

The Socio-Economic, Educational, And Cultural Relevance of the Pamulinawen Festival of Laoag City, Philippines

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DOI: <https://dx.doi.org/10.47772/IJRISS.2025.905000112>

Received: 27 April 2025; Accepted: 05 May 2025; Published: 02 June 2025

ABSTRACT

Pamulinawen Festival, one of the long-established festivals of vibrance in the province of Ilocos Norte, is celebrated annually every February in Laoag City. The festival stages a month-long celebration of faith, honoring the city's patron saint, William the Hermit, which has been a tradition of the Laoageños influenced by Spain hundreds of years ago. This study explores the socio-economic, educational and cultural relevance of the said festival to the participants in the various sectors of the community. The researcher employed qualitative research design with interview as a method of gathering data. The data gathered were analyzed using thematic approach. The study involved eleven (11) respondents, targeting six (6) local entrepreneurs; three (3) educators; and one festival organizer, specifically the head of the tourism office of Laoag City. The findings revealed that the Pamulinawen festival plays a significant role in preserving the Laoageños' local culture, traditions, customs and values. It is also one way of boosting tourism as well as fostering community engagement and unity among the people. In addition, it also gives way for local entrepreneurs to help them earn income during the duration of the festival through its various socio-economic platforms. Moreover, the festival also gives opportunity for teachers to highlight their role as cultural advocates by encouraging and connecting the younger generations to their cultural roots, giving them the opportunity to participate and engage to the different activities during the said festivity. This makes the students work hand-in-hand with their teachers in preserving their community's local color. The findings of this study unravel a deeper gateway of understanding of the Pamulinawen festival through the lens of economics, education and sociology.

Keywords: Pamulinawen festival, socio-economic relevance, educational relevance, cultural relevance, cultural celebration

INTRODUCTION

Philippines is an archipelagic country comprising 7,641 islands and it encompasses 18 various regions. The country is very rich in traditions, culture, and festivals. In fact, the country has numerous different festivals that are celebrated annually reflecting the unique identities of each region, making the country known for its vibrant and diverse cultures. In the Philippines, fiesta has been an enduring tradition that is inherited from ancestors even before the coming of the Spanish colonizers. These festivals are rooted with religious beliefs of thanking the village's patron saint or deities for blessing the place with abundance of resources, the very reason why fiestas are displayed with various themes ranging from agricultural to a community's historical beginnings or founding down to the celebration of IP communities. Fiestas also show some traditions of offering to nature as a way of gratitude or sacrifice (Nunez, 2019).

One of such colorful festivals coming from the northern part of the country is the Pamulinawen Festival, celebrated particularly in Laoag City, Ilocos Norte during the month of February each year. The festival is a celebration commemorating the city patron, Saint William the Hermit, at the same time showcasing the city's rich cultural heritage. The festival was then celebrated during the first week of February but has now turned into a whole month of grandiose celebration, showcasing a very rich Ilokano culture through various programs and activities such as the Pamulinawen's Calesa Parade, Street Dancing and other various local competitions, to name a few.

In a study conducted by Udtujan (2025), results show that the term festival is defined as a bridge in knowing the people, livelihood, the historical roots and unique culture within the community. While in another study defined festival as not just an exhibition of cheery dance moves and flamboyant ensembles, but more of a representation of a community's culture, tradition, natural resources, and its beautiful people (Magpantay et al, 2014).

It is said that festivals in the Philippines plays a major role in the development of a creative economy. The country's festivals have helped in raising awareness of arts and has caused a wider cultural sector that fosters and builds stronger communities that also breeds pride and responsibility. Additionally, festivals have a big role in facilitating cultural exchange between local communities and tourists by promoting and preserving cultural identity (Udtujan, 2025). Nowadays, festivals are the by-products of tourism, wherein festivals are funded or celebrated not just to showcase the rich cultural heritage and traditions of the region but also an event to boost tourism. In fact, organizers are now engaging in historical and cultural themes in developing such events to attract tourists, for events and festivals are now being considered and regarded as a significant source of boosting tourism (Magpantay et al., 2014).

According to Nuñez (2019), fiestas are beneficial to people emotionally and economically as it provides avenue for locals to produce products and generate income. Not only that but it enables schools to showcase talents by participating in the various events and competitions, it also attracts foreign and local tourism and it was also noted that most importantly fiesta defines a people's identity. In addition, previous studies show that festivals can bring positive benefits such as economic, social and community togetherness to their host community (Shanka & Alamiyo, 2012). In the Philippines, provinces, towns, and municipalities frequently hold festivals to educate the public and the next generation about the history, identity, and values of the area and its residents (Luna, 2015).

