

Green Practices, Status of Community and Marketing Strategy of *Sibit-Sibit* Festival in Olongapo City

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Abstract: This paper aimed to define the green practices, the status of the community, and the marketing strategies of the *Sibit-Sibit* festival being held in Barangay Barretto, Olongapo City, and to obtain a basis to further strengthen its celebration. The research is quantitative descriptive type in nature. 463 respondents who reside in Barangay Barretto were selected through convenience sampling. A constructed survey questionnaire was used to gather the needed data from the respondents. The data have undergone thorough statistical treatment of data such as frequency and percentage, mean, and ANOVA. Results showed that on average, the male and female respondents are aged 44 years old, married, residing in Barretto for 18 years, and high school graduates. Respondents agreed that the festival promotes and follows green practices for waste management and water conservation, that it brings positive impact in economic, socio-cultural, and environmental aspects, and described the marketing strategies of the *Sibit-Sibit* Festival as effective. Based on the conclusions, recommendations were made in terms of resident participation, programs, and activities, strengthening of the positive economic impacts, and energy management to improve or strengthen the celebration of the *Sibit-Sibit* Festival.

Keywords— community strategy, green practices, marketing strategy, *Sibit-Sibit* Festival, sustainability, tourism

1. INTRODUCTION

Festivals are one of the reasons why tourists travel to another place. It is a part of embracing and experiencing cultures other than their own. The Festival shows the highlights of one place's culture, customs, and tradition and is celebrated by the community. It also shows the rich history of a city, municipality, province, or even a country.

One way of promoting tourism in different places is through the celebration of festivals. The festivals have a major impact on the development of cultural tourism to the host communities. The festival organizers are now using the historical and cultural themes to develop the annual events to attract visitors and create a cultural image in the host cities by holding festivals in the community settings (Razaq, 2009).

As we promote tourism through festivals, it is no doubt that the celebration has impacts on the environment and it is hard to avoid its cause. However, there are some ways and practices towards sustainable tourism that might help lessen the carbon footprint that the industry leaves as they do business. The rationale of sustainable tourism development usually rests on the assurance of renewable economic, social, and cultural benefits to the community and its environment. A holistic approach to sustainability requires that the continuing/improved social, cultural, and economic well-being of human communities is an integral component of environmental renewal (Richards and Hall, 2000).

Festival contributes economically to the city through local businesses, festivals can be considered as a market for services. Festivals attract journalists and media. For these audiences, festivals are a 'media- event', generating an opportunity for a magazine or a news story. Such stories may

be different from the destination's typical media frame – i.e. how it's regularly covered in the news media (Diamandis, 2016).

The festival organizers are now using the historical and cultural themes to develop the annual events to attract visitors and create a cultural image in the host cities by holding festivals in the community settings. The hosting of events is often developed because of the tourism and economic opportunities additional to social and cultural benefits (Razaq, 2003).

The fiesta is part and bundle of Filipino culture. Through good times and bad times, the fiesta must go on. Each city and barrio has at least one local festival of its own, usually on the feast of its patron saint, so that there is always a fiesta going on somewhere in the country (Mitchell, 2007).

Olongapo City was a former fishing village developed to become the urban land as it is today. The early inhabitants of the city catch fish as their primary livelihood way back before it was occupied by the colonizers such as the British and Spaniards. As the city developed, many livelihood opportunities came, slowly leaving fishing as the primary livelihood of the people. Later the city was taken over by the US Navy and transformed into a naval base.

In 1996, one of its barangays established a festival called *Sibit-Sibit* Festival. The idea came from the former Chairman of Barangay Barretto, Carlito Baloy. The festival's name was derived from "Sibit-Sibit," a small canoe used for fishing. The festival was celebrated to commemorate the early culture and give importance to the roots of the city. It is also stated in the Legend of Ulo ng Apo that the chieftain of the city was also a fisherman. According to a Barangay Councilor, the festival serves as a reminder of the bountiful fishing culture of their

people that is still being practiced until now, for some of their locals remain to do fishing as their source of income.

