

PERCEIVED CONTRIBUTIONS OF HUNDRED ISLANDS FESTIVAL TO TOURISM GROWTH IN ALAMINOS CITY, PANGASINAN

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ABSTRACT

Recognizing the growing role of local festivals in promoting sustainable tourism and community development, this study examined the perceived contributions of the Hundred Islands Festival to the tourism growth of Alaminos City. Specifically, the study investigated the festival's economic, social, cultural, and environmental impacts, as well as the relationship between the profiles of tourism-related business owners and their perceptions of the festival's contributions. A mixed-method research design was employed using structured questionnaires and face-to-face surveys among 203 respondents from lodging establishments, transportation services, food and beverage businesses, and travel-related sectors. Data were analyzed using descriptive statistics, thematic analysis, analysis of variance, and correlation analysis.

Findings revealed that the festival significantly contributes to tourism growth in Alaminos City. Economic impact obtained an average weighted mean of 4.23, indicating increased tourist arrivals, higher income, and improved local business sales. Social impact received a weighted mean of 4.26, highlighting employment generation, stakeholder cooperation, and enhanced service quality. Cultural impact garnered a weighted mean of 4.34, demonstrating the festival's role in promoting cultural preservation, community unity, and social interaction. Environmental

impact recorded the highest weighted mean of 4.40, emphasizing increased environmental awareness, proper waste management, and sustainable tourism promotion.

Thematic findings identified increased tourist arrivals, business growth, promotion of local products, employment opportunities, and government-led marketing as major benefits of the festival. Significant differences and relationships were also found between respondents' profiles and their perceptions of the festival's contributions. Overall, the study concludes that the Hundred Islands Festival serves as a vital driver of tourism development, cultural promotion, community collaboration, and environmental sustainability in Alaminos City.

Keywords: Alaminos City, Hundred Islands Festival, Tourism Growth, Perceived Contributions, Sustainable Tourism,

INTRODUCTION

Festivals play an important role in shaping identities and images of different destinations (Pinta, Pearce, and Hardy, 2024). The festival is considered an effective tourism engine, yet limited research exists on the specific perceived contributions of the Hundred Islands Festival to tourism growth in the City of Alaminos. Current studies often focus primarily on cultural events or other forms of tourism, failing to grasp the unique socio-economic and environmental impacts of this festival in the local context. In addition, while Hundred Islands National Park has been widely promoted as a natural attraction, the relationship between the festival and increased visibility has not been explored, and tourists to the park have not been identified. The lack of data on how the festival supports community participation, the brand destination, and sustainable tourism practice creates an important knowledge gap. Solving this distance is essential to identifying strategies to maximize the festival's positive impact on tourism growth and community development, ensuring its long-term benefits for the City of Alaminos.

Several studies have explored the role of festivals in driving tourism growth and economic development. Güneş (2022) evaluated the contribution of local festivals to sustainable tourism, highlighting their economic, social, cultural, and environmental impacts on host communities. Pereira et al. (2021) analyzed the contribution of events and festivals to local sustainability, emphasizing their impacts on the pillars of tourism and the challenges in accurately measuring their benefits. Additionally, Akhundova, A. (2024) examined the role of festivals in enhancing event tourism, focusing on their economic, social, and cultural impacts on local communities.

The connections among environmental, social, and economic sustainability at cultural events are naturally complicated. Although previous studies have examined how festivals affect local economies, social structures, and the environment, there is still a lack of research on how communities perceive these events. Existing research sometimes overlooks the long-term sustainability of these events, notably the challenge of reconciling economic gains with environmental conservation and the maintenance of social and cultural aspects (Swandewi, Adinda, Adipati, & Febrianto, 2024).

Despite these studies, the present study turns to the Hundred Islands Festival in Alaminos City, Pangasinan. As a flagship cultural celebration, the festival contributes significantly to tourism growth while simultaneously engaging with the city's cultural identity and environmental heritage. Yet, little is known about how residents perceive these contributions across sustainability dimensions, or how demographic factors and motivations for participation shape such perceptions. By situating the Hundred Islands Festival within this broader discourse, the study seeks to evaluate community perspectives on its perceived contributions to tourism growth, offering insights that can guide organizers and policymakers toward more inclusive and sustainable event management.

METHODS

This study employed a mixed-method research design, combining quantitative and qualitative approaches to comprehensively assess the perceived contributions of the Hundred Islands Festival to tourism growth. A total of 203 respondents were selected using purposive stratified random sampling from lodging establishments, transportation services, food and beverage establishments, and travel services.

A structured questionnaire using a 5-point Likert scale measured economic, social, cultural, and environmental impacts. Data from 203 respondents were analyzed using descriptive statistics, weighted mean, ANOVA, and correlation analysis. Also, Open-ended questions were included to gather detailed insights regarding stakeholders' experiences during the festival. Responses were analyzed through thematic analysis to identify recurring themes and patterns. The integration of both methods ensured triangulation and enhanced the validity and reliability of the findings.

