

# Perception on Service Quality of Foreign Tourists Who Attended the Iloilo Dinagyang Festival Ati-Ati Tribe Competition 2014

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**Abstract** – *The aim of this study is to assess the level of service quality of the Iloilo Dinagyang Festival, one of Philippines' most prominent cultural festivals. Current festival studies are focused on the quality improvement of service organizations and recreation industries. Nevertheless, being an abstract concept, the measurement & analysis of service quality is still under continued development with numerous models applicable for different tourism activities. In lieu with this, the researchers aim to put into context the gap mentioned by making an attempt to measure the level of service quality of the 2014 Dinagyang Festival using one of the leading service quality assessment models. Purposive sampling with thirty foreign tourist respondents was used in this study. The Childress-Crompton model was utilized to assess the respondents' perception of service quality based on four key service dimensions. The study concludes that foreign tourists who attended the festival were satisfied with the event's generic and specific entertainment features, and neutral with regards to information sources and comfort amenities. As to the over-all relative level of importance of the four dimensions, the ranking is in accordance with existing literature. Furthermore, statistical tests revealed significant differences on how the different sexes and age groups rated some of the festival's key service dimensions. In conclusion, improvements in the festival should focus on cleanliness, information dissemination, and refinement of comfort amenities.*

**Keywords** – *Cultural tourism, Festivals, Dinagyang, Service Quality, Childress-Crompton Model*

## INTRODUCTION

Festivals are social phenomenon encountered virtually in all human cultures [1]. Almost every region, province and city all throughout the Philippines celebrates their respective festivals. These are usually commemoration of patron saints, re-enactment of local historical events, and celebration of bountiful harvests.

The Dinagyang Festival, the center of this study, is Iloilo's anticipated annual celebration. "Dinagyang", which is an Ilonggo term for merry-making, characterizes the festival's joyous celebration in honor and veneration of *Señor Santo Niño*. Being both a religious and cultural festival, Dinagyang depicts a fusion of Roman Catholicism and indigenous culture of the Panayanons as presented by various competing tribes in the Ati-Ati street dance & performance competition [2]. All throughout the city, numerous

activities of religious, cultural, and commercial significance attract thousands of tourists of different demographic backgrounds.

For three succeeding years from 2006 to 2008, the Dinagyang Festival was declared by the Association of Tourism Officers of the Philippines as the country's "tourism event of the year" [3]. However, it failed to secure the distinction since 2009 and the years thereafter. According to the event's organizer, the Iloilo Dinagyang Foundation, Inc. (IDFI), several factors may have contributed to the festival's decline, which may include the slight slip in the number of both local & foreign tourists attending the event, along with other social and economic factors.

Success of many tourism events rests on its dynamic delivery of good services that would tantamount to customer satisfaction. According to Crompton and Mackay [4], the relationship between

what customers' desire from a service and what they perceive that they receive is known as Service Quality. Baker & Crompton [5] suggested that service quality determines the tourists' level of satisfaction, and influences their behavioural intentions. The Childress–Crompton Model, one of the leading service quality assessment models, is the primary evaluation tool used in the conduct of the study. The model evaluates service quality along four key service dimensions: namely, *generic features*, *specific entertainment features*, *information sources*, and *comfort amenities*.

The study focused on foreign tourists in line with IDFI's aim of making the festival "world-class" by attracting more foreign tourists through quality performance and experience.

## LITERATURE REVIEW

### Nature & Significance of Festivals

The Merriam-Webster Dictionary [6] defines a *festival* as a time of celebration; an organized series of performances or events. Festivals commemorate elements significant to the lives of the people in a given community [7]. They can be in the nature of religious rituals, historical tributes, and celebrations of age-old customs and traditions. Getz [8] further emphasized that festivals celebrate community values and ideologies, identity, and continuity. Festivals call for celebration with food, motion, art, and other worthwhile activities that provide opportunity to get people involved and become active participants in their community [9]. Cudny [7] suggested that festivals are closely linked with people, which is why they are often studied in different disciplines.

Festivals such as the Dinagyang Festival have huge impact on local communities through tourism [8]. As the demand for this form of entertainment among tourists has become popular, the revolution of festivals resulted to significant developments in the locality's business environment. According to Sumbarova [10], two of the economic contributions of festivals are the rise in income and the decrease in the unemployment rate. In particular, festivals generate jobs in the service sector [11].

