

TAGUIG CITY MELON FESTIVAL AS A DRIVER OF LOCAL TOURISM PROMOTION

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Abstract: The purpose of this study is to measure the level of awareness on Melon Festival of the community in promoting Tourism of Taguig City. Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. It also describes as a state wherein a subject is aware of some information when that information is directly available. Descriptive quantitative research method was used in this study. It involves the description of the festival and locale, recording of data gathered from initial interview, analysis and interpretation of results based on the survey questionnaires and composition for processes of phenomena. The study dealt directly to the local community of selected barangays in Taguig City. The population of this study includes farmers, barangay officials and residents. The total population was sampled using the Slovin's formula and proportional stratified sampling. There were 450 respondents taken from the total population. Based on the findings derived from this study, the following conclusions were drawn, findings showed that the three groups of respondents were moderately aware about Melon Festival. Based on the data gathered, they were agreed that the reason why they attend festivals is because they want to experience the culture of one's place followed by the reason that they are interested in performances, excitement to the event, venue for social interaction and escape. There are more female attendees compare to male attendees and most of them are young teenagers age ranges from 18 and below. Local festivals are increasingly being used as instruments for promoting tourism.

Keywords: Festivals, Awareness, Culture, Tourism, Promotion

1. Introduction

A festival is an event ordinarily celebrated by a community and centering on some characteristic or national holiday. A festival constitutes typical cases of globalization, as well as the high culture-low culture interrelationship, *Caves (2004)*.

The Philippines has so many festivals: there are town fiestas celebrating foundation days, patron saints and a combination of both. These festivals are occasions when and where people converge, the same occasions when

Government units and the private sector become generous with funds. **Fiestas become important avenues for artistic engagement.** As artistic ventures especially in the Philippine countryside are always wanting in venues and avenues for artistic engagement, it is in these convergences that the artists find their audience.

The Philippine festival calendar is full. Every province, town and city celebrates foundation days, patronal fiestas and historic celebrations. While it is a hodgepodge and flurry of sports and commercial activities, oftentimes culture and the arts are the central motifs of the celebrations allowing artists to dare and engage in new projects. Depending on the local expertise, these fiestas become the stage for local visual arts, music and dance festivals. Cosmopolitan centers feature contemporary arts while others highlight traditions indigenous to the locale, Carino (2011).

According to the *Census of Population (2015)*, Taguig is the seventh most populous city in the Philippines with a population of 804,915 people. Located in the western shores of Laguna de Bay, the city is known for the Bonifacio Global City, one of the leading financial centers of the Philippines. Originally a fishing village during the Spanish and American colonial periods, the municipality experienced rapid growth when former military reservations were converted by the Bases Conversion and Development Authority into mixed-use planned communities and financial centers. Taguig was converted from a municipality into a highly urbanized city with the passage of Republic Act No. 8487 in 2004.

In 2011, during 424th foundation day of Taguig, former Mayor (now Congresswoman) Lani Cayetano takes pride in calling the city a “ProbinSyudad” because it is the only remaining city in Metro Manila which has the amenities of a highly urbanized city, yet has the feel and relaxing atmosphere of a province plus its people exude the values and magandang asal of the probinsyano, what with its more than 10 kilometers of lakeshore, with farmers, fishermen, old churches, a historic

lighthouse, and with people whose virtue of pagtutulungan is still very much alive.

The City of Taguig, (formerly spelled as Tagig), is a highly urbanized city located in south-eastern portion of Metro Manila in the Philippines. From a thriving fishing community along the shores of Laguna de Bay, it is now an important residential, commercial and industrial center. The recent construction of the C-5 highway and the acquisition of the Fort Bonifacio Development Area has paved the way for the cityhood of the municipality. It will also be accessed by the future C-6 Road, Guia , (2012).

Taguig City, May 15 (PIA) -- The city government of Taguig recently launched its first-ever Melon festival at Taguig Melon Farm in Barangay Wawa giving due credit to the sweet fruit that symbolizes the hard work of Taguigeño farmers. During the event, Taguigeño families from different barangays had an exciting and fun-filled afternoon as they joined various games such as Melon Relay, Melon Eating, Father-and-Son Melon Run, and Shoot That Melon which uses the fruit as an essential part of the game. There were also performances of stilt walkers. Variety of melon products and refreshments such as melon pancakes, melon jam, melon doughnuts, melon puto, melon ice candies, and melon juice were also made available during the festival.

