Maradula Festival: The Experiences of the Host Community in Festival Management

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Abstract

Festivals often serve to fulfill specific communal purposes, especially in regard to commemoration or thanking to the gods and goddesses. Celebrations offer a sense of belonging for religious, social, or geographical groups, contributing to group cohesiveness. The study reported the results on the experiences of the Maradula Festival: The Experiences of the Host Community in Festival Management. It is said that there are different factors in festival management with the involvement and experience of the host community. The study aims to describe the experience of the Host Community in the Maradula festival in Barangay Concepcion Talisay City, Negros Occidental Philippines. Qualitative research, specifically narrative inquiry was used in conducting the study. The conversation partner that was interviewed were the former barangay captain, a fruit seller and an event organizer. As to the rigor of findings, the researchers ensured the trustworthiness of the data through its credibility, transferability, dependability, and confirmability. There were 8 themes that emerged, and these are 1.) History of the Festival 2.) Hopes and Aspirations 3.) Challenges 4.) Tourism Key Players 5.) Socio Economic Benefits 6.) Festival Management with sub themes a.) Festival Activities b.) Festival Preparation c.) Products of the Festival. This study shows how the people of Concepcion Talisay organize and manage the Maradula Festival.
Keywords: hospitality management, festival management and experiences, qualitative narrative design, Philippines

INTRODUCTION

Festivals and events can be understood as 'formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact'. The festivals and events have long existed as appropriate cultural practices devised as forms of public display, collective celebration and civic ritual (Quinn, 2009). Local Heritage Festivals are also likely to support authenticity because they are grounded in both geography and history. These celebrations carry symbolic meaning and significance that relate to the local sense of place and represent the classical definition of a festival (Ma & Lew, 2012).The historical and geographic contexts, therefore, provide an essentialist understanding of the theming and visitor experience of festival events. They provide insight into debates over product heritage and authenticity experiences. There is a tendency, for example, to introduce de-contextualized commercial products at a festival, such as food products that are more generically popular than those associated with the traditional event (Quinn, 2003).

Many of the Local Heritage Festivals in China is derived from the traditions of the different ethnic groups. Domestic tourism brochures, for example praise the "colorful customs" of Longsheng, an area in northwest Guangxi Province, as well as "the jovial shoulder pole dancing" of its Zhuang people and the "Long Drum Dancing" and "the combing of their long hair" among the Yao people (Mulan & Hassink, 2014). The Water Splashing Festival in Yunnan Province has become one of the widely known minorities religious celebrations in China. It is celebrated by the Dai People, an ethnic group of over one million people in Southwest China (Ma & Lew, 2012).

The annual Summer Festival is one of the longest running and most highly-funded events in Taiwan. The tourism department of the public sector expects to promote tourism development through the festival (Chang & Hsieh, 2017). Festivals treated as rituals were organised in different continents, e.g. in South America, Asia, Africa or Europe. One of the first festivals was also those events connected with seasonal occasions such as sowing and harvesting (Cudny, 2014). Those kinds of festive events were also seen as the first festivals by, who called them temporal or seasonal festivals. More advanced forms of festivals, containing elements of higher culture or art, took place in ancient Greece (Davies, 2015).

Scholars have defined various types of festival relying mainly on the sacred/ secular dichotomy. Religious festivals have evident secular implications, and secular ones almost invariably resort to metaphysics to gain solemnity and sanction for their events or their sponsors. Rural festivals are supposedly older, agrarian, centred on fertility rites and cosmogony myths, while the more recent, urban festivals celebrate prosperity in less archaic forms and may be tied to foundation legends and historical events and feats (Falassi, 1987). Contemporary rural destinations as well as cities more and more often organise food festivals, which attract gourmets from all over the world as a part of food tourism (Hall & Sharples, 2008).

Considering important moments in personal life, we may distinguish events or festivities referring to birth, marriage or death. It is certainly possible to quote examples of events connected with the First Holy Communion, so popular in Poland in recent years or the Bar Mitzvah celebration, during which a Jewish boy officially comes of age (Duvignaud, 1989). The National Heritage Festivals (quadrant III) also has a base in tradition and identity, making authenticity an issue, but are not tied to specific localities. Each place must seek their unique twist on the national event to stand out from the crowd. That twist can be in terms of a greater focus on authenticity, or it could be a more contemporary focus (Ma & Lew, 2012).

The researchers conducted the study about the Maradula Festival because it caught our interest since it is a part of the tourism in Negros. Since there is no study about the Maradula Festival, we researchers would like to be the first ones to conduct a study.

