

# Balamban Festival and Economic Development of Micro Businesses

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**Abstract**—Cultural festivals function as vital expressions of heritage and as strategic drivers of economic and social development. This study examines the Balamban Festival of Santiago City, Isabela, focusing on its economic contributions to micro and small enterprises (MSEs). Grounded in the Resource-Based View (RBV) theory and qualitative research methods, the study explores how micro business owners particularly those operating food and souvenir stalls capitalize on the festival to increase visibility, extend operating hours, engage customers, and build entrepreneurial capacity. Conducted in Centro East during the city's night market, the study employed unstructured interviews and purposive sampling to gather data from registered microenterprises. Thematic analysis revealed that the festival offers not only short-term economic gains but also long-term growth opportunities by fostering collaboration, cultural preservation, and community engagement. Despite challenges such as overcrowding and waste management, the Balamban Festival continues to serve as a socio-economic catalyst. Findings highlight the need for enhanced local government support, student involvement in cultural events, and policies aimed at sustaining micro-business development. This research offers valuable insights for policymakers, tourism planners, and community stakeholders seeking to leverage cultural festivals for inclusive and sustainable local development.

**Index Terms**— Balamban Festival, Cultural Festivals, Micro and Small Enterprises (MSEs), Economic Development, Community Engagement, Entrepreneurship.

## 1. Introduction

Festivals can be seen as "products", it should be well organized to gain visibility and appeal to local and global audiences. Festivals are held to provide entertainment and a source of fun for the residents of the locality. Festivals are thought to bring pride to Filipino migrants as they invite foreign tourists to visit and experience the local festivals being celebrated in their locality. Celebrations like this likewise became an integral part of the international culture.

In Santiago City, the Balamban Festival enhances the city's cultural identity, attracts tourists, and boosts the local economy. By showcasing local traditions and arts, the Balamban Festival also highlights street dancing, cultural performances, exhibits showcasing local crafts and cuisine, Santa cruzan, and float parade competition that focuses on each barangay's festivals. Economically, they increase spending on local businesses such

as hotels, restaurants, and shops. Festivals also drive infrastructure improvements and create temporary and permanent jobs. It also offers opportunities for community engagement and can influence urban planning and development by highlighting the city's cultural and historical assets.

During the festival, direct interaction between business owners and consumers provides stronger signals regarding product or service quality and offers feedback that helps entrepreneurs adjust their approaches in the future (Pahlevi & Digidowiseiso, 2024).

A festival can moderate the impact of working hours on the business continuity of Micro and Small Entities through the Resource-Based View (RBV) theory and previous research. Festivals serve as strategic platforms that help businesses utilize resources like labor and working hours more effectively. According to RBV, competitive advantage comes from unique and hard-to-imitate resources, including the efficiency developed during festivals. Research shows that cultural events generate short-term economic surges, allowing businesses to optimize working hours (Atmojo, 2019). By participating in festivals, Micro and Small Entities can showcase their resource advantages, such as product quality and innovation, to attract consumers.

Through promoting a sense of community, bringing people together, and offering chances for social contact, festivals can deepen ties within the community. It frequently serves as a venue for honoring and maintaining regional customs, arts, and traditions, which promotes diversity and continuity in culture. Festivals are ways of showing off the skills and talents of the people in the community, presenting the way of life, traditions, and products that identify the particular area, and most of all, it has become a socioeconomic strategy for the locality to gain popularity to other places, locally if not internationally.

The vital contribution of a vigorous and healthy micro small and medium-sized enterprise (MSMEs) sector to the national economy and social progress of countries across the world has been widely recognized (Capiña 2021).

Many important parties are involved in the planning of Santiago City's Balamban Festival. The local government oversees, finances, and offers logistical support. This includes city officials and the tourism bureau. The careful preparation

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and management of the festival are done by a specialized organizing group. While community organizations and non-governmental organizations (NGOs) donate their time and resources to administer events and engage the community, local companies and sponsors provide financial support and services. Volunteers and locals help with the many festival events, making sure everything runs smoothly. The festival is also promoted by regional marketing firms and media, which raises awareness and draws attendees.

The essential nature of MSMEs is stimulating social progress in a developing economy like the Philippines, which is widely recognized. To support the sector, government agencies such as DOST, DTI, DOLE, and DAR consistently provide programs and interventions (Capiña 2021).

