

**“THE SOCIO – ECONOMIC IMPACT OF PAHIMIS FESTIVAL OF AMADEO  
IN THE TOURISM INDUSTRY OF CAVITE AS PERCEIVED  
BY SELECTED RESIDENTS”**

**BY**

**BALTAR, KHRISTINE ELOISE M.**

**DE DIOS, PAUL TIMOTHY K.**

**EVARISTO, MARY JOY C.**

**GALLER, REZEL O.**

**REMULLA, ROSHANE JOYCE E.**

**SANCHEZ, AISA N.**

**TAMAYO, SHAULA MARIE P.**

**YAMIO, CAROLINE M.**

**YLAGAN, CARA G.**

**MARCH 2007**

**ABSTRACT**

**The Problem**

This study dealt with the Impact of Pahimis Festival of Amadeo in the Tourism Industry of Cavite as perceived by selected residents.

The researchers correspond with the following objectives: (1) hopes to benefit not only the proponents itself but also for the community to be informed about the existence of the said festival. (2) The researchers also want to gain information on the said festival. (3) In the study, some negative aspect may arise then some improvements might be suggested to conduct (4) Hope of giving a better celebration and a huge satisfaction to the residents of Amadeo will organize the event as well as the guest of the event.

### **Statement of the Problem**

This study is conducted to determine and describe the impact of Pahimis Festival in Amadeo, Cavite during the Second Semester of the Academic year 2006-2007.

Specifically, this research endeavored to answer the following questions.

1. How do respondents react to the preparation of local government in sustaining the Pahimis Festival?
2. How do the residents view the impact of Pahimis Festival (coffee) in Amadeo in terms of:
  - a. social
  - b. economic
3. How do the respondents perceive the influence of the Pahimis Festival (coffee) in the tourism industry of Cavite?

### **Respondents and Procedures**

The respondents involved in the study were the 102 selected residents of Barangay 3 Purok 1-7, Amadeo Cavite during the 2<sup>nd</sup> semester of year 2006 – 2007.

The researchers were able to obtain the necessary data through the employment of descriptive research design. In order to determine the respondents' perceptions and observations, the researchers distributed the 102 copies of questionnaires to the selected residents of Barangay 3, Purok 1 – 7, Amadeo Cavite. Those residents were the respondents if this study considering the sampling method using fishbowl technique in which a particular percentage of the total population of residents of Amadeo, Cavite were taken and chosen as the respondents of the study.

## **Findings**

Base from the gathered data, the following significant findings were revealed in this study.

1. Perception of the Respondents to the plan of the Government for the sustainability of the Pahimis Festival.

From the perception of the respondents to the plan of the Government, the top three are, talented performers with a weighted mean of 3.46, the government produce good costumes, with a weighted mean of 3.33 and the eye-catching advertisement with a weighted mean of 3.30. On the other hand from the perceptions given, two items considered ineffective. These are the availability of the light and sounds and the local (delicacies) crops with a weighted mean of 3.24 and 3.23. The average weighted mean was 3.29.

2. View of the respondents to the Socio – Economic Impact of Pahimis Festival in Amadeo

- 2.1 The Positive and Negative Impact of Pahimis Festival in Social Aspect.

Among the five (5) items observed positive impacts of Pahimis Festival, the popularity of the place topped with the weighted mean of 3.48, then the Christian Morality which obtained a weighted mean of 3.44 and consecutively. Third is environmental awareness, which got 3.34. Fourth is the Community participation with a weighted mean of 3.29. On the other hand the boosts confidence was considered last among the items, with a weighted mean of 3.28. The average weighted mean was 3.37 and interpreted as observed.

Among the five (5) items observed negative impacts of Pahimis Festival, the uncontrollable riot topped with a weighted mean of 2.31, then the loss of character which got 2.29 and interpreted as less observed. There are two factors ties in the three point five rank. These are the traditional bond breakdown and stiff competition both have a weighted mean of 2.27. Lastly is Cultural Dilution which has a weighted mean of 2.18.

## 2.2 The Positive and Negative Impact of Pahimis Festival in Economic aspect.

Out of the five (5) items on the positive economic impact of Pahimis Festival, improvement of infrastructure, influx of tourist arrival and the rise of local business and the encouraging potential visitor were on the top three with the weighted means of 3.29, 3.25 and 3.21 respectively. The influx of tourist arrival and the rise of local business have the same weighted mean. The fourth factor of the economic impact that has a weighted mean of 3.24 is gives job opportunities. The last factor is encouraging potential investor that has a weighted mean of 3.21. The above interpretation was computed and obtained an average weighted mean of 3.25.

Out of the five items on the negative impact of Pahimis Festival in Economic aspect. Project financing, political rivalry and petty crimes and graft and corruption topped three. Petty crimes and graft and corruption both got a weighted mean of 2.33. The last item was overcrowding/congestion.

The average weighted mean was 2.37, which was interpreted as less observed.

## **Conclusions**

Base on the subsequent findings of the study, the following conclusions were drawn:

1. Talented performers are on of the preparation of the local government for the sustainability of Pahimis Festival is well maintained.
2. One of the social positive aspects of the residents is the popularity of the place. The social negative aspect viewed by the residents is the uncontrollable riot. Improvement of infrastructure is one of the positive aspects in terms of economic whereas the negative is project financing.
3. The positive side that the respondents perceived in the influence of the Pahimis Festival in the tourism industry of Cavite is the exportation of coffee while lack of accessibility is in the negative side.

## **Recommendations**

Base on the subsequent conclusions of the study, the following recommendations were hereby given.

1. The preparation of the local government for the sustainability of Pahimis Festival should be more organized, and well- prepared for a better presentation of the festival.

2. In the social aspect, additional promotion and endorsement of the festival in order to recognize the said events outside the country by means of publication and advertisements.

3. In keeping the harmony of the said festival, Local Government should give more protection to the local and foreign tourist of Amadeo for the safety, security and success of the event.

4. The local government should encourage more potential investors to put up a business in Amadeo that will provide job opportunities to the local communities of Cavite and doing more purposive businesses that will harmonize and keep the competition healthy in order to achieve common goal. They should provide programs for coffee restoration and other agricultural crops and more renovation programs to attract more potential tourist.

5. The local residents with the help of the government should take some action and lend a hand to each other to resolve the severe problems like overcrowding, congestion, noise pollution and the improper disposal of wastes.

6. To the eminent researchers, this will provide as a reference for their research