The Buriring Festival Celebration: Its Roots, Challenges Encountered and Impacts

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Abstract

Festival is a celebration of life, and this type of celebration brings joy to humanity and breaks the monotony of life. This study reported the results on *Buriring* Festival Celebration: Roots, Challenges Encountered and Impacts. Describing the festival itself as the study's main objective on how it started, how it was celebrated, who are the significant people behind the festival, the impacts of the festival towards the host community and the challenges that were faced by the organizers and the participants. In this study, the qualitative design of research was used and the approach was narrative inquiry. To ensure the trustworthiness of the data the researchers used Triangulation and Member Checking for Credibility, Thick Description and Purposive Sampling for Transferability, Code-recode Strategy and Stepwise Replication for Dependability and Audit Trail Strategy for Confirmability. The results indicated the (5) five themes with (3) three essential sub themes namely: 1) The Roots of *Buriring* Festival on how and why it was established, 2) Festival Celebration with (3) three sub themes specifically a) Preparations, b) Promoting the Festival and c) Activities, 3) Key Players of *Buriring* Festival which are considered to be the people behind the success of the festival, 4) Challenges Encountered by both organizers and participants and 5) Impacts of *Buriring* Festival to City of Cadiz. The aim of informing the people about the *Buriring* led to the making of the festival and became a medium of appreciation of the *Buriring* fish and celebration of the festival itself .Through the celebration of Cadiz City's *Buriring* Festival, people were educated that peculiar and unique fish considered to be a species of puffer fish called *Buriring* is edible.

Keywords: tourism management, *Buriring* festival, qualitative, narrative inquiry, Philippines

INTRODUCTION

Across the globe, festivals attract significant interest in both the developing and developed economies. Festival tourism can be used as a tool to boost the local economy and has the potential to aid in the seasonal, geographic and demographic spread of tourism (Mxunyelwa & Tshetu, 2018). Events are not only one of the most important parts of tourism, but also inseparable part of human society. They are global phenomenon which is gaining greater and greater importance through the event industry (Oklobdzija, 2015).

Moreover, 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, religious meetings, etc., (Popescu & Corbos, 2012). Events and festival celebrations have been recognized by various studies as an important motivator of tourism. Past research show that events/festivals can bring positive benefits such as economic, social and community togetherness to their host community (Shanka & Alamiyo, 2012).

In order to make events successful, the key players must be well organized all of the stages in the entire planning process also need to be in harmony and be correlated

with one another (Theodoraki, 2010). That is why understanding festival attendees' experience is imperative for festival organizers because attendees' experience is a predictor of their future behavior (Manthiou, Lee,Tang, & Chiang, 2014). In addition, the special events and festivals have the potential to provide a location for society members to come together and share identities and places of significance (Carter & Zieren, 2012).

According to Bottega (2017), the major challenges faced by food festival organizers are legality, financial viability, discoverability and health & safety. With that you cannot take for granted issues to arise (MacDonald, 2017).q

Furthermore, in terms of the festivals impact, they claimed that the festival seemed to have led to an increase in the economic activity of the municipality such as the expansion and improvement of local products and services which help generate more income for the locals (Luna, 2015). Festivals are also very effective tools for developing destination image, revitalizing economy, culture, traditions, building civic pride, raising funds for special, civic or charitable projects, and providing opportunities for the community (Anil, 2012).

Objective

The research aimed to describe the Buriring Festival of Cadiz.

Framework of the Study

Festivals are a great anchor for attracting tourism. While the destination is always available, having a time-limited event encourage visitors to take advantage of this opportunity and visit the place during the event. Festivals are also a prime opportunity to get to know the local culture and experience the essence the place. During the event, visitors have a unique chance to interact with the local community, gaining a deeper experience of the ambiance, customs and local culture (Avraham & Ketter, 2012).

Moreover, festivals have been proliferating worldwide, and local authorities are either supporting, or organizing small, local festivals to enhance the attractiveness of the destination for non-local visitors. Festivals are also very effective tools for developing destination image, revitalizing economy, culture, traditions, building civic pride, raising funds for special, and providing opportunities for the community to deal with fine arts (Zagreb, 2012).

Nevertheless, festivals are social and cultural phenomena that represent the living culture of a local community. Therefore, festivals are a potential channel through which the history of a community can be narrated and a sense of place uniqueness can be established (Shanka & Alamiyo, 2012).