The purpose of this study is to investigate the various ways that the Balamban Festival has influenced the development of the city. The study aims to give a thorough grasp of how these events support Santiago City's development by analyzing the economic advantages, tourism promotion, cultural preservation, and community involvement. The study's conclusions will be a useful tool for local companies, policymakers, and cultural organizers, and provide guidance on how to optimize cultural events' potential for both tourism and economic growth.

#### *A. Background of the Study*

Cultural festivals are brightly colored celebrations that celebrate a community's traditions, customs, and heritage. They are popular attractions among locals and visitors, providing opportunities for economic development through tourism. These festivals usually include music, dancing, art, food, and other cultural manifestations, attracting big crowds that help local businesses such as hotels, restaurants, vendors, and transportation services. These activities not only honor local traditions but also serve as a promotion for economic progress. Cultural events create demand for local services and amenities, stimulate job development, and improve a destination's overall appeal by bringing people from close and far away. They also create job opportunities in event management and hospitality. Additionally, these festivals promote cultural heritage and community pride, which can enhance regional attractiveness for investment. (Nyandro 2024). Festivals contribute to a strong tourism economy that benefits residents and businesses by highlighting local artists and instilling a sense of community pride. As a result, incorporating cultural festivals into a community's tourist plan may be a potent driver of economic growth and cultural enrichment.

The Balamban Dance Festival is an annual celebration in Santiago that honors the city's 30<sup>th</sup> anniversary of its founding. The festival was named after a dance that mimicked butterfly movements as a ceremony of praise and appreciation for excellent harvests. Balamban Dance Festival became linked with gratitude, togetherness in diversity, and transformation. The city and its Santigueños are described as thankful people who coexist peacefully with different ethnic groups. Santiago's evolution is similar to that of a butterfly: it began as a little town of 40 IPs, grew into a pueblo, and is now a bustling and colorful

metropolis. It was made possible through Republic Act 7720 approved under the administration of Fidel V. Ramos on May 5, 1994.

Balamban Festival activities, which take place from May 1 to May 5, are aimed at promoting unity, thanking farmers for their hard work and rich crops, and toasting indigenous people. Among the highlights are the Santacruzán, Binibining Santiago (also known as Mutya ng Santiago, a beauty pageant), the agro-industrial trade fair (which exhibits the city's products), the grand procession, and the street dance. Other events include entertainment, concerts, and fireworks displays.

Local governments gain economic benefits from festival celebrations through revenue generated from taxes, permits, and licenses. Businesses operating during the festival often require special permits, and vendors are required to pay fees to set up stalls. Additionally, increased sales during festivals lead to higher tax revenues from both businesses and tourists.

Festivals create a bustling environment that directly benefits local businesses, particularly those involved in retail, food, and handicrafts. During the festival, vendors set up stalls selling local products, arts, and crafts, and entrepreneurs capitalize on the increased foot traffic. This provides a platform for small businesses to showcase their products to a larger audience, leading to greater sales and long-term business opportunities. In addition, local artisans and craftsmen benefit from increased exposure. Cultural festivals often highlight traditional arts, crafts, and performances, creating a market for indigenous or local products that may not otherwise gain as much visibility. This not only generates immediate revenue but also promotes the cultural heritage of the region, making these products and crafts more desirable to both tourists and locals.

Festivals typically draw large crowds, leading to increased litter, pollution, and waste production. Streets are often littered with food packaging, plastic bottles, and other refuse. Noise pollution from loud music and performances can disturb the residents, especially in more quiet and residential areas. Roads become overcrowded as thousands of people from both local and nearby towns converge on Santiago City to witness the performances and participate in the festivities. The vehicles can result in roadblocks, longer travel times, and parking difficulties, causing frustration among residents and visitors. Balamban Festival poses safety and security risks. The high concentration of people in one area increases the likelihood of accidents, theft, or altercations. Pickpocketing and other crimes tend to rise in crowded events, putting both locals and tourists at risk.

Local governments often use the revenue generated from festivals to fund public services and improve infrastructure. Successful festivals require adequate infrastructure, such as roads, public transportation, and event venues, to accommodate large crowds. This leads to investments in local infrastructure, which benefits not only the festival but the community as a whole. Improved roads, parks, and public spaces enhance the quality of life for residents, while also making the region more attractive to future tourists and investors.

Moreover, governments often support festivals as a means of promoting cultural heritage and regional identity. By investing

in festivals, they help preserve local traditions and customs while also boosting tourism and creating a positive image of the city or region. This can lead to further investments in cultural and recreational facilities, fostering long-term economic growth.

