact on a place in the sale of products and services of different activities connected to restaurants and infrastructure (Hernández-Mogollón, Folgado-Fernández, & Duarte, 2014). Event tourism is vital to achieve social, economic, environmental goals and offer benefits for the people and destination. Festival and public events celebrated in all societies are highly viewed as unique tourist attractions and produces destination image with a variety of other special event (Çelik & Çetinkaya, 2013).

In the economic view, the festival has the capacity to attract investment and additional revenues for the local government, in which it upholds the improvement of the city's infrastructure and provide opportunities for the people in order to develop new economic activities (Negruşa, Toader, Rus, & Cosma, 2016). There is an increase in the level of business in the locality, fill hotel capacities and in long term perspective; improvements in infrastructures, quality of life of the residents and increase the value of the destinations' identity (Oklobdzija, 2015).

In order to understand the festival tourism event's issues and challenges, historical and geographical context that happened must be identified. Festival encounters issues in relation to their local identity, uniqueness, liminality and authenticity (Ma & Lew, 2012). People that attend festivals also have changes in their expectation of music event. This change constantly challenges festival creators and managers to improve their festivals in order to reach the desired reactions of the people (Calvo-soraluze & Blanco, 2014).

Event managers should focus more on the historical and geographical important themes developed with the local populations if they want to guarantee a long term event's success (Ma & Lew, 2012). These are composed of event organizers, event

management companies, event industry suppliers, event venues, industry associations and external regulatory bodies (Etiosa, 2012).

The experience context includes tourists who voluntarily worked together with locals in a festival, wherein the volunteers pay for their own transportation, food and overnight stay. It is important to gain more information on the volunteers because the cultural life of the locals is more festivalized (Jæger & Olsen, 2017).

Lastly, the whole existence of a festival which is its organizational structure, budget, individual events, add impact on the environment which determine the elements of the surroundings, such as the organizers, the participating artists, sponsors, politicians (supporting or blocking the event) and the audience (Cudny, 2016).

The Schematic Diagram illustrates the cannon that represent the five (5) themes of this study with its sub – themes namely: 1) History of November 5, 1898 - Negros Revolt, 2) Festival Celebration with sub-themes a. Cannon Festival / Sigabong sang mga Kanyon, b. Food Festival and more / Kaon Ta kag Iban Pa, 3) Benefits of Al Cinco de Noviembre with sub-themes a. Benefits of Local Development, b. Benefits of Heritage Preservation, 4) Challenges Encountered, and 5) Key players of Al Cinco de Noviembre.



Figure 1. Schematic Diagram

The Schematic Diagram shows the scope of the study which is Al Cinco de Noviembre. The cannon symbolizes the November 5, 1898 bloodless revolution that was spearheaded by both cities, Bago City and Silay City, involved in the revolt and the root of Al Cinco de Noviembre festival. The trunk of the cannon represents the main source of the themes and where it was exactly conceptualized. The wheels represent the themes with its sub – themes that lead to boosting and preserving the Tourism Industry of the province as well as making it as one of the booming industries.

### Scope and Limitation

The focal points of the study were the different views, experiences and practices of the Bagonhons and Silaynons during the celebration of Al Cinco de Noviembre and Negros Revolt history. Al Cinco de Noviembre is continuously celebrated by the people of Bago and Silay every November 5 each year through programs and activities. The

conversation partners in this study were the Tourism Officer and a resident for each of the respective cities. The study was conducted in the cities of Bago and Silay during the month of January to April 2018. Qualitative research through narrative inquiry was applied. The method of data gathering was through series of individual interviews.

## **METHODOLOGY**

### **Research Design**

This research used the Qualitative research design. Narrative generally means spoken or written story (Bold, 2016). Narrative research is a design of inquiry from the humanities in which the researcher studies the lives of individuals and asks one or more individuals to provide stories about their lives (Creswell, 2014). As narrative research matures, its boundaries must be more clearly defined. Narrative research; arguing first, that in-person data collection should use appropriate initiating prompts while giving the story-teller sufficient time and freedom to present a coherent narrative; second, that data analysis should address not only the content, but also the form of the narrative; and third, that interpretation of data should acknowledge the context of the story-telling, as well as its narrative intent. The process of boundary definition is further clarified by exploring the possibility of co-authorship between researcher and story-teller and the treatment of the researcher's own narrative (Barusch, 2012).

Interview was the main tool in data gathering. Interview is used widely in qualitative research, and takes many different forms. It is also a method that is constantly evolving, in response both to theoretical and technological developments (Peters & Halcomb, 2015).

### **Sources of Data**

Data gathered were from the conversation partners through the gatekeepers from both cities, Bago and Silay. The conversation partners were those from Bago and Silay City who met the following inclusion criteria; male or female, ages 40 years old and above, 2 residents, and 2 tourism officers. The important persons who are behind the Al Cinco de Noviembre festival and have met the following inclusion criteria: tourism officers, residents of Bago and Silay City who have been actively involved in the festival. Meanwhile, for the exclusion criteria, they are the people who are not part of this study: new residents, persons who have not experienced the festival, children, and tourists. For the purposes of this study, based on relevant research, the gatekeepers are the members of an organization who initiate exposure to a wide variety of external information sources in the field of their expertise or in general; who filter information, obtain information, translate information into the organizations' language, and distribute it among their colleagues with varying extent and frequency; and who testify to their possessing strategies for distributing information within the organization (Bouhnik & Giat, 2015). The gatekeepers of the conversation partners were the secretaries of the City Mayor's Office of Bago City and of Silay City. The gatekeepers gave referrals and information to the researcher about the conversation partners.