Taguig City Mayor Lani Cayetano led the launching along with House Deputy Speaker and Taguig 2nd Dist. Rep. Pia Cayetano, Vice Mayor Ricardo “Ading” Cruz Jr. and other city officials. “This celebration is our way of gratitude to our Lord for providing continuous blessings to Taguig. We want to show everyone that despite our continuous progress as an

urbanized city, we do not forget our roots,” Cayetano said during the opening ceremonies. The city government through its City Agriculture Office provides technical assistance that includes the provision of Knapsack four-Stroke Power Sprayers and distribution of free vegetable seeds to farmers in the city. Taguig continues to support the agricultural sector not just by providing Taguigeño farmers equipment but also creating a platform where they can exhibit the significance of the farming community and to promote the city’s homegrown products.

The City Agriculture Office also conducts lectures, seminars and trainings regarding urban farming and gardening. “We are happy for the opportunity to promote our harvest. This will help us promote Taguig as the sole “Probinsyudad” in the Metro Manila and in return will help us in retain the remaining agricultural land in our city,” Cruz explained. Reynaldo Cruz, who is also the President of the Taguig Farmers Association.

The rapidly developing city, home of the Bonifacio Global City and the ARCA

RESEARCH METHOD AND DESIGN

This study utilized a descriptive research. A descriptive research is used to describe characteristics or population being interpreted. It involves the description, recording, analysis, and interpretation of the present nature, composition or processes of phenomena. The focus is on prevailing conditions, or how a person, group, or thing behaves or function in the present. Quantitative research it is a structured way of collecting and analyzing data obtained from different sources. Quantitative research involves

South business districts, managed to retain 202 hectares of agricultural land used for cultivation of melon, rice and high-value crops like kinchay. The Taguig Integrated Urban Farm, which sits on a 2,500-square meter land beside Lakeshore Hall in Barangay Lower Bicutan was also launched last December 2017. The farm overlooking Laguna Lake integrates different kinds of urban farming setups—from gardens that showcase vertical farming that save space, to wooden rack and pole gardens. Guzman, (2018)

This research will give further discussion and explanation about the community awareness and the related influence constructs on the basis of the research motivation and purpose. The purpose of this study is to measure also the level of awareness on Melon Festival to the community of Barangay Wawa to promote Tourism of Taguig. Besides, for measuring awareness, it should be done according to the models. Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. Generally speaking, it is the state of being conscious of something.

2. Methodology

computational, statistical, and mathematical tools to derive results. It is conclusive in its purpose as it tries to quantify the problem and understand how prevalent it is by looking for projectable results to a larger population. This method also attempts to accurately describe the awareness level of individual or groups. Moreover, it may be defined as a purposive process of gathering analyzing classifying, and tabulating data about prevailing conditions, practices, beliefs, process, trends, and cause and effect relationships and then making adequate and accurate

interpretation about such data with the aid of statistical method.

POPULATION AND SAMPLING TECHNIQUE

The study dealt directly to the local community of selected barangay in Taguig City. The population of the study includes farmers, barangay officials, and resident. This sampling method is conducted where each members of the population have an equal opportunity to become part of the sample. The sample

population of Brgy. Wawa is 128, Brgy. Bambang 115 and Brgy. Sta. Ana has 207 with a total population of 450 respondents.

RESPONDENTS OF THE STUDY

The respondents of this study were the selected local community of Barangay Wawa, Barangay Bambang and Barangay Sta. Ana in Taguig City. The total population of each Barangay is as shows in the table and the researchers got the total of 450 respondents.

3. Tables

TABLE I
LEVEL OF MOTIVES OR REASONS OF RESPONDENTS FOR ATTENDING
FESTIVAL IN TERMS OF EXCITEMENT

LEGENDS:

4.00-3.50 = Strongly Agree	2.49-1.50 = Moderately Agree
3.49-2.50 = Agree	1.49-1.00 = Disagree

Indicators	Barangay Wawa		Barangay Bambang		Barangay Ana		Sta.	Total	
	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I		\bar{x}	V.I
1. Motivated to attend an event/festival because of excitement.	3.20	A	3	A	3.11	A	3.10	A	
2. Excitement to the event's games/activities.	3.13	A	3.15	A	3.17	A	3.15	A	
3. Excitement to build memories.	3.30	A	3.17	A	3.29	A	3.25	A	
Overall Mean	3.12	A	3.10	A	3.19	A	3.16	A	

Table I reveals that the most likely reason why people attended the festival was in terms of excitement to build memories with the highest total weighted mean of 3.25, followed by the lowest rank with 3.11 of motivated to attend an event/festival because of excitement.