In Celebrating the Balamban Festival, the Local Government Unit of Santiago City utilizes both traditional and digital platforms to ensure that the festival reaches a wide audience. The festival is advertised with Posters, banners, and billboards that will be displayed across the city and surrounding areas, creating awareness and excitement for the upcoming event. Through the official city website and social media platforms like Facebook the official account of Atty. Sheena Tan the Mayor of Santiago City and the City Information Culture and Arts and Tourism Office (CICATO) shares festival schedules, behind-the-scenes content, interviews with performers, and promotional videos. This online presence not only attracts local attendees but also encourages tourists from other municipalities/cities and regions to experience the festival. There is an existing study about the festival of Santiago City but it doesn't focus on cultural festivals and economic development, therefore the researchers would like to find out the economic development of cultural festivals in Santiago City based on the experiences of the local people who take part during the Balamban Festival.

This study aims to investigate the multifaceted impact of Balamban Festival on the city's growth. Through an analysis of economic benefits, tourism promotion, cultural preservation, and community engagement, the study seeks to provide a comprehensive understanding of how these events contribute to Santiago City's development. The findings of the study will serve as a valuable resource for policymakers, local businesses, and organizers, offering insights on how to maximize the potential of cultural festivals for both tourism and economic advancement.

### *B. Research Questions*

1. What are the economic impacts on the micro business owners during Balamban Festival in Santiago City?
2. To what extent Balamban Festival can contribute to job creation in Santiago City?
3. What are the impact of Balamban Festivals to micro business owners?

### *C. Theoretical Framework*

Creative Economy Theory, this theory, popularized by John Howkins, emphasizes the value of creative activities, including cultural festivals, as engines of economic stimulation. Cultural festivals, by showcasing local culture and attracting tourists, can boost local businesses, create jobs, and foster a creative environment that drives innovation and economic dynamism (Florida, 2022).

This idea is relevant because it shows how cultural resources can be used to create economic value and improve local economic circumstances. Communities may use their distinctive cultural resources to promote growth and development by including cultural festivals in their economic

agendas because it offers a framework for assessing the size and scope of cultural festivals' economic contributions as well as any potential drawbacks, this theory is essential to understanding how these events support local economic development. The theory is pertinent because it emphasizes how cultural events, as unique local resources, can be leveraged to promote economic advantages within certain localities. Communities may boost their economic development and use cultural festivals as a tool for growth and resilience by concentrating on local resources and customizing ideas to the particulars of a given area.

## **2. Literature Review**

Festivals are occasions to express collective belonging to a group or place that highlights the festival's vital contribution to cultural preservation and community well-being within the socio-cultural context because festivals are held to celebrate the beauty of life (Gao 2024; Adyemo and John 2022; Napol et al 2020).

Motivation is one of the significant aspects of festivals or events and has received major interest since the early 1990s. The holding of festivals brings both positive and negative impacts on the social, economic, cultural, and environmental aspects of a community, thereby making it necessary to evaluate this event for the sustainability and best benefits for the local residents because festivity can be used as a means to solve the problem of the increasing alienation in public places (Prosperous et al 2019; Napol et al 2020; Gao 2024).

The growth of festivals within tourism has opened up in organizing various festivals and events which act as a motivator of tourism. Festival holds profound sociological and psychological significance, offering a source of collective pride and identity for its participants festivals promote cultural heritage and community pride, which can enhance regional attractiveness for investment. Therefore, economic development benefits are often concentrated in larger cities, leaving rural areas less impacted and festivals actively shape the image of regions and countries in the world, attracting the attention of millions of travelers (Prosperous et al 2019; Adyemo 2022; Nyandro 2024; Akhundova 2024).

The festivals are not only consumed by the local community but also to other people. Today, festival organizers strategically incorporate historical and cultural elements to attract visitors and promote the cultural identity of their cities by considering cultural tourism as a symbiosis of economy and culture we should emphasize that it contemplates not only knowledge of cultural heritage of tourist destination but also inclusion of a tourist into a modern cultural environment – active involvement in cultural events and practices characteristic for a certain territory (Lopes and Hiray 2024; Sergii et al 2020).

The festival is viewed in the context of spatial characteristics, saturated with signs, images, as human traditions, emotions, feelings, which directly involved in the festivals (Sergii et al 2020).