The festival is being celebrated annually in Barangay Barretto along the shorelines of Barretto beaches in Subic Bay. It is held every 3rd to 4th week of April. It is a four-day celebration with various activities such as motorcade parade, boat race, sailing, and other water activities, games, pageant, cook-off, and a party at the end of the celebration. It is mainly participated by the locals of Barangay Barreto. Each purok has its decorated bangka or floats that represent them. Each Purok also has a representative to compete for the title of Ms. Sibit-Sibit Queen. The whole of Olongapo City is encouraged to join and celebrate with them, especially those barangays that have shorelines.

Through the years, participation in the local community increases despite the lack of support from the local city government. This gives a better opportunity for the barangay to innovate for better and more creative activities for the celebration.

The Barangay Barretto community has positive regard for the event. It is relevant to define its impact on the residents to be able to obtain a basis to strengthen the barangay's culture and celebration.

This study aimed to determine the green practices that the festival applies in the celebration. Specifically, attempted to answer the subsequent questions:

1. What is the demographic profile of the respondent's in terms of:
 - 1.1 Age;
 - 1.2 Sex;
 - 1.3 Civil Status;
 - 1.4 Educational Attainment; and
 - 1.5 Length of residency in Barangay Barretto?
2. How do the respondents assess the green practices of the festival about:
 - 2.1 Waste Management;
 - 2.2 Energy Management; and
 - 2.3 Water Conservation?
3. What are the positive and negative impacts of the festival in terms of:
 - 3.1 Economic;
 - 3.2 Socio-cultural; and
 - 3.3 Environmental?
4. How do the respondents describe the marketing strategy of the festival?
5. Is there a significant difference in the respondent's assessment of the green practice of the festival when they are grouped according to their profile?
6. Based on the analysis, what enhancement plan or intervention plan can be proposed to enhance the celebration of the Sibit-sibit Festival.

2. METHODOLOGY

This research made use of a quantitative descriptive structure of research that aims to determine the green practices of the festival, the status of the community regarding the festival, and the marketing strategy used to promote the festival. This study will utilize a descriptive method of research through a survey questionnaire. A quantitative research method attempts to collect quantifiable information to be used for statistical analysis of the population sample. Asio (2021a) disclosed that quantitative research method also uses statistical tools to deal with gathered data. It is a popular market research tool that allows the researchers to collect and describe the nature of the demographic segment. This aims to classify features, count, and construct statistical models in an attempt to explain what is observed. Quantitative data is more efficient and able to test the hypothesis (Miles & Huberman, 2009).

The researchers gathered data from the respondents residing in Barangay Barretto, with 19,940 residents as of the latest census given to them by the (include the meaning of CMS) CMS in 2016.

The convenience Sampling Method was used to gather information from residents within the limited time of two (2) to three (3) weeks. This sampling method involves getting participants from the availability of the respondents, resources, and time, regardless of the criteria of selection for respondents.

The study made use of a structured survey questionnaire, validated by at least three (3) research professionals.

The first part of the survey questionnaire consisted of the respondent's profiles in terms of their age, sex, civil status, educational attainment, and length of residency in Barretto. The second part included closed-ended questions that measure the green practices of the festival. The third part included the positive and negative impacts of the festival. The last part is how the respondents described the marketing strategy used to promote the festival. These questions were answered through a 4-point Likert Scale with qualitative meaning 4-Strongly Agree, 3-Agree, 2- Disagree, and 1-Strongly Disagree.

The survey questionnaire was verified by a head of Olongapo Tourism Office; a representative from Special Events in Olongapo City Hall, and a Councilor in-charge of tourism in Barrio Barretto.

The researchers asked the respondents personally and sought permission from them to survey the study. A structured questionnaire was given and an unstructured interview was done for the follow-ups and/or clarifications. Afterward, the papers were then retrieved by the researchers and analyzed to determine the results of this study.

The data gathered from the questionnaire were cross-tabulated for statistical processing. Frequency and percentage were used to describe the profile of the respondents in terms of their age, sex, civil status, educational attainment, and length of residency in Barretto. Weighted Mean was used to evaluate the green practices of the festival and the status of

the Barretto Community with regards to the festival. ANOVA or Analysis of Variance was used to analyze the significant difference between the green practices, status of the community, marketing strategy, and the profile of respondents.

