

MODEL OF PARTICIPATION IN A FILIPINO FESTIVAL

**Jerus L. Ladanga, Ma. Anja Yvonne N. Padrigalan,
and Gerby R. Muya**

Bachelor of Arts in Communication

ABSTRACT

This study discusses the level of participation and perception of San Pablo City, Laguna residents towards the Coconut Festival. The researchers used the Participation Theory of Communication by Paolo Mefalopolus. The study was conducted in San Pablo City, Laguna, where the longest annual festival in Laguna is being held. The communication tools used as sources of information were identified. Moreover, the study aimed at investigating the significant relationship between the socio-demographic profile and other variables and the significant relationship between the level of perception and participation. Lastly, a model of participation was developed using the Structural Equation Modelling to identify the significant variables in the study and the communication tools that the festival organizers should use in order to know what to improve in the future. Results show that the four levels of participation which are Functional, Passive, Participation by Consultation and Empowered Participation are present in the Coconut Festival. Based on the model, Empowered Participation (level 5) is the most prevalent type of participation. The researchers also recommend to the organizers of the festival to use the communication tools that served as predictors from the model to utilize its use in order to disseminate information more successfully to obtain more participants in the festival.

Keywords: participation, perception, festival, communication

INTRODUCTION

Communication in festival serves as the primary purpose of relating to individuals through emotional appeal by basing events on situations encountered in the daily lives of people living in the area. It also conveys simple messages and beliefs shared by the locals (Luna, 2015).

Festival or event is defined as an essential part of a city life and the event itself contributes to the city's promotion. Festivals also functions providing a good vehicle of strengthening the city's foundation in terms of coordination of its residents. Festival is a commemoration of culture or heritage and revival of ritual of communities involve in it. It is also an event that is celebrated by the community, focusing on a certain aspect that the town is famous for and is often marked as a local holiday by the local government unit in order for the younger generations to participate in the series of events that will be held during the week of the celebration (Claveria, 2015). Through this event, residents of the community find festival as one of the ways for them to share their experiences. It also provides a space for creativity that can allow people to play with the different aspects of communication and culture. This kind of event can also be an arena wherein culture of environmentally aware minds is formed in order to pass the tradition through social interaction with one another (Bermudez, 2015).

Celebrations will not function well without the use of communication depending on how it is used. It is used in order for the celebration to be promoted and marketed to the public. It was identified that lack of communication has been one of the problems of some local government units. This is because one of the ways in order for a celebration to be advertised, it should reach a wider audience and people have to be informed about the celebration. Communication is one of the major tools in order for a celebration in a certain place to be known and visited by tourists.

In promoting festivals, Picardo (2013) said that there are a lot of communication methods that are involved in the process of preparing for the festival and a lot more methods are involved on the festival itself. The different communication methods involved in the festival are those tools that can be used to convey the message, interaction among people wherein this would be the basis of level of participation,

engagement and interests. Communication through social media also plays a vital role in promoting the festival itself.

Participation in a community is defined by Wates (2000) as an interaction through which individuals or community exchange information messages, ideas, opinions, feelings and emotions through previously settled symbols to influence each other's beliefs. The participation is a collection of community wherein the residents have similar interest and live within the same area. Determining the level of participation of the community would somehow identify whether the community event or project that is being held or officiated by the organizers will be considered to be a failure or a success (Balderas, 2014). Participation itself in the community includes communication, utilization of information and would provide better understanding to the individuals from the activities of the community event wherein their participation is sought for.

The importance of festival to the community plays a significant role to the image and reputation of the local government. It is also based on how the residents of the place communicate and compose their environment about society itself as a whole.

In the province of Laguna wherein almost every city has a festival, one of the longest and annually held festivals is in San Pablo City, Laguna. The city of San Pablo, Laguna is the largest town in the province with 32 urban barangays and 48 rural barangays. It became a city on May 7, 1940. According to the official website of San Pablo City, Laguna, coconut is the main agricultural product of the city, hence this is where the famous festival of the town was derived from.

The festival has been celebrated for 22 consecutive years since 1995. It is annually held during the second week of January in line with the town's fiesta in honor of Saint Paul, the first hermit. According to an article in Inquirer written last May 7, 2015, the city is the largest exporter of coconut in Southern Tagalog region and the city's agriculture economy is primarily driven by this agricultural product. They also added that the Coconut festival of San Pablo is by far the oldest and annually held festival in the province. The festival was also awarded for four times as "The Best Tourism Oriented Local Government Unit Award" by the Department of Tourism. This year's theme according to San Pablo tourism office is "Coco Festival sa Makabagong Panahon, Inspirasyon sa mga Susunod na Henerasyon."

The said festival aims to promote art, the rich culture of the town and the agricultural product as well. In addition, the festival also focuses on promoting the tourism industry of the city. The festival aims to promote the agriculture product which is coconut. This is held in order to boost the economy of the town in terms of agriculture. Another purpose of the festival, as seen by the researchers, is for San Pablo residents to have unity and camaraderie amongst each other.

The Coconut Festival of San Pablo City is a weeklong event and consists of different programs that promote unity and participation among the locals of San Pablo City. These programs are San Pablo Idol, Pageant Night, Coco Art Contest, Street Dancing and other major events that promote the agricultural product which is coconut.

This study focuses on the kind of participation of the selected residents of San Pablo City, Laguna in the Coconut Festival. This study looked at the frequency of use of the communication tool in the festival. The study also determined the relationship of the said communication tools and the level of participation of the residents.