Objective

The study aimed to know the experience of the Host Community in the Maradula festival in Barangay Concepcion Talisay City, Negros Occidental Philippines.

Framework of the Study

The first festivals in the modern sense of the word were celebrations of art, meeting points for those of the cultural and social elite. In the beginning, they included only one art form, e.g. the Venice Biennale, founded at the end of the nineteenth century, covered fine arts, the Salzburg festival – classical music, the one in Bayreuth – opera. The Szeged Open-Air Festival is also one of the pioneering festivals in Europe (Hunyadi, Inkei, & Szabo, 2006). Festivals also developed in subsequent historical periods following antiquity, i.e. in the Middle Ages and Renaissance (Quinn, 2009).

Festivals are seasons of gainful economic activities for local craftsmen and food sellers. He further states that festivals promote tourism; as foreigners come to catch a glimpse of the artistic development and the rich culture of the society (Selase, 2013). Festivalisation understood as a development of festivals and their influence on people, and the surrounding space is not a new phenomenon. It is closely connected with the development of human culture, which dates back to the historical roots of the human kind (Klein & Blake, 2002).

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 (Derett, 2003).

While primitive celebrations might have sprung up organically, in concert with agricultural and climatic cycles, modern festivals are mostly created and managed with multiple goals, stakeholders and meanings attached to them. A festival in one country, however, might very well be perceived quite differently from festivals in other countries. Cross-cultural differences have not been studied systematically (Getz, 2010). Local government is an institution, which deals microscopic interests of the locality leading to the broader concept of welfare and happiness of its people (Acharya, 2018). Local governments as change agents of the society are contributing to transforming the society economically, socially, and politically. The modern local governments are the parts of the libertarian trends, in spite of this, the concept has emerged in the first half of the 19th century to support the local communities for developing their preferences, and expressing freedom of society (Sikander, 2015).

Local festivals all point to economic benefits, usually concerned with short-term impacts and direct, tangible outcomes such as adding jobs, hotel rooms and business revenues (Borodako, Berbeka, & Klimek, 2011). 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). Events and festival tourism as "the activities, planning, and management practices associated with public, themed occasions" (Li & Petrick, 2006). Festival management showed that the festivals could not easily be placed into neat categories. For example, some of the festivals which had been in existence the longest were held in small communities and had neither large operating budgets nor large attendance figures (Frisby & Getz, 1989). Festivals can be practically included in every type of events. There are small, local festivals (neighbourhood festivals), regional festivals and large-scale events (hallmark or mega events), attracting the audience from the whole country or even abroad (Getz, 2005).

Figure 1. Schematic Diagram of the Study

Scope and Limitation

This study aimed to determine experiences and the culture of the Talisaynons during the Maradula Festival in Talisay City, Philippines. The study is limited to (3) participants who are residents of Talisay City and those who are in charge of planning the festival, a vendor of the products and also persons with a position in their local government. The study was conducted last February 2018. It was done with a series of interviews with the conversation partners using the qualitative research design.

METHODOLOGY

Research Design

The qualitative research design is used in the study. Qualitative research is perhaps most commonly associated with certain schools which fall broadly within what is known as the interpretivist sociological tradition, particularly phenomenology (Mason, 2017). Narrative inquiry, a relatively new qualitative methodology, is the study of experience understood narratively. It is a way of thinking, studying, and experience. Narrative inquirers think narratively about experience throughout inquiry (Clandin & Huber, 2010).

Sources of Data

Our three conversation partners are residents of Talisay City who is either in charge of the planning of the Maradula festival, a local government official and a resident who is involved with the fruit production and distribution in the city. The inclusion criteria for our conversation partners are: Male or Female, must be a resident of Talisay City, with age ranging from 20 to 70 years old and must have experience with the Maradula Festival. The gatekeeper is the Barangay Captain of Barangay Concepcion, Talisay City. Gatekeepers are particularly important for qualitative researchers, who depend on access to develop an understanding of the individuals and groups they desire to study (Harger, 2017).

Data Gathering Procedure

The researchers used recorded interview in the data gathering procedure. Recording research interviews is a great way to capture qualitative data in thesis or dissertation research and ensures descriptive validity. While taking notes and writing down observations, it's likely to miss out on some details. An audio recording of an interview also allows you to refer back to the interview and take a fresh look at the interview data; these are some of the advantages of recording interviews in qualitative research (Isaac, 2017).