3. RESULTS AND DISCUSSIONS

Table 1 shows the frequency and percentage distribution of respondents. In terms age, the study reveals that the highest number of respondents is 168 or 36 % which belonged to the age bracket of 56 years old and above. The lowest number of respondents is 77 or 16 % which belonged to the age bracket 41 to 55 years old. The average age of the respondents is 44 years old.

Table 1. Demographic Profile of the Respondents

Profile	f	%
Age		
56 and above	168	36
41 to 55	77	16
26 to 40	109	24
11 to 25	109	24
Sex		
Male	232	51
Female	231	49
Civil Status		
Single	161	35
Married	168	37
Separated	67	14
Widowed	67	14
Length of Residency (Year)		
21 and above	259	56
16 to 20	91	20
11 to 15	39	8
6 to 10	21	5
1 to 5	53	11
Total	463	100.00
Highest Educational Attainment		
College Graduate	14	3
College Undergraduate	102	21
High School Graduate	245	56
Elementary Graduate	102	21
Total	463	100

In terms of sex, the study revealed that 232 or 51% of the respondents are male, while 231 or 49% are female. As for the civil status It shows that 168 or 37% of the respondents are married. The widowed and separated both got 67 or 14% of the total respondents. For the length of residency, the study shows that 259 or 56% of the respondents have lived in Barangay Barretto for 21 years and above. 21 or five percent (5%) are living in Barretto for at least 6 to 10 years. The

average length of residency in Barangay Barretto among the respondents is 18 years. And finally, for the highest educational attainment, it shows that the lowest respondent percentage of three (3%) are college graduates, and the highest percentage of 56% are high school graduates.

Table 2. Mean Distributions of the Green Practices as

Waste Management	Mean	Descriptive Rating
1) No plastic policy is practiced.	3.60	Strongly Agree
2) Use of recyclable materials are encouraged and observed	3.32	Strongly Agree
3) The venue is equipped with trash bins around the area.	3.60	Strongly Agree
4) Proper segregation is observed.	3.48	Strongly Agree
5) Dumping waste in the sea and shorelines is strictly prohibited.	3.62	Strongly Agree
Overall Mean	3.52	Strongly Agree

perceived by the respondents along with Waste Management

Table 2 shows the green Practices of the Sibit-Sibit Festival for Waste Management. Respondents strongly agree that the following statements in waste management are practiced and followed: *Recyclable materials are encouraged and observed*, which has the lowest mean of 3.32. The highest mean of 3.62 was attributed to the statement *"dumping of waste in the sea and shorelines are strictly prohibited."*

The result shows the mean measure of 3.52 for waste management. This implies that the respondents strongly agree that green practices in terms of waste management are practiced and followed.

This supports the published article of Grey (2019) on BBC the web page, that many major events and festivals in the US are now rethinking ways they could lessen the waste impact of their celebration. Also, several other festivals are now taking steps to reduce the amount of plastic waste. Asio (2021b) also disclosed that respondents in his study do waste and recycling activities as well.

Table 3. Mean Distributions of the Green Practices as perceived by the respondents along with Energy Management

Energy Management	Mean	Descriptive Rating
1) Communicating with their audiences about energy sustainability.	2.95	Agree
2) Lowering energy consumption by using energy-saving initiatives.	3.19	Agree

3) Ensure computers, television monitors, and other equipment are switched off when not in use.	3.22	Agree
4) Make use of natural light (as opposed to artificial light) wherever possible.	3.25	Agree
5) Turn off all non-emergency lighting in unoccupied spaces.	3.16	Agree
Overall Mean	3.16	Agree

Table 3 shows the green practices of the Sibit-Sibit Festival for Energy Management. Proper communications with audiences about energy sustainability placed the lowest mean value of 2.95. Using natural light (as opposed to artificial light) wherever possible has the highest mean value of 3.25.

The result shows the average mean of 3.16 for energy management and it implies that the respondents agreed that green practices in terms of energy management are practiced and followed.

According to McKinley (2018), even with practical steps in energy management, there are energy impacts that are difficult if not impossible to avoid. *“With the world focused on energy security, event-owners have a role to play in understanding event energy, their event’s energy footprint, and how it might be reduced and made more efficient.”* On the other hand, Asio (2021c) stated in a study that respondents “often” save energy.