### **Data Gathering Procedure**

The researcher wrote a letter asking for permission to the city mayors and was received by the Secretary of the City Mayor's Office of both Bago City and Silay City. The Secretary of the City Mayor's Office referred the researcher to the qualified conversation partners. The letters were handed out to inform the City Mayor, Secretary of the City Mayor's Office, and conversation partners of the researcher's study and to know their

availability for the conduct of the interviews. The sources of data were the information taken from the series of interviews wherein the conversation partners related their experiences and stories associated with Al Cinco de Noviembre festival. The gap of each interview is one (1) to two (2) weeks within the months of January to April 2018.

### **Ethical Considerations**

For the information of the conversation partners who participated in this study, the following provisions were included in the informed consent form: the purpose of the study, the profile of the conversation partners, and the conditions that may apply to them as conversation partners. The conditions that the conversation partners may consider in participating were: not having incentive or compensation; conversation partners' identity to be kept confidential through coded names; and the right to withdraw from the study without any consequence. The form was given prior to their participation and served as an approval of the conversation partners to be part of the study. Password protected audio recording in the series of interviews was implemented to secure the collected confidential information. The encoded data in the Spreadsheet and the audio recordings were discarded after the data were analyzed. Coded names for the conversation partners were provided and identities are kept confidential. Informations were assigned with code numbers and the list connecting to the names to this numbers were kept in a locked file of the researchers.

### **Rigors of the Findings**

The rigors of the findings are part of the procedure being considered by the researches to make the study accurate and ethical. This ensured the study's trustworthiness and reliability in terms of credibility, transferability, dependability, and confirmability which resulted to a good quality outcome. With all of these rigors met along the data analysis, the success of the study was assured.

**Credibility.** Credibility of information refers to its believability or the believability of its sources (Weerkamp & de Rijke, 2012). Credibility is defined as the confidence that can be placed in the truth of the research findings (Anney, 2014). Credibility establishes whether or not the research findings represent plausible information drawn from the participants' original data and is a correct interpretation of the participants' original views (Graneheim & Lundman, 2004; Lincoln & Guba, 1985; Anney, 2014). Further, credibility refers to the degree to which the research represents the actual meanings of the research participants, or the "truth value" (Lincoln & Guba 1985; Moon, Brewer, Januchowski-Hartley, Adams, & Blackman, 2016).

Member checking, also known as participant or respondent validation, is a strategy for exploring the credibility of the results of the gathered data. Data or results are returned to participants to check for accuracy and resonance with their experiences. Member checking is a validation technique for a quality control process in qualitative research during the course of conducting a study wherein the participants receive the opportunity to review and correct their statements for accuracy. This addresses the co-constructed nature of knowledge by providing participants with the opportunity to engage with, and add to, interview and interpreted data, several months after their semi-structured interview (Birt, Scott, Cavers, Campbell, & Walter, 2016). In this study, the strategy that the researcher used was Member Checking, where the interviewees reviewed, verified, and checked what they have stated. This enhanced the quality of analysis of the qualitative data by Member Checking the sources of each gathered data. This identified the consistency of the data. The data gathered from the

sources went through deep evaluation and was checked by the conversation partners. This also showed the accuracy of the data from the source.

**Transferability.** Transferability refers to the degree to which the results of qualitative research can be transferred to other contexts with other respondents – it is the interpretive equivalent of generalizability (Anney, 2014). Transferability, a type of external validity, refers to the degree to which the phenomenon or findings described in one study are applicable or useful to theory, practice, and future research (Lincoln & Guba 1985; Moon, Brewer, Januchowski-Hartley, Adams, & Blackman, 2016).

Purposive Sampling is the technique mainly used in naturalistic inquiry studies, and is defined “as selecting units (e.g., individuals, groups of individuals, or institutions) based on specific purposes associated with answering a research study’s questions” (Teddlie & Yu, 2007; Anney, 2014). It helps the researchers focus on key informants, who are particularly knowledgeable of the issues under investigation (Schutt, 2006; Anney, 2014). Purposive Sampling allows decisions to be made about the selection of participants (Ary, Jacobs, Razavieh, & Sorensen, 2010; Bernard, 2000; Anney, 2014).

Providing rich description helped the readers decide whether the research is transferable to their setting. It provides a transparent and detailed account of the sampling method and decisions made, so that the reader can assess whether the researcher’s actions and decisions were reasonable (Baillie, 2015). Thick description involves the researcher elucidating all the research processes, from data collection, context of the study to production of the final report. Thick description helps other researchers to replicate the study with similar conditions in other settings (Anney, 2014). The researcher gathered information from the different conversation partners. This was done through three (3) successive interviews for each conversation partner with one (1) to three (3) weeks gap in between, with one (1) hour up to one (1) and a half hour duration.

In this study, the researcher used both the purposive sampling and rich description. The researcher chose the conversation partners based on the inclusion criteria which assured that the sources of data were reliable and abundant: Tourism Officers who are in the tourism service for years and long term residents of both cities, Bago and Silay.