They give a stage for specialists, performers, and entertainers to exhibit their abilities and inventiveness. At these occasions, individuals can involvement distinctive social hones,

craftsmanship, shapes, and conventions because festivals offer chances and places for people to socialize, particularly, some festivals focus more on providing communal experience that festivals have contributed in the development of cultural tourism as it attracts culture. Tourist to local community events to promote cultural exchanges between tourist and resident which cultural festivals significantly influence local economic development by boosting local spending generating employment, and enhancing regional infrastructure (Lopes and Hiray 2024; Gao 2024, Nyandro 2024).

Cultural events and festivals play a key role in shaping the world's cultural tourism landscape because the contribution of tourism to the development of local regions is significant as it creates needed employment opportunities and local communities play a vital role in the success of the events. The purpose of festivals is typically to generate or build the local economy through attracting inward investment, new businesses or expenditure, and increased tourist visitation. Cultural festivals often serve as a catalyst for local economic development by driving investment in infrastructure, such as transportation and event venues and boost local businesses through increased visitor spending (Lopes and Hiray 2024; Nyandro 2024).

Cultural festivals have now become one of the most popular way of culturally-led urban renewal strategies that the respondents agree. However, celebrating festivals increases waste in a local community and they slightly agree that celebrating festival causes noise pollution, overcrowding, ecological damage, environmental community destroy the places where festivals took places and if we talk about folk music festivals or other certain theme but the range of products and services available enlarges from musical products to clothing, handicraft, food and drink, specific to the area and much more (Gao 2024; Lopez et al 2021).

The impact of tourism and of touristic events, festivals in particular, has been widely researched. Nevertheless, there is still no consensus on what is the best way to measure their contributions to local economies that every culture, every community across the world, has special days or periods that are set aside for the ritual celebration of special events; these events may be religious or socio-culture, or mark points in seasonal or agricultural cycles (Leandro et al 2021; Lopez et al 2021).

Festivals attract people for different reasons; some are looking for an environment in which to socialize, usually with people who are close to them, others are looking exactly for the specifics of the organized event, while another type of spectators are the ones who just experience, explore the unknown, this segment not representing a faithful clientele in which tourism plays important roles in socio-economic development of many nations by contributing towards solving the major political, social and economic problems that characterized the rural areas (Okunade and Tunde 2020).

The City of Santiago celebrates both patronal and cityhood fiestas. Patronal fiestas are held every July 25 and the cityhood every May 5 each year. Patronal fiestas are simpler and focuses on the commemoration of the apostle Saint James, the patronal

saint of the City (Napol et al 2020).

Cultural tourism helps in the preservation of the cultural heritage and environment as it enhances the use of natural resources that cultural events are an imperative perspective of any society. They give a stage for individuals to celebrate their social legacy, grandstand their gifts and imagination, and advance social differing qualities. These occasions can take different shapes, counting music celebrations, craftsmanship shows, conventional moves, and dramatic exhibition and the festival has given the people of the city opportunities to enjoy their culture and ethnic backgrounds, to interact with other people from other areas of the country and to gain economic improvement along the process (Okunade and Tunde 2022; Lopes and Hiray 2024; Napol et al 2020).

### 3. Methodology

The researcher used a qualitative research design. According to Aspers and Corte (2019), Qualitative research is defined as an iterative process that involves studying phenomena in their natural settings, interpreting meanings people ascribe to them, and making new distinctions, essentially focusing on gaining a deep understanding of people's experiences and perspectives through methods like in-depth interviews and participant observation, rather than relying on numerical data. And based on Nassaji (2020), Qualitative research attempts to comprehend and investigate rather than simplify and control variables. Primarily used to gain an understanding of a group or phenomenon. This involves collecting data through surveys, interviews, or observation. This method allows researchers to gather data to study trends and patterns without interference. The research aims to accurately depict the participants through the use of statistical tools. In this study, researcher collected data through interviews using guide questioners. It examines how cultural festivals benefit the economic aspect of Santiago City. Descriptive research is particularly useful for identifying how the festival contributed to the economic development of Santiago City.

#### A. Study Site and Population

The study was conducted in Santiago City, Isabela. Santiago is geographically located in the southwestern part of Isabela. It serves as a gateway to the Cagayan Valley Region from the provinces of Nueva Vizcaya and Quirino. Santiago is known for its vibrant economy which is primarily driven by agriculture, commerce, and its festivals. This Study highlights the Balamban Dance Festival showcasing local traditions and arts such as street dancing, cultural performances, exhibits showcasing local crafts and cuisine, Santa Cruzan, and float parade competition that focuses on each barangay's festivals. The Participants in this study were micro business owners who owned food and souvenir stalls during the Balamban Dance Festival.