Ethical Considerations

For the confidentiality of the conversation partners, the following provisions were included in the informed consent form: information about the research particularly the purpose of the study, the profile of the conversation partners, and the conditions that may apply to them as conversation partners. The following conditions that the conversation partners may consider in participating do not have incentive or compensation; conversation partners' identity was kept confidential through coded names, and the right to withdraw from the study without any consequence. The form is given to their participation and served as an approval of the conversation partners to be a part of the study.

Trustworthiness/Rigor of findings

The rigors of the findings are part of the procedure being considered by the researchers to make the study ethical and accurate. This ensured the study's trustworthiness and reliability in terms of credibility, transferability, confirmability, and dependability led to a good quality outcome.

Credibility. Credibility is defined as the confidence that can be placed in the truth of the research findings (Holloway & Galvin, 2016). 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 (Granheim & Ludman, 2004).

In conducting the member checks, the researchers recorded every interview that was conducted had with the conversation partners. After it has been recorded, the interview was transcribed using a word processor, and printed it and let the conversation partners check and affix their signature.

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 (Bitsch, 2005; Tobin & Begley, 2004).

The researchers used Purposive Sampling and Thick description. Purposive sampling is especially exemplified through the key informant technique wherein one or a few individuals are solicited to act as guides to a culture. Key informants are observant, reflective members of the community of interest who know much about the culture and are both able and willing to share their knowledge (Bernard, 2002). Thick description is a way of writing that includes not only describing and observation (usually of human behavior) but also the context in which that behavior occurs. The term 'thick description' was made famous by anthropologist Clifford Geertz who wrote in this style as a way of capturing his brand of ethnography in the 1970s. Since then, 'thick description' has gradually taken hold in the social sciences, and today, it has become the way of writing qualitatively (Badenhorst, 2016).

The researchers used thick description and purposive sampling. The researchers conducted three successive interviews each with the conversation partners. The conversation partners were chosen using the inclusion criteria.

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

Confirmability refers to the degree to which the results could be confirmed or corroborated by others. The researcher can document the procedures for checking and rechecking the data throughout the study (William & Trochim, 2008).Checking and re checking of data was done thoroughly by reviewing the data gathered from audio - recorded interviews.

Dependability. 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 (Anney, Dar, & Salaam, 2015).

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).

Researchers used Stepwise replication through the software given to them and interpreted the data, placing them in their correct categories. Researchers used the code and recoded by using the data on a word processor file carefully analyzing the data to get the units of meaning, code 1, code 2, cluster of meaning, initial themes and final themes.

Data Explication

Thematic Analysis is considered the most appropriate for any study that seeks to discover using interpretations. It provides a systematic element to data analysis. It allows the researcher to associate an analysis of the frequency of a theme with one of the whole contents. This will confer accuracy and intricacy and enhance the research's whole meaning (Marks & Yardley, 2004).

The researchers used the the Six Phases of Thematic Analysis (Braun & Clarke, 2006).

The first phase is called Familiarization. This is the process of becoming familiar with the data through reading and re-reading interview transcripts. If a qualitative researcher decides to transcribe the data himself or herself, then the process of transcription will familiarize the qualitative researcher with the data. The purpose of this step is to get the qualitative researcher engaged with the data and begin thinking about prevalent topics discussed by participants. The researchers did this by conducting a series of interviews and then read and re-read the transcript to analyze the data.

The second phase is generating the initial codes. After a qualitative researcher has become familiar with the data, he or she will begin coding the data. These isolated phrases, sentences, and paragraphs will be labelled by a meaningful topic. The process of coding continues for every transcript until each interview transcript has been coded. The researchers, after familiarizing the data, began to generate different codes from the conversation partner's statements.

The third phase is to create the initial themes. Once the transcripts have been coded, the qualitative researcher takes the list of codes and begins to cluster codes together that have similar meanings or have a relationship with one another. After the codes have been clustered together, the qualitative researcher labels the clusters based on the meaning or relationships shared among the codes. Then the qualitative researcher examines the clusters to see if there are any additional relationships between the clusters themselves. If there are, the qualitative researcher clusters the two or more clusters together and provides another preliminary label with the relationship. The researcher's group the codes with related meaning creating a broad level of themes.

The fourth phase is to review the initial themes. The qualitative research takes the themes and begins to review against the data. This process makes sure the themes capture the meaningful aspects of the data without missing any important details. Once the themes are confirmed to represent the data, the qualitative researcher moves onto the fifth phase of Thematic Analysis. The researchers after formulating the initial themes reviewed the data belonging to them which will lead to the formulation of the final themes.