There are other communication studies that focused on festival. These studies review on the level of participation of the community and the role of communication that were used in promoting the festival; while other studies also focused on the socio-cultural impact of a festival. According to Aristotle of the Tourism Office of San Pablo City, this was the first study conducted about the Coconut Festival.

The study will be significant since it will provide a model of participation in a Filipino festival to improve further the insights of people and for the organizers to have basis when conducting an event. The study will also be significant to the future generation to be aware of the festival and for the youth to participate in this event.

This research will examine the possible model of participation used in a Filipino festival with the Coconut Festival as an example. It will also be significant to the future researchers who will conduct a study of the same topic. Moreover, results of the study will serve as basis for the local government unit of San Pablo to improve and ensure higher participation in the Coconut Festival.

This study will not cover the documentation of the Coconut Festival instead it will focus on the level of participation of the residents. The perception of the residents, their awareness and the frequency of

use of the communication tools that were used in the Coconut Festival will be the scope of the study.

METHODOLOGY

This chapter presents the research design, research instrument, sampling technique of the study, research locale, data collection procedure and statistical treatment of data.

Research design

In this study, the researchers used quantitative approach. Quantitative research concerns on the relevance of such relationship between measurements and relationship among variables involved in the study. Quantitative research is a cause-effect relationship of things. The main objective of quantitative research is to establish the closeness of the dependent and independent variable. Furthermore, this kind of research will provide evidence that an independent variable has a relationship with a dependent variable. The study will also come up with a model of participation in a Filipino festival. It will focus on the importance of looking at the variables in the natural setting.

This study will also identify the relationship of the socio-demographic profile of the respondents and the level of awareness, participation and their perceived impact. The research is also descriptive because it only establishes the association between variables based on the objectives.

A quantitative method was done in this study for the researchers to achieve further knowledge and valid results using survey.

Respondents of the study

The respondents of the study are the residents of San Pablo City. It is in San Pablo where the Coconut Festival is being held which will be the basis for the researchers in identifying the main goal of the study.

The said residents will be chosen by using stratified sampling technique. This sampling is a type of sampling where the distribution of

the sampling units will be done to get an equal and proportionate number of respondents of the population of the municipality.

The respondents of the study who will be chosen are those who are 13 years old to 51 years old and above. The educational attainment of the respondents will be asked to know if they share their insights and knowledge in relation to the Coconut festival and how their knowledge would most likely affect their level of awareness. These information of the respondents will be obtained in order to know their relationship with their level of participation in the Coconut Festival.

The survey questionnaire will be randomly distributed among the residents of the three most populated barangays of the city that are situated near the town's plaza.

Research locale

This study will be conducted at San Pablo City, Laguna for it is in this town where the Coconut Festival is being held. Most of the programs of the festival are held at the town plaza, hence the ones that would most likely participate are those who live near it.

The survey will be conducted within the five kilometer radius from the town's plaza. The said three barangays that are near the plaza are Barangays V- A, IV- B, III- B.

As of May 2010, there are 248, 890 residents living in San Pablo. In order to attain the required number of respondents, the researchers identified the three barangays near the plaza regardless of their population.



Figure 3. Map of the city of San Pablo, Laguna

Samples and sampling technique

The researchers used survey as one of the methods to find and gather data. Survey research as defined by Berger (2015) is a method of research that involves collecting and analyzing social data via highly structured and often detailed interview or questions in order to obtain information from large number of respondents that were presumed to be representatives of a specific population.

The researchers will obtain information that can be quantified and analyzed statistically and thus can reach a higher degree of precision about the group or participants that are being studied that other forms of research cannot duplicate.

The researchers conducted a survey to find out reliable information and to gather data related to the objectives. The researchers aimed to find out the kind of participation that is present in the said festival which will be based on the four typologies of

participation: functional participation, passive participation, participation by consultation, and empowered participation.

The researchers utilized stratified sampling technique that will be helpful in highlighting a specific subgroup in a population. This technique can help ensure the presence of the key subgroup within the sample. This type of sampling that the researchers used will help observe existing relationship between two or more subgroups.

The survey questionnaire that the researchers pretested among 30 random respondents living at any barangay in San Pablo will not be part of the actual study.

Research instrument

The researchers conducted a survey among the residents of the three barangays that are located near San Pablo City's town plaza. The questionnaire that was used by the researchers were adapted from the questionnaire formulated by Muya (2014) in her study entitled "A model of participation in a water rehabilitation project of a local government unit in the Philippines".

The said questionnaire that was adapted by the researchers will help achieve the objectives of the study.

The questionnaire includes the socio-demographic profile of the respondents, the sources of information, their level of awareness towards the Coconut Festival, their perception and their level of participation.

The survey questionnaire is one of the instruments used to develop a model of participation in a Filipino festival particularly the Coconut Festival.

The survey questionnaires were given to the residents who have direct bearing to the study. The respondents of the study are those who have participated in the Coconut Festival for the consecutive years and have participated in the event as an observer or a participant of the event.

The gathered data will help the researchers determine how the respondents perceive, participate and know about the Coconut Festival.

Data gathering procedure

The researchers used an adapted survey questionnaire as the research instrument for the study which was checked by the panel members, research adviser and university statistician. The said questionnaire is anchored with the Participation Theory of Communication.

Using G- power, the researchers randomly surveyed 300 respondents. The sample size was determined where the effect size is 0.3 and an alpha of .05 and a power of 0.95. Residents from the three barangays which are near the town's plaza are the ones who were asked to answer the questionnaire. A written consent was given to the respondents before they answer the questionnaire.

