

Tinapay Festival: Potential Tourist Attraction in Batangas, Philippines

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Abstract - *This study was conducted to assess the Tinapay (bread) Festival in Cuenca, Batangas. Specifically, this research determined the development strategies of community-based tourism in terms of planning, organizing, directing, and controlling; evaluated the effects of development of community-based tourism Tinapay Festival in Cuenca; proposed an action plan in promoting tourism in Cuenca.*

The study used descriptive method with the survey questionnaire as data gathering instrument which was administered among 100 respondents. The results of the study revealed that the respondents agreed that in order to achieve the success of the Tinapay Festival, there must be careful planning, organizing, directing and controlling. Most of the respondents are 60 government officials and 40 locales who agreed that the community involved and the committee in charge proved their incomparable teamwork which made the Tinapay Festival successful. They developed great teamwork through fair distribution of task resulting to respect and trust of the residents.

Keywords: Community-Based Tourism, planning, organizing, directing, controlling, development.

I. INTRODUCTION

An entire global industry of festivals and events has evolved and developed since the early 1990s. The phenomenal growth, coupled with increased customer awareness and choice, requires the industry to manage the sector effectively and efficiently to ensure sustained development and growth in the future. On a global basis there are unprecedented interests in festivals and events – at international and national level, in cities and towns, villages and hamlets, and in rural and coastal areas.

Festivals and events can help promote their destination and attract tourists. They can be viewed as a new form of tourism in which to anchor economic prosperity and development. The image of a destination, product or service can be enhanced or damaged by the success or failure of a festival or event. The characteristics of festivals and events are unique with different levels of operating costs and they fall into both the not-for-profit and profit-making categories. Their

purpose varies. Some have an entertainment and educational remit and can be used to bring different communities together while others can be used for business promotion. Some festivals and events can be arts related, while others can focus on other forms of culture such as sport. They can range from small-scale, locally based events, to large international festivals (Yeoman et al, 2004).

Cuenca is located in the Southern Tagalog Region. The location of the municipality in relation to Taal Lake and the rolling steep terrain makes it a potential tourist area. The natural attractions in Cuenca Batangas can be potential tourist spot destinations due to the human activity to be experienced and enjoyed by both local and foreign tourist. The different natural attractions which can be found in Cuenca, Batangas are in Mt. Maculot, a 949 feet in altitude, a man-made tunnels forged along the mountain slopes, Grotto of the Blessed Virgin Mary a 750 ft. in altitude, cemented pathways going to 14 stations of the cross and 1,500 cemented steps leading downward to Taal Lake shore area in Barangay Don Juan, (a good view of the Volcano island where beach resorts can be developed).

The Tinapay Festival in Cuenca puts the spotlight on the hardworking bakers or panaderos of the place, the reason why the town claimed the title “Home of the Bakers”. The festival includes bread making contests and festive parade to present the finished product of the bakers. It is celebrated sometime in June, Camo (2013). They showcased development of other people of Cuenca through the industry. Professionals grew a number from bakeries. “Mega Monay”, “MalakingSemada”, “MalakingPandesal”, and “PinoyPandesal” were launched and displayed in the parade.

With the cooperation of Municipality of Cuenca, one of the stakeholders, Mr. Luisito Chavez holds the Tinapay Festival. The municipality planning and development department are the ones who organize the program to be used in celebration of Tinapay Festival. The owners of the bakeries sponsor the pastries/breads to be displayed and distributed during the event.

The researchers decided to conduct as a study on Tinapay Festival in the municipality of Cuenca not only

to attract tourists and boost the economy but beyond everything else, it is for the residents of Cuenca to gain sense of pride in what culture they have and also to be aware about the Tinapay Festival which is only present in Cuenca.

II. OBJECTIVES OF THE STUDY

This study aimed to assess the Tinapay Festival in Cuenca, Batangas. More specifically, it determined the development strategies of community-based tourism in terms of planning, organizing, directing, and controlling; evaluated the effects of development of community-based tourism Tinapay Festival in Cuenca; and proposed an action plan in promoting tourism in Cuenca.

III. REVIEW OF LITERATURE

Festivals are identified as one of the fastest growing forms of leisure and tourism related phenomena. Festivals are significant element of the attractions sector of tourism. Event tourism is concerned with the roles that festivals and special events can play in destination development and the maximization of an event's attractiveness to tourists as stated by Robertson (2004).

No matter what the reason is for hosting a festival or event, there is a wide range of customers, each with different expectations, and this will impact on the management processes considered for each individual festival or event (Robertson et al, 2004).