The fifth phase is to name and define the themes. This process involves utilizing the labels created for the theme and providing a comprehensive name that describes the relationship or meaning conveyed in the theme. Once this is completed, the qualitative researcher defines the theme according to the content and meaning of the codes. This definition summarizes the content of what is discussed within the theme. The researchers

formulated the final themes after they were able to group the initial themes that have connection with each other.

The sixth phase is to write the final report. After the themes are defined and named, the qualitative researcher begins to write up the final report. The qualitative researcher presents the findings and interpretation of the data during this phase. The researchers then began to create a final report after analyzing and interpreting the data.

RESULTS AND DISCUSSION

The presentation of themes of this chapter is based on keen collective ideas of research for a concrete understanding of the topic. The researchers were able to generate six (6) themes.

The first theme speaks about the History of the Festival. The second theme is about Hopes and Aspirations. The third theme is about Challenges. The fourth theme is about Tourism Key players. The fifth theme is about Socio-Economic Benefits. The sixth theme is about Festival Management and under this theme there are (3) sub-themes. These are Festival Activities, Festival Preparation, Products of the festival.

History of the Maradula Festival

Festivalisation understood as a development of festivals and their influence on people, and the surrounding space is not a new phenomenon. It is closely connected with the development of human culture, which dates back to the historical roots of the human kind (Klein & Blake, 2002). Art festivals started to organized in rural areas. They were still rural events but had lost their agricultural character, because they concerned, e.g., types of music completely unconnected with rurality (Brennan & Connell, 2007).

Events reflect a local history and traditional culture. Modern festivals refer to contemporary life, entertainment and recreation, and they are often tourist destinations. These events tend to be postmodern centers of consumption, where media appearances play a significant role (Ma & Lew, 2012).For centuries, festivals have been a part of an intangible cultural heritage that communities have built along with their values. Culture is originally a French word derived from the Latin word "cultura". It was originally defined as the cultivation of crops, raising, bringing up and training (Aman, 2012).

> **CP1 stated that:** *"The Maradula before was called Lanzones festival since the 80s." ….. "It was in the 1980s but when I was in charge during 2009 I changed the festival to marang rambutan durian and lanzones so that it will be called maradula."*

> **CP2 shared that:** *"The Maradula of Barangay Concepcion is almost 9 years."….. "Maradula started a long time ago, 12 years already I mean… If I'm not mistaken, it's been going on for a long time."*

> **CP3 added that:** *"The Maradula festival started in 1980's in Barangay Captain's term."….. "Back then it was called Lanzones festival and then it was changed to Maradula Festival since the term of Barangay Captain."*

Festivals grounded in a long history of place-specific traditions are more likely to instil tourist expectations that include experiences of authenticity and locally distinct cultures (H. Kim & Jamal, 2007). Festivals that are deeply rooted in both time and place or are neither of

these. Some have long and deep roots in indigenous cultural traditions. They have origins in important historical events and mythologies that define ethnic and regional distinctiveness. Most religion-based events have such backgrounds (Zhao & Bell, 2007). Rural festivals went a long way from typically agricultural events, which may be compared to many ancient festivals related to crops and harvest and to art festivals, which often perform functions similar to their urban counterparts, though on a different scale (Horley & Brennan, 2007).

Hopes and Aspirations of the Festival Organizers

Festivals may be a place where high culture is popularized, and the cultural capital develops. For some organizers, it is one of the aims of their festival (Cudny, 2013). Furthermore, according to Quinn (2010), festivals attract tourists and create festival tourism. Tourists are attracted by many elements, the most important of which seems to be interesting, sometimes exotic culture, presented during the events. Hope is typically present simultaneouslssy in the same individual. The former is optimistic anticipation of good situations, and the latter is a pessimistic foreboding of bad situations. Aspirations, by contrast, are responsive to the exigencies and opportunities of each decision (Xue Dong He & Zhou, 2016). Moreover, Lombardo (2013) adds that festivals are important if we are to understand our history, from social trends to the economy. They record the patterns of cultural change, bring communities together and broaden our cultural horizons.