After collecting the data, the researchers tallied, tabulated and interpreted the results.

Data collection tools

The researchers used survey questionnaire as a tool to collect the data needed. The said questionnaire consists of five parts. The first part of the survey questionnaire is about the socio-demographic profile of the respondents. The second part of the questionnaire is the awareness of the residents towards the Coconut Festival including frequency of usage of the communication tools. Questions in this part are in the form of checklist that asks how useful the said tools in promoting and creating awareness about the festival. The fourth part of the questionnaire is about the perception of the residents while the fifth part of the questionnaire was about the residents' level of participation in the festival. Questions were answered using the Likert Scale: strongly agree, agree, disagree, and strongly disagree.

Below are used for the interpretation of the results:

1.00 - 1.49	-	Strongly disagree (Lubos na di sumasangayon)
1.50 - 2.49	-	Disagree (Di sumasangayon)
2.50 - 3.49	-	Agree (Sumasang-ayon)

3.50 - 4.00 - Strongly agree (Lubos na sumasang-ayon)

The researchers conducted a pre-test to measure the reliability of the questionnaire which garnered a Cronbach alpha score of .869.

Data analysis

To interpret the results of the gathered data, the researchers used the following statistical tools:

Percentage was used to determine the percentage distribution and the frequency count of the respondents' answers.

Weighted mean was used to determine the perception of the respondents towards the festival.

Pearson chi-square was used to find out the relationship of the variables involved in the study.

The level of participation of the residents in the Coconut festival in terms of awareness and participation was measured using Likert scale wherein the answers will be interpreted accordingly.

A five point Likert scale was used in identifying the frequency of usage of the communication tools: very high, above average, average, below average, very low.

Structural Equation Modeling was used to develop a model of participation. This kind of modeling used in research studies is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis and it is used to analyze the structural relationships between measured variables and latent construct.

Chi- square value according to Ullman (2011) is the criterion for the acceptance of a model ranges from less than 2 to less than 5.

Comparative Fit Index is defined as the comparison of the fit of a target model in which the variables are assumed to be uncorrelated.

According to Bollen (1989), the value that approach 1 indicates acceptable fit.

Root Mean Square Residual which represents the square root of the average or mean of the covariance residuals. According to Browne (1993), RMS should be less than 0.8 and ideally less than .05.

Ethical consideration

The researchers respect the decision of the participants whether they will answer the survey questionnaire or not. In order to see if the respondents are willing to participate in the research, an informed consent was made.

The first part of the form is consist of the name of the researchers, title and the purpose of the study and survey. The consent also contains a statement about the respondents' confidentiality of identity, the scope of the use of the data, the contact number of the researchers and a statement saying that there are no types of payment involved in conducting the survey.

The participants are not required to include their name. The said consent form was attached to the survey questionnaire.

RESULTS AND DISCUSSION

Profile of the respondents

The researchers surveyed 300 participants that are living in Barangay V-A, IV-B, III- B. The said barangays were near San Pablo City's town plaza.

Results show that most of the respondents are 13-18 years old (42.67%); followed by 19-25 years old (40.67%); 26-35 years old (9.33%); 36-45 years old (6%); 46-50 years old (11.67%) and 51 years old and above (5.33%).

Afenyo (2012) noted that most participants in such events created by the community are those age group under 35 years old. He also noted that the obligatory feelings among the participants were high

compared to those who voluntarily join and participate in the said community event.

Table 1. Age of the respondents

Age	Frequency	Percent
13-18	128	42.67
19-25	122	40.67
26-35	28	9.33
36-45	18	6
46-50	3	11.67
51 and above	1	5.33

Table 2 shows that most of the respondents were male (48.67%); followed by female (47.33%) and LGBTQ (4%).

According to Noman (2012), most of the festival attendees are female which contradicts the result of this study. He also said that females compared to males are most likely to be good festival planners, for females are also responsible to bring friends with them through the event.

Table 2. Gender of the respondents

Gender	Frequency	Percent
Male	146	48.67
Female	142	47.33
LGBTQ	12	4

Table 3 shows that most of the respondents are college undergraduate (32.67%); followed by high school undergraduate (30%); college graduate (21.33%); high school graduate (14.67%); grade school graduate (1%); others (0.33%); and grade school undergraduate is 0%.

It can be noted that most of the respondents are college undergraduate. This is because majority of them are aged 13-18 years old.

Table 3. Highest educational attainment of the respondents

Highest Educational Attainment	Frequency	Percentage
College graduate	64	21.33
College undergraduate	98	32.67
High school graduate	44	14.67
High school undergraduate	90	30
Grade school graduate	3	1
Others	1	0.33

Awareness of the residents towards the Coconut Festival

Table 4 shows that 70.33% of the respondents are highly aware while 29.67% of them are moderately aware and none of them are unaware.

The respondents have this kind of awareness because they are well-oriented and knowledgeable of the said festival since the event is being conducted annually in the city. It can also be noted that they

have that kind of awareness because they are near the place where the festival is being held.

Awareness in the community, according to Mefalopolis (2003), has major reasons wherein communication itself is also 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 themselves.

Table 4. Residents' awareness towards the Coconut Festival

Awareness to Coconut Festival	Frequency	Percentage
Highly aware	211	70.33
Moderately aware	89	29.67

Sources of information

Table 5 shows the sources of information present in disseminating the information regarding the Coconut festival. The said communication tools that are present in the festival are the following: Internet, newspaper, regional TV broadcasting network, word of mouth, public announcements and radio.