**Dependability.** Dependability refers to “the stability of findings over time”. Dependability involves participants evaluating the findings and the interpretation and recommendations of the study to make sure that they are all supported by the data received from the informants of the study (Korstjens & Moser, 2017). This refers to the consistency and reliability of the research findings and the degree to which research procedures are documented, allowing someone outside the research to follow, audit, and critique the research process (Moon, Brewer, Januchowski-Hartley, Adams, & Blackman, 2016).

Stepwise replication is a qualitative research data evaluation procedure where two or more researchers analyze the same data separately and compare the results (Chilisa & Preece, 2005; Anney, 2014). Any inconsistencies that arise from these separate analyses need to be addressed to improve the dependability of the inquiry, and if the results of analyses are similar, then dependability of the inquiry is achieved (Ary, Jacobs, Razavieh&Sorensen,2010;Anney,2014).

The researcher coded and recoded the data they gathered. The two groups gathered information from the conversation partners and had these recorded and interpreted. In order to ensure that the data are the same, the data analysis was guided by the code and recode method where the researcher coded and recoded the

data for more consistent and accurate results. The code-recode strategy involves the researchers coding the same data twice, giving one or two weeks' gestation period between each coding. The results from the two coding are compared to see if the results are the same or different (Chilisa & Preece, 2005; Anney, 2014).

In this study, the researcher used both the stepwise and the code-recode strategy. The researcher divided the group into two (2) for the interpretation of the data. The three (3) members interpreted the data gathered with the use of Spreadsheet and the remaining two (2) members used the Data Analytics Software. The group evaluated each other's findings, compared and contrasted for better results. The adviser assisted the researcher in the identification and confirmation of Final Themes.

**Confirmability.** Confirmability refers to the degree to which the results could be confirmed or corroborated by others (Baxter & Eyles, 1997; Anney, 2014). The researcher can document the procedures for checking and rechecking the data throughout the study. Confirmability refers to the degree to which the results of an inquiry could be confirmed or corroborated by other researchers. It is concerned with establishing that data and interpretations of the findings are not figments of the researcher's imagination, but are clearly derived from the data (Tobin & Begley, 2004; Anney, 2014). Results are clearly linked to the conclusions in a way that can be followed and, as a process, replicated (Moon, Brewer, Januchowski-Hartley, Adams, & Blackman, 2016).

Audit trail is the research step taken from the start of a research project to the development and reporting of the findings. The records of the research path are kept throughout the study (Korstjens & Moser, 2017). The researcher used the method of Audit Trail of data. This was to make sure that the data collected were true and correct. The researcher rechecked each part of the study through reviewing of gathered data and validated results. Each member took part in revising after checking and re-checking. Moreover, the method checking and rechecking lessened errors in the study. Continuous checking of data gathered was ensured. The checking and rechecking of data are the ways for the researchers to review and revise the study where misconception occurred.

### **Data Explication**

In this study, the thematic analysis guided the researcher to further saturate the results for it to be interpreted by series of coding starting from the general to specific. Chunking of data was observed to further saturate the expected results. The data were classified by setting codes according to its classification as assigned by the researchers. The researcher used the six (6) Phases of Thematic Analysis by Braun & Clarke, (2006):

The first phase was **familiarizing the data**. The researcher familiarized the data through listening to the recording device during the series of interviews and by reading the transcribed data.

The second phase was **generating the initial codes**. The researcher identified the units of meaning and provided the initial codes from the transcribed data.

The third phase involved the **sorting and combining of codes** to create potential themes. Relationship of different codes were identified and analysed to form themes of the study which turned specific codes into general themes. In this phase the researcher analysed the codes, themes and its levels.



The fourth phase was **reviewing of themes**. It became evident that some candidate themes were not really themes, while others were collapsed into each other. Other themes needed to be broken down into separate themes. Data within themes should cohere together meaningfully, while there should be clear and identifiable distinctions between themes.

The fifth phase was **defining and naming of themes**. The researcher analyzed and reviewed the gathered data and identified what was the essence of each theme through refine and define.

Finally, the last phase is **producing the report**. The researcher provided a report which included the concise and logical interpretation of the data with the adequate evidence of themes.

## **RESULTS AND DISCUSSION**

The results specified five (5) themes with its sub-themes that came from frequently repeated terms namely: 1) History of November 5, 1898 - Negros Revolt, 2) Festival Celebration with sub-themes of a. Cannon Festival / Sigabong sang mga Kanyon, b. Food Festival and more / Kaon Ta kag Iban Pa, 3) Benefits of Al Cinco de Noviembre with sub-themes of a. Benefits of Local Development, b. Benefits of Heritage Preservation, 4) Challenges Encountered, and 5) Key players of Al Cinco de Noviembre.

The researcher gathered the data through the conduct of series of interviews with the conversation partners who were actively involved in the celebration of Al Cinco de Noviembre festival.

With thorough examination of data, these were following themes that came out:

### **History of November 5, 1898 – Negros Revolt**

History is the study of life in society in the past, in all its aspect, in relation to present developments and future hopes. It is the story of man in time, an inquiry into the past based on evidence. It is an inquiry into what happened in the past, when it happened, and how it happened (Talekau & Nayak, 2007). History is, therefore, only a subset of the past. As a discipline, history is a study of the past, but it will only reveal a portion of the past, and should be done so as objectively as possible (Underwood, 2008). Commemoration is a call to remembrance, to mark an event or a person or a group by a ceremony or an observance or a monument of some kind (Kouzes & Posner, 2007). The past is not preserved but is socially constructed through archives, museums, school curricula, monuments, and public displays (Osborne, 2001).