Table 4. Mean Distributions of the Green Practices as Perceived by the Respondents along with Water Conservation

Water Conservation	Mean	Descriptive Rating
1) Have a water truck that will provide free drinking water.	3.32	Strongly Agree
2) Promoting reusable mugs and water bottles.	3.32	Strongly Agree
3) Educating the participants about water conservation.	3.37	Strongly Agree
4) Dumping garbage in the sea and other bodies of water are prohibited.	3.41	Strongly Agree
5) Use of paper cups instead of plastic and Styrofoam cups is encouraged.	3.19	Agree
Overall Mean	3.32	Strongly Agree

Table 4 shows the green practices of the Sibit-Sibit Festival for Water Conservation. Respondents strongly agreed that the following statements in Water Conservation are practiced and followed: *Dumping of garbage in the sea*

and other bodies of water are prohibited in the area, which has the highest mean of 3.41, while usage of paper cups instead of plastic and styrofoam had the lowest mean of 3.19 which only has a descriptive rating of agree, unlike the first four statements.

The result shows an average mean measure of 3.32, which implies that most of the respondents strongly agree that green practices in terms of Water Conservation are practiced and followed, except for the usage of paper cups which only has a descriptive rating of agree. According to Kucharuk (2013), people worry about water constantly, asking if there will be enough water and what happens if it runs out.

Table 5. Mean Distributions of the Positive and Negative Economic Impacts of Sibit-Sibit Festival

Economic Impact	Mean	Descriptive Rating
Positive		
1) It brings job opportunities to residents.	3.59	Strongly Agree
2) It attracts tourists to visit the city.	3.52	Strongly Agree
3) It creates business opportunities for residents.	3.49	Strongly Agree
4) Increasing visitor’s length of stay in Brgy. Barretto.	3.35	Strongly Agree
5) Increase of sellers, suppliers, and sales.	3.48	Strongly Agree
Overall Mean	3.49	Strongly Agree
Negative		
1) It increases costs of goods	2.24	Disagree
2) It incurs personal expenses	2.02	Disagree
3) It increases the cost of living during the event	1.92	Disagree
4) It causes economic leakage (e.g., hiring non-resident seasonal workers with lower wages)	2.05	Disagree
5) It raises property values near the area pushing locals out and encouraging businesses to migrate inwards.	2.06	Disagree
Overall Mean	2.06	Disagree

Table 5 shows both the positive and negative economic impacts of the Sibit-Sibit festival in Olongapo City. All of the respondents have a descriptive rating of Strongly Agree in the positive statements of the said festival. The highest mean of 3.59 refers to respondents' perception that the festival brings job opportunities to residents. The lowest mean of 3.35 refers to increasing visitors' length of stay in Barangay Barretto. An

average mean of 3.49 implies that the respondents strongly agree that the said festival has a positive economic impact on the community.

In the same table, possible negative economic impacts statements are also presented. All of the respondents have a descriptive rating of Disagree in the negative statements. Increasing of cost of goods has the highest mean of 2.24 while increasing of cost of living during the event has the lowest mean of 1.92.

The result shows an average mean measure of 2.06. This implies that the respondents disagree that the said festival has a negative economic impact on the community. This result agrees with a related study of Tolle et al. (2014) that festivals do bring positive economic impacts to the community.

Table 6. Mean Distributions of the Positive and Negative Socio-Cultural Impacts of Sibit-Sibit Festival

Socio-Cultural Impact	Mean	Descriptive Rating
Positive		
1) It reunites family and friends.	3.75	Strongly Agree
2) It provides an opportunity to develop new cultural skills and talents.	3.48	Strongly Agree
3) It enhances the image of the city.	3.63	Strongly Agree
4) It strengthens the local community's values and traditions.	3.51	Strongly Agree
5) It raises appreciation to history and culture	3.51	Strongly Agree
Overall Mean	3.57	Strongly Agree
Negative		
1) Its traffic rises to an unacceptable level.	2.87	Agree
2) It is overcrowded.	2.56	Agree
3) It causes crime, disorderliness, and social problems.	1.95	Disagree
4) It disrupts resident lifestyles.	1.92	Disagree
5) It causes misunderstandings between visitors and residents.	1.73	Strongly Disagree
Overall Mean	2.21	Disagree

Table 6 shows both the positive and negative Socio-Cultural Impacts of the Sibit-sibit Festival in Olongapo City. All of the respondents have a descriptive rating of Strongly Agree in the positive statements of the said festival. Reuniting of family yielded the highest mean of 3.75 while providing of

opportunity to develop new cultural skills and talents has the lowest mean of 3.48.