Table 5 shows that surfing the Internet is the major source of information followed by word of mouth. However, newspaper and other communication tools are the least source of information.

The study conducted by Prakash and Sharma (2010) revealed that social media or Internet is one of the popular digital media channels which has revolutionized communication. The rapid growth of social media networking and how people used it in communication promotions of events, services and products has become a trend by the marketers.

There are different communication methods that can be used in order for the message to be conveyed (Picardo, 2013). This will depend on the interaction of people which will be based on the level of engagement required, the interest of the audience in the message being delivered to them, the demographics of the participants and how

these messages are perceived and received by the said target audience. The use of these methods simply rely on information and two-way communication.

Furthermore Picardo (2013) enumerated the problems in communication methods: delayed receipt of letters and messages and the use of Internet did not reach a wider audience.

Table 5. Coconut Festival's sources of information

Information Tools	Frequency	Rank
Internet	216	1
Word of mouth	148	2
Television	128	3
Public announcements	107	4
Radio	37	5
Newspaper	28	6

Frequency of usage of communication tools

Table 6 shows the frequency of usage of the communication tools present in disseminating the information in relation to the Coconut Festival. The most frequently used communication tool is Internet (3.68) while the very rarely used communication tool is the newspaper (2.79).

According to Claveria (2015), people choose to be informed using the mass media particularly the television and newspaper which contradicts the results of this study. The residents of San Pablo frequently use Internet as their main source of information when it comes to gathering information in relation the Coconut Festival.

The result of this study was also similar to the least used communication tool in the study of Claveria (2015) wherein the newspaper is also the least used communication tool in disseminating information that is related to the festival.

According to Picardo (2013), the organizers maximize the use of e-mail messages and phone calls that were used for updates. Coconut Festival organizers promote the festival to the use of the official website. The organizers also used the traditional media like posters and tarpaulins. Broadcast media was also used by the festival organizers particularly through the use of the local radio station.

Table 6. Coconut festival communication tools frequency of usage

Frequency of Usage	Weighted Mean	Verbal Interpretation
Internet	3.68	Frequently
Personal engagement	3.49	Rarely
Regional TV broadcasting network	3.13	Rarely
Advertising	2.98	Rarely
Radio	2.90	Rarely
Newspaper	2.79	Very rarely

Level of perception of the residents

Table 7 shows the perception of the residents towards Coconut festival with an overall weighted mean of 3.50. This shows that the respondents *strongly agreed* with the celebration of the Coconut Festival and has a positive perception towards the said celebration. Moreover, the respondents *strongly agreed* that they understand the message of the event produced by the local community. This years' message of the festival is "*Coco Festival sa Makabagong Panahon, Inspirasyon ng Susunod na Henerasyon.*"

Based on the results, it can be noted that the program regarding the Coconut Festival is properly implemented and the information that was used by the festival organizers was useful enough for them to be aware of the said community event. However, even though the festival organizers used different communication tools in disseminating

information, it seemed to obtain the lowest weighted mean of 3.44 with a verbal interpretation of agree.

According to Seyed (2011), in his study regarding the relationship between citizen's perception and level of participation in local government, it was found out that the perception of the residents towards the event serves as the main factors that affect their participation towards the community event.

Furthermore, participation of the residents are mostly based on their opinion and on how they perceive the said community event but it is not most likely to affect their own participation. The perception of the residents is mostly based on how they evaluated the event that was done by the organizers and how the policies were implemented by them.

Table 7. Resident's perception towards the Coconut Festival

Perception on the Coconut Festival	Weighted Mean	Verbal Interpretation
I understand the message of the event.	3.62	Strongly agree
The event was properly implemented every year.	3.59	Strongly agree
The program of the event was good that made me watch it.	3.55	Strongly agree
The information regarding the Coconut Festival was useful.	3.52	Strongly agree
Simple words were used to promote and implement the festival.	3.49	Agree
I agree with the message of the program.	3.48	Agree
The message of the event is acceptable.	3.47	Agree
Appropriate communication tools were used in promoting the event.	3.46	Agree

Table 7 continued...

The said event offered opportunities for the citizens of the benefited community to participate in the festival.	3.46	Agree
Timely communication tools were used in promoting the event.	3.45	Agree
The program's event design was attractive.	3.45	Agree
The event used different communication instruments in disseminating information.	3.44	Agree
Overall weighted mean	3.50	Strongly Agree

Level of participation of the residents

Table 8 presents the kind of participation in a community event such as functional participation, passive participation, participation by consultation and empowered participation and anchored from the typologies of participation of Mefalopolis (2003).

The level of participation of the residents towards the Coconut Festival obtained an overall weighted mean of 2.63. This result reveals that the residents *agreed* with the level of participation that most of them put into the festival.

The statement about being informed about the program and regulation of the festival is classified as level 1 participation which is functional participation. It obtained a weighted mean of 3.42. It means that the residents of San Pablo are informed regarding the program of the festival based on how the local government unit used the communication tools in disseminating information for the said residents to be informed regarding it.

The statement about the annual participation in the said festival which is level 4 empowered participation obtained a weighted mean of 3.33 and verbal interpretation of *agree*. This shows that the residents of San Pablo are empowered to participate in the festival as evidenced by their participation in the festival either as observants or participants in the festival.