Data were analyzed using descriptive statistics, thematic analysis, Analysis of Variance (ANOVA), and correlation analysis. Ethical considerations were observed, and informed consent was obtained from respondents.

RESULTS

This study examined the perceived contributions of the Hundred Islands Festival to tourism growth in Alaminos City, Pangasinan using a mixed-methods approach involving 203 tourism-related business owners. Quantitative findings revealed that respondents generally perceived the festival as having significant positive impacts on the tourism sector across economic, social, cultural, and environmental dimensions. In terms of the respondents' profile, most participants were from lodging establishments, followed by transportation services, travel services, and food and beverage establishments.

Table 1
TYPE OF SECTOR

Category	Frequency (n=203)	Percentage
Lodging Establishments	82	40.39%
Transportation Services	47	23.15%
Food & Beverage Establishments	33	16.26%
Travel Services	41	20.20%

Table 2
**PERCEIVED CONTRIBUTIONS OF HUNDRED ISLANDS FESTIVAL TO TOURISM GROWTH
 IN ALAMINOS CITY, PANGASINAN**

Impact Dimension	Indicators (Summary)	AWM	Interpretation	Key Finding
Economic Impact	Tourist attraction, income increase, investment in facilities	4.23	Strongly Agree	Festival boosts tourism arrivals, business income, and investment
Social Impact	Job creation, cooperation, service quality improvement	4.26	Strongly Agree	Strengthens employment, collaboration, and service delivery
Cultural Impact	Cultural sharing, unity, community bonding	4.34	Strongly Agree	Enhances cultural exchange and social cohesion
Environmental Impact	Environmental awareness, cleanliness, eco-friendly branding	4.40	Strongly Agree	Promotes sustainability and eco-tourism image

Legend: 4.21-5.00 (Strongly Agree); 3.41-4.20 (Agree); 2.61-3.40 (Neutral); 1.81-2.60 (Disagree); 1.00-1.80 (Strongly Disagree)

The majority of businesses were relatively young, having operated for one to three years, and were classified as small enterprises employing one to four workers.

Among the four dimensions assessed, environmental impact received the highest overall rating (AWM = 4.40), followed by cultural impact (AWM = 4.34), social impact (AWM = 4.26), and economic impact (AWM = 4.23), all interpreted as "Strongly Agree." Respondents strongly believed that the festival promotes Alaminos City as an eco-friendly and sustainable destination, strengthens community unity and cultural exchange, improves cooperation among tourism stakeholders, and attracts tourists that increase business revenues and investments.

Table 3
**PERCEIVED ROLE OF THE HUNDRED ISLANDS FESTIVAL IN STRENGTHENING
 THE TOURISM SECTOR OF ALAMINOS CITY**

Impact Area	Key Summary Themes	Overall Insight
Economic	Increased tourist arrivals and service demand (54), higher income and sales (60), promotion of local products (32), employment opportunities (18), business growth (16), LGU support (12), mixed impacts (11)	Festival boosts tourism activity, business income, and local employment, though benefits are uneven across some sectors
Social	Inter-sector cooperation (58), responsiveness to tourists (46), hospitality (38), provision of services (32), preparation (10), special services (10), guidance (9)	Strengthens collaboration, service quality, and tourist support systems
Cultural	Cultural exchange (94), relationship building (37), cultural sharing (26), positive experience (19), unity (17), collaboration (10)	Strongest theme is cultural exchange, promoting identity, unity, and visitor engagement
Environmental	Cleanliness and satisfaction (42), return visits (47), shared responsibility (38), waste management (29), LGU cooperation (24), destination image (23)	Emphasizes cleanliness, sustainability, and improved destination image through cooperation

Qualitative findings supported these results. Thematic analysis identified several recurring themes. Economically, respondents emphasized increased tourist arrivals, higher income and sales, promotion of local products, employment opportunities, and business development. Socially, respondents highlighted hospitality, responsiveness to tourist needs, provision of quality

services, stakeholder cooperation, and preparation for festival-related demands. Culturally, themes included cultural exchange, local pride, relationship building, community participation, and preservation of traditions. Environmentally, respondents stressed the importance of cleanliness, waste management, environmental discipline, and collaboration among businesses, communities, and local government units in maintaining sustainable tourism practices.

Table 4

SIGNIFICANT DIFFERENCE IN THE PERCEIVED CONTRIBUTIONS OF THE HUNDRED ISLANDS FESTIVAL TO THE TOURISM PERFORMANCE OF ALAMINOS CITY

Profile Variable	Category with Highest Mean	N	Mean	F – Value	P – value (Sig. 2–tailed)	Remarks
Type of Establishment	Travel Services	41	4.74	18.326	.001	Significant
Years of Operation	1–3 Years	67	4.58	7.908	.001	Significant
Number of Employees	50–99 Employees	54	4.52	3.514	.009	Significant

The Analysis of Variance (ANOVA) revealed significant differences in the perceived contributions of the festival when respondents were grouped according to their profile characteristics. Based on the type of establishment, a significant difference was observed ($F = 18.326$, $p = .001$), indicating that perceptions varied among tourism sectors. Travel services reported the highest mean perception ($M = 4.74$), followed by food and beverage establishments ($M = 4.36$), lodging establishments ($M = 4.25$), and transportation services ($M = 4.00$). This suggests that businesses directly involved in tour planning and tourist facilitation perceived greater benefits from the festival.