These are the statements from the conversation partners relating to the theme “History of November 5, 1898 – Negros Revolt”:

CP 1 stated that:

*“First of all, Al Cinco de Noviembre is very important to Bago City because one of the leaders of the Negros revolution was from Bago City. He’s the one who started that celebration in a sense. Every year he would gather his people for a reunion.”*

*“According to the old folks, Gen. Juan Araneta, after the revolution, would gather his people every year for a reunion to celebrate and it was spectacular. In time it became a city-wide celebration and then the province picked it up and everything was put into a play like what we have now.”*

*“General Juan was actually designated the title “General” by Aguinaldo himself because he believed that General Juan Araneta could unite Negros. Remember, Cinco de Noviembre was the only time the Negrenses united, never again did they unite. So the fake canons and the fake rifles eventually led to the surrender of the Spaniards. When the Spanish realized that there were no reinforcements coming from Iloilo, they surrendered. They surrendered on the 6th of November.”*

CP 2 said that:

*“It was a historical event that happened on November 5, 1898. We are celebrating Al Cinco de Noviembre because of General Juan Araneta, the City hero. He played a great role in the Cinco de Noviembre historical event, the bloodless revolution that happened on November 5, 1898.”*

*“Because what happened in Cinco de Noviembre was that they fooled the Spaniards. When the Spaniards looked through their telescopes, they thought that those were real rifles and cannons but actually, it was rolled sawali mats painted black.”*

CP 3 uttered that:

*“Eversince, Cinco de Noviembre is celebrated at the Cinco de Noviembre marker. Before, there stood a pharmacy in that site and that pharmacy was owned by the Locsin's. It became a meeting place. It became the place where hacenderos or land owners and those who were very much involved in the planning of the revolution met. It became the center of their activity like they gave money to the pharmacy in the guise of buying medicines but actually it was just a front. This was the donation of the group to finance the revolutionary group. There were initials of the medicine or rather names of medicines that were bought but actually these were initials of the hacenderos who gave money.”*

*“Cinco de Noviembre is a yearly commemoration of the heroic deeds of Silaynons; not just Silaynons but Negrense workers and hacenderos...This was the time when Negros Occidental, Negros Island rather, was freed from the bondage of the Spanish rule.”*

CP 4 emphasized that:

*“Silay City celebrates Cinco de Noviembre. Actually it is declared as a holiday in Silay. It is a holiday, not only in Silay but in the whole of Negros Occidental.”*

*“The November 5 1898 event is written, not only in the history of Silay, but in the history of the Philippines because that was the day when Silay revolutionaries, together with their sakadas in their haciendas, gathered in one place and served as an opening gate to the rest of the revolutionary movement during the Spanish revolution.”*

History is a business of masses, a wholesale subject of reflection, and it is, therefore, particularly worthy of notice any endeavor to fathom the course of events in a period of time (Facchi, 2008). History is a science, contributed the weight of their influence to this particular cult of facts (Carr, 2006). Local history refers to community studies, highly academic monographs that explore questions about a particular community (Pasternak, 2014). Local histories and local historical societies stood as bastions of tradition and ways of life seemingly under assault by the forces of change (Eula, 2003).

### **Festival Celebration**

A festival is a day or period of time set aside to commemorate, ritually celebrate or re-enact, or anticipate events or seasons like agricultural, religious, or socio-cultural that gives meaning and cohesiveness to and individual and to the religious, political, or socio-economic community (Cudny, 2016). Festivals and other events that attract visitors compensate for the seasonality of ordinary tourism, promote a city's image, and contribute to the development and sustainability of the urban economy (Karabağ, Yavuz, & Berggren, 2011). Festivals and local special events are widely acknowledged to make an important contribution to the economic development of their local areas, as they provide opportunities for tourism promotion (Stankova & Vassenska, 2015). Festivals are a part of the non-material culture, as they present art, customs and cultural symbolism. Festivals are an important element of most aspects of culture (Cudny, 2016).

These are the statements from the conversation partners relating to the theme Festival celebration with the sub themes:

**Cannon Festival (Sigabong sang mga Kanyon).** Operationally, Cannon festival is the time when the people gave honor to the revolutionaries in the Negros Revolt which happened on November 5, 1898 and is popularly known as Al Cinco de Noviembre. It is a celebration in which residents of Bago City from different Barangays participate to showcase their variety of cannon. The Cannon Festival is a highlight of Al Cinco de Noviembre that features reenactment of the revolution, competition of the loudest cannon during the parade and a venue for merry making. This is one of the ways of Bagonhons to commemorate what happened during the revolt and the symbolic use of cannon headed by General Juan Araneta, the war hero of Bago City.