The third statement about how the residents are not hindered or limited by the facilitators along the celebration obtained a weighted mean of 3.33 which is level 5 empowered participation. This means that the residents of San Pablo get some benefits from the festival which empowers them to join the festival and participate in it.

The statement about decision making and implementation of the Coconut Festival under level 2 passive participation obtained a weighted mean of 3.23 interpreted as *agree*.

The last statement about consultation from the LGU's or administrators is somehow connected with the previous statement regarding decision-making and implementation. This question obtained a weighted mean of 3.19 and is the lowest with a verbal interpretation of *agree*.

In support with this statement, according to a tricycle driver that the researchers informally interviewed during the survey, it is not all the time that a local government unit official would come to consult them regarding the Coconut Festival, they solely base their updates regarding the festival on public announcements made by them from the Internet and word of mouth or engagement of other people.

According to Mefalopolis (2003), participation would most likely affect the decision-making process which leads to different attitudinal, cognitive and behavioral effects that most likely have a positive effect towards the participant.

The study of Balderas (2014) states that citizen participation is a process that provides individuals and the opportunities that can be seen in the community event which is considered to be one of the factors in determining on how it can influence public decisions and their decision-making process.

Citizen power in participation was the source of power when it comes to participation. Citizens have to participate and it is done in order to achieve the benefits of the goals that can be seen after the local event was implemented (Seyed, 2011).

Participation in consultation wherein the dominant forms of government has lead its way for considering participation among its people for them to take part in the decision making process that concerns a required attribute in all development efforts.

In the study of Sharifah (2011), the decisions being done by the residents can be seen if it was implemented in the said event whether

the local government listened to their suggestion which might lead to an increase of participation or decrease of level of participation depending on how the residents see the changes they want to happen in the local event.

Table 8. Resident's level of participation in the Coconut festival

Level of Participation of the residents to the Coconut Festival	Weighted Mean	Verbal Interpretation
We were informed about the programs and regulation of the Coconut Festival.	3.42	Agree
I am annually participating at the Coconut Festival.	3.33	Agree
We are not hindered or limited by the facilitators along the celebration.	3.33	Agree
I am part of the decision-making and implementation of the Coconut Festival.	3.23	Agree
We are consulted by the LGU's or facilitators about the matters involving the Coconut Festival.	3.19	Agree
Overall weighted mean	2.63	Agree

Relationship of socio-demographic profile of the respondents and their level of awareness

Table 9 shows that p-values were all greater than 0.10 except for the highest educational attainment. Therefore, the profile variables such as age and gender have no significant relationship to the respondents' awareness towards the Coconut Festival.

There is a significant relationship between the highest educational attainment and socio-demographic profile of the respondents with a p-value of .001 which is 0.10.

This means that the respondents' highest educational attainment contributes to their awareness towards the Coconut Festival. The higher their level of educational attainment, the higher their level of awareness towards the Coconut Festival. Thus, the educational attainment is one of the factors that contributes to awareness to the festival.

It can be noted that since most of the respondents are college graduates, their education has compelling interest in creating more people to be aware of the event that is being held in the community. It can also be noted that they are highly educated, they can understand more the event making them more aware of the festival.

Knowledge has been not a prerogative when it comes to awareness in the decision making process. The said knowledge is based on the personal experience that was experienced by the people during the duration of the said community event (Mefalopolus, 2003). According to Payea (2005), higher levels of education are said to be correlated to participation which includes the different levels of participation. Participation in the community based on higher level of education varies on how the said participants are knowledgeable towards the said community event.

Table 9. Relationship between the socio-demographic profile of the respondents and their awareness towards the Coconut Festival

Demographic profile	Pearson chi-square value	p-value	Interpretation
Age	3.456	.630	Not significant
Gender	.160	.923	Not significant
Highest educational attainment	19.935	.001	Significant

Relationship of socio-demographic profile and frequency of usage of communication tools

Table 10 shows that the profile variables such as age, gender and highest educational attainment have no significant relationship with the frequency of usage of communication tools that were used in the festival. This means that the respondents' frequency of usage of the communication tools has nothing to do with one's demographic profile.

Lehart (2015), in his study, found out that communication in the community does not really affect each other. It is solely based on how the participants in the community used the said communication tools in disseminating information in relation to the Coconut Festival. Furthermore, it was said that age is one of the factors that does not affect their usage or consumption of the communication tools present in the event. However, according to Lehart (2015), it is not statistically significant because age could be considered as one of the factors in influencing one's communication tool usage.

The enthusiasm of a person is also connected with the age of the person involved when it comes to their usage for them to participate in the community event.

According to Kelan (2007), gender does not affect on how they use the communication tools. Men tend to use communication in a different way compared to women but it is through this communication tools wherein there is a possible indication of change which is not based on how it is used by other gender.

While the same thing applies to the frequency of usage versus the respondents' highest educational attainment, the education of the participants towards their use of communication tools is not significant.

These communication tools play a role when it comes to educational attainment of the participants but does not affect each other. It is only through the knowledge of the participants on how they perceive and receive the said information using the communication tool present for them to participate in the festival. It is also through their understanding on how they interpret the information they receive.

Table 10. Socio-demographic profile of the respondents and the frequency of usage of the communication tools

Demographic profile	Pearson chi-square value	p-value	Interpretation
Age	19.087	.210	Not significant
Gender	6.574	.362	Not significant
Highest educational attainment	18.824	.222	Not significant

Relationship of socio-demographic profile of the respondents and their perception

As shown in table 11, the socio-demographic profile shows no significance to the residents' perception towards the Coconut Festival. This means that the level of perception of the residents towards the Coconut Festival is solely based on how they see and perceive the said festival regardless of their age, gender and highest educational attainment.