Festivals offer the potential to foster local organizational development, leadership and networking. All of which are critical underpinnings of community-based tourism development. It is suggested that the consequence of this process would be tourism development in keeping with authentic community wishes, thus more satisfying to residents and visitors and sustainable over long term (Knight, 2004).

Festivals can be used to build communities. Organizing a major festival takes a lot of individual and collective effort. To get the job done the organizers have to be able to give a lot of time personally and be able to call in a lot of favours and/or inspire voluntarism. Celebration can bind a community and it can also be an instrument that keeps the community a fresh and constantly renewing experience. Celebration is the way humans integrate change (Dunstan, 2004).

Tourism is the act of travel and set of actions engaged in by people during the trip to places away from their home environment. It is the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure, and leisure activities away

from the home environment in the study by Metha (2006).

Festival is a trademark of the country but it is not simply parties, no matter how much Filipinos enjoy themselves. The celebration of holidays usually has significance at deeper levels that includes agricultural life, religious devotion that societal values, and familial bonds Rodell (2003).

Furthermore, from the study of Allen (2008), festivals are an important expression of human activity that contributes much social and cultural life. They are also increasingly linked with tourism to generate business activity and income for their host communities.

Tinapay Festival is a one of a kind celebration showcasing different breads made. Cuenca is known for its bread, and most of the industries here are in bread making. They are doing this in honor of their patron saint, Our Lady of Peace and Good Voyage for a beautiful life.

Cuenca, a town in Batangas is known for its panaderos (bakers) and best known with the tasty tinapay (bread) that these panaderos baked. With these, the local Government of Cuenca organized a festival called the "Tinapayan" where most bakers in town show workmanship at its best in "Tinapay Festival," for the celebration of good tidings for the feast of San Isidro Labrador. The Tinapay Festival of Cuenca puts the spotlight on the hardworking bakers or panaderos of the place, the reason why the town claimed the title, "Home of the Bakers". The festival includes bread making contests and festive parade to present the finish product of the bakers and celebrated sometime in November (Camo et al, 2013).

According to Kilkenny (2006), a full day of planning is suggested for larger events, preferably two days of time allows, or they can be broken into smaller meetings over many days. Have these meetings periodically to report status and changes. It might be a good idea to have a "Management Retreat" at the same time as intensive decision making meeting. This is a critical time for delineating what you have to offer from what outside help is needed to put on an extraordinary show. Perfect planning must occur always so that they won't have any problems in time of the event. It was been seen in the study of Harina (2011).

Based on Jeoushyan Horng's (2010) study "Understanding the Model of Food Festival Visitor Behavior: A Lifestyle Segmentation" Festival can strengthen people's motivation for travelling, and food-related motivation for traveling are also becoming more and more important (Napiza, 2012). Also in this kind of

festivals there is culinary tourism, since the festival is all about a certain food, this was further pointed also in the study of Jeoushyan, Kivela and Crotts (2005).

IV. METHOD

Research Design

The researchers made use of descriptive method in the study to assess the Tinapay Festival in Cuenca. Descriptive Research Design is a valid method for researching specific subject as long as the limitations are understood by the researchers (Shuttleworth, 2008).

Participants of the Study

There are 100 chosen respondents which is composed of 40 locals/bakery owners and 60 government officials involved in the study. This figure is sufficient enough to establish a justified study where weighted mean and ranking was tabulated.

Data Gathering Instrument

Adapted questionnaires from unpublished thesis entitled Sublian Festival: A Potential Tourist Feature in Batangas City by Camo (2013) was utilized by the researchers. Questionnaire was constructed to develop an outline of the content of the instrument on which it deals with the significant topics that is clearly and carefully stated. The questionnaire is composed of five parts. It includes the Development of Community-Based Tourism in terms of Planning, Organizing, Directing, Controlling and Effects in Community Based Tourism. In addition, the respondents were also interviewed. The Tourism Municipality Officer was also interviewed for further information about the growing tourism industry in Cuenca.

Data Gathering Procedure

The researchers selected the research problem and came up with the title, "Tinapay Festival in Cuenca". It has been approved by the adviser. After that, the procurement of the data was made through reading books, journals and other published materials related to the study. Furthermore, in order to be acquainted with the contents and format of the study, other researches were considered. After the consultation and approval, the construction of the questionnaire followed.

Data Analysis

All data gathered were treated using different statistical tools. This includes frequency distribution and weighted mean which were used according to the objectives of the study. The data were analyzed using PASW version.