It was concluded on the study of Yuan et al. (2015) that the festival atmosphere attracted successfully to a large group of attendees who were motivated by the

prospect of enjoying a fun experience to which a festival will provide a venue for them to relax and have fun

TABLE II

Indicators	Barangay Wawa		Barangay Bambang		Barangay Ana		Sta.	Total	
	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I		\bar{x}	V.I
4. Wants to experience the culture of one's place.	3.30	A	3.30	A	3.14	A	3.25	A	
5. To experience local food..	3.13	A	3.16	A	3.29	A	3.19	A	
6. To appreciate local art, performances,	3.27	A	3.19	A	3.74	A	3.4	A	

and diversity of culture.									
Overall Mean	3.23	A	3.22	A	3.39	A	3.28	A	

LEVEL OF MOTIVES OR REASONS OF RESPONDENTS FOR ATTENDING FESTIVAL IN TERMS OF CULTURAL EXPERIENCE

Table II shows that the most likely reason why people attend festival in terms of cultural experience was that they wanted to experience the culture of one's place with the highest total weighted mean of 3.25, followed by 3.19; to experience local food and lowest rank with 3.4 is to

appreciate local art, performances and diversity of culture. On the previous study of Huang (2014), it was stated that festivals demonstrate new entertainment forms which enable the attendees to achieve their goals of cultural exploration entertainment novelty and socialization.

TABLE III

LEVEL OF MOTIVES OR REASONS OF RESPONDENTS FOR ATTENDING FESTIVAL IN TERMS OF ESCAPE

Indicators	Barangay Wawa		Barangay Bambang		Barangay Ana		Sta.	Total	V.I
	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I			
7.The motivation to escape in to the usual environment.	2.77	A	2.67	A	2.75	A	2.73	A	
8. Relieve stress, depression and loneliness	3.20	A	3.19	A	2.95	A	2.99	A	
9. To seek freedom from the pressure of responsibilities	2.97	A	3.04	A	2.82	A	2.94	A	
Overall Mean	2.98	A	2.97	A	2.84	A	2.89	A	

Table III indicates that the most likely reason why people attended the festival was in terms of escape to relieve stress, depression and loneliness with the highest total weighted mean of 2.99, and the lowest rank with 2.73 of motivation to escape into the usual environment.

It is identified in the study of Nolasco (2012) 'Filipino's motives for traveling as: to social interaction, experience and to relax, learn and escape.

TABLE IV
LEVEL OF MOTIVES OR REASONS OF RESPONDENTS FOR ATTENDING
FESTIVAL IN TERMS OF SOCIAL INTERACTION

Indicators	Barangay Wawa		Barangay Bambang		Barangay Ana		Sta.	Total	
	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I		\bar{x}	V.I
10. To socialize with other visitor	3.09	A	3.20	A	3.10	A	3.13	A	
11. To have positive influence in better quality life	3.38	A	3.19	A	3.17	A	3.25	A	
12. To boost confidence and have a positive mind set	3.30	A	3.33	A	3.23	A	3.29	A	
Overall Mean	3.57	A	3.24	A	3.17	A	3.22	A	

Table IV displays that the most likely reason why people attended the festival in terms of social interaction was to boost confidence and have a positive mindset with the highest total weighted mean of 3.29, and the lowest rank with 3.13 of to socialize with other visitor. Nowadays, events are very important to our culture, being an important motivator of tourism. The increase of leisure time and the creates the opportunity to organize events on almost every subject and topic (Bowdin et al., 2012).

possibility of discretionary spending have led to a proliferation of public events, celebrations and entertainment. Governments now encourage and support events as strategy for economic development, nation building and destination marketing. The enthusiasm of community groups and individuals for their own interests and passions

TABLE V
LEVEL OF MOTIVES OR REASONS OF RESPONDENTS FOR ATTENDING
FESTIVAL IN TERMS OF INTEREST IN PERFORMANCE

Indicators	Barangay Wawa		Barangay Bambang		Barangay Ana		Sta.	Total	
	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I		\bar{x}	V.I
13. Motivated to attend because of interest in performances	3.37	A	3.17	A	3.34	A	3.29	A	

14. Amusement to the performers and guest	3.24	A	3.17	A	3.32	A	3.24	A
15. Influence of other attendees to watch the performances	3.16	A	3.18	A	3.31	A	3.22	A
Overall Mean	3.26	A	3.17	A	3.32	A	3.25	A

Table V indicates that the most likely reason why people attended the festival was in terms of interest in performance which motivated people to attend because of their interest in the performances of local or well-known performers with the highest total weighted mean of 3.29, and the lowest rank with 3.11 of influence of other attendees to watch the performances.

It is explained by Janiskee (2017) that the festival and events can be understood as ‘formal periods of programs in pleasurable activities, entertainment, or events having a festive character and publicly celebrating some happening, concept or fact.