When it comes to the perception of the residents in a community event, they somehow perceive the event as something positive (Kim, 2015). Events such as these create more impact on women especially when most of the participants in the said community event are women. In the case of the Coconut Festival, gender appears not to be significant when it comes to the level of perception of the respondents towards the Coconut Festival.

Generally, community events have possibly created social impact towards the participants of the festival based on their level of perception. The level of perception of the residents have created a platform for the community event to improve every year based on how the participants see the event every year. The said perception of the residents is used as an assessment in analyzing what the organizers should change and improve in the community event.

Table 11. Socio-demographic profile of the respondents and their perception towards the Coconut Festival

Demographic profile	Pearson chi-square value	p-value	Interpretation
Age	6.012	.814	Not significant
Gender	.535	.970	Not significant
Highest educational attainment	6.822	.742	Not significant

Relationship of the socio-demographic profile of the respondents and their level of participation

Table 12 shows the relationship of the socio-demographic profile of the respondents and their level of participation in the Coconut Festival. It shows that none of the demographic profile of the respondents shows significance towards the said festival.

When it comes to participation, according to Agahi (2010), the habit of the residents to continue on participating in the event is solely based on how they perceive the festival wherein it does not matter on what their profile may be. He also quoted in his study, the different patterns of participation among the different age groups that commonly participate in the event of the community wherein it is proved that there really is no significant relationship between age and their level of participation.

According to Itzhaky (2011), the level of community participation of the residents has no significant relationship with gender. It is said in his study that “gender did not have a significant main effect on the participation of the residents when it comes to community events.” However, the effects of a community event would only become evident when there is participation.

The educational attainment of the participants could be connected with the social participation and could have a relatively strong effect to the participants’ educational background. According to Hanks (2015), the level of participation of the residents would not always be based on the highest educational attainment of the participants.

Table 12: Socio-demographic profile of the respondents and their level of participation in the Coconut Festival

Demographic profile	Pearson chi-square value	p-value	Interpretation
Age	5.385	.988	Not significant
Gender	5.172	.522	Not significant
Highest educational attainment	14.529	.486	Not significant

Relationship of the level of perception and level of participation of the respondents

Table 13 shows the relationship of the level of perception and level of participation of the respondents towards Coconut Festival wherein all of the p-value of each level of participation is equivalent to .000 which is interpreted to be significant.

Based on the results, all the typologies of participation have a significant relationship with the level of perception

The functional participation (level 1) shows significant relationship with the level of perception which can be defined that the participants perceive the community event as one of the ways to reach the goals of the said event. Functional participation is significant with the level of perception because the participation of the residents of the community is dependent on the facilitators or organizers of the event and how it will be executed. The said level of participation also discusses that the people are informed about the program and regulations of the community event before they would participate.

As for the passive participation (level 2) which shows significant relationship towards the level of perception, it can be noted that the participants of the community event will base their participation on how the organizers gave out information regarding the event. It is from how the participants perceive the event based on the information that was given to them that will make them participate in the said event

The third level of participation which is participation by consultation also showed significant relationship with the level of perception of the residents. This type of participation shows that the residents were consulted by the local government unit and the

organizers of the festival to properly and successfully implement the festival every year.

Level 4 empowered participation also showed a significant relationship with the level of perception of the respondents. This shows that the people of the community respond to the annually held event based on how they perceive it from the information that was given to them together with the rules and mechanics that were laid out to them by the organizers of the event.

Level 5 empowered participation also showed significant relationship towards the level of perception of the respondents with the highest rho-value of .311. The respondents are empowered to participate in the event based on how they perceive the community event wherein they are not hindered or limited by the facilitators about the celebration for them to participate.

Results of this study is supported by the results of the study of Claveria (2015) which also shows the relationship of the level of perception of the respondents and their level of participation in the Buhayani Festival.

According to Ahmed (2011), the citizen's perception and their level of participation create a positive outlook towards the event. It also shows that the perception of the residents is considered to be one of the factors for them to participate in the community event.

Table 13. Relationship between the respondents' level of perception and level of participation

Level participation vs. level of perception	of rho-value	p-value	Interpretation
Functional participation	.293	.000	Significant
Passive participation	.278	.000	Significant

Table 3 continued...

Participation by consultation	.250	.000	Significant
Empowered participation	.271	.000	Significant
Empowered participation	.311	.000	Significant

Model of participation

The levels of participation are correlated with the awareness and perception wherein the different levels of participation are significantly correlated with the frequency and usage of the communication tools present in the Coconut Festival.

Likewise, functional participation and empowered communication are significantly correlated with the level of perception of the residents. Also, level of awareness is significantly correlated to empowered communication.

While the perception is significantly correlated to the frequency of usage of the two most used communication tools which is Internet and personal engagement same with the two least used communication tools like radio and newspaper.