#### B. Population, Sampling Size, and Sampling Method

The participants of this study were micro business owners. Micro business owners are those participants focus on their experiences with cultural and economic development of

## Balamban Dance Festival in Santiago City.

### C. Data Analysis

The data was analyzed through thematic analysis provided by the respondents. The analysis aims to draw meaningful conclusions and offer actionable insights based on the lived experiences and perspectives shared by participants during the interviews.

### D. Ethical Consideration

Participants can gain deeper understanding of local culture and traditions, by enriching their social interactions. This research is exclusively for academic purposes, and all responses will be treated with confidentiality and anonymity.

## 4. Results

This section presents the findings from the thematic analysis of interviews conducted as part of this study. The analysis identified several key themes that reflect the participants' experiences, perceptions, and viewpoints on Balamban Festival and Economic Development of Micro Businesses in Santiago City.

Research Question 1. How does the Balamban Festival contribute to the economic growth of micro businesses in Santiago City?

1. *Kita*: Informant 1, 3, 4, 7, 10, 12, mentioned that the festival had a direct positive effect on their sales. The influx of people during the event resulted in higher revenue and sales compared to normal periods of selling.
2. *Tulong*: Informant 1, 2, 3, 5, 6, 8, 11, 12, 13, 14, 15, highlights the perceived help or benefits gained. It shows that Balamban Dance festival really help the micro business owners of Santiago City.
3. *Promotion*: Informant 5, 13, 14 stated that the festival provided the opportunity for greater recognition, especially for those who were initially unknown or less established.

### A. Kita

Among all the identified themes, “Kita” (Income/Earnings) most directly captures economic growth, which is the focus of the. All other thematic words-like “tulong,” and “promotion,”-support or lead to this central outcome: increased income or profit for micro businesses during the festival. For many small business owners, “kita” represents not just profit, but the reward for their hard work and the chance to build a better future.

Research Question 2. What are the experiences of micro businesses during the balamban festival about the sales and customer engagement?

1. *Kita/Sales* – o As stated by the informant 1, 2, 3, 4, 5, 6, 7, 9, 11, 13, 14, 15, the sales increase due to the presence of Balamban Festival event comparing to regular days.
2. *Customer Engagement* –Informant 3, 5, 6, 8, stated that customer engagement is one of the key to attract customer. By simply interacting, serving, attracting,

and responding to customer, smiling and offering the products can help to have high sales.

3. *Service Quality* – Informant 6, 10, 11, said that providing customer good service, and product presentation, can lead to customer satisfaction.
4. *Organization/Presentation*- Informant 6 and 12 mentioned that organization comes by store setup, signage, and menu clarity.
  - *Economic Impact*: Kita, Sales
  - *Customer Relations*: Customer Engagement, Service Quality
  - *Business Strategy*: Product Variety, Organization

### B. Customer Engagement

While “kita” (sales) reflects the financial outcome, the question specifically asks about both sales and customer engagement. The theme Customer Engagement encompasses how businesses interact with customers-through serving, attracting, and satisfying them-which in turn directly affects their sales performance while organization and presentation in products can catch the attention of customer, and also the ability to multi-task enhances the overall satisfaction of customers which enhances customer experience and profitability.

Question 3. In what ways do micro business prepare for and participate in the Balamban Festival?

1. *Preparation*: Mentioned directly and indirectly by almost all informants (1, 2, 3, 4, 6, 8, and 13). It includes planning, organizing, and setting up in anticipation of the event.
2. *Stocking*: Informant 3, 10, 12, 13, and 15 mentioned that repeated references to ensuring enough inventory or supplies to meet increased demand.
3. *Display/Set-up*: Mentioned by informant 1, 2, 11, and 14 that the adjustments in product arrangement to attract customers, including booth positioning and visual presentation.
4. *Readiness*: The informant 2, 4, 10, 13, and 14 implied through mentions of opening early, having items prepped ahead of time, and being ready for large crowds.
5. *Attractiveness/Presentation*: Informant 2, 3, 10, 14, and 15 mentioned that as vendor owner they should emphasized in making the booth or product visually appealing to draw more buyers.