Similarly, significant differences were found according to years of operation ($F = 7.908$, $p = .001$). Establishments operating for one to three years reported the highest perceived contribution ($M = 4.58$), indicating that newer businesses experience stronger benefits from the festival through increased visibility, customer acquisition, and business opportunities.

A significant difference was also found when respondents were grouped according to the number of employees ($F = 3.514$, $p = .009$). Establishments employing 50–99 workers reported the highest perception ($M = 4.52$), suggesting that medium-sized businesses are optimally positioned to benefit from increased tourist demand during festival periods.

Table 5

SIGNIFICANT RELATIONSHIP BETWEEN THE RESPONDENTS' PROFILE AND THEIR PERCEIVED CONTRIBUTIONS OF THE HUNDRED ISLANDS FESTIVAL TO THE TOURISM GROWTH OF ALAMINOS CITY

Profile Variables	Perceived Contributions n = 203				
	Mean	Standard Deviation	Correlation Value	P – value (Sig. 2 – tailed)	Remarks
Type of Establishment	--	--	$\eta p^2 = .216$	.001	Significant
Years of Operation	44.97	211.47	$r = .107$	.129	Not Significant
Number of Employees	4.31	.52	$r = -.192$	.006	Significant

Legend: r – Pearson Correlation ηp^2 - Partial eta-squared value

Correlation analysis further examined the relationship between respondents' profiles and their perceptions of the festival's contribution to tourism growth. Results revealed a significant relationship between type of establishment and perceived contribution ($\eta p^2 = .216$, $p = .001$), indicating that approximately 21.6% of the variation in perceptions can be explained by differences in tourism sectors. A significant negative relationship was also found between number of employees and perceived contribution ($r = -.192$, $p = .006$), suggesting that smaller establishments tend to perceive stronger benefits from the festival compared to larger businesses. However, no significant relationship was found between years of operation and perceived contribution ($r = .107$, $p = .129$), indicating that business longevity does not significantly influence perceptions of the festival's impact.

CONCLUSIONS AND RECOMMENDATIONS

The Hundred Islands Festival significantly contributes to the growth and development of the tourism sector in Alaminos City, Pangasinan. Tourism-related business owners strongly perceive the festival as a valuable mechanism for promoting economic, social, cultural, and environmental development.

The festival generates substantial economic benefits by increasing tourist arrivals, enhancing business revenues, creating employment opportunities, encouraging investments, and promoting local products and services.

These contributions strengthen the local economy and support the sustainability of tourism-related enterprises.

It positively influences the social dimension of tourism by fostering cooperation among stakeholders, improving service quality, encouraging community participation, and strengthening relationships between residents and visitors. These social interactions contribute to a more welcoming and tourism-friendly environment.

The Hundred Islands Festival plays an important role in preserving and promoting the cultural heritage of Alaminos City. It provides opportunities for cultural exchange, strengthens community identity and pride, and enhances awareness and appreciation of local traditions among both residents and tourists.

Environmental sustainability emerged as the most highly perceived contribution of the festival. The implementation of environmental awareness programs, waste management initiatives, and cleanliness campaigns helps promote responsible tourism practices and strengthens the city's image as an eco-friendly destination.

Grounded in the comprehensive findings of this study, the following strategic and forward-looking recommendations are proposed:

1. For the Local Government Unit (LGU)- should institutionalize the Hundred Islands Festival as a flagship component of its long-term tourism development framework. This includes allocating sustained funding, implementing continuous impact monitoring systems,

strengthening sustainability regulations, and integrating festival planning into the city's strategic tourism master plan.

2. For Event Organizers, Organizers should elevate the festival's competitiveness by incorporating innovative programming, immersive cultural experiences, and expanded eco-friendly initiatives.
3. Strengthening inter-sectoral coordination mechanisms and leveraging digital marketing platforms will enhance national and international visibility.
4. For Tourism Stakeholders, Business owners and service providers should maximize the festival's economic momentum by improving service quality, adopting sustainable operational practices, and engaging in collaborative marketing and package development. .

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DECLARATION ON THE USE OF AI TOOLS

The researchers used Grammarly solely to improve the grammar, spelling, punctuation, sentence structure, clarity, and overall readability of the manuscript. AI was not used for data collection, analysis, interpretation, conclusions, or decision-making. All research activities, including data collection, analysis, interpretation, and the development of conclusions and recommendations, were carried out solely by the researchers. Research processes and findings were completed through the researchers' own knowledge, critical thinking, and collaboration. All AI-assisted outputs were carefully reviewed, revised, and verified to ensure accuracy, originality, and

compliance with academic integrity and ethical research standards. The researchers remain fully responsible for the content and validity of this study.

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