



De La Salle University - Dasmariñas

Tourism Management Department



**IMPACTS OF REGADA FESTIVAL IN CAVITE CITY: BASIS FOR A
SUSTAINABLE PLAN**

A Thesis presented to the faculty of

College of Tourism and Hospitality Management

In partial fulfilment of the Requirements for the degree of
Bachelor of Science in Tourism Management

By:

Cataquis, Jonnavelle

Dico, Dinalyn

Gravata, Stephien Jeanne

Policarpio, Jalilah

Pulido, Aira Jean

Remedio, Geibrielle Cyndrei

Tajonera, Gia Anne

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ABSTRACT

Title: Impacts of Regada Festival in Cavite City: Basis for a Sustainable Plan

Proponents: Cataquis, Jonnavelle

Dico, Dinalyn

Gravata, Stephien Jeanne

Policarpio, Jalilah

Pulido, Aira Jean

Remedio, Geibrielle Cyndrei

Tajonera, Gia Anne

Research Adviser: Prof. Ernesto Mandigma Jr., MBA, MPA, MAEd, ME, LET

Research Professor: Prof. Paul Notorio, MBA-TM

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Purpose of the Study

The research aimed to analyze the Impacts of Regada Festival in Cavite City: Basis for Sustainable Plan. It focused on the impacts of the festival on the selected residents of Cavite City. The study aimed to give broad knowledge about the festival in the process of learning the topic, formulating some questions about the topic, and then writing intelligently and interestingly about it.



Methodology

The researchers learned the impacts of the Regada Festival in Cavite City by the descriptive method, and by the systematic sampling technique used. From the 84 barangays of Cavite City, only 25 barangays were randomly selected to gather a total of 383 respondents for the study. The respondents were the local residents of Cavite City which were students, employees, entrepreneurs, and other residents, with the age bracket of 16-25, 26-35, 36-45, 46-55, and, lastly, 56 and above. Survey questionnaires were the instrument used in data gathering. Thus, the statistical treatment used was the T-test, ANOVA and frequency.

Summary of Findings

Majority of the respondents were in the age bracket of 16 to 25, mostly female, and indicated high school as their highest educational attainment. Most of the respondents were not employed as their highest occupation.

The perception of the respondents in relation to the impacts of the economic, socio-cultural and environmental in the following areas: (a) Positive Economic Impacts - Festival is promoted as a tourist destination, was perceived as always observed with an overall mean of 3.52. (b) Negative Economic Impacts - The community and local municipality may have to generate funds for the festival, as less observed with the mean of 2.39. (c) Positive Socio-Cultural Impacts - The festival gives experiences that people can share, obtained the highest mean score of 3.62 was interpreted as observed. (d) Negative Socio-Cultural Impacts - The festival may cause excessive drinking and alcoholism, got mean score of 2.75 in an



interpretation of observed. (e) Positive Environmental Impacts - The festival is a good example of showcasing the beauty of the environment, got the mean score of 3.48 interpreted as observed. (f) Negative Environmental Impacts - Overcrowding may arise due to festival attained, the festival causes increased sewage production and the festival creates traffic congestion in the environment, with an overall same mean score of 2.82 and interpreted as observed.

The general assessment of residents of Cavite City in terms of age in the impacts of Regada Festival is that there is a significant difference in the assessment of the respondents in terms of Socio-cultural impact with an overall mean score of 3.52, in terms of Environmental and Economic impact, the assessment of the respondents shows that there is no significant difference.

On the other hand, there is no significant difference in the assessment of the respondents according to gender in terms of Socio-cultural, Environmental and Economic impact. Therefore, the hypothesis is accepted.

There is a significant difference in the assessment of the respondents according to their educational attainment in terms of Socio-cultural and economic impact. The hypothesis is rejected. For Environmental impact, the assessment of the respondents shows that there is no significant difference. The hypothesis is accepted. Therefore, in the educational attainment of the respondents in terms assessing of socio-cultural and economic impacts of Regada Festival, they did not agree that there is no significant difference on the assessment of the respondents in the impacts of Regada Festival when they were grouped according to their demographic profile, which were both interpreted as significant. While in



terms of assessing the Environmental Impact, respondents agreed that there is no significant difference on the assessment of the respondents in the impacts of Regada Festival, when they were grouped according to their demographic profile. On the other hand, there is a significant difference in the assessment of the respondents according to their place of residency in terms of Socio-cultural, Environmental and Economic impact. Therefore the hypothesis is rejected.

There is no significant difference in the assessment of the respondents according to their occupation in terms of Socio-cultural, environmental and economic impact. Therefore, the hypothesis is accepted.

Conclusion

Based on the findings, the researchers came up with the following conclusions:

1. Majority of the respondents who participated in the survey ranged from 16-25 years old.
2. Most of the respondents who answered the survey were female with the highest degree of not employed and a resident from Barangay Hen. C. Tirona, Hen. E. Aguinaldo, Leo, Lao-lao, Pinagbuklod, Pinagbuklod A, Pinagbuklod B, Kabalyero, Kangkong in Cavite City.
3. The results for the six impacts cited in the study are: the Socio-cultural-Positive: the festival gives experiences that people can share. Socio-cultural Negative: the festival encourages bad behavior in the community. Environmental-Positive: the festival is a good example of showcasing the beauty of the environment. Environmental-Negative: the



festival destroys the environmental habitat of the people, and the festival increases the consumption of non-renewable resources, Economic-Positive: the festival can promote Cavite City as a tourist destination and Economic-Negative: some local businesses are high-risk ventures that are economically sustainable.

4. Majority of the respondents' rating in the impacts of Regada Festival according to their demographic profile (age, gender, educational attainment, place of residency, and occupation) had no significant relationship.

5. A sustainable plan was proposed that will not only benefit the Regada Festival celebration in terms of its economic growth but also in preserving the culture and environment of Cavite City.

Recommendation

As aforementioned, the main focus of this study is the improvement of the Regada Festival in terms of sustainability impacts in three major sections: socio-cultural, environmental and economic.

1. For Positive Socio-cultural impact, the local municipality should hold meetings involving people and be open to suggestions from the community.

2. For Negative Socio-cultural impact, the government can give seminars on what excessive drinking can do.

3. For Positive Economic impact, the local government officials should exert more effort and provide additional income every year, local municipality may generate funds for



the festival, solicitation, a concert or come up with something that could be done in order to generate funds.

5. For Negative Economic impact, the local government of Cavite City should come up with an alternative plan like putting up a concert for a cause.

6. For Positive Environmental impact, the local municipality should put lots of garbage containers within Cavite City. For Negative Environmental impact, the influx of the tourists cannot be prevented, so is the traffic congestion. There should be a proper flow in and out of the vehicles where the festival is held.

7. The future researchers can focus on the recommendations above in order to improve the festival showcase, and boost attraction and fun to the general public.

8. The researchers recommend an improvement for the Regada Festival every year, which can result to a positive output and can definitely boost appreciation from the residents of Cavite City, and can attract the tourists and visitors.



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