Table 14. Correlation between the level of participation, awareness, perception and frequency of usage of communication tools

		Estimate	S.E.	C.R.	P	Label
perception	<--- frqpe	.070	.026	2.724	.006	
perception	<--- frqnewspaper	.050	.024	2.053	.040	
perception	<--- frqradio	.052	.024	2.134	.033	
level1	<--- perception	.571	.095	5.993	***	
level2	<--- frqradio	.330	.049	6.739	***	
level2	<--- perception	.471	.140	3.355	***	
level2	<--- level1	.242	.078	3.098	.002	
level3	<--- frqnewspaper	.171	.045	3.784	***	
awareness	<--- frqpe	.092	.038	2.426	.015	
awareness	<--- frqradio	.076	.030	2.555	.011	
awareness	<--- frqinternet	.113	.045	2.519	.012	
level3	<--- level2	.458	.050	9.221	***	
level3	<--- level1	.197	.071	2.777	.005	
level4	<--- perception	.430	.123	3.504	***	
level4	<--- awareness	.173	.082	2.112	.035	
level4	<--- level3	.160	.054	2.959	.003	
level4	<--- level2	.202	.055	3.655	***	
level5	<--- frqradio	.086	.039	2.238	.025	
level5	<--- perception	.210	.106	1.982	.047	
level5	<--- level4	.187	.047	4.010	***	
level5	<--- level1	.147	.058	2.516	.012	
level5	<--- level2	.264	.048	5.533	***	
level5	<--- level3	.126	.045	2.779	.005	

Structural Equation Modeling using Path Analysis reveals the following model of participation.

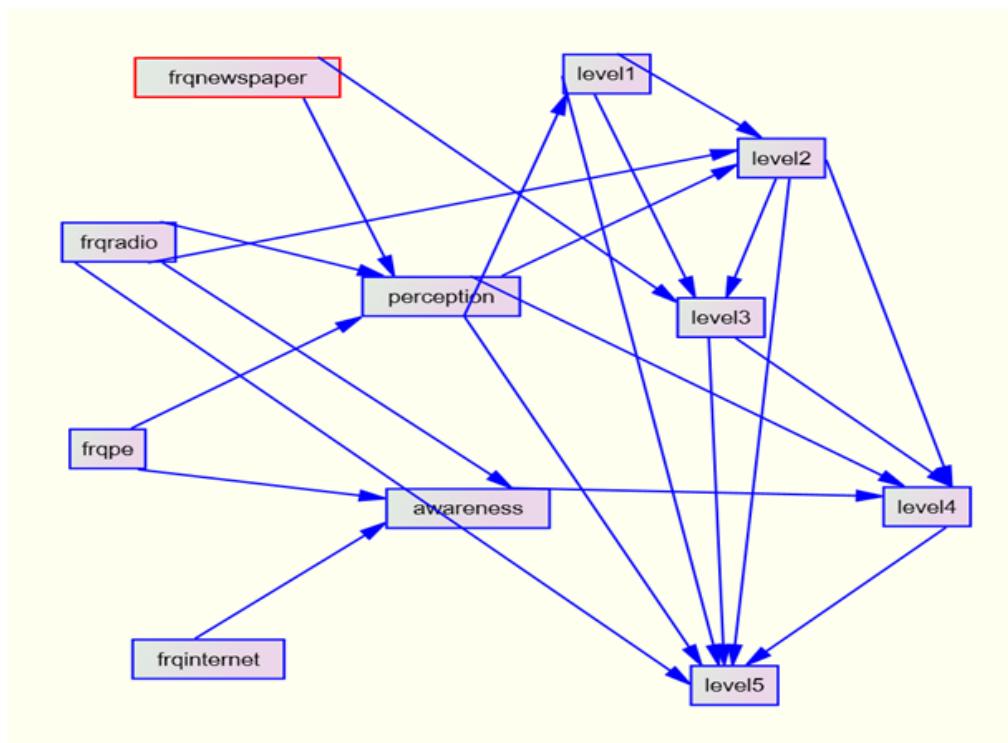


Figure 4. Emerging model of participation

The emerging model of participation shows the different variables that are significant by using the Structural Equation Modeling.

The communication tool or sources of information that were present in the model are Internet, personal engagement/word of mouth, radio and newspaper.

The frequency of usage of newspaper which appeared to be one of the very rarely used communication tool in the festival has a direct significant effect towards perception with a value of $p= (.040)$, and on participation by consultation $p= (.000)$.

The frequency of usage of radio which is the second least used communication tool in the Coconut Festival has a significant direct effect towards perception $p= (.033)$ awareness $p= (.011)$ and empowered participation (level 5) $p= (.025)$.

Moreover, the frequency of usage of personal engagement which appeared to be the second most used communication tool in the Coconut festival has a significant direct effect towards to perception $p= (.006)$, and awareness $p= (.015)$. The frequency of usage of Internet which is the frequently used communication tool in the Coconut Festival appears to have a significant direct effect towards the level of awareness of the respondents with $p= (.012)$.

In terms of the significant direct effect of perception to the levels of participation, it has an effect of $p= (.000)$ towards functional participation (level 1), on passive participation (level 2) $p= (.000)$, empowered participation (level 4) $p= (.000)$, empowered participation (level 5) $p= (.047)$.

The direct significant effect of functional participation (level 1) towards passive participation (level 2) $p= (.002)$, participation by consultation (level 3) $p= (.005)$, and on empowered participation (level 5) $p= (.012)$.

Passive participation (level 2) has a significant and direct effect on participation by consultation (level 3) $p= (.000)$, empowered participation (level 4) $p= (.000)$, empowered participation (level 5) $p= (.000)$.

Participation by consultation (level 3) has a significant direct effect on empowered participation (level 4) $p= (.003)$ and on empowered participation (level 5) $p= (.005)$.

Empowered participation (level 4) has only a significant effect on empowered participation (level 5) $p= (.000)$.

Functional participation (level 1) is directly affected with the level of perception of the residents. Moreover, passive participation has three direct effects from radio as one of the sources of information, level of perception and level of participation.