The result shows an average mean measure of 3.57, this implies that the respondents strongly agree that the said festival has a positive socio-cultural impact on the community.

In the same table, negative socio-cultural impact statements are also presented. Respondents have a descriptive rating of agree, disagree, and strongly disagree in the following negative statements. The highest mean of 2.87 refers to the rising of traffic to an unacceptable level, while misunderstanding between visitors and residents has the lowest mean of 1.73 and a descriptive rating of strongly disagree.

The result shows an average mean measure of 2.21. This implies that the respondents disagree that the said festival has a negative socio-cultural impact on the community. This result shows relativity and agrees with a study of Wang et al. (2015) that festivals do promote positive socio-cultural impacts to the host community. A study conducted by Gonzales et al. (2017), on the other hand, says their respondents agreed that a festival is a great tool to preserve and promote the culture and traditions of a specific area.

Table 7. Mean Distributions of the Positive and Negative Environmental Impact of Sibit-sibit Festival

Environmental Impact	Mean	Descriptive Rating
Positive		
1) It increases the environmental awareness of everyone.	3.78	Strongly Agree
2) It gives opportunities to tourists to experience the authenticity of the natural environment.	3.54	Strongly Agree
3) It encourages everyone to protect the environment after seeing and appreciating its beauty of it.	3.43	Strongly Agree
4) Participants are aware of the no-plastic policy.	3.59	Strongly Agree
5) The event promotes environmental protection throughout the event.	3.37	Strongly Agree
Overall Mean	3.54	Strongly Agree
Negative		
1) It destructs the natural environment when there are too many people.	2.08	Disagree
2) The event leaves too much garbage on the sea,	2.32	Disagree

shorelines, venue, and streets.		
3) It causes noise pollution to the residents and animals who are living in the area.	2.00	Disagree
4) People do not comply with proper waste management.	1.94	Disagree
5) Motorcade emits smoke, increasing air pollution.	1.78	Disagree
Overall Mean	2.02	Disagree

Table 7 shows both positive and negative Environmental Impacts of the Sibit Sibit festival in Olongapo City. All of the respondents have a descriptive rating of Strongly Agree in the positive statements of the said festival. “Increasing the environmental awareness of everyone” got the highest mean of 3.78. They also agreed that the event promotes environmental protection throughout the event with the lowest mean of 3.37.

The result showed an average mean measure of 3.54, which implies that the respondents strongly agree that the said festival has a positive environmental impact on the community.

In the same table, possible negative environmental impacts are also presented. Respondents have a descriptive rating of Agree, Disagree, and Strongly Disagree in the following negative statements. They disagreed that the event leaves too much garbage on the sea, shorelines, venue, and streets with the highest mean of 2.32. They disagreed that people do not comply with proper waste management with the lowest mean of 1.94. The result showed an average mean measure of 2.02, which implies that the respondents disagreed that the said festival has a negative environmental impact.

Table 8. Mean Distributions of the Marketing Strategies as rated by the Respondents

Marketing Strategies	Mean	Descriptive Rating
1) Tarpaulins and posters are used to promote the event.	3.70	Strongly Agree
2) Banderitas and others are hanged in the streets as the festival approaches.	3.62	Strongly Agree
3) Radio announcements are used to advertise the festival.	2.94	Agree
4) Barangay officials campaign the festival while riding a vehicle through the whole barangay.	3.54	Strongly Agree

5) The festival is also promoted online using various social media platforms such as Facebook and Twitter.	3.00	Agree
Overall Mean	3.36	Strongly Agree

Table 8 shows the marketing strategies of the Sibit-sibit Festival as rated by the respondents of barangay Barretto. “The tarpaulins and posters are used to promote the event” has a mean value of 3.70, while “Radio announcements are used to advertise the festivals” has 2.94. The result showed the mean measure of 3.36 for marketing strategies. This implies that respondents agreed that marketing strategies for the Sibit-Sibit Festival are positively embraced by the residents.