CP 1 stated that:

*“Ten to twenty years ago, we started the “Sigabong sing Kanyon”. It was, you know, talking out to make this thing lively because it's sad that it's only military trade. After it, nothing. So we have parade of cannons, celebrating those rolled sawali mats duplicating that thing in honor again of Cinco de Noviembre which happened. When we were talking, the suggestions were “Why not cannons that explodes?” Because it's sad, let it explode! So that's how it all started.”*

*“The Sigabong came up because we want to celebrate what really happened. So, the innovation of General Juan Araneta was the fake cannons. How are we going to celebrate it? We brought it back to the streets of Bago so that they will always be remembered. If you pull the cannon and there is no sound that's a sad celebration. We introduced the booming cannons.*

*Sigabong, which also means we are trying to tell the world, "This is the explosion of patriotism. That's why our cannon explodes."*

CP 2 said that:

*"We start at 8 o'clock in the morning because there is a ceremony before the parade starts. We usually start at 8 and end-up at maybe, 11 o'clock. The more the event, the more the parade takes time."*

*"There's a competition of who has the loudest sound of cannon, together with the loudest explosion there is the dance drama."*

The cannons were made up of rolled amakan and sawali mats, then coconut husks for the cannon balls. It looked like the real one and served as weapons of the people as they marched during the war. This just shows the cleverness of the Negrense which eventually led to the surrender of Spain. The Cannon Festival was created to instill patriotism in the hearts of the younger generation and give importance to the freedom which the revolutionaries attained for the Negros island. The City of Bago is considered historically rich for the existence of both Al Cinco de Noviembre and the uniqueness of Cannon Festival.

**Food Festival and More (Kaon Ta kag Iban pa).** Food festivals are important components of local food tourism strategies because destinations can promote places, activities, and local food products so as to develop new value of experience to tourists, which in turn, creates regional branding for the destination (Biazen, 2012). For that reason by acknowledging the food, the living traditions are recognized marking the symbolism and social differences between cultures (Gordillo, 2015).

CP 3 uttered that:

*"After the flag-raising we would proceed to the Covered Court for the program proper of the Sabor competition; opening of the "Sabor Silay" competition and of the dance contest for the mothers. After that would have the awarding and then lunch. People from far-flung barangays usually have their lunch here."*

*"After the lunch break we would freshen up and then proceed to the "Kaon Ta." The Silay delicacies are featured showcasing the native recipes, native delicacies, and the food which Silay City is proud of including the heirloom recipes, the traditional food of the old families in Silay which they only cook during special occasions."*

CP 4 emphasized that:

*"So recently, maybe in the last 10 years the program and the celebration did not only focus on historical events but more on civic activities conducted by the civic clubs like free dental and medical consultations and feeding program and other activities. Recently we had the "Kaon ta sa Silay" where the theme was like that of a barrio fiesta where the vendors association and restaurant owners brought their products."*

*“As I have said the place there was well decorated as red, white and blue, like the Philippine flag. The Balay Negrense, the barrio fiesta, the employees; the plaza was well decorated also because lots of people come here including the descendants of the revolutionaries.”*

Food festivals allow visitors to engage with local food producers and learn about the food they offer by providing opportunities to engage in holistic, hedonistic experiences with food via sensory, affective, cognitive, behavioral and social stimuli, and allowing attendees to experiment with new flavors or tastes in a pleasant environment. By stimulating visitors to try new food, food festivals might evoke emotions which are remembered when making future food decisions (Organ, Koenig-Lewis, Palmer, & Probert, 2015).

Festivals are the recurring moments of special significance celebrated with festivities and rejoicings by the members of any society (Smith & Dorson, 2001). Events and festivals play an important part in the life of a community (Popescu & Corbos, 2012). Festivals and events are an essential part of city life. They have a function of providing a good vehicle to strengthen a city in competition (Wang, 2009). Majority of community festivals or events are celebrations of the special character of urban life and that festivals are linked to and intended to strengthen community pride and sense of place; others are linked to ethnicity and special interests (Jepson, Wiltshier, & Clarke, 2008).

### **Benefits of Al Cinco De Noviembre**

When tourists participate in festivals, the visiting experience will be impacted by the identity of the festival, while the festival identity will determine tourists' wishes to revisit the festival (Stankova & Vassenska, 2015). Festival benefits can be divided into two sections: the benefits of recreation experience and the benefits of local development. The benefits of festival recreation experience depend on the value of psychological and physiological benefits after participating in the festival. Festivals increase local tourism attraction and willingness to revisit, and in particular improve economic efficiency (Lyck, Long, & Grige, 2012). Events represent a way of selling the city as a product, by attracting tourists, as well as industries and investments (Popescu & Corbos, 2012). The participation of communities in a festival is more and more common bringing economic, political, social, cultural and environmental effect on the community (Gordillo, 2015).

**Benefits of Local Development.** Tourism should be developed in a way that it benefits the local communities, strengthens the local economy, employs local workforce and wherever ecologically sustainable, uses local materials, local agricultural products and traditional skills (Ines, 2014). Events and festivals are an essential part of the urban life, having generally, very diversified themes, such as thematic festivals, political events, cultural activities, sport events, and religious meetings (Popescu & Corbos, 2012). To develop and grow festivals two essential preconditions have to be fulfilled. Firstly, an able manager and secondly, the financial support of the local government is needed (Bacchella, Bollo, & Klaić, 2004). Local development strategies were encouraged and this proved an effective approach to providing an immediate response to local needs, both in terms of employment creation and reconciliation and community building (Tijmstra & Rodriguez-Pose, 2005).