Besides, events and festivals have been recognized by various studies as an important motivator of tourism. Past research show that events/festivals can bring positive benefits such as economic, social and community togetherness to their host community. In addition, events/festivals have the ability to create memorable experience for visitors, dampen negative images regarding host community, and create activities to motivate travelers (Shanka & Alamiyo, 2012).

Various regions are hold many different types and content of festival activities, but at the same time, how to set up own brand festival did not cause the attention of the government. Research planning creative festival tourism, can better meet the demand of tourism consumers, improve the visibility of the city and drive the development of regional

economy, It will further promote the healthy development of festival tourism (Congcong, 2014).

Moreover, festival benefit is defined here as the ultimate value that people place on what they believe they have gained from observation or participation in activities and interaction with settings provided by festivals. The perceived benefits from consumption are most likely what the visitors take away, convey into word of mouth, and partly rely on for deciding to revisit the event. Thus, perceived benefits may be a better foundation for event design improvements, marketing, and event policies (Meretse, Mykletun, & Einarsen, 2016).

Virtual event, real-time video streaming and distribution through multiple personal hand held media will supplement rather than replace attendance at events but they will become more crucial to success as their provision becomes an anticipated norm in the mind of the event attendee (Getz & Page, 2016).

Key players, who have a critical role as resource providers and a dominant position in setting their agendas and who stand as guarantees of continuity which increase the value of the initiatives' inter mediating activities through their competence, networks, and political and societal influence (Laur, Klofsten, & Bienkowska, 2012). Identifying key players is challenging because players who are individually the most central are not necessarily the most central as a group due to redundancy in their connections (An & Liu, 2016).

A still further problem encountered with event planning is that it does not occur in real-time and may give rise to issues concerning stale calendar data (Tetloff, 2012). By bringing together community members and organizations, collaboratives present holistic problem-solving targeted at the origin of the problem, sharing risks and increased access to resources (Kegler, Rigler, & Ravani, 2010).

Also, research has suggested that festivals may influence the identities of the people involved and the host community itself (Jaeger & Mykletun, 2013). Furthermore, festivals and special events have increased worldwide because they provide significant economic, socio-cultural, and political impacts on destinations (Yolal, Woo, Cetinel, & Uysal, 2012).
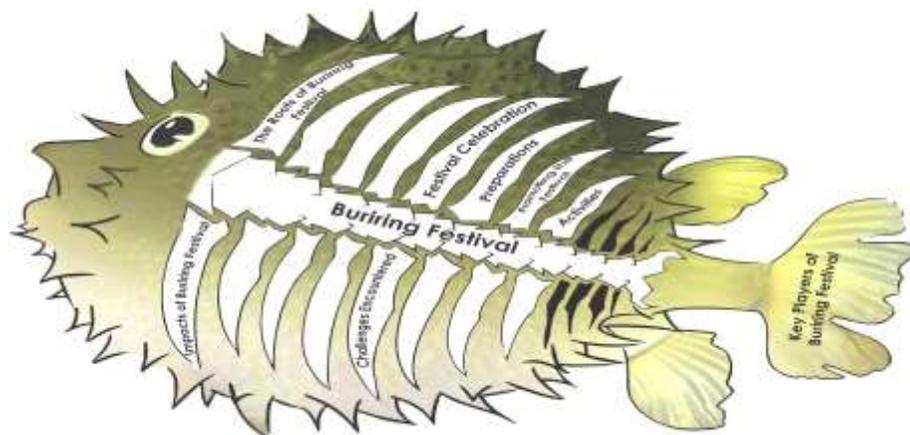

Fig. 1.1. Schematic Diagram of the Conceptual Framework

Figure 1.1. Schematic Diagram illustrating a puffer fish represents the result of 1.) The origin of Buriring Festival which includes the primary motivation which birthed the festival concept, the identities of the first celebrants, the date when it was first celebrated,

and other identifiable circumstances which surround the first time celebration of Buriring Festival.

The vertebral column of the puffer fish represent our topic which is the Buriring Festival. And the body of the puffer fish is divided into parts which depict the themes that came out of our study. We chose a picture of puffer fish because Buriring is a kind of puffer fish and to have more vivid illustration of our topic.

Scope and Limitation

Our conversational partners are limited to the founder of the Buriring Festival, the Cadiz City Tourism head officer who have organized the festival and a winner from the barangay entries. The researchers were given four months from December 2017 to March 2018 to conduct the study. The study was conducted in Cadiz City, Negros Occidental, Philippines.