V. RESULTS AND DISCUSSION

Table 1. Development of Community-Based Tourism in terms of Planning

Planning	WM	VI	Rank
1. It clearly defines the objective of the Tinapay Festival by setting goals, mission, vision and philosophy.	3.29	Agree	1
2. It gives emphasis on the provision of proper analysis that would indicate revision and flexibility of the festival, and the effectiveness of community integration in festival planning	3.20	Agree	2
3. It allows utilization of all the available resources.	3.15	Agree	3
4. Being precise in its scope and nature leads to focus of the expected outcome of the organization's goals and objectives	3.13	Agree	4
5. It provides action towards immediate problems that may occur within an organization	3.12	Agree	5
Composite Mean	3.18	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 1 shows the development of community-based tourism in terms of planning. It was found out that the respondents agree to the development of CBT as to planning as revealed by the obtained composite mean of 3.18. Among the items enumerated, almost all items got the same verbal interpretation of agree and it clearly defines the objective of the Tinapay Festival by setting goals, mission, vision and philosophy rank first (3.48).

In planning the Tinapay Festival there are different important things to consider such as: setting goals and objectives, designing the event, identifying and understanding the target audience, as well as set dates, times and themes. This process might be frustrating at times. It might result to a total modification of the old tradition of this Festival but then, if the planning session will be right from the start, the Events Committee (Municipal Planning Development Department) will benefit by enjoying a smooth, well ran event with great results. According to Kilkenny (2006), a full day of

planning is suggested for larger events, preferably two days of time allows, or they can be broken into smaller meetings over many days. Have these meetings periodically to report status and changes. It might be a good idea to have a “Management Retreat” at the same time as intensive decision making meeting. This is a critical time for delineating what you have to offer from what outside help is needed to put on an extraordinary show.

Being focused from the beginning is extremely important. Define what you want to achieve, what your vision encompasses, and commit your intentions to paper. You do these by defining your goals and objectives, setting your financial goals, and identifying your participants. You begin to envision how the event will look and feel. These points form the framework of an event that will be fleshed out right up till the end.

Even though all were agreed upon by the respondents, it gives emphasis on the provision of

proper analysis that would indicate revision and flexibility of the festival and the effectiveness of community integration in festival planning and allows utilization of all the available resources.

The least observed among the CBT planning includes being precise in its scope and nature leads to focus of the expected outcome of the organization’s goals and objectives and provides action towards immediate problems that may occur within an organization with 3.13 and 3.12 mean value respectively. Perfect planning must occur always so that they won’t have any problems in time of the event. It has been described in the study of Harina (2011).

As seen from the result, almost all items were verbally interpreted strongly agree and the item which states that the organizers includes grouping of activities for different committees for the purpose of achieving the success of Tinapay Festival got the highest mean of 3.33.

Table 2. Development of Community-Based Tourism in terms of Organizing

	Organizing	WM	VI	Rank
1.	It is one way of carrying out plans, determining the most appropriate type of implementation of festival.	3.30	Agree	2
2.	This is done through working within the structure of the cultural affairs committee and understanding of using power and authority appropriately.	3.19	Agree	4
3.	It includes grouping of activities for different committees for the purpose of achieving the success of Tinapay Festival.	3.33	Agree	1
4.	It involves coordination of activities horizontally and vertically with other units and members who are responsible for accomplishing festival objectives which is the success of Tinapay Festival.	3.22	Agree	3
5.	It also involves the process of deciding which level of organization and committee is necessary to accomplish the objectives.	3.18	Agree	5
Composite Mean		3.24	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

After the planning process of Tinapay Festival there will be organizing session in which all the significant players like Government officials, involved residents and events committee (Municipal Planning and Development Department) should be present in the entire process. If they cannot attend the session, make sure they get the notes and summary report. The decisions made in the meeting will be created, refined, confirmed, and even transformed with time, but these sessions will set the stage and create the foundation of the Tinapay Festival.

It was supported by Mosely (2008), who explained that organizational effectiveness results from activities that improve the organizational structure, technology and people so it can achieve its objectives. Management

must determine which one is most likely to produce the desired outcome.

The least among the ranks also involves the process of deciding which level of organization and committee is necessary to accomplish the objectives. And through working within the structure of the cultural affairs committee and understanding of using power and authority appropriately the objectives with 3.18 and 3.22, the use of power and authority when it comes to this kind of event is not really appropriate.