CP 1 stated that:

*“You can see also a lot of people from other cities and surrounding municipalities that go here. In short the city, the tourism doesn't have to be foreign; it can be domestic tourism.”*

*Domestic tourism is more important because they are the ones who keep coming back.”*

*“Okay you say benefits? The city and the LGU themselves; the local government unit does not expect anything especially when it comes to monetary returns (expectations). We are spending so that our people can remember. What is important here is the memory, the sense of patriotism that we can instill in the people, not the return. What we can only hope is we can instill that into the students and to the people, just to remember. Eventually it will sink in. (The Al Cinco de Noviembre).”*

CP 2 said that:

*“On the economic side, we are generating income for the people. As you can see during the fiesta there are a lot of vendors. So from them, the city generates taxes. In return, the people who pay taxes also earn. So both ways, the festival provides benefits to both people and the city.”*

*“Positive, the celebration of Cinco de Noviembre does not only mean that you celebrate it, there's “Sigabong sang mga Kanyon” and at the same time they dance simultaneously, while celebrating, it's an opportunity for the local artist to develop and enhance their talent through participation in this festival like, they will dance so the dancers also have their training. They have trainings to enhance their creativity and their skills at the same time, the choreographers also develop the dancers in that event. There are trainings handled for the choreographers to enhance their talent and skills at the same time they are earning because they are paid. There is also allowance provided for the dancers, they dance and earn at the same time.”*

CP 3 uttered that:

*“The Cinco de Noviembre became a reason for the city to think of another attraction for that day which is the “Kaon Ta”.”*

*“We increase to about 25% from 2016 to 2017, the day visitors reached around 100,000 compared to 75,000 as of last 2016, the same with the overnight tourist which are around 25,000 compared to last year's 17,000 only. In a way it (Kaon Ta) is one of the big attractions for the visitors.”*

CP 4 emphasized that:

*“Being a Silaynon, I am proud to tell people that only our revolutionaries really are official in the surrender of Silay documented so it can't be taken away from the Silaynons and we have a lot to be proud of not only in the field of music, arts, culture, culinary arts. That is why we have adobo festival and the Silay native food products.”*

*“The very reason why it is being celebrated is to keep it, to remind Silaynons and our visitors, local and foreign tourists, and the youth that there are people before, before us were our*

*grandfathers, our grandmothers who risked their lives for the sake of freedom. But the mere fact that it is an important event for it gives the youth a glimpse of what happened before, and to awaken their patriotism.”*

Economically, festivals can generate sizeable long-term financial benefits and business and employment opportunities, and can fuel sustainable economic development if managed appropriately (Janke & Vezina, 2014). Festivals contribute to the local regeneration and prosperity of the destination. This is because it generates new employment opportunities (Wang, 2009). Festival tourism minimizes the negative impacts of tourism, contributes to sustainable development, fosters better relationships between hosts and guests, and helps to preserve sensitive natural, cultural, or social environments (Jepson, Wiltshier, & Clarke, 2008). According to Kim, Prideaux, and Chon, the income from festival visitors can generate a range of economic and non-market benefits that enhance the local economy. Usually, the economic benefits include revenue generation and job creation (Hu, 2010).

**Benefits of Heritage Preservation.** Historic preservation cares deeply about the past, generally not just to wallow sentimentally in a bygone era, but as a way of anchoring ourselves as we move forward into the future (Morris, 2012). Heritage tourism is particularly relevant to the social and economic well-being of communities. Heritage tourism also puts an economic value on heritage assets, thereby contributing to their preservation for future generations (Leaver, 2006). Revitalization of cultural heritage must enable tourist visits and cultural products need to be created that have a positive impact on the number of people visiting an area (Lyck, Long, & Grige, 2012). Culturally, festivals offer a unique snapshot of a community’s identity, providing an opportunity to revitalize and preserve cultural practices, and serving as a creative laboratory for contemporary performers (Janke & Vezina, 2014).

CP 1 stated that:

*“We are celebrating Cinco de Noviembre because of General Juan Araneta who is a native of Bago city and who led the revolution. It’s only appropriate that we celebrate it. Okay! The Sigabong came up because we want to celebrate what really happened. So the advocacy is there of re-telling the story of remembrance. We’re celebrating Cinco de Noviembre to honor General Juan Araneta. So, to commemorate, we celebrate it annually. That’s why we erected a monument for him. We also have this museum for him. We have Al Cinco de Noviembre as festival for him.”*

*“Well, before the DOT enjoys the cannon. The cannons are liked by the Department of Tourism in Iloilo Region VI. We have been to Roxas. We have been to Aklan. We have been to Iloilo several times. Remember during the time of Gordon, the WOW Philippines in Manila? We were there almost every year bringing the cannon.”*

CP 2 said that:

*“Before, the Department of Tourism celebrates the Tourism Council Week every September. So all the festivities in Region 6 went there to gather, so Bago always brought the huge float that explodes. That is what the Department of Tourism likes, the Sigabong sang mga Kanyon. It was brought to Capiz and Iloilo (the Al Cinco de Noviembre) that is one of the attractions in Iloilo Tourism Week Celebration of Department of Tourism.”*

*“The Museum (showroom for Al Cinco de Noviembre). The museum itself is the showroom of the life of General Juan Araneta that would of course include Al Cinco de Noviembre. The Museum is the residence of General Juan Araneta. We call it the Tan Juan Museum, Tan Juan.”*

CP 3 uttered that:

*“It’s (Al Cinco de Noviembre celebration) a venue for students to learn more about their history, venue for artists to showcase with “Kaon Ta” as part of the activity, and venue for artists to showcase their works.”*