> **CP1 revealed that:** *"The main target and goal are to promote Barangay Concepcion as one of the big fruit baskets in Negros Occidental."..... "Maybe I influenced myself since I learned the value of time management, between my personal life and my life as an official because I learned that you must be professional at all times, and you must always think before you act."*

> **CP2 explained that:** *"It's very important because it is already a tradition and it will never stop."..... "Maradula will be a lifetime event if the fruits will keep on bearing from the grandchildren to the grandchildren, this will never cease to exist."*

> **CP3 said that:** *"I will accept all the learnings and challenges, I will be facing it is an inspiration so that I will be motivated even more in the future."..... "And your self-confidence is being enhanced, on how to become a better leader in improving maradula in the coming years."*

An active aspiration is a goal or set of goals toward which a person is consciously and deliberately working. It likely requires investing time, energy and other resources; but also requires the ability to resist or defer gratification (Reeves, 2014). Also, Hashimoto & Telfer (2007) stated when the festival has a strong connection to the local place and community; tourists will be motivated to spend their time and money to gather signs of local identity through the celebration. The festival organizers especially should consider that it is imperative to understand tourist motivations for attending festivals to conduct effective festival planning and achieve a more productive festival marketing position and marketing strategy (Kitterlin & Yoo, 2014). Furthermore, (Cudny, 2014) added that social event based on extraordinary experiences; it is generated by social needs; the participants are community (local, regional) members; it has numerous social impacts.

Challenges Encountered by the Festival Organizers

One of the most important objectives of marketing is to increase the value of the possible exchanges between the festival and its audiences, considering the challenge of

"creating a public" as a process that, in the medium and long term, go beyond a mere numerical increase to make sure that those who are already habitual consumers become so to an even greater extent and those who do not decide to try out a new experience (Klaic, Bacchella, & Bollo, 2002). It is an annual alternative festival that features hundreds of visual and performance artists linked by the broad theme of fire. Faced with criticism for its large carbon footprint, organizers are now tasked with the challenge of trying to reinvent it as the Carbon Neutral Burning Man Festival (Laing & Frost, 2010). So many associations have stood up to the challenge of taking care of various sectors of the industry as it is very diverse. While some of these associations are international with branches in different countries, others are region or country based (Etiosa, 2012).

> **CP1 shared that:** *"The fruits' blooming season is abnormal. As of right now the marang durian and lansones season are not at the same time."….. "Problem arise when the owners are harvesting their lansones even it fall short of the harvest schedule due to demands."*

> **CP2 mentioned that:** *"Last year, there were fewer visitors because the lanzones didn't bear a lot of fruit."*

> **CP3 said that:** *"The challenges I face in my work is the time, because at that time I'm still studying, and I think I will fail because I have lots of absences."….. "So, I was feeling bad because of course I still had so many things to do, and I still had a lot of obligations in the morning, and there was still a mass, and I still had to prepare for the motorcade and follow up on some stuff of the candidates that were going with us and so after that I went up to the office, and that's where I let out all of my anger and tiredness because I was already very tired."*

For the most established fairs and festivals, the fees may appear high to the casual observer, but reflect the potential sales for vendors, who are often seasoned professionals, and able to manage the risks and challenges of temporary open-air markets (Michel, 2009). The distance to travel for the event is relevant because costs are assumed to be greater the farther one travels, thus eliminating vendors and handicrafts people that run more marginally profitable businesses (Olsson, 2009). Furthermore, Lyck, Long, and Grige (2014) state that an issue that has a considerable adverse impact on the opportunities for accelerating the development of the destination's tourist industry is the modest accommodation capacity of the city. The number of accommodation units available is insufficient, and due to this shortage of accommodation options, visitors to various events and many regular visitors choose to stay in neighbouring towns. The intense security control, the checking of the crowd, the circulation based on queues, lines and direction signs are elements of design based on operational planning. Everything is designed to prevent according to a security system that guarantees safety within the borders (Oldenbrug, 1989).

Tourism Key Players in the Celebration of Maradula Festival

The proliferation of events in recent times has led to the formation of a strong and viable event industry with its key players such as practitioners, suppliers and professional associations. The industry has been greatly affected by the rapid globalization of markets and communication, and this has also structured the formation of the industry. Another factor that has affected the industry is the increasing governmental regulations and policies which have left the industry operating in a complex and demanding environment (Allen, 2011). It is now almost a cliche to say that tourism and hospitality are key players in the 'experience economy' yet the nature of planned event experiences in general, and event tourism experiences in

particular, has been given little research attention. As well, the meanings attached to travel and event combinations have not fully explored (Pine & Gilmore, 1999).

Different key players have now gotten themselves involved in promoting events as measures for economic development, nation-building and destination marketing. Non-governmental six bodies, such as corporations and businesses, nowadays also see events as key elements in marketing and promoting their products. Host communities, social groups and individuals now have great excitement for or interest in a subject or cause which gives rise to a series of astonishing events (Allen, 2011).