METHODOLOGY

Research Design

This study used qualitative research design. Writing a qualitative research reflects the iterative nature of the qualitative research process: data analysis continues while writing. A qualitative research article is mostly narrative and tends to be longer than a quantitative paper, and sometimes requires a different structure (Korstjens & Moser, 2017). Narrative inquiry is a way of thinking about and studying experience. Narrative inquiry follows a recursive, reflexive process of moving from field (with starting points in telling or living of stories) to field texts (data) to interim and final research texts. Narrative inquiry highlights ethical matters as well as shapes new theoretical understandings of people's experiences (Clandinin & Huber, 2001).

Sources of Data

The conversational partners were the founder and at the same time the organizer the first ever Buriring Festival, Cadiz City Tourism head officer who was also one of the organizers and a winner from the cooking competition among the barangays during the Buriring Festival. The participant must be a resident of District 2 in Cadiz   City, involved since the maiden celebration of Buriring Festival, and have sufficient knowledge about the Buriring fish. A gatekeeper is an individual or collective actor who is in a position to control access to resources and rewards relevant in a particular social system (Hoenig, 2015). The gatekeeper of the conversation is the Cadiz City Mayor. The gatekeeper was one who regulated our access with our conversational partners.

Data Gathering Procedure

The researchers wrote a letter of permission to conduct an interview with the founder of the festival, Cadiz City Tourism head officer and a winner from the cooking competition. The letter was given to the mayor's secretary to inform the mayor of the purpose of the study and the required conversational partners of this study. The researchers inquired about the availability of the conversational partners to set schedule of interview with them. The sources of the data that were used in the study were the data and information taken from the personal interview with the conversational partners. The conversational partners answered the personal interview about the Buriring Festival.

The researchers conducted the interview three times for each conversational partner with the time interval of 1-3 weeks for each interview. The target and ideal

duration of the interview was 1 hour to 2 hours but due to the availability of the conversational partners, the research group was able to conduct the interview for only 50 minutes. Nonetheless, the research group was able to gather sufficient information with the aforementioned duration of the interview.

Ethical Considerations

The researchers ensured that the conversational partners are well informed about the purpose of the study, procedures, duration risks, benefits, reimbursements, sharing the result and right to refuse or withdraw through informed consent process. The informed consent includes the print name and signature of participants which was signed on dates of January 11, January 16 and January 25, 2018. To secure the collected confidential information, password protected audio recording in the series of interviews was implemented. Also, for the conversational partners' confidentiality, their real names were not mentioned but rather the researchers used alias instead. Then the encoded data in the spreadsheet and the audio recordings were discarded after the writing up of the final report.

Rigors of the Findings

The rigors of the findings plays an essential part in the procedure of a research to make it valid and reliable. Thus, the trustworthiness of a qualitative research is often presented by using the terms such as credibility, dependability, transferability, and confirmability.

Credibility. One of the key criteria addressed by positivist researchers is that of internal validity, in which they seek to ensure that their study measures or tests what is actually intended (Shenton, 2004).

Member checking refers to giving the transcribed interview (or the completed analysis) back to the participant to obtain additional information or to correct data (Morse, 2015). Member checking, also known as participant or respondent validation, is a technique for exploring the credibility of results. Data or results are returned to participants to check for accuracy and resonance with their experiences (Birt, Scott, Cavers, Campbell, & Walter, 2016). The researchers let the conversational partners read the transcription of their interviews and confirmed some data.

Transferability. In positivist work, the concern often lies in demonstrating that the results of the work at hand can be applied to a wider population (Shenton, 2004). Form of representation transfer to be suitable for a wide range of target visual recognition tasks (Kemparaj & Chavan, 2013).

Thick description helps other researchers to replicate the study with similar conditions in other settings. It is the qualitative inquirer's role to provide thick descriptions of the study to ensure its transferability (Anney, 2014). The researchers used thick description by explicating raw data to a much more detailed data through emphasis and meaning to the contexts by words.

The conversational partners are selected using purposive sampling techniques in order to maximize the information to be uncovered from few participants but not for generalizability (Anney, 2014). The researchers used purposive sampling by selecting conversational partners with the best qualities they possess related with the study through inclusion criteria.

Dependability. In order to address the dependability issue more directly, the processes within the study should be reported in detail, thereby enabling a future researcher to repeat the work, if not necessarily to gain the same results (Shenton, 2004).

The code recode strategy is also referred to as code agreement, whereby the research process allows multiple observations by the researcher, suggesting that the inter-rater or inter-observer code the data and compare the coding done by the inter-rater (Ary, Jacobs, Irvine, & Walker, 2018). The researchers used code-recode strategy by coding the gathered data a number of times by giving gestation period from the first coding to the next coding. Also the data should be in detail to assure that the gathered data are dependable.