*“The (Al Cinco de Noviembre celebration) is a venue for our local delicacy makers to prepare food and sell their delicacies; and venue for every Silaynon to taste old recipes that were only cooked before.”*

CP 4 emphasized that:

*“Okay. November 5 is declared as a non-working day in Negros Occidental that’s why a law was passed because the national government recognizes the importance of that event. That place that they are living in or they are standing now is very historic.”*

*“To remind the youth, to remind the present generation of what happened before that needs to be discussed not only with this present generation but the generation to come for them to realize that freedom is not being served in a simple platter.”*

Festivals provide a unique opportunity for community cultural development acting as building blocks for communities, promoting ethnic understanding and in doing so preserving and celebrating local traditions, history and culture (Jepson, Wiltshier, & Clarke, 2008). The non-market benefits include reinforcement of a positive image for local cuisine and host communities, enhancement of the reputation of local authorities hosting the festivals, and enhancement of the communities’ quality of life through the addition of vibrancy (Hu, 2010). Festivals also have many social impacts on a community. They help to conserve cultures and revitalize traditions (Liang, Illum, & Cole, 2008). Historic preservation has become a fundamental tool for strengthening communities (Rypkema, Cheong, & Mason, 2011).

The publicity festivals and events can generate for a community not only have a cumulative impact on the location as a tourist destination but also feed into the image and identity of the community and assist with creating an appealing and consolidated sense of community (Wang, 2009). Festivals can provide a useful link to understanding one’s local cultures, in the sense that visitors can either support or refute notions of ideology and identity which tend to be imposed by political forces in the community (Jepson, Wiltshier, & Clarke, 2008). Festivals as tourist attractions provide personal benefits such as new or increasing recreational opportunities for families, individuals and communities (Liang, Illum, & Cole, 2008). Festivals are being used by the organizers to express the relationship between identity and place and play a very important role in raising civic consciousness (Blesic, Pivac, Dordevic, Stamenkovic, & Janicevic, 2014).



### **Challenges Encountered during the Al Cinco de Noviembre Festival**

There are several challenges facing festival organizers as they attempt to make the festival successful and beneficial for the cities involved (Larson & Wild, 2004). Challenges arise as individuals and groups within communities initiate, plan, prepare, promote, and manage community celebrations. These operational aspects of events provide the framework to explore how regional and local distinctiveness influences the contact, conduct, and reception of festivals (Derrett, 2003). Every festival should build a network of relations with the stakeholders, irrespective of the art forms highlighted and – up to a certain extent, even when it challenges the traditional taste and interest of local community (Bacchella, Bollo, & Klaić, 2004). Some of the challenges that were encountered during the celebration were listed as lack of funding for maintenance, poor relationships between political and administrative leaders, poor financial management systems, and lack of local economic development strategy and local economic development unit (Meyer, 2014).

These are the statements from the conversation partners relating to the theme Challenges Encountered:

CP 1 stated that:

*“I guess the challenge will always be on how innovative the people are in making their cannon and their presentation. Those are the only challenges because participation wise, it is set.”*

*“Well, like any other fiesta there are always negative points, you really have to clean up the place afterwards. Other than that I don’t see anything negative, I don’t have negative points at least the people are here whether they’re here to drink or whatever to eat they will know the story.”*

CP 2 said that:

*“The hardship is unforgettable. Since you are the one organizing and facilitating, it gives you a nice feeling when you see a lot of people and the activity is successful and everyone is enjoying.”*

*“So the only thing we cannot forget is the traffic congestion. A great volume of people come during the last night of the celebration.”*

CP 3 uttered that:

*“It’s the budgeting. The minute things like the insufficient snacks. You cannot preempt. Others would bring someone along with them, and you are going to face that. The problem would always be the change of administration. That is it if its government entity.”*

*“Usually we would want to start on time but sometimes our guest speakers would arrive late.”*

CP 4 emphasized that:

*“Difficulties of course, like planning for the cultural presentation, planning for the succeeding events those are the things you know is really difficult but complex.”*

*“The downside of that is like November 5 is already identified as the festival. So if you are the Mayor or cultural officer in this place, you have no choice but to add side events to spice up. There is a need for continuity.”*

One of the challenges is to bundle the optimal combination of components to maximize guest satisfaction and revenue (Lyck, Long, & Grige, 2012). Seasonality is regarded as one of the most important problems of tourism industry (Çelik & Çetinkaya, 2013). It has been suggested that one of the challenges for festivals and events is how to function in an increasingly global environment while expressing the uniqueness of local communities (Wang, 2009). Festival encouraged three serious problems: eclipsing of the heritage dimension of heritage tourism, homogenization of tourist products, and dying out of cultural producers, knowledge, and technologies that physically reproduce the festival year after year (Chew, 2009).

### **Key Players of Al Cinco de Noviembre**

Local government is an institution, which deals with matters concerning the people living in the particular locality (Sikander, 2015). Tourists is defined as any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation enumerated from within the country visited (Larson & Wild, 2004).

School means any public or private institution established for the purposes of offering instruction to pupils in programs for preschool, kindergarten programs or any combination of grades one through twelve (Zinth, 2005). Local authorities and residents including administrators, community members, face restrictions, harness benefits and are variously involved in relevant concerns and decision making (Borrini-feyerabend, Kothari, Oviedo, & Phillips, 2004).