> **CP1 stated that:** *"Basically, I call the church, the NGO's and all known private and non-government organization, I involve them in the Maradula Festival."…..."Residents of barangay Concepcion per house always give because barangay Concepcion is not greedy and they see how barangay officials lead the barangay."*

> **CP2 explained that:** *"The mayor gives support to all barangays."….."The local government of the Barangay also supports, surely, the capitan also asks for a little of their support so that the event of the Barangay will also be fun."*

> **"CP3 said that:** *"The BHW proposes the fruits then our youth will assist them because I'm more on documentation and thanking the visitors."….. "So the role of the church is they unite the barangay during Maradula festival, and we celebrate the mass before starting the festival, and we highlight the mass for the whole barangay."*

In discussing suppliers, numerous researchers have identified local communities as key players in conserving tourism resources, considering many take an active role developing tourism within their local areas and provide valuable local knowledge and information (Dabphet, 2012).

Tourism produces social benefits to the region (i.e. small and medium-sized enterprises' development, the creation of new jobs, improvement of infrastructure etc.). Culturally, tourism is said to be an element of community enrichment, thanks to the meeting of different cultures (Etiosa, 2012).

Community festivals are collaborative productions. When it comes to the key stakeholders in community festivals, it is often argued that they have different responsibilities and expectations for staging a festival. Partnerships are often regarded as essential elements for sustainability. Local government, festival host organization, sponsors and regional NGOs are the key players who are responsible for making affiliations with local special interest groups, the local business community, local media, individual community champions, festival organizers, residents and visitors. Individuals drive them. Agencies looking to exploit new opportunities like festivals wish to satisfy their constituency while appealing to shared wider community aspirations (Derett, 2003).

Thus, the key players in Tourism Planning and Development are the local community, resident community, or destination community (Getz, 1995).

Socio Economic Benefits

Socio-economic benefits refer to benefits offered to a community as a whole through the use of GM crops and can include long-term impacts on the prevailing economic conditions, on levels of education, on the family unit or employment levels (James, 2016). Festivals organized in smaller towns could attract larger crowds than festivals organized in larger towns or in cities. Smaller festivals produced more economic benefits (relative to the size and spending), and as the festivals got bigger, their economic impact became less significant (Kara, 2014). Moreover, Gursoy, Chen, & Chi (2014) stated understanding organizers' perceptions of the impacts of festivals and special events on local communities is vital for the success of any festival or special event managed by professional organizers. Some organizers may see festivals and special events as tools that generate additional revenue while residents view them as recreational pursuits that should be managed on a somewhat loose and informal basis. We have learned that events (or festivals) have the power to bring communities together and support various socioeconomic outcomes (Harcup, 2000).

> **CP1 stated that:** *"Good business because the unemployed people will get to harvest fruits for money."….. "Job opportunity nga wala sang prutas maka negosyo sang mga dalanon maka display sila kag makakita sila sang ila generating income."*

> **CP2 said that:** *"It is good that some people here in Concepcion will be able to start up a fruit business on the sidewalk or some place where they can sell."….. "I experienced, at the start of the year after I have harvested, you can really see that your profit is good, fruit started bearing, I made 400,000 pesos I think."*

> **CP3 shared that:** *"Well I think the barangay can be thankful to me since it is our business."….. "Even if you don't own a lanzones tree you can buy and sell to gain income because it is in demand during the festival."*

During the latter part of the post-martial law era, a joint memorandum was issued by the Department of Tourism (DOT) and the Department of Environment and Natural Resources (DENR) in 1998 which defined ecotourism in Philippine context as "a low-impact, environmentally-sound and community participatory tourism activity in a given natural environment that enhances the conservation of biophysical and cultural diversity, promotes environmental understanding and education, and yields socio-economic benefits to the concerned community" (Pilapil-a & Lizada, 2014).

Festivals may influence the identities of the people involved and the host community itself. 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). Social Media is becoming increasingly important for the socio-economic development of countries across the globe as stakeholders engage in online social interaction and expand their reach for new products, services and markets to open new revenue streams. Past studies have examined the environment that supports the effective use of social networking technologies in the developed world. This study argues that the enabling environment in developed and developing countries may vary and therefore may impact social media adoption and its socio-economic benefits differently (Liew, Vaithilingam, & Nair, 2014). Festivals and special events serve as important attractors for destinations and provide unique experiences for visitors. These events also have the capability of providing both tangible and intangible benefits for communities (Kim & Uysal, 2003).

Festival Management

Events are an important motivator of tourism and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented and are of increasing importance for destination competitiveness (Getz, 2008a).