Confirmability. is concerned with establishing that data and interpretations of the findings are not figments of the inquirer's imagination, but are clearly derived from the data" (Tobin & Begley, 2004).

An audit trail strategy involves an examination of the inquiry process and product to validate the data where a researcher accounts for all research decisions and activities to show how data were collected, recorded and analyzed (Bowen, 2009). The researchers used audit trail by chronologically recording the given data. And jotting down the sequence of activities to validate that these data are not just of the interviewees' imagination.

Data Explication

Thematic Analysis (TA) is an accessible, flexible, and increasingly popular method of qualitative data analysis. Learning to do it provides the qualitative researcher with a foundation in the basic skills needed to engage with other approaches to qualitative data analysis (Braun & Clarke, 2012).

Thematic analysis is divided into six phases:

First step is **familiarization with the data**. The researchers listened to audio-recorded data and noted any initial observation then read and re-read the data to be intimately familiar with the data. We started off by transcribing the interviews of each interviewee. We had to listen to the interview for number of times for us to be familiar with the data.

Second step is the **coding**. The researchers coded every data item and ended this phase by collating all the codes and relevant data extracts. After transcribing the data, we cut the data into sentences and gave each meaning to every sentences. We started with units of meaning after that we gave our own code for every units until we reached the code 2 where the codes are more vivid.

Third step is **searching for themes**. The researchers coded the codes to identify similarity in the data. Then the researchers constructed themes and collated all the coded data relevant to each theme. After we reached the code 2 we made our initial theme out of the codes we were able to come up. Each theme is related to every code we were able to make.

Fourth step is **reviewing of themes**. The researchers checked if the themes tell a convincing and compelling story about the data, and begin to define the nature of each individual theme, and the relationship between the themes. The researchers had collapse two themes together and also had to split a theme into two or more themes. We also did our SPSS where we compared the results of the SPSS to our manually done themes to reach our final theme.

Fifth step is **defining and naming themes**: The researchers conducted and wrote a detailed analysis of each theme. Also, identified the 'essence' of each theme and constructing a concise, punchy and informative name for each theme.

Lastly, **writing up the report**. The researchers put together vivid data extracts to tell the reader a coherent and persuasive story about the data, and contextualized it in relation to existing literature. We looked for related literature for every theme we were able to come up and supported each themes with the statements of our conversational partners.

RESULTS AND DISCUSSION

In this study, scrupulous data explication of the interviewees were conducted, and units of meaning, codes and findings were examined from the product of initial data which were narrowed to arrive with themes and sub themes. Below this are the detailed discussion on the final themes based on our study of the Buriring Festival:

The Roots of Buriring Festival

Festivals were developing, and their influence on people and economy was increasing due to the advancements of the industrial age, which began at the time of the first industrial revolution (Gierczak, 2011). Furthermore, one of the first festivals was also those events connected with seasonal occasions such as sowing and harvesting. Those kinds of festive events were also seen as the first festivals by Davies (2015). According to Cudny (2014) the origins of the festival boom in the second half of the twentieth century. The next period in the development of festivals came in the twentieth century, when all the civilizational factors which contributed to the growth of these events in the nineteenth century were intensified (Cudny, 2016).

These are the following statements:

> **Conversational Partner 1 stated that**, *"Buriring Festival started when Congressman Juan dela Cruz and I were talking and he asked me if what is a good activity for the second district and being a food lover I thought about food, actually Cadiz and Sagay are the only ones eating this so it was like more of sharing that love for Buriring that people from Cadiz and Sagay are waiting every month of August."*
>
> *"It started when Congressman Juan dela Cruz and I were talking. He was trying to find something unique in our district, the 2nd district and then, we want to make it as a festival to spread knowledge to others that "Puffer fish" is edible, because usually when you say "Puffer fish" it is poisonous."*
>
> *"Because Buriring is an exotic food so I said why not showcase exotic food to public because a lot of people will be curious and they will really go after it, so that was one of the factors why we chose Buriring Festival."*

Furthermore,

> **Conversational Partner 2 said that,** *"That idea originated*

from Congressman Juan dela Cruz during his first term that he wanted a certain program or activity for the whole second district and he wanted to start it with Cadiz and the only program that he can think about is about Buriring although it is Cadiznon but the neighboring cities in the second district also eat and know about Buriring."