TABLE VI
LEVEL OF AWARENESS OF RESPONDENTS TO MELON FESTIVAL AND ACTIVITIES

Indicators	Barangay Wawa		Barangay Bambang		Barangay Sta. Ana		Total	
	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I	\bar{x}	V.I
Melon Festival is celebrated every month of May	2.51	A	2.16	MA	1.80	MA	2.18	MA
Melon festival was launched on May 7,2018	2.35	MA	2.04	MA	1.91	MA	2.06	MA
Melon Relay	2.32	MA	2.24	MA	2.13	MA	2.16	MA
Melon Eating	2.44	MA	2.16	MA	2.05	MA	2.24	MA
Father and Son	2.13	MA	2.04	MA	2.00	MA	2.07	MA
Melon Run								
Shoot that Melon	2.12	MA	1.91	MA	2.14	MA	2.01	MA
Melon Carving	2.33	MA	2.00	MA	2.21	MA	2.16	MA
Biggest Melon	2.32	MA	2.15	MA	1.80	MA	2.23	MA
	2.32	MA	2.09	MA	2.00	MA	2.14	MA
Overall Mean								

Table VI reveals that the level of awareness of the respondents for the activities and information above has a verbal interpretation of moderately aware meaning that the 450 respondents for the selected barangays of Taguig are moderately aware of the Melon Festival of Barangay Wawa. Barangay Wawa is the most aware among the two barangays for all the information and activities.

It showed that from 128 respondents of Barangay Wawa there are 2.50 weighted mean interpreted as moderately aware that the Melon Festival is celebrated every month of May, followed by 2.16 weighted mean of Barangay Bambang's 115 respondents and 1.88 of 207 respondents of Barangay Sta Ana. 2.35 weighted mean for Barangay Wawa rated as moderately aware that the Melon Festival was launched on May 7, 2018 followed by 2.04 weighted mean of Barangay Bambang and 1.80 weighted mean for Barangay Sta. Ana. Barangay Wawa rated as moderately aware with 2.35 weighted mean that Melon Festival

was launched on May 7, 2018. With the total combined weighted mean of 2.16 for both barangays to Melon Relay, 2.24 weighted mean to Melon Eating, 2.07 weighted mean in Father and Son Melon Run, 2.01 weighted mean to Shoot that Melon, 2.16 weighted mean to Melon Carving and 2.23 weighted mean to Biggest Melon are interpreted as moderately aware.

According to Hall S. (2013) Festival participants were mostly and generally regional residents. Awareness in the community has major reasons wherein communication itself is involved. First, it can be a catalyst for further development efforts in the community. Second, it also leads to a sense of responsibility for the project that is being implemented in the community. Third, it also guarantees the participant that a felt need is involved.

Lastly, it also ensures that things are done the right way and indigenous

knowledge and expertise have been used by the participants or residents themselves.

TABLE VII
ANALYSIS OF VARIANCE ON SIGNIFICANT DIFFERENCE AMONG THE LEVEL OF AWARENESS OF THE THREE GROUPS OF RESPONDENTS

	F-value	F crit	Decision	Interpretation
Level of Awareness	11.68	3.47	Reject Ho	Significant
X = 0.05 if computed value > Critical Value, Reject Ho				

Table VII shows the result of ANOVA on the significant difference among the level of awareness of the 3 groups of respondents. It is found out that there is a significant difference among the level of awareness of the respondents. The data showed that the computed F value of

11.68 is greater than the tabular or critical value of 3.47 leading to the rejection of null hypothesis. It means the levels of awareness of the respondents among the 3 different barangays are significantly different.

3. Mathematical Equation

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample

N = population

e = margin of error (0.05)

Slovin's Formula and Proportional stratified sampling were used. According to Stephanie (2012), concluded that statistics is a way of looking at a population's behavior by taking a sample. Slovin's formula is where a sample is taken from a population; this formula must be used to take into account confidence level and margins of error.

$$P = \frac{f}{n} \times 100$$

Where:

P – Percentage

f – Frequency

n – number of population

100 – Constant factor

Frequency and Percentage Distribution were utilized to quantify the demographic profile of the respondents. These tools were used to find out the part or the whole respondents profile based on the frequency/tally gathered.

$$x = \frac{\sum fw}{n}$$

Where:

x – weighted mean
 f – frequency of response
 w – weight of an item

4. Conclusion

Based on the findings derived from this study, the following conclusions were drawn;

Findings showed that the three groups of respondents were moderately aware about Melon Festival. But it was hypothesized that there is a significant difference on the level of awareness to Melon Festival when they are grouped according to their residency and the respondents in Barangay Wawa was the most aware among the barangays. Based on the data gathered, they were agreed that the reason why they attend festivals is because they want to experience the culture of one's place followed by the reason that they are interested in

n – total response

This was used to determine the assessment of the respondents with regards to their personal profile.

performances, excitement to the event, venue for social interaction and escape. There are more female attendees compare to male attendees and most of them are young teenagers age ranges from 18 and below. Local festivals are increasingly being used as instruments for promoting tourism. This is often reflected in the level of public assistance made available to them. However, it is difficult to assess the extent of the contribution of the local community. In line with this, the researchers found out that the reason why it is difficult to assess the extent of the contribution of the local community is because they are not highly aware.

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