### C. Preparation

It encompasses stocking, setup, readiness, and anticipation of customer volume, all of which are repeatedly mentioned. It's the broadest and most unifying term reflecting how micro businesses strategize and adjust their operations for the Balamban Festival.

This word captures the core experience shared by the informants planning, stocking, setting up, organizing displays, and anticipating high customer turnout. It reflects the effort and adjustments made by vendors to maximize opportunities during the festival.

Research Question 4. What are the challenges faced by micro

business owners during the festival and how do they address them?

1. *Ulan/Weather*: Informant 4, 5, 6, 7, 11, and 14 frequently mentioned the weather as a key obstacle affecting foot traffic and sales.
2. *Kumpetensya/ Competition*: Informant 1 and 13 noted the challenge of competing with many sellers.
3. *Pwesto/Location*: Informant 2 and 15 mentioned the problems with changing or restricted selling spots were common.
4. *Customer Behavior*: Informant 3, 6, 9 and 12 said that managing demanding or difficult customers required patience.
5. *Pagod/Physical Strain*: Informant 9 and 10 Fatigue due to large crowds and long hours was noted.
6. *Adaptation*: Informant 1, 10, and 13 mentioned finding ways to cope, adjust, or strategize.

#### D. Challenges

This is the overarching theme reflected in all responses, capturing the various obstacles microbusinesses face during the Balamban Festival. "Challenges" is the best unifying thematic word, while the sub-themes offer detailed insights into the nature of those challenges.

Research Question 5. How does the festival influence the long term sustainability and growth of micro business in the city?

1. *Income growth*: Informants 1, 10 and 14 Highlighted by mentions of reaching kota, earning more in hours than usual, or funding major purchases (e.g., motor, tuition).
2. *Business Continuity*: Informants 5, 9, 13 and 15 emphasize the longevity of the business during the festival, prases like "nasusustain" and "nakakatulong" show how the festival supports business longevity.
3. *Opportunity* - Informants 2, 6 and 8 illustrate the significant opportunities that festivals and events provide for small businesses. Each informant highlights how these events serve as platforms for vendors to promote their products, expand their market, and generate capital, underscoring the role of such occasions in business growth and sustainability.
4. *Government Support*: Informants 5, 9, 13 and 15 emphasize the significant positive impact that government programs such as festivals and events, have on small businesses, particularly vendors and sellers. Each informant expresses how these events provide opportunities for growth, exposure, and market expansion, especially for small or local businesses.
5. *Inventory Expansion*: Informants 4 and 11 mentioned the improving or adding to their inventory due to festival earnings.
6. *Capital Saving*: Informants 5 and 7 said they were able to save money for future use ("nakakapagtabi ng puhunan").

#### E. Sustainability

This is the strongest and most consistent theme, with many informants mentioning how the Balamban Festival helps sustain their business operations through increased income, replenished capital, and broader market reach.

The best overarching thematic word is "Sustainability," supported by sub-themes of income increase, business exposure, capital build up, and government-backed opportunities.

Question 6. How do fesitval-related events and activities affect the sales performance of micro business?

##### 1) Seasonality

- Informants 1, 4, 5, 9, 13, and 15 highlight the challenges and strategies small businesses face in managing seasonal fluctuations in sales.

##### 2) Lagging Sales

- Informants 2, 4, and 12 provide a clear picture of the challenges businesses face when dealing with lagging sales, particularly when attempting to participate in different events or festivals.

##### 3) Under-performance

- Informants 3, 6, 7, 10 and 14 reveal common challenges that small businesses face when experiencing underperformance in their sales. Despite their efforts to explore new locations and expand their presence in different markets, these informants emphasize that they often rely on more familiar and consistent venues, such as night markets, to sustain their businesses.

#### F. Seasonal Boost and Lagging Performance

The microbusiness owner stated that the sales during the Balamban Festival can be greatly influenced by festival-related events, and the results aren't always predictable. While concerts, big festivals, and holiday celebrations often bring a boost in sales, growth isn't always consistent. A lot depends on factors like the event's location, timing, and the nature of their business, all of which can significantly impact the sales outcomes.

Research Question 7. What strategies do micro entrepreneurs use to attract customers during the festival?

##### 1) Patience and Persistence

- Informant 3, 4, 5, 8, 10, 15 emphasized the need for patience, persistence, and consistent effort in running businesses. This includes that every business owner should do for them to have a repeat customer.