"Congressman Juan dela Cruz wanted to have a project wherein the three cities and municipality can unite that is why Buriring Festival was the idea that we thought of."

"It was an effort of Congressman Juan dela Cruz and it was intended supposedly for the whole 2nd district. The people involved were Cadiz, Sagay and Manapla that was what he came up because people from Cadiz eats Buriring, some of the Sagaynons and only few from Manapla that makes it the common thing about the district."

Moreover,

Conversational Partner 3 expressed that, *"The Buriring Festival came from the fish called Buriring that is believed by some that is poisonous but in Cadiz it is eaten here that's why it became a festival."*

"As far as I know they chose to have Buriring Festival because Buriring is the common thing among Cadiz, Sagay and Manapla but mostly people from Cadiz are the ones who really eat such."

"The Buriring Festival is a project of Congressman Juan dela Cruz but it was Jose who suggested it because it was introduced to him by his grandmother."

In the nineteenth century they also included cultural and entertainment events, similar to today's festivals. Such as an annual food festival hosted by the city of Tatebayashi in Gunma prefecture, Japan. This is the example of the event, where unique regional food triggered the development of festival tourism. It possibly has its roots in a primitive festival honoring the beginning of the new year and the rebirth of nature, though it is also possible that the beginnings of Carnivals (Cudny, 2016).

Festival Celebration

Festivals provide many benefits to regions and communities such as tourism expenditure, community pride, and the celebration of culture (Tkaczynski, 2013)**.** Just for instance, many countries of the world celebrate their culture and heritage through events and festivals. Often, one of the themes highlighted in a cultural celebration is food (Vujicic, Ristic, Vujicic, 2012). Festivals, once local celebrations of culture and heritage, can become international events spreading to countries outside their region of origin (Ferdinand & Williams, 2013).

Preparations for the Buriring Festival

According to Popescu and Corbos (2012), in organizing cultural festivals, there are two vital stages that should be focused on; the planning of the event and the

implementation. Implementing the event needs to be done per the initial plan even if the planning process becomes exceptional; without any excessive changes or modification during the event. In addition the process of fes- tival development and their increasing influence on their surroundings is referred to as "festivalization" (Cudny, 2013).

These are following the statements:

> **Conversational Partner 1 said that,** *"We started with 2 or 3 meetings to set-up according to our desired plan, what will be the program, who will be invited and what do we want for the event. And then, during the later stages, around 1 or 2 meetings before the festival, by that time we already started to buy all the things we need for the contest."*

> *"Once we knew what we wanted to do, more or less, in general we gathered the heads of Cadiz then we started with a meeting, and then series of meetings, a few weeks leading to the activity. That's where they wanted it in Cadiz and that's what they planned that they wanted to have cooking contest. And then Cadiz and Sagay made their working committees, in fact actually they have their minutes of their meetings as well."*

Also,

> **Conversational Partner 2 expressed that**, *"It was organized by both second district team, Cadiz, Manapla and Sagay since they noticed that there is a big consumption of Buriring in Cadiz as well as it is also in here where most of Buriring is being caught and not all those from Manapla and Sagay eat Buriring."*
> *"Of course we created a notice in preparation of that, more like each of us had our own tasks and you really need to make committees or else who will do the task."*

> *"We created committees because in every activities the only hard part there is on the beginning, once you have your final program and you have a committee that you can to mobilize then it will not be hard on your part anymore."*

In addition,

> **Conversational Partner 3 stated that**, *"We prepared by bringing frying pan, all of the things that is needed in the kitchen. Then we had our service and we just used charcoal for cooking."*

> *"Because it was our first time to try the Afritada style of Buriring so we really practiced the whole week given to us so that we can perfect the dish that we will not be able to mash the Buriring."*

To organize international festivals. It's highly important, when such a festival or event is into consideration all organized, to take aspects: economic, social, cultural, and

also the future aspects which are going to have an impact on that certain area, after the festival is over. If, at the end the festival the outcome isn't the desire done, and the tourists and participants aren't satisfied, they'll keep in mind to never come back to this event, and it will be difficult for the organizers to win back their public (Popescu & Corbos, 2012). Consequently, these types of events require special consideration when conceptualizing and understanding event outcome (Ayob, Wahid, & Omar, 2011).

Promoting the Buriring Festival

Gastronomy with regional characteristics is just one of the elements that could contribute to creating an effective representation of a region that is exotically different from all other regions in the mind of a tourist. Vujicic, Ristic, & Vujicic (2012) see the potential of promoting gastronomic tourism by its healthy prepared food. One of the most important findings is that festival commercialization is the strongest predictor of tourists' satisfaction (Kim, 2015).