Tinapay Festival is complex, diverse, and filled with unique characteristics. There can be thousands of details associated with this event. Sometimes it needs to juggle a number of tasks simultaneously, and use many skills. The next you are working on the budget, and later you are to write a copy for brochure. Another day

you may be entering names into database and the next stuffing envelopes or flying off to do site inspection. You will be interacting with CEOs, general managers, owners, waiters, cleaners, and everyone in between. You will meet or talk to different people every day. With such a diverse range of Tinapay Festival, often one coordinator is not enough. Everyone should be working together for the same purpose and that is the success of the Tinapay Festival.

Table 3. Development of Community-Based Tourism in terms of Directing

Directing	WM	VI	Rank
1. Directing deals with human relation when the managers or administrative personnel tell staff the residents and other agencies what to do.	3.09	A	5
2. It requires delegation of work and designation of responsibilities among the workforce.	3.24	A	2.5
3. Confidence and trust must be established to perform as a group.	3.47	A	1
4. The faith of getting the work done through others but still perform supervisory function to initiate action that involves using directives, communicating instructions, guiding and motivating employees.	3.24	A	2.5
5. It is focused on the management of all the people in the organization that depends upon how well it is done.	3.18	A	4
Composite Mean	3.24	A	

Legend: Strongly Agree (SA): 3.50 – 4.00; Agree (A): 2.50 – 3.49; Disagree (D): 1.50 – 2.49; Strongly Disagree (SD): 1.00 – 1.49

As shown in the table 3, the development of community-based tourism in terms of directing was observed in the confidence and trust must be established to perform as a group since it ranked first with the weighted mean of 3.47. When you are a part of a committee of an event or festival trust in every member of your team is an essential. It was followed by requiring delegation of work and designation of responsibilities among the workforce and the faith of getting the work done through others but still perform supervisory function to initiate action that involves using directives, communicating instructions, guiding and motivating employees.

In preparation of the Tinapay Festival, delegation is important for efficiency and development. It allows work to be transferred to people whose skills are a better much for the work. It incorporates empowering the committees through effective leadership and may be directed in any direction and used in any organization. The first step in the delegation process is to recognize the common barriers to delegation. These barriers can come from the President of the Events Committee which is from the Municipal and Planning Development Department, the members or the event. Proper delegation of task on and before the celebration of Tinapay Festival will retain ultimate responsibility for its success.

The least among the rank were directing deals with human relation when the managers or administrative personnel tell staff the residents and other agencies what to do and focused on the management of all the people in the organization that depends upon how well it is done with 3.09 and 3.18.

Some leaders resist delegation because they don't have faith in their team members. If this is true, then the President of the Events Committee (MPDCD) should start by taking small risks. Early successes will encourage the President to delegate more. Learn to see the potential in the team and make sure that they have adequately prepared the team members for the tasks assign. The more prepared the committee are the less worried the president will be.

Effects of festivals on the perception and attitude of local residents and civil servants towards tourism development, often emphasize in local tourism development is local resident participation and involvement that will ensure that profits from development will benefit themselves and their neighbourhoods. In order to maximize profits and minimize negative side effects local tourism development requires participation from members of the greater regional committee (Fabella, 2012).

As it is shown in Table 4, the respondents reacted positively on the development of community-based tourism through Tinapay Festival with regards to controlling was 3.16 Agree. An-on going function of management of Tinapay Festival occurring during planning, organizing and directing activities got the highest value of 3.20 while, checking and analysis of performance compared with standards set by the committee and the objectives of Tinapay Festival ranked second with the value 3.17 and both has the verbal interpretation of agree.

Table 4. Development of Community-Based Tourism in terms of Controlling

Controlling	WM	VI	Rank
1. Controlling is an on-going function of management of Tinapay Festival occurring during planning, organizing and directing activities.	3.20	Agree	1
2. It includes setting of standards for evaluation purposes at carefully selected strategic control points during the festival.	3.17	Agree	2
3. It involves checking and analysis of performance compared with standards set by the committees and objectives of the Tinapay Festival.	3.12	Agree	5
4. The results interpretation provides the modification and expansion of existing plans to achieve revised objective for Tinapay Festival in the future.	3.14	Agree	4
5. It seeks to take corrective action as indicated in the policy of the organization based on the history of festival.	3.15	Agree	3
Composite Mean	3.16	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Requirement analysis is critical to the success of the Tinapay Festival. The requirements should be documented, actionable, measurable, testable, traceable, related to identified needs or opportunities, and defined to a level of detail sufficient for festive design. It can be a long and tiring process but it seems to it that the right things happen, in the right ways and at the right time. It ensures that the overall direction of individuals and groups are consistent with short and long range plans. Making sure that this process is being followed then, Tinapay Festival will surely continue its legacy.