Festivals also play a significant role in creating a positive social aura in the locality. By providing unique and inspiring performances, festivals give both the locals and visitors a feeling of privilege. According to Hunyadi, Inkei and Szabo [12], festivals showcase & promote the unique culture and arts of the

locality that create and leave a good impression on tourists.

### Tourist Preferences

Oxford [13] defines a *tourist* as a person travelling or visiting a place for pleasure. Tourists voluntarily and temporarily change their residence for recreational purposes, as well as to gain emotional and intellectual experiences [14]. According to Nicholson and Pearce [15], attendance in tourism events are influenced by multiple motivation factors. The seeking and escaping theory of Iso-Ahola [16] explains the intrinsic motivators of tourists in attending events. This theory suggests that escapism is the key factor leading people to events with generic benefits as entertainment, socialization, new experience, and novelty-seeking. Furthermore, factors such as adventure, prestige, dream fulfilment, health and fitness, rest and relaxation, were also highlighted in Crompton's push-and-pull model of tourist motivation [17].

Another study focusing on motivation was done on the Cultivaria Arts Festival of South Africa by Saayman [18]. The results showed that there were three main motives for tourist attendance: cultural exploration, event attraction, and escape.

Lastly, a study on Mongolia's Ulaanbaatar Naadam Festival by Thompson and Schofield [19] concluded that the association of the precedent motivation factors was consistent as presented by previous researches in the different regions of Europe and North America. This suggests that the core factors of motivation remain constant regardless of geographic location.

### Tourist Preferences by Sex

Gender cultures can be categorized as either masculine or feminine as differentiated by how they get along with others through different styles of communications [20]. In a study focusing on the motivation factors of tourists attending festivals in Turkey by Yolal, Cetinel and Uysal [21], significant variations in motivation were observed across gender segments. Female respondents placed higher weight on event novelty, escape and excitement, and family togetherness; while males prefer adventure and new explorations.

According to Glynn [22], in social gatherings, men are more likely to prioritize entertainment and music, and rarely think about luxury; while women would prefer more social interactions and pay closer attention to comfort and detail.

### ***Tourist Preferences by Age Groups***

Age is considered as a major factor that influences the decision-making process and preferences of individuals [23].

The early adult group (18-30 years old) are characterized as positive thinkers, technology-savvy, goal-oriented, and are highly motivated by challenging activities. Williams [24] suggests that tourists under this age always seek adventures and new experiences as they travel in big groups.

The middle adult group (31-50 years old) is known to be very sceptic. They pay much attention in equating the value of the services they receive to the resources they have given up. Schroer [25] contends that tourists under this age group are the hardest to impress.

The old age group (above 50) focuses on the value and comforts they get. According to Schroer [25], they don't pay much attention to the resources they give up, and usually travel in small groups of two to five. In addition, Yolal, Cetinel and Uysal [21] observed that as festival attendees get older and attain higher education, event novelty becomes more significant as a motivation factor.

### **Service Quality**

#### ***Nature & Definition***

Service quality is an intangible area of study that makes it difficult to measure and assess. Mackay and Crompton [26] defined service quality as the "the relationship between what customers' desire from a service and what they perceive that they receive." Service quality helps in determining ways of satisfying customers so that they hold positive attitudes toward the services being offered [27]. In a number of literatures, customer satisfaction is seen as the core catalyst of business success.

According to Day and Peters [28], quality in service industries has both static and dynamic dimensions. The static dimension characterizes the expectations of the customers that vary over time as additional service features are being added. Dynamic dimension of quality happens during the delivery of the service, and offers opportunities for customers to be satisfied by the extra efforts of event organizers to fulfil their need of tangible products. Ingram, et al [29] emphasized that dynamic quality cannot be easily achieved since they are spontaneous acts and cannot be scripted.

Crompton and Love [30] affirmed that measuring service quality has been a major issue in tourism and recreation studies. Tourism business caters to a diverse range of customers whose needs may vary; thus, understanding them would help service providers in developing strategies to establish and maintain a competitive advantage in the field. As emphasized by the United Nations Environment Programme and World Tourism Organization [31], continuing success of many going-concern tourism businesses rests on its vital delivery of good services. As such, service quality should be integrated into every part of the business.

#### ***Evaluation Models***

The most used service quality evaluation model is the SERVQUAL developed by Parasuraman, Zeithaml and Berry [32]. Studies under this model indicate that improvements in tourism service quality are essential to achieve three requirements: employee satisfaction, tourist's satisfaction, and the efficiency of processes.