The following statements are:

Conversational Partner 1 stated, *"I know a lot of bloggers so I invited them to come to the festival so that they can write something about it and it will serve as promotions for the years to come."*

"Why not try to search on the internet about the festival because you'll see the blogs about the Buriring Festival and there were a lot of pictures showing the activities from the start to finish and surely the readers will crave over the dishes prepared during the festival."

Furthermore,

Conversational Partner 2 said, *"We had bloggers, mostly those who went here were all food bloggers. Also, the timing was nice because the GMA 7 was also here."*

"We invited mini cook bloggers that time, so there were many who went here starting from the officials of the province both from the cities of Sagay, Cadiz and municipality of Manapla, almost one hundred more or less visitors of course. I was also there as a tourism officer of Cadiz, Sagay was also there, the tourism officer of Manapla was also there for the meetings, also we also aired it, at the same time through radio and word-of-mouth."

Moreover,

Conversational Partner 3 stated, *"GMA network was there during the festival because as I can remember we were even interviewed by them."*

"I saw on facebook, there was a post about Buriring Festival that it invites people while us, we were personally invited by tourism."

"As far as I can remember there were flyers that were given

and there were tarpaulin on the road so that people will know that there is Buriring Festival every August here in Cadiz."

Understanding the motivation to visit particular tourist destinations and festivals is important for building effective tourism marketing strategies (Yoo, Lee, & Lee, 2015) . A last recommendation regarding organizing a cultural festival or event would be promoting the festival abroad. Such a media promotion should include TV spots, posters and articles in the written press, but also online (Popescu & Corbos, 2012).

Activities during the Festival Celebration

These festivals provide core activities that build on or are displayed in a frame of local culture and heritage (Jaeger & Mykletun, 2013). Generally, the festivals are organized in order to answer the specific needs of a community and in the same time to offer entertainment. These types of events have the power to offer people a feeling of social, geographical, cultural, etc. belonging (Popescu & Corbos, 2012).

These are the following statements:

Conversational Partner 1 expressed that, *"It was a one day activity only, there were dances and musical performances during festival."*

"After the competition the venue was opened to all for them to eat the Buriring dishes cooked by the contestants and it was just for free because that's what we also wanted that everyone we'll be able to try Buriring."

Furthermore,

Conversational Partner 2 stated, *"It was really a competition among participants the one that we made three or four years ago."*

"It has a short program with messages from our officials from the province, from the city government of Cadiz, from Sagay and Manapla and at the same time we invited 22 cooks from Cadiz, Sagay and Manapla likewise to prepare a menu, different menu for the cooking of Buriring."

In addition,

Conversational Partner 3 said that. *"There was cooking competition during the festival because that's where I joined."*

"The program started with a prayer and there was also a message from an official but I forgot who he was."

"There were dances and song numbers and the venue was very lively, indeed it was really festive."

In order for an event to be called a festival, it had to meet at least one (and preferably more than one) of the following criteria: use of the word 'festival' in the event

name; it being an irregular, one off, annual or biannual event; emphasis on celebrating, promoting or exploring some aspect of local culture, or being an unusual point of convergence for people with a given cultural activity, or of a specific sub cultural identification"(Gibson & Stewart, 2009)**.** Festivals are distinctive because they take people outside their normal behaviors in time and space. They provide unusual activities and evoke feelings and emotions that are very different to the regular and material (Cudny, 2016). Festivals are created as a celebration of art, music, and culture (Mackellar, 2014). Moreover many countries of the world celebrate their culture and heritage through events and festivals. Often, one of the themes highlighted in a cultural celebration is food (Vujicic,Ristic & Vujicic 2012).

Key Players of Buriring Festival

We first introduce the theoretical concept of the key player who is the agent that should be targeted by the planner so that, once removed, she will generate the highest level of reduction in total activity (Zenou, 2016). Festivals are co-produced by a collection of stakeholders, and festival organizers facilitate the festival outcomes by interpreting stakeholders' contributions, aims, and concerns (Van Niekerk & Getz, 2016).