The respondents agree that the festival is being promoted on social media. This statement supports the study published by UNESCO Institute of Statistics (2015), that “*Social media has become an important part of celebration and intangible heritage, as a place to share notice of upcoming events, to arrange mutual participation with friends and family, and to exchange feedback during and after an event.*”

Table 9. Test for Significant Difference on Green Practices of Festivals when profiles are Grouped according to Age

Impact	F-Value	p-value	Remarks
Waste Management	2.292	.087	Not Significant
Energy Management	1.551	.211	Not Significant
Water Conservation	0.894	.450	Not Significant
Overall Green Practices	0.676	.570	Not Significant

Table 9 shows the test for significant differences in practices of the festival when grouped according to age. On waste management, the highest mean of 3.60 was seen on 11-25 years old while the lowest mean of 3.29 was seen on 41-55 years old. Since $F(3.59) = -2.29$ with a significance level of 0.87 which is greater than 0.05 alpha, there is no significant difference in the ratings of the respondents in waste management when grouped according to the respondents’ age.

On Energy Management, the highest mean of 3.357 was seen in respondents aged from 26-40 years old, while the lowest mean of 3.042 was seen in 56 years old and above. Since $F(3.59) = 1.551$ with a significance level of 0.221 which is greater than 0.05 alpha, there is no significant difference in the ratings of the respondents in Energy Management when grouped according to age.

In Water Conservation, the highest mean of 3.429 was seen in the group of 11-25 years old, while the age bracket 56 years old and above obtained the lowest mean of 3.233. Since $F(3.59) = 0.894$ with a significance level of 0.450 which is

greater than 0.05 alpha, there is no significant difference in the ratings of the respondents in water conservation when grouped according to their age.

Overall, the green practices of the Sibit-Sibit Festival have the highest mean of 3.405 from age 26 to 40 years old, while the ages 56 years old and above have the lowest mean of 3.28. Since $F(3.59) = 0.676$ with a significance level of 0.570 which is greater than 0.05 alpha, there is no significant difference in the ratings of the respondents in their assessment of the green practices of Sibit-sibit festival when grouped according to the respondents' age.

Table 10. Test for Significant Difference on Green Practices of the festival when profiles are Grouped according to Sex

Impact	t-Value	p-value	Remarks
Waste Management	-0.120	.592	Not Significant
Energy Management	1.294	.869	Not Significant
Water Conservation	-0.638	.191	Not Significant
Overall Green Practices	0.349	.879	Not Significant

Table 10 shows the test for significant differences in Waste Management practices of the festival when grouped according to sex. On Waste Management, males and females have a little difference in mean, 3.52 for males, 3.53 for females. Since $t(61) = -0.120$ with a significance level of 0.59 which is greater than 0.05 alpha, there is, therefore, no significant difference in the impacts of the festival on waste management between males and females. Both strongly agree that there is good waste management.

In Energy Management, the highest mean of 3.23 was seen among males, while the lowest mean of 3.08 was seen in females. Since $t(61) = 1.294$ with a significance level of 0.869 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in energy management when grouped according to sex.

In Water Conservation, the highest mean of 3.35 is from females, while the males have the lowest mean of 3.21. Since $t(61) = -0.638$ with a significance level of 1.91 which is greater than 0.05 alpha, there is no significant difference in the ratings of the respondents in water conservation when grouped according to sex.

Overall, the green practices of the Sibit Sibit Festival have the highest mean of 3.35 for males, while the females have the lowest mean of 3.32. Since $t(61) = 0.349$ with a significance level of 0.879 which is greater than 0.05 alpha, there is no significant difference in the ratings of the respondents in their assessment for the green practices of the Sibit-Sibit Festival when grouped according to sex.