From Parasuraman's SERVQUAL, several variants were developed. One of the variants is the Childress-Crompton Model, the primary evaluation tool used in the conduct of the study. Childress & Crompton [33] conducted an empirical study for the purpose of determining the relationship between the constructs of quality of performance and visitor satisfaction. The study was based on Crompton & Love [30] assessment using 18 evaluation items of festival attributes. The 18 attributes were categorized into four identified dimensions, and these are: (a) Generic features commonly characterized most festivals; (b) Specific entertainment features that entail to a specific festival; (c) Information sources regarding event schedules and locations; and (d) Comfort amenities related to overall comfort of the visitors. Several studies conducted using the same model found out that tourists would consider the relative importance of the four dimensions in the above-stated order, with (a) as most important, and (d) as least important. According to Childress and Crompton [33], the four dimensions establish the overall quality of the service provided, which will eventually determine the tourists' level of satisfaction. The level of satisfaction will then influence the tourists' behavioural intentions.

#### **OBJECTIVES OF THE STUDY**

The main objective of the study is to determine the level of service quality of the Dinagyang Festival Ati-

Ati Tribe Competition as perceived by foreign tourists. Specifically, the study intends to: (1) assess the tourists' perception of the festival's level of service quality along Childress-Crompton Model's four key service dimensions, (2) identify variations in service quality perceptions by sex and age groups, and (3) provide management measures to improve the services of Dinagyang Ati-Ati Tribe Competition.

## MATERIALS AND METHODS

In the conduct of this study, the researchers made use of the survey method. Notably, literature suggests that most of the previous researches on service quality assessment were done using the same method. The instrument used was a modification of the survey questionnaire developed by Childress & Crompton [33].

### Participants

Thirty (30) foreign tourists participated in the study. The inclusion criteria for the respondents are as follows: Not a Filipino by nationality; Resident of a foreign country; and Literate in the English language.

Table 1. Nationality distribution of respondents (n = 30)

Nationality	f	%
Australian	5	17
American	4	13
Dutch	4	13
French	3	10
German	3	10
Belgian	2	7
British	2	7
Canadian	2	7
Swiss	2	7
Estonian	1	3
Norwegian	1	3
Polish	1	3
	<b>30</b>	<b>100</b>

The table above shows the nationality distribution of the respondents. Notably, all of them were Caucasians due to the English language proficiency requirement.

The table below highlights the age group and sex distribution of the respondents. For statistical analysis, the age and sex distributions are approximated as of equal sizes.

Table 2. Age & sex distribution of respondents

	Male	Female	Total
<b>18 to 30</b>	7	5	<b>12</b>
<b>31 to 50</b>	3	5	<b>8</b>
<b>Above 50</b>	6	4	<b>10</b>
<b>Total</b>	<b>16</b>	<b>14</b>	<b>30</b>

### Data Collection

The respondents were identified using non-probability purposive sampling, considering the absence of a master list of the population being studied. Per the researchers' operational definition, a foreign tourist is an individual who is not a Filipino by nationality, and is a resident of a foreign country.

The sample was taken from the audience and spectators present in the locale during the Ati-Ati Tribe Competition proper, or within a few hours after the conclusion of the contest. The survey was conducted by the researchers, under the supervision of a senior faculty. The researchers asked for the participation of qualified respondents immediately upon sight. The participation of the respondents were made with their informed consent and deemed voluntary. The administration of the survey questionnaire took approximately 5 to 10 minutes per respondent. The nature of the study required a face-to-face interaction with the respondents to substantiate details regarding their service quality assessments.

The study was limited to a one-day data gathering procedure during which the Ati-Ati Tribe Competition took place. Considering the limited number of potential participants, the inherently restrained timeline made the data collection a major challenge, and the absence of a population master list made it impossible to statistically determine the ideal sample size. Therefore, the researchers decided to target a sample size of thirty (30), which is the often-cited minimum sample size to run a statistical test [34]. Also,  $n=30$  is popularly accepted as the lower bound to facilitate a large-sample inference about the mean of a quantitative variable [35].

Lastly, available secondary data to support the findings of the study were gathered from published journal articles and researches on festivals, tourist characteristics, and service quality assessment tools within the context of cultural festivals.

**Instrument**

The instrument used was a modified version of the Childress-Crompton Model in assessing the level of service quality of festivals. The said model identified key service factors or attributes that determine the over-all level of service quality of a cultural festival, and characterized them into four dimensions, which are: (a) Generic features, (b) Specific entertainment features, (c) Information sources, and (d) Comfort amenities. Key service factors were either added or subtracted from the original version to fit the context of the Dinagyang Festival.