Level 1 participation shows that timely communication tools and proper dissemination of information were done by the organizers of the festival in order to reach a much wider audience for the community celebration.

The level of participation that is present in the intermediate level of the model is participation by consultation (level 3) wherein it is affected by functional participation (level 1), passive participation (level 2) and one of the sources of information which is newspaper.

There is a connection that shows direct effect towards empowered participation (level 4) as shown in the model. The following are passive participation (level 2), participation by consultation (level 3), level of perception and level of awareness of the residents towards the Coconut Festival.

The most present level of participation in the said festival as shown in the emerged model is the empowered participation (level 5) which consist of six direct effect from frequency of usage of radio, level of perception, functional participation (level 1), passive participation (level 2), participation by consultation (level 3) and empowered participation (level 4).

The empowered participation (level 5) was also one of the types of participation that is present in the study of Muya (2014) wherein she discussed the level of participation in a project of a local government unit in the Philippines. Based on the model that was developed in her study, the empowered participation (level 5) has four predictors compared to other levels of participation that was present in her model. It only shows that empowered participation (level 5) plays a part in the participation of the residents in the community which shows that they have the will and can voluntarily participate in the event that was being done by the community they belong to.

Table 15 shows model parameters based on the emerging model of participation. The result of the measurement of CMIN/DF should have an ideal value of less than 2 wherein the results of the said measurement is 1. 651. The good fit index has an ideal value of greater than .90 with a result of .968.

The comparative fit index which has an ideal value of greater than .93, has a result of .973. The root mean square residual has a measurement result of .047 which is acceptable because its ideal value is less than .05.

The result for the measurement for PCLOSE is .585, an acceptable fit. Its ideal value is greater than .05. With the given value of the results of the measurement, the said model was an acceptable fit, for it was within the clause of the ideal value for a good model.

Table 15. Model parameters

Measures	Results	Ideal value
CMIN/DF	1.651	< 2
GFI	.968	> .90
CFI	.973	> .93
RMSEA	.047	< .05
PCLOSE	.585	> .05

CONCLUSION

Most of the participants in the said festival were composed of the group of teenagers which are considered to be the most active participants when it comes to such community events. Most of them used Internet as their source of information; followed by the personal engagement or word of mouth of the residents. The least two communication tools that were used in the Coconut Festival are radio and newspaper with the lowest frequency of usage of the communication tools.

The residents of San Pablo are very much aware of the Coconut Festival given that they live near the place where the said event was always being held. Another thing that made the residents more aware about the festival is that it was being celebrated for 21 consecutive years.

The respondents understand the message of the event. They agreed that the event was properly implemented every year and the program of the event was good and entertaining that made the respondents watch it.

Based on the results of the study, the Internet as one of the frequently used communication tools is the most used however, the type of communication channel that most of the local government used are public announcements. The local government also did not utilize the usage of newspaper, radio and the regional broadcasting television network.

The researchers found out how the four different typologies of participation are present in the Coconut festival. Results show which among the typologies of participation the participants are much aware of and what kind of participation they are into when it comes to Coconut Festival.

Among the typologies of participation, empowered participation (level 5) is the most prevalent. The functional participation which involves information giving about the festival and its rules and regulations was also found to play a role in terms of understanding the level of perception of the respondents. Results also show that participation by consultation is not that given attention in preparing the plans for the festival though the respondents agreed with the statements. All of the typologies of participation that need to be present in finding out the level of participation are present in the festival.

Findings of the study reveal that there are no significant relationships between the socio-demographic profile and other variables of the study except in higher educational attainment and awareness confirms that the members of the community are knowledgeable about the festival.

Moreover, results show that there are factors that affect the perception and level of participation of the respondents. It was found out that typologies of participation are always present in every community event. Participation can be considered as one of the dominating ideologies in contemporary thinking to both governmental and non-governmental agencies.

Furthermore, participation and communication are two concepts that can be applied in many different ways and create another set of meanings, interpretations, and decisions which resulted from the collaborations of those who participated in the community event.

The emerging model of participation in the Coconut Festival is the empowered participation (level 5) wherein 6 variables were identified in the model points.

The Path Analysis shows the four sources of information present in the study which are Internet, personal engagement, radio and newspaper. Internet affects the level of awareness of the residents compared to newspaper which affects the level of perception and participation by consultation (level 3). Radio, on the other hand, affects the level of perception, passive participation, awareness and

empowered participation (level 5). However, frequency of usage of the personal engagement is the only factor that affects the level of perception and awareness of the respondents. Furthermore, the analysis shows that the variables that were shown in the model have played a significant role in identifying their relationships as well as the predictors that made the respondents participate in the festival.

The model of participation shows that participation and communication are involved in a community event. The said model was said to be best fit and ideal for it suits the ideal value as based on the model parameter.

RECOMMENDATION

Based on the conclusions drawn from the study, the researchers recommend to the organizers to maximize the use of newspaper in terms of disseminating information about the Coconut Festival. Since newspaper plays a role in the model of participation and is one of the predictors of participation by consultation and level of perception of the respondents. Aside from using the above mentioned communication tool, the organizers of the festival should also utilize other sources of information that are present in the model that emerged from this study.

The organizers may base their future planning activity on this study for effective implementation of the festival.

For the future researchers who will conduct the same study, an assessment study regarding the success of this model of participation is recommended, to see if there are significant changes that happened after the organizers of the festival followed and adapted the results of this study.

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