The local community of Cuenca is a major stakeholder in the Tinapay Festival, and it is incumbent on the President of the Events Committee (MPDCD) to consider the community perspective and to include this

in the Tinapay Festival planning process. Community-based tourism, specifically through festival, is part of the social fabric that binds the communities together. In many real ways, there are part of these festival which helps to create and strengthen a sense of community and belonging. For this and related reasons, they are often supported by local governments and other government agencies concerned with maintaining and supporting health communities (Mc Donnell, 2008).

Furthermore, it seeks to take corrective actions as indicated in the policy of the organization based on the history of festival got the lowest value of 3.12 and has the verbal interpretation agree. The respondents might not have seen more of the committee involved, taking corrective actions in order to improve the said event.

Table 5. Effects of Community-Based Tourism

Effects	WM	VI	Rank
1. Understanding community-based tourism through Tinapay Festival gives meaning to work and essence to the tourism industry and festival.	3.40	Agree	1
2. Identifying different way to develop community-based tourism such as festival can lead to appreciate the role of community in the field of tourism industry.	3.34	Agree	2
3. It gives me the ability to influence others to accomplish objective.	3.31	Agree	3
4. A crisis or important event may cause to rise to the occasion which brings extraordinary leadership qualities in tourism and hospitality industry	3.26	Agree	5
5. It helps me developed my communication skills.	3.26	Agree	5
6. I become technically proficient and have a solid familiarity with the participation of community in tourism industry	3.18	Agree	8.5
7. I now seek responsibility and take responsibility for my actions.	3.14	Agree	10
8. I have stronghold on becoming a role model within an organization	3.18	Agree	8.5
9. I make timely decision by using good problem solving, decision making and planning tools	3.26	Agree	5
10. I try to know myself, and seek self-improvement.	3.22	Agree	7
Composite Mean	3.26	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

It can be gleaned from the table 5, that there is an effect on community based tourism on Tinapay festival. Among the cited effects, Understanding community-

based tourism through Tinapay Festival gives meaning to work and essence to the tourism industry and festival, identifying different way to develop community-based

tourism such as festival can lead to appreciate the role of community in the field of tourism industry and gives me the ability to influence others to accomplish objective topped on the rank with weighted mean values of 3.40, 3.34 and 3.31 respectively, all were interpreted agree.

Community-based tourism is often recognized as a perfect example of sustainable tourism development. The reason for this is mainly that the local community participation in the development and practice of the Tinapay Festival is supposed to be high, and that the whole community benefits from the celebration of Tinapay Festival.

Based on Jeoushyan Horng's (2010) study entitled "Understanding the Model of Food Festival Visitor Behavior: A Lifestyle Segmentation" Festival can strengthen people's motivation for travelling, and food-related motivation for traveling are also becoming more and more important (Napiza, 2012). Also in this kind of festivals there is culinary tourism, since the festival is all about certain food, this was further pointed also in the study of Jeoushyan, Kivela and Crotts (2005).

The least weighted mean were obtained by the item such as become technically proficient and have a solid familiarity with the participation of community in tourism industry (3.18), have stronghold on becoming a role model within an organization (3.18) and seek responsibility and take responsibility for my actions (3.14).

There are several constraints to Cuenqueños participation in tourism activities. It provides two arguments as to why the involvement of local communities in tourism development is often difficult. The first is that the community of Cuenca is heterogeneous. Cuenca community consists of many different kinds of people, often with an equal position and different aspiration. This leads to an equal opportunity of community members to participate in tourism activities. Cuenca community members with a higher status are more likely to participate in tourism development, and will not always act in the best interest of other community members. The second difficulty is that Cuenqueños frequently lack information, resources and power. This makes it difficult to reach the market.

VI. CONCLUSIONS AND RECOMMENDATIONS

The respondents agreed that the activities during Tinapay (Bread) Festival had reliable planning, organizing, directing, and controlling. The effects of Tinapay Festival are the tourism revenue generated by the event and this will also result to boosting tourism in

Cuenca. The proposed plan if implemented will surely make the Festival successful.

For the Municipal Planning and Development Department, they should motivate the people to take part in celebrating this festive planning and safe flow of Tinapay Festival. The local government of Cuenca may be open to possible investors for the place to be promoted widely all over the Philippines or around the world in order to increase our local and foreign tourist. The Municipal Planning and Development Department involved should formulate and implement some promotions for the Tinapay Festival for there are still localities in Cuenca who are not aware in their participation of Tinapay Festival in Cuenca, Batangas. The Department of CITHM should spearhead and participate in the celebration of Tinapay Festival. For the future researchers, a similar study may be conducted using another set of variables.

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