To test the internal consistency and reliability of the modified version of the instrument, the Cronbach’s alpha [36] was used. Results of the test are shown below.

Table 3. Scale reliability coefficients

Dimension	Number of Items	Cronbach’s Alpha Value
Generic Features	5	0.604
Specific Ent Features	3	0.646
Info Sources	4	0.760
Comfort Amenities	7	0.831

The instrument reliability ranged from 0.604 to 0.831 on the category subscales. Nunnally [37] suggested that for a measure to be considered reliable, the Cronbach’s alpha should be at least 0.60. The alphas therefore revealed an acceptable level of internal consistency among the factors in each dimension.

**Data Analysis**

In doing the study, a quantitative research design was utilized. An objective five-point likert scale was used to measure the participants’ perceptions of the level of service quality provided by the Dinagyang Festival Ati-Tribe Competition, with 5 being *highly satisfied* and 1 being *highly dissatisfied*. Respondents rated each of the key service factors in each dimension.

The following scale was used in the interpretation and analysis of the figures:

<u>Mean Score</u>	<u>Equivalent</u>
4.50 to 5.00	Highly Satisfied
3.50 to 4.49	Satisfied
2.50 to 3.49	Neutral
1.50 to 2.49	Dissatisfied
1.00 to 1.49	Highly Dissatisfied

Furthermore, respondents were asked to rank the relative level of importance of the four dimensions using a scale of 1 to 4, with 1 as most important, and 4 as least important.

To facilitate in depth analysis of the variables, data was sorted out by sex and age brackets. Descriptive statistics was used in the presentation of the results, and the tests of difference in the analysis. Specifically, to compare differences in mean ratings for each of the dimensions, independent sample *t*-tests were used for the two sexes, and the one-way Analysis of Variance (ANOVA) for the three age groups.

**RESULTS AND DISCUSSION**

**Analysis of the Over-all Results**

The respondents rated most of the festival’s generic features and specific entertainment features key service factors at the *satisfied* range (3.50 to 4.49), information sources at the *neutral* (2.5 to 3.49) to *dissatisfied* range (1.5 to 2.49), and comfort amenities at the *neutral* range (2.5 to 3.49). Computed composite means for each of the four dimensions indicate that foreign tourists are *satisfied* with the generic features and specific entertainment features, and *neutral* with the information sources and comfort amenities. (See Table 5)

The table below shows the relative level of importance of the four dimensions. Note that the lowest raw score indicates the highest rank in terms of importance.

Table 4. Relative level of importance of the four dimensions

<i>Dimension</i>	<i>Raw Score</i>	<i>Importance</i>
Dimension 1	42	1 <sup>st</sup>
Dimension 2	58	2 <sup>nd</sup>
Dimension 2	95	3 <sup>rd</sup>
Dimension 4	105	4 <sup>th</sup>

Table 5 shows the arithmetic mean rating of each of key service factor for the four dimensions, along with their standard deviations.

As to the relative level of importance of the four dimensions, the ranking is in accordance with existing literature on festival studies. Notably, the dimensions that are more important to the tourists were given *satisfied* ratings, while the least important dimensions were given *neutral* ratings.

Table 5. Mean ratings per key service factor

Factor	Mean	SD
<b>Dimension 1: Generic Features</b>		
Safety/security on the site (e.g. Police visibility)	<b>4.00</b>	0.83
Cleanliness of the festival site (limited litter)	<b>2.93</b>	1.26
Friendliness of the street vendors	<b>4.07</b>	0.96
Food & beverages	<b>3.88</b>	0.82
Live entertainment (bands, street dancing)	<b>4.34</b>	0.72
<i>Composite Mean</i>	<b>3.85</b>	0.51
<b>Dimension 2: Specific Entertainment Features</b>		
Re-enactment of local history	<b>3.64</b>	0.86
Exhibit of arts & crafts	<b>3.85</b>	0.86
Souvenir shops	<b>4.04</b>	0.94
<i>Composite Mean</i>	<b>3.84</b>	0.65
<b>Dimension 3: Information Sources</b>		
Printed programs (e.g. tarpaulins, posters)	<b>2.50</b>	1.14
Availability of street maps that give directions	<b>2.20</b>	0.96
Availability of information booths	<b>2.38</b>	1.17
Web / Internet information sources	<b>3.00</b>	1.04
<i>Composite Mean</i>	<b>2.52</b>	0.85
<b>Dimension 4: Comfort Amenities</b>		
Availability of restrooms	<b>2.58</b>	1.21
Cleanliness of the restrooms	<b>2.64</b>	1.18
Availability of areas to sit down & rest	<b>2.59</b>	1.05
Accessibility for those with special needs	<b>2.52</b>	1.03
Availability of parking spaces	<b>2.72</b>	1.23
Availability of waiting sheds	<b>2.86</b>	1.32
First aid / medical facilities	<b>3.13</b>	1.03
<i>Composite Mean</i>	<b>2.72</b>	0.90