Maradula Festival Activities. Festival activities constitute the central focus of the festival; that is, activities are what visitors do at the festival. Festival program was defined as evaluations of the program overall on various attributes (funny, varied, wonderful, well managed, well organized) at two festivals in Korea. Similarly, programmed content at a philosophy festival in Italy was measured by evaluative ratings of the program overall (Tanfrod & Jung, 2017).

In recent years, the research on the residents' perception on the festival activities shows that many festival activities deviate from the original cultural foundation, which will influence the regional cultural cognition of the residents, and thus the driving force for culture development was weakened (Chang, 2017). Also, Yenipnar (2016) said that a festival is an extensive concept that reflects the perceptions of a community with all its activities and rituals regarding its culture and world vision. Communities in every country, culture and history have celebrated festivals. Festival tourism is different from traditional tourism; its participation is one of the significant characteristics of festival activities, visitors from all over the world by experience a variety of activities, bring more fun, impress visitors at the same time bring more economic income (CongCong, 2014).

> **CP1 shared that:** *"In my time where I would hold the contest to see the biggest fruit one bundle of lanzones or durian we also have the contest on the sweetest lanzones."….. "We also have a parade throughout Talisay City. The cars parked on the side of the street to watch our parade which consists of not lower than 70 cars."*

> **CP2 stated that:** *"There are discos and other shows brought by the community, everyone would be going home late with their friends."…..“On the first day of maradula, there's a schedule of the parade in vehicles seems are barangay has vehicles like auto and pick up Almost everyone here has a car like an automobile or a pick up etc. Also, others have Canters like me. When the trucks are filled with fruits like lanzones or rambutan."*

> **CP3 mentioned that:** *"Yes, in our pageant we crown the maradula queen in the past we did not have a theme because it was not important, but today it's different, we tried the theme enchantadia 1st we use different themes like fairies or mulawin."….. "After that, we have Zumba for the mothers, and they also have tickets, we just assist them if they need something on the stage."*

Events are an important motivator of tourism and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented and are of increasing importance for destination competitiveness (Getz, 2008).

A wide variety of festivals met the study's screening criteria for constituting an "outdoor arts festival" They ranged from a swinging-bridge festival to an ice festival to a fish festival. All reported that arts and culture programming is a core part of the festival's activities and that at least half the events are held outdoors (Rosentein, 2010).

The residents and tourists have different viewpoints regarding festival support, and the recreation experience benefits and regional development benefits have a different influence and causal relationship on the identification and support for festival activities. Therefore, it is worthwhile for the organizer to facilitate future festival activities and achieve the mutual satisfaction of the guest and host. (Chang & Hsieh, 2017). A cultural festival in Australia focused on ethnic food and wine experiences; therefore, the activities variable was defined as food, wine, and entertainment (Savinovic, 2012).

Maradula Festival Preparation. Planning a successful festival with loyalty-building attributes may motivate tourists to visit a destination specifically to attend the festival. In their theoretical model of destination loyalty (Gursoy 2014). Most major event planning begins with the creation of an executive team headed by the overall event security director who represents the lead law enforcement agency. This team typically involves top command level personnel from all partners in securing the event (Connors, 2007). Also, Caciur (2008) states in the event planning process special attention need to be paid to the needs, schedules and patterns of the target market. Timing will have a direct influence on attendance, and all aspects should be considered. Planners should place high importance on the festival environment. There should be ample parking, restrooms and seating areas, and the facilities should be clean and comfortable (Tanfrod & Jung, 2017).

> **CP1 said that:** *"During the council meeting, we gather the observations ang suggestions for the better and for them to develop their creative mind."…..."We plan two months before so that we can plan well for the highlight for the people to enjoy."*

> **CP2 explained that:** *"I plan it out already, and when it is time for maradula, my stock is overflowing that it's like it won't run out."…..."We are having a meeting here in our barangay there are those who monitor the price of the fruits of the community."*

> **CP3 shared that:** *"A month before we already hold meetings for the activities that will be held, the street dancing, maradula queen and free fruit packs are certain every year."….. "We also have another budget for the activities so for example, december, before the year ends, we have to propose the budget for next year's activity, nd that is from the barangay."*

An event industry requires the preparation of the budget before the event happens, and the income statement afterwards as mentioned above, while both the budget and income statement are usually done frequently in other fields (Phat, 2014). Planning an event does teach the firm or organization itself how to utilize all of the resources as well as how to formulate the best strategies to meet up with the current needs. From that perspective, the firm or organization has good knowledge of how to boost up their own business (Shone & Parry, 2004). Prepare festival documents by keeping records of each festival's formation and development processes, problems and solution suggestions, and aims and visitor statistics (Yenipnar, 2016). Also, according to Mason & Paggiaro (2012) comfort was measured by ratings of safety, cleanliness, some seats, and accessibility at an Italian food and wine festival.