Table 11. Test for Significant Difference on Green Practices of Festivals when profiles are Grouped according to Civil Status

Impact	F-Value	p-value	Remarks
Waste Management	1.105	.354	Not Significant
Energy Management	2.402	.077	Not Significant
Water Conservation	0.446	.721	Not Significant
Overall Green Practices	0.024	.995	Not Significant

Table 11 shows the test for significant differences in Waste Management practices when grouped according to civil status. It shows that the highest mean of 3.68 is from widowed and the lowest mean of 3.46 is from married respondents. Since $F(3.59) = 1.105$ with a significance level of 0.354 which is greater than 0.05 alpha, there is, therefore, no significant difference in the green practices of the festival on waste management.

In Energy Management, the highest mean of 3.98 was seen among the separated, while the lowest mean of 3.27 was seen among married respondents. Since $F(3.59) = 0.446$ with a significance level of 0.721 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in energy management when grouped according to the civil status.

In Water Conservation, the highest mean of 3.43 is both from separated and widowed respondents, while the married respondents have the lowest mean of 3.28. Since $F(3.59) = 0.446$ with a significance level of 0.721 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in Water Conservation.

Overall, the green practices of the Sibit Sibit Festival have the highest mean of 3.34 from single and separated respondents while widowed respondents have the lowest mean of 3.31. Since $F(3.59) = 0.24$ with a significance level of 0.995 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in their assessment for the green practices of Sibit-sibit festival when grouped according to the civil status.

Table 12. Test for Significant Difference on Green Practices of Festivals when profiles are Grouped according to Length of Residency

Impact	F-Value	p-value	Remarks
Waste Management	0.732	.574	Not Significant
Energy Management	0.343	.848	Not Significant
Water Conservation	1.790	.143	Not Significant
Overall Green Practices	1.043	.393	Not Significant

Table 12 shows the test for significant differences in green practices of the festival when grouped according to the length of residency. On Waste Management, the highest mean of 3.67 is from the respondents living in the area for 6 to 10 years, while those who reside for 16 to 20 years have the lowest mean of 3.40. Since $f(4.58) = -0.732$ with a significance level of 0.574 which is greater than 0.05 alpha, there is no significant difference in the impacts of the festival on waste management when grouped according to the length of residency.

In Energy Management, the highest mean of 3.35 was seen among residents for 11 to 15 years, while the lowest mean of 3.00 was seen among the respondents residing in the area for 1 to 5 years. Since $F(4.58) = 0.343$ with a significance level of 0.898 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in energy management when grouped according to the length of residency.

In Water Conservation, the highest mean of 3.60 was from those with 11-15 years of residency, while the respondents who have been living in Barretto for 16 to 20 years have the lowest mean of 3.14. Since $F(4.58) = 1.790$ with a significance level of 0.143 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in water conservation when grouped according to the length of residency.

Overall, the green practices of the Sibit Sibit Festival have the highest mean of 3.50 from residents residing in the area for 11 to 15 years, while respondents who have been living in Barretto for 16 to 20 years have the lowest mean of 3.22. Since $F(4.58) = 1.043$ with a significance level of 0.393 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in their assessment for the green practices of Sibit-sibit festival when grouped according to the length of residency.

Table 13. Test for Significant Difference on Green Practices of Festivals when profiles are Grouped according to Highest Educational Attainment

Impact	F-Value	p-value	Remarks
Waste Management	0.045	.987	Not Significant
Energy Management	0.782	.509	Not Significant
Water Conservation	0.841	.477	Not Significant
Overall Green Practices	0.793	.503	Not Significant

Table 13 shows the test for a significant difference in green practices of the festival when grouped according to the educational attainment. It is seen that on Waste Management, the highest mean of 3.55 is from the college undergraduates, while the college graduates have the lowest mean of 3.50. Since $F(3.59) = -0.45$ with a significance level of 0.987 which

is greater than 0.05 alpha, there is no significant difference in the green practices of the festival on waste management when grouped according to educational attainment.

In Energy Management, the highest mean of 3.60 was seen among college graduates while the lowest mean of 3.08 was seen among elementary graduates. Since $F(3.59) = 0.782$ with a significance level of 0.509 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in energy management when grouped according to educational attainment.