As suggested by Iso-Ahola [18], foreign tourists are motivated to participate in events with generic benefits such as entertainment, socialization, novelty-seeking, and new experiences. Dinagyang Festival continued to showcase and promote the unique culture and arts of the Ilonggos, which created a good impression on foreign tourists. Such is an evidence of the preservation and enhancement of the components of the festival's *general* and *specific entertainment features*. On the other hand, several aspects of dynamic quality were hardly achieved due to the fact that there were limited on-site sources of information that foreign tourists can avail, and site cleanliness was not maintained all throughout the event.

#### Analysis of the Results by Sex

Based on the table above, both sexes gave a *satisfied* rating to the *generic features* and *specific entertainment features*. For the *information sources*, males were *neutral*, while the females were *dissatisfied*. Lastly, both sexes were *neutral* as to *comfort amenities*.

Table 6. Mean rating per dimension by sex

Dimension	Male	Female
Dimension 1	3.95	3.72
Dimension 2	3.86	3.81
Dimension 3	2.75	2.12
Dimension 4	2.85	2.51

Notably, the female respondents provided lower mean ratings for all four dimensions as compared to the males.

Table 7. *t*-tests: sex and mean scores

Dimension	<i>t</i> -value	Interpretation
Dimension 1	1.2128	Not significant
Dimension 2	0.2075	Not significant
Dimension 3	2.2119	Significant
Dimension 4	1.0635	Not significant

Independent sample *t*-tests were performed to determine the significance of the differences in their mean ratings. At  $p < 0.05$  and  $df = 28$ , the critical value is 2.0484. The *t*-tests revealed that that for the *information sources*, the mean rating of the male respondents ( $x_1=2.75$ ,  $\sigma_1=0.81$ ) and female respondents ( $x_2=2.12$ ,  $\sigma_2=0.74$ ) differed significantly.

To substantiate further, previous studies have shown that most men refuse to ask for directions [38], and would rather choose to find their way on their own; while women are more open to asking people for help, especially with directions. This explains why information sources serve a bigger purpose for the female respondents, and their scarcity provides dissatisfaction to them. Likewise, the difference in mean ratings can be attributed to the inherent nature of women being detail-oriented [22].

As to Comfort Amenities, the very nature of females and their biological needs dictate that they should assess cleanliness and comforts at a higher degree as compared to the males [22].

The table below shows the ranking for relative level of importance of the four key service dimensions. Note that the lowest raw score indicates the highest rank in terms of importance.

Table 8. Relative level of importance of the four dimensions by sex

Dimension	Raw Score	Rank
<b>Male</b>		
Dimension 1	22	1 <sup>st</sup>
Dimension 2	30	2 <sup>nd</sup>
Dimension 3	48	3 <sup>rd</sup>
Dimension 4	60	4 <sup>th</sup>

Table 8 (cont.) Relative level of importance of the four dimensions by sex

Dimension	Raw Score	Rank
<b>Female</b>		
Dimension 1	20	1 <sup>st</sup>
Dimension 2	28	2 <sup>nd</sup>
Dimension 3	47	3 <sup>rd</sup>
Dimension 4	45	4 <sup>th</sup>

The rankings are the same for both sexes, and consistent with previous studies.

### Analysis of the Results by Age Groups

Table 9. Mean rating per dimension by age groups

Dimension	18-30	31-50	Above 50
Dimension 1	3.78	4.00	3.79
Dimension 2	3.77	3.95	3.84
Dimension 3	2.13	2.63	2.92
Dimension 4	2.51	2.97	2.83

All age groups gave a *satisfied* rating to the *generic* and *specific entertainment features*. However, for the information sources, the age group 18-30 was *dissatisfied*, while the rest were *neutral*. All age groups were *neutral* when it comes to *comfort amenities*.