Products of the Maradula Festival. Cultural festivals often feature authentic costumes and local products (Tanfrod & Jung, 2017). Local products are being distributed by theme, as well as based on their organizational or individual characteristics. The concept is related to existing perceptions and potential development opportunities in order to increase responsibility and cultural heritage awareness, in order to implement an innovative concept for sustainable economic, social and cultural development (Stankova & Vassenska, 2015).

CP1 explained that: *"You can make marang into different things, there are marang brasos, marang coffee and a lot more, as for the durian, you can make durian ice cream, a cooperative association has already been formed in barangay concepcion, they make durian ice cream, pastillas, like the ones in Davao are also made in Barangay Concepcion."….. "Though, our very highlight is the Lanzones because Barangay Concepcion is known to have the sweetest Lanzones in Negros Occidental."*

CP2 indicated that: *"Lanzones and Rambutan, sometimes we mixed Lanzones together Rambutan and sometimes we don't."….. " "Laguerta is a piece of land that we owned wherein we planted lanzones, Rambutan and Mangosteen and that we harvest it and sell it during festival."*

CP3 specified that: *"We focus on Lanzones and Rambutan to put into the fruit packs, the durian and the Mangosteen is not included in the fruit packs we only have limited fruits in the fruit packs."….. "We also have durian ice cream."*

An effective marketing program combines all the elements of the marketing mix into a marketing program designed to achieve the company's marketing objectives by providing value to customers. The marketing mix includes everything that is done in the company affects the demand for its products (Kotler & Armstrong, 2006). In history re-enactment fairs, we have witnessed craftspeople who give demonstrations of their traditional trades; trades that are often in danger of dying out. Secondly, they can sell their hand-made products in a highly difficult context due to the presence of more economical products, despite being of inferior quality (Lyck, 2012). Furthermore according to Kardes, Cline, & Cronely (2008) consumers process many thoughts, feelings, experiences when buying products and also consuming products. Many marketers apply the technique of using these reference groups for promoting their products or services as people tend to follow their favorite star or idol's activity (Solomon, 2011).

GENERAL STATEMENTS

In a certain place, there is always culture and tradition being followed and celebrated by the residents. Despite how many years have passed, the beliefs of people are hard to change if what their tradition is truly what gives them blessings and happiness. The past will always become present, and if the past still has an impact on the present, then whatever tradition that started in the past is worth acknowledging.

People in a community always hope for the best in every situation. As seen in the study, The former captain and the fruit seller, both hope for the best and the preservation of the festival. The organizer hopes for the best in her duties and to gain more learnings and experience to become a better organizer. She will continue her duty because she wants to learn more in her craft and is hoping for the success of the festival for more years to come as she handles it.

Challenges will never be absent in our lives. As seen in the study, various challenges arise for everyone. For the former captain, his challenge was the overall flow of the festival. His main concern was safety. Since people come and go, you cannot avoid conflict, so that is a challenge for him to make it his challenge to keep everyone safe during the festival. As for the seller, business is what is most important. So his challenge is all about fruit production, since if there are fewer fruits to sell, then there will be no income for him. As for the organizer, her challenge is the flow of events, and her staff. Since she is in a youth group, some staff members

are not fully disciplined. Her challenges are also her struggles to balance her personal life and organizing the festival since her time is consumed with her responsibilities on both sides.

Every sector in a community is essential for the success of the festival. The key players in the festival such as the church, the school, the barangay officials, and security all played a vital role as said in the study. Each had their tasks or participation in filling for the continuous progress of the festival.

In terms of Socio-Economic Benefits, the festival brings in income for the community. People grow fruits because it is their way of life in the barangay, and when the Festival comes, it is always good business for them. Even those who do not have any fruit trees or plantations, Job opportunities are made available for those who harvest fruits from the plantations, thus giving chances to others who are unemployed or less fortunate.

For the festival management, in the study, it is shown that the components of managing a festival are done with preparation, with products, and with events or activities. Preparation and planning for the festival have to be done at the right time so as what the organizer experienced. Lack of plans will result in confusion or delays during the events. Products will bring in tourism and income for the residents in the barangay, and it is also making the barangay more famous since the quality of products is unique and excellent. Activities and events for the visitors and residents do not only bring income, but also joy. All in all the festival will leave a mark on the tourists and will give them an experience that they will always come back to every year.

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