Experience has a positive effect on vivid memory, which consequently influences loyalty that is why understanding festival attendees' experience is imperative for festival organizers because attendees' experience is a predictor of their future behavior (Manthiou, Lee, Tang & Chang 2014). Event organizers includes providing service for an activity or an integrated activity. It involves the movement of many resources from one unit activity to another through the process of transformation to achieve the purpose of an event (Tetloff, 2012)**.**

These are the following statements:

> **Conversational Partner 1 stated that,** *"So our key person for this festival, of course we have Congressman Juan dela Cruz, he was also the one who instigated to find something to be celebrated."*
>
> *"And then Anna, the head of the tourism of Sagay was my partner even before I still worked at the tourism. We helped each other with the Buriring Festival and also the tourism head of Cadiz, I forgot her name, but I think it is Maria."*

Moreover,

> **Conversational Partner 2 said that,** *"Sir Jose that time was very supportive of the activity and he invited some media like bloggers."*
>
> *"That time we invited the officials of the province and then they attended the event and our very own mayor of Cadiz, Mayor Cardo."*
>
> *"The working committees were very cooperative and supportive. They really did their best to make Buriring festival successful."*

Also,

> **Conversational Partner 3 expressed that.** *"The most*

important person in the making of the Buriring Festival is Congressman Juan dela Cruz because that was his project."

"Vice Governor Mario was even there to support the event and as I can remember he even got some of our dish."

Festival organizers, operational festival workers, municipality officers, and tourism firms related to festivals in rural areas that festivals do influence the identities of people and place and that all processes related to festivals influence the need to belong (Jaeger & Mykletun, 2013). The findings of this study will help all key stakeholders to more fully understand what visitors want, and guide festival management to organize sustainable festivals as a niche tourism attraction (Arcodia, Lee, & Lee, 2012).

Challenges Encountered

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 (Popescu & Corbos, 2012). By fulfilling these roles, community organizers serve a valuable purpose within collaboration and provide a promising strategy to overcome the challenge of cross-sector partnership in order to improve the well-being of communities (Tetloff, 2012). Grand challenges are typically complex with unknown solutions and intertwined technical and social elements (Stadler & Fullagar, 2016).

These are the following statements:

Conversational Partner 1 said that, *"That challenge during the planning, I also told them that the challenge during the event itself was when I was not able to contact DENR and we weren't able to communicate with DENR then that was also the time they told us that maybe it was dangerous because they didn't know the information."*

"The DENR sent a letter to warn us about Buriring Festival that maybe it will be dangerous so that's it, after that we were having second thoughts to continue it or not. But then we said, we knew and it's been awhile since we started eating it together with our friends, nothing happened."

In addition,

Conversational Partner 2 stated that, *"The number 1 challenge is what if that day there is no Buriring to catch because I've said on your previous interviews that the Buriring is seasonal and there are some times that there are no Buriring at all."*

"There's a conflict with the DENR because we didn't inform them that we will be having a festival about Buriring. The day before the festival they gave us letter and told us that the festival is dangerous because Buriring is poisonous."

"We're scared that maybe there will be poisonous fish mixed with the Buriring and that maybe the Buriring were not cleaned well. If that happened and it will be eaten by anyone

then that would really cause a problem."

Moreover,

Conversational Partner 3 expressed that, *"It was hard for us because of course we were the ones who worked for it, then we have to lift 5 kilos of Buriring, add some water for it then wash it. The allotted time of washing the Buriring is like an hour almost two. We have to check it one by one of course then we'll have to prepare the rest of the needs. We found it hard because it was heavy and then we're cooking with fire so it's hot because it was also only held at the plaza that time."*

"We also had a hard time sorting out the Buriring because it was 5 kilos, it was not easy to sort out and cook at the same time knowing there's only the two of us and of course 5 kilos is already heavy for our part. And each of us had different tasks, not just to sort it out, but the other one had to wash it and so on."

The most widely encountered challenges were "lack of financial resources," and "preparing a project takes a long time (Demirel, Baydas, Yilmaz, & Goktas, 2013). Furthermore, the not-for-profit sector brings numerous challenges for festival organizations, and there is a need to appreciate how collaborative and creative knowledge transfer can occur formally and informally (Stadler & Fullagar, 2016). Conflict can arise when the goal of the partnership differs, and perhaps even contradicts, the goal of a member's organization (Tetloff, 2012).

Impacts of Buriring Festival

Research has suggested that festivals may influence the identities of the people involved and the host community itself (Jaeger & Mykletun, 2013). Moreover, perspective suggests that policymakers and festival organizers expand their activities from managing individual celebrations to governance of shared resources (Ferdinand & Williams, 2013). Festivals play an important role in rural communities, and they are typically embedded in the local ecosystems of sports, culture, business and other types of associations, where they might deliver elements of coherence, commitment and meaning, as well as occasional economic benefits (Hjalager & Kwiatkowski, 2016). This impact may be a result of the events functioning as occasions to express collective belonging to a group or a place, and provide opportunities to create united histories, cultural practices, and ideals, but there is little evidence for this (Jaeger & Mykletun, 2013).