These are the statements from the conversation partners relating to the theme Key Players of Al Cinco de Noviembre:

CP 1 stated that:

*“The chairman is always the mayor and the vice mayor, tourism office. It’s impossible to work with our college people partly because it is semestral break but the high school we can work with them; besides they’re the ones who will follow (highschool people).”*

*“So, the barangays always participate when it’s time for the memorial. Participation is not so much of a problem. It is always the innovativeness, the essence, you look forward to what they are doing and how do they interpret all those things.”*

CP 2 said that:

*“And we, of course, in the city, as the Tourism Officer, as the Organizing Team (of Cinco de Noviembre event).”*

*“So during the preparation, we conduct meetings with all the Department Heads, including the PNP, the Bureau of Fire because the Bureau of Fire has a great role because we have fireworks display. Of course the PNP, for peace and order; the traffic enforcers to mind the traffic; the Solid Waste*

*Management for the trash then the rest is done by the Tourism Office. That is the work of the Tourism Office for the local government units; organize the events, the festivities of the local government unit, on top of course, of our function in Marketing and Promotion.”*

CP 3 uttered that:

*“The DepEd was a big part of the activity. There were also private individuals, maybe the coordinator and the one who facilitated the program was the Tourism Office, on top of it, is the Silay City government.”*

*“On top of it is the Silay City government but for the different parts, various groups helped to make the activity like we have the police and the Christian Community. We also have the veterans. We involve the veterans and the government officials, they are there; the Department of Education. These are the vital groups who helped in the activity.”*

CP 4 emphasized that:

*“Normally it’s the local government, Mayor, Governor, and the tourism then other civic organization like the Rotary, the Lions Club, religious groups, the barangay of course, the barangay captain and the people in the barangay are actively involved, and then the vendors association, restaurant owners bring their product there.”*

*“The Girls scouts are present because they are required. The veterans; the very old veterans, are there. Teachers are there because they are being required by the DepEd. Employees are there because we are being required, and actually the students are involved.”*

Local governments in their specific role plan program, budget, implement and monitor different aspects of local development as well as exercise legality controls (Mezei, 2008). The host cities involve hotels, juice-sellers, kiosk vendors, craft sellers, taxis, local authorities, and resulted in improved sales opportunities for locals and improved services for tourists who are coming for the event (Mitchell & Ashley, 2006). It is important for festival organizers to have a clear understanding that participants in their festival actually do perceive the benefits they intend to provide, a certain measure of future behavioral intention (Liang, Illum, & Cole, 2008). Both residents and tourists participating in a festival hold different positions and views and have different reasons for supporting the festival. Residents as the hosts and tourists as the guests feel differently about festivals, and have different needs from the festival (Cudny, 2016).

### **GENERAL STATEMENTS**

Negros Island in the Philippines is known, not only as the Sugar Capital of the Philippines but also one of the provinces in the country that is rich in history and culture. It does not only give the province great heritage and culture but also boosts the province’s Hospitality and Tourism Industry. The province’s impressive cultures, traditions and practices are still being observed and practiced today by many because of the Tourism and Hospitality Industry that never stops doing everything to preserve and sustain it. With the help of Tourism and Hospitality Industry, the bravery and patriotism of Negrense still remain in the hearts of the people.

The overall results specified five (5) themes of our study with its sub – themes namely: 1) History of November 5, 1898 - Negros Revolt, 2) Festival Celebration with sub-themes a. Cannon Festival / Sigabong sang mga Kanyon, b. Food Festival and more / Kaon Ta kag Iban Pa), 3) Benefits of Al Cinco de Noviembre with sub-themes a. Benefits of Local Development, b. Benefits of Heritage Preservation, 4) Challenges Encountered, and 5) Key players of Al Cinco de Noviembre.

Local history accounts significant events from the past of a certain place, town, province or locality. In the Philippine setting, more specifically in the Island of Negros, a historical bluff happened during the November 5, 1898 revolution. This teaches us how patriotic, loyal and brave the Negrense are.

Some of the historical events were being commemorated with the help of Festival Tourism. A celebration wherein there are people involved in the planning, organizing and facilitating to create activities and programs that are relevant to the celebration and for it to be successful. This celebration is a tourist attraction at the same time a venue for commemoration and education. It is where people, especially the local and the tourists, visit to enjoy and participate in the event.

This festival gives a glimpse of the Negros Revolution. Through this revolution, both Bago and Silay achieved freedom. This is a very important part of history which people of Negros should know. It will help them understand and appreciate more what they have in the present. This is also one event that made a mark on both cities.

Despite having such significance in the celebration of festivals, there are still difficulties encountered for there are a lot of things to be done before, during and after the event. Due to unexpected events and happenings in the celebration it can result to difficulties and problems which may have a great effect and may solicit negative feedback on the celebration.

A festival will not be complete without the coordination of the people involved: the tourists, government agencies, locals, stakeholders and the community. They will make the festival livelier and these people play a big role in the success of the festival. The involvement of the locals and tourists will make the event complete, for festivals were created for the people to participate and join whether it is for enjoyment, commemorations or entertainment.

Celebrating one event does not mean having the same perspective towards it. Residents and locals have their own ideas and reasons of why they attend such event. Each has his or her own motive of participating in the event.

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