##### 2) Kindness

- Informant 1, 9, 11 they highlighted the importance of engaging with customers and maintaining good relationships with your customers. Together, they emphasized that customer engagement is essential for building lasting, positive relationships.

##### 3) Diligent and Determined

- Informant 4 and 7 mentioned not losing hope despite business challenges. Informant 6 also mentioned the importance of saving and managing finances wisely. In short, these insights reflect a balanced approach to

handling business struggles staying resilient in tough times, and being smart with money to ensure long-term success.

#### 4) *Maintaining Quality and Consistency*

- Informant 5 and 9 pointed out that product quality, marketing, and knowledge of the product are crucial. This includes value of knowing the product inside and out, so you can communicate its benefits effectively and make better decisions along the way.

#### 5) *Marketing Strategy*

- Informant 12 mentioned that changing prices to make them more appealing could help attract more customers. Lowering or adjusting prices could encourage more people to buy or visit.

#### G. *Patience and Kindness*

According to the informants' responses, some key procedures and tactics that help businesses succeed in fast-paced, dynamic settings, especially at night markets and during significant events like the Balamban Festival. Their experiences highlight how crucial to handle different customers and how to have their trust in your business for them to buy again. At the end of the day, kindness is also the key for them to have a long-term business sale because they can go back to your business if you treat them with kindness.

### 5. Discussion

The Balamban Dance Festival in Santiago City stands as a significant event that brings together the community, celebrates local culture, and plays a vital role in supporting micro businesses. These micro business owners, often family-run, typically face challenges in sustaining consistent income due to limited resources and a relatively small customer base. However, the Balamban Dance Festival provides them with a unique opportunity to showcase their products, gain exposure, and foster long-term growth. This explores the economic impacts of the Balamban Festival on micro businesses in Santiago City, emphasizing the festival's role in boosting sales, enhancing visibility, fostering community support, and promoting sustainable economic growth. According to Cayaban et al. (2020), Balamban Festival has Positive impacts on the people of Santiago City which includes increased participation of the locals, and economic aspects. The Balamban Festival in Santiago City significantly bolsters the local economy, particularly benefiting small, locally owned businesses. Cultural festivals boost local economic development by attracting tourists and increasing spending in businesses, hotels, and restaurants (Nyandro M. 2024). As sales and reputations flourish, many small businesses seek strategies for expansion, potentially leading to increased employment within the community. The businesses were help to economic impact during the Balamban festival in Santiago City because it helped the business operation based on increasing sales and at the same time support their family. Furthermore, research on the economic impact of festivals highlights that major festivals drive long-term economic growth by supporting local businesses and solidifying their role as key economic drivers in

the region Pineda A. (2024).

### 6. Conclusion and Recommendation

#### A. *Conclusion*

Balamban festival represents more than a temporary financial boost for micro businesses. They provide opportunities for exposure, capacity building, and micro business development outside of the festival process. Through increased sales, a supportive family, increased visibility, and potential customer engagement, festivals provide micro businesses with a leg up toward success. Challenges aside, micro business owners gain skills through the opportunities the festival provides, and use them in business going forward. In the end, festivals play a vital role in sustaining micro businesses, not just providing a moment of success, but pointing to longer-term viability and connection with the community.

#### B. *Recommendation*

Students should take an active part in local festivals such as the Balamban Festival. They will gain a better understanding of the opportunities and practical challenges involved in the business community as an outcome.

Students should actively research and stay updated on the economic impact of cultural events like the Balamban Festival on micro-businesses, as this knowledge can be valuable for future business ventures or career opportunities in the local economy.

The local government should provide more platforms and opportunities for micro-businesses in Santiago City to showcase their products, especially during festivals like the Balamban Festival, to increase visibility and attract more customers.

#### C. *Recommendation for Future Studies*

This study should be exploring the long-term economic impact of the Balamban Festival on micro-businesses in Santiago City, focusing on growth metrics like revenue increase, business longevity, and employment creation.

Examine the ways that the Balamban Festival benefits local microbusinesses in terms of revenue, visibility, and long-term viability.

Conducting interviews with local government officials, and customers can provide rich insights into how the Balamban Festival influences local commerce.

Understanding how residents and stakeholders of Santiago City perceive the Balamban Festival's impact can provide insights into its long-term sustainability and effectiveness in supporting micro businesses.

Assess the role of local government policies, financial assistance, and business support programs in fostering micro-business growth during the Balamban Festival.

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