These are the following statements:

Conversational Partner 1 stated that, *"Being an organizer of Buriring Festival, the experiences I had with the festival makes me wiser, it gives me satisfaction and it is good. It is very good experience after all the challenges, right now the challenges is just nothing."*

"The festival was effective in terms with encouraging visitors to come to Cadiz and turned out the way we planned it to be since it was a grandiose event."

> *"Being one of the organizers of the festival, I was much fulfilled and I was indeed satisfied the way our event turned out because after which being a government employee, I saw that the number of tourist that wanted to try the Buriring indeed grew significantly."*

Furthermore,

> **Conversational Partner 2 said that,** *"The people were very visible it is because the tourism staff of Manapla and Sagay that time were really there and the rest of our city officials are there. I can say that the district really united that time."*

> *"That was really fun. Why? Simply because it was really nice that even now you can't even forget about the eating part be it with the young ones, old ones, no matter who you are, you may be an official in Cadiz or just an ordinary person, if you want eat can just eat. With that event, the purpose of having the people united was really fulfilled."*

Furthermore,

> **Conversational Partner 3 said that,** *"Because of the Buriring Festival people were united, we were given the chance to get together with the officials and it is not all the time we get that chance because we are just an ordinary person."*

> *"For me Buriring Festival was really a very big help because Buriring became well known and because of that people's misconception about Buriring was somehow changed because there are now a lot of people who wants to eat Buriring."*

Festivals can be viewed as contentious sites for the production of new transnational and ethnic socialites and identities (Leal, 2016). Moreover, satisfaction significantly affects the loyalty of attendees at aboriginal festivals and is an important mediating variable in the behavioral model of aboriginal festivals (Lee & Hsu, 2013).

The study validates the increased tourism income can provide a significant boost to the economy of a local community (Litvin, 2013). That the more the tourists being were aware of the festivals, the more likely they were to consider the festivals as an important factor in their destination choice (Oh & Lee, 2012).

GENERAL STATEMENTS

Nowadays, festivals have been great vehicle for attracting tourism. It is one of the basic assets of hospitality and tourism industry in boosting its economy. Festival is a celebration of life, and this type of celebration brings peace and joy to our humanity and breaks the monotony of life. Furthermore, festival is one of the vital resource that helps the industry to become stable and competitive.

Buriring Festival is a celebration of the 2nd district of Negros Occidental to showcase its unique and peculiar kind of fish which is the "Buriring". *Buriring* is a species of puffer fish, quite possibly known as *arothron manilensis.* Buriring Festival is celebrated within the months of July to September. We the researchers have found out that within the months of July to September, the production of *Buriring* increases, which is why the

local tourism office of Cadiz City in cooperation with the District 2 councilor decided to put up the festival to appreciate its resources. Moreover, Buriring Festival originated when Congressman Juan dela Cruz of District 2 was trying to find a festival that is unique for the district. It is also then the organizers wanted to educate the people and change their misconception about the *Buriring* being poisonous.

Buriring Festival is one of the unique festivals in the Philippines in which it showcases one of the peculiar species of puffer fish that can only be found in the shores of the district. The festival displays its abundance of production and the life of the people as fishermen. It is a colorful festival of great joy and enthusiasm of the people. It is a day filled with complete mischief, fun and enjoyment.

Key players play an essential role in the festival celebration. To make a festival successful, the right players need to be involved. This includes a variety of people from both inside and outside of the state and each one will play a critical role in helping to guarantee smooth transition of preparation. With the key players involved the tasks will be divided accordingly and hence will become work easier and faster.

Challenges are one of the reasons why a festival becomes successful and hard to pull down. It makes the festival stronger and can dig up certain and important things not only for the festival but also for the key players itself to enhance their capabilities as leaders. The challenges are the stepping stones of each festivals in which it allows the festival to familiarize.

The impacts about the festival plays a vital role in the festival itself. What people think and see affects the overall aspect of the festival. As people are one of contributors in making the festival successful and the spreading of its existence. In addition, the impacts on the people affect the number of tourists visiting the festival.

To sum up, we can say that Buriring festival is a one of a kind festival that showcases a kind of puffer fish called "Buriring". The aim of educating the people about their misconception being it poisonous led to the making of the festival and became a medium of appreciation of the *Buriring* fish and the celebration of the festival itself.

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