In Water Conservation, the highest mean of 3.60 was from college graduates, while the high school graduates have the lowest mean of 3.26. Since $F(3.59) = 0.841$ with a significance level of 0.477 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in water conservation when grouped according to educational attainment.

Overall, the green practices of the Sibit Sibit Festival have the highest mean of 3.53 for the college graduates, while high school and elementary graduates have the lowest mean of 3.30. Since $F(3.59) = 0.793$ with a significance level of 0.503 which is greater than 0.05 alpha, there is, therefore, no significant difference in the ratings of the respondents in their assessment for the green practices of the Sibit-Sibit festival when grouped according to educational attainment.

4. CONCLUSION AND RECOMMENDATION

On average, the demographic profile of the male and female respondents are as follows: age of 44 years old, married, residing in Barretto for 18 years, and high school graduates. They strongly agreed that the festival promotes and follows green practices for waste management and water conservation, while they only agreed that the festival is promoting and following green practices in energy management unlike their perception in waste management and water conservation. Moreover, they strongly agree that the festival brings a positive impact on economic, socio-cultural, and environmental aspects. When asked about the negative impacts on the three aspects, they disagreed that the festival brings negative impacts. The respondents further described the marketing strategies of the Sibit-Sibit Festival as effective since the results showed that they strongly agree. In socio-cultural impact, the traffic and overcrowding are the negative effects of the festival. For the marketing strategies, the respondents agree on the use of radio advertisements and social media promotion. Finally, no significant difference has been found in the respondents' assessment of green practices of the festival when they are grouped according to age, sex, civil status, length of residency, and educational attainment.

To improve and strengthen the celebration of the Sibit-Sibit Festival in Olongapo City, the researchers recommend the participation of residents from different age brackets and statuses such as children, students, small entrepreneurs, businesses, elders, tourists, and other people living in other barangays as well. To further strengthen the green practices of the festival, encourage the participants of different

competitions to use recyclable materials, promote usage of paper cups, lessen or avoid usage of plastic materials, and lessen the garbage they will leave behind. For energy management, the use of low energy-consuming equipment and lighting are encouraged. Saving energy by scheduling some activities during the daytime to make use of natural light can also be considered.

Use the event venue as a platform to promote and educate the participants regarding waste management, water conservation, and energy management to help them be knowledgeable and ignite a sense of responsibility. Also, since respondents strongly agreed that the festival helps them reunite with friends and families, organizers must create a segment or event that will encourage families and friends to participate as one. This will give them an enjoyable time and bonding as they reunite.

To further promote and spread the fishing culture of the early inhabitants of Olongapo City, a theatrical play may be produced and shown to audiences to be educated about the Sibit-Sibit festival's roots. They may tap different school organizations if they can do one. In addition, a float parade can be further enhanced by encouraging participants to beautify small canoe and present it as the main competition or attraction of the festival. This is to highlight the Sibit-Sibit (small canoe).

To avoid negative economic impact, especially on the price increase of products being sold during the event, the organizers must coordinate with the small business entrepreneurs and vendors to set standards or suggested prices for their products. In that way, more customers will be encouraged to buy their products at affordable prices. Moreover, since respondents are looking forward to the job and business opportunities the festival gives, residents and small entrepreneurs can also be encouraged to promote and sell their products during the festival. Also, seek for the residents whenever there are job opportunities before, during, and after the festival.

To avoid causing more traffic, authorities should organize a better route for the motorcade parade. Instead of going along the national highway, the parade can be done along the streets of Barangay Barretto. It will lessen the traffic and at the same time, the residents will be able to watch it while in the comfort of their homes. On the other hand, to further counter the negative impacts on the environment, ensure that the area is equipped with proper trash bins and enforce a no-littering policy strictly. Set guidelines that will encourage the participants to use biodegradable and recyclable materials.

For festival promotion, the use of social media is highly recommended since it is a powerful tool to reach more audiences and attract them to join the festival. In addition, the Tourism Office may also help promote the event to attract tourists. To further attract participants, more tarpaulins and posters should be used and placed in different areas in Olongapo to also attract non-Barretto residents to participate. A radio infomercial must also be heard to constantly remind the listeners to come and join the festival. If possible,

organizers can coordinate with different offices, organizations, and schools to encourage more goers and participants for each event.

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