In order to compare the effect of age on the mean ratings for each of the four key service dimensions, a one-way analysis of variance (ANOVA) was performed.

Table 10. ANOVA: age groups and mean scores

Source	SS	MS	F
<b>(Dimension 1)</b>			
Between	0.2729	0.1364	0.5011
Within	7.3516	0.2723	
<b>(Dimension 2)</b>			
Between	0.1555	0.0778	0.1724
Within	12.1776	0.4510	
<b>(Dimension 3)</b>			
Between	3.5207	1.7603	2.9496 *
Within	16.1132	0.5968	
<b>(Dimension 4)</b>			
Between	1.1390	0.5695	0.6849
Within	22.4495	0.8315	

\* Significant at  $p < 0.1$ ; Critical F value (2, 27) = 2.5106

The above results show that the effect of age on the mean rating was statistically significant for Dimension 3: *information sources* ( $p < 0.1$ ).

Post hoc analyses using the Tukey-Kramer HSD test showed that the mean ratings of the 18-30 and above 50 age groups differed significantly at  $p < 0.1$  ( $q = 3.03$ ,  $MS_w = 0.597$ ). The mean rating of the 31-50 group was not significantly different from the other two groups, lying somewhere in the middle.

Generally, young adults (ages 18-30) are characterized as being information-savvy [24]. Literature suggests that they usually go on trips with less planning, and would therefore rely on on-site maps and booths for directions. As such, the scarcity of online and on-site information sources provides much dissatisfaction to them.

Table 11. Relative importance of the four dimensions by age groups (Raw Score / Rank)

Dimension	18-30	31-50	Above 50
Dimension 1	16 1 <sup>st</sup>	11 1 <sup>st</sup>	15 1 <sup>st</sup>
Dimension 2	24 2 <sup>nd</sup>	16 2 <sup>nd</sup>	18 2 <sup>nd</sup>
Dimension 3	35 3 <sup>rd</sup>	20 3 <sup>rd</sup>	40 4 <sup>th</sup>
Dimension 4	45 4 <sup>th</sup>	33 4 <sup>th</sup>	27 3 <sup>rd</sup>

In terms of the relative level of importance of the four dimensions, all age groups have ranked *generic features* as the most important, followed by the *specific entertainment features*. As to the other dimensions, the 18-30 and 31-50 age groups ranked *info sources* 3<sup>rd</sup>, followed by *comfort amenities*, while for the Above 50 group, the other way around. As suggested by literature, a maturing age places a higher degree of concern upon comforts, and places a higher demand on them [25].

Taking into account the over-all results of the study, the organizers should consider the *generic* and *specific entertainment features* for continuous enhancement. Festival improvements should focus on information dissemination, site cleanliness, and refinement of comfort amenities.

### CONCLUSION AND RECOMMENDATION

The study concludes that foreign tourists who attended the Dinagyang Ati-Ati Tribe Competition were *satisfied* with the festival's *generic features* such as security on site, food and beverages, and live entertainment; as well as with the *specific entertainment features* such as local history reenactments, and exhibition of arts. However, they were only *neutral* with regards to *information sources* and *comfort amenities*.

By inference from the aggregate data, the proponents conclude that foreign tourists were

satisfied with the over-all quality of service offered during the Dinagyang Festival Ati-Ati Tribe Competition.

In terms of the relative level of importance of the four dimensions, the respondents ranked *Generic Features* as the most important, followed by *Specific Entertainment Features*, *Information Sources*, and *Comfort Amenities*. Such ranking is consistent with previous literature. Notably, those dimensions which the respondents considered as relatively more important received *satisfied* mean ratings, while those that are relatively less important received only *neutral* mean ratings.

It is suggested that the Organizers should maintain or further enhance the festival's generic features since foreign tourists are more concerned with how organized and prepared the event organizers are, as they are ranked as *most important* and received a *satisfied* mean rating. Specific entertainment features set the Dinagyang Festival apart from other festivals. Thus, re-enactment of local history should be preserved conservatively, and exhibition of arts, crafts, and souvenirs be considered for continuous improvement. Festival organizers should invest more on information dissemination using the internet and social media. Likewise, street maps and information booths should be strategically located throughout the festival site which would give valuable information on the schedule and location of events. Comfort amenities need improvement. Medical facilities should be made visible throughout the festival area, and ambulances stationed at strategic points. Waiting sheds and uncongested rest areas should be made available, free from loud music. Likewise, portable restrooms should be made available in different areas, and personnel must be stationed to maintain its cleanliness.

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