According to a research that was recently conducted by Udtujan (2025), teachers view festivals to be a significant tool in appreciating local customs/values as well as preserving local history and promoting traditions for the next generation. The study also pointed that teachers are the cultural advocates in encouraging and connecting the younger generations to their cultural identity in order to develop a deeper connection to their roots.

With the premises, this study aims to discover and explore the socio-economic, educational and cultural relevance of the Pamulinawen Festival in Laoag City, Ilocos Norte. The study focused on the the following questions:

1. What socio-economic values are evident in the Pamulinawen Festival?
2. In what ways can teachers develop their students' understanding and appreciation of the festival?
3. What is the role and relevance of the Pamulinawen Festival in preserving and promoting Laoag's local cultural heritage?

METHODOLOGY

This study employed a qualitative research design to discover and explore the socio-economic, educational, and cultural relevance of the Pamulinawen Festival in Laoag City, Ilocos Norte. The research aims to discover the socio-economic values evident in the festival, the ways on how teachers aid in developing students' understanding and appreciation of the festival itself. The study utilized multiple methods in gathering data from the target group of stakeholders, particularly purposive sampling technique, semi-structured in-depth interviews, audio recordings, field notes and documentation. The study made use of an instrument with three semi-structured interview questions designed to gather specific insight in line with the three core questions. Moreover, to facilitate easier understanding of the questions and better communication, the interview questions were translated into Iloko, the local language of the Laoageños.

In terms of population sampling, the study used purposive sampling technique, targeting individuals who are directly involved in the Pamulinawen festival. Six (6) vendors, who are local entrepreneurs who participated in the festival, shared their views as to the socio-economic relevance of the festival. Two (2) Social Studies teachers

and one (1) MAPEH teacher under the basic education sector shared their views as to the educational relevance of the said festival while the festival organizers (tourism staff of Laoag City) and one (1) choreographer shared their roles in preserving local heritage and promoting Laoag's cultural identity through the Pamulinawen festival. The data gathering was conducted through a survey interview with the participants. The researcher also coordinated with the tourism office of Laoag City for proper research protocols. The data gathered from the interviews were analyzed through thematic analysis which involved transcription, initial coding, theme development, and interpretation. Moreover, the researcher followed ethical guidelines to ensure participant confidentiality, informed consent, and voluntary participation.

The limitation of this study is the purposive sampling approach, which focuses on specific groups (vendors, teachers, and organizers) limiting the findings of the study to a broader population. Also, the reliance on interviews as the primary data collection method may introduce subjectivity based on the participants' willingness to openly share their perspectives.

RESULTS AND DISCUSSION

This section presents and provides meaning to the data collected classified into various themes: the socio-economic relevance of the Pamulinawen Festival, the educational relevance of the said festival, and its cultural relevance.

Socio-economic Relevance. The first theme focuses on the evident socio-economic values present in the festival and how these values influence consumer behavior of the community together with the socio-economic impact it brings specifically on the part of the participating local entrepreneurs.

Responses	Codes	Analysis
C1. Consumers are thrifty, they buy their needs first and seldom buy drinks and foods.	C1. Thriftiness	Consumers are responsible buyers, they prioritize essential items over non-essentials (needs over wants), which shows importance of spending wisely one's savings that leads to financial efficiency.
C2. Consumers bargain or haggle, they are "makulit" and does the "tawad" system.	C2. Negotiation skills	Consumers are persistent and determined in haggling, embodying the thrifty trait of Ilocanos. Consumers are not easily swayed and want a cheaper price. This also supports the previous analysis depicting importance spending wisely for financial efficiency.
C3. There are more consumers during night time.	C3. Peak hour of consumers	There is a high consumer activity at night which may suggest that there is a time-specific factor in consumer spending.
C4. Consumers are more open to spending because of the festival.	C4. Festival influence in spending	The festival makes the people to have a lenient attitude in spending, making consumers more open in buying during the festival yet responsible consumers by buying what they need first.

Out of the six (6) vendors/entrepreneurs interviewed, most of them observed that the consumers are thrifty and buy first their needs before other things like beverages/drinks/food. Two of the vendors said that the consumers were "makulit" or persistent in haggling (reducing the original price). Three of the vendors said that the consumers are more open to spending because of the festival.

The findings of the study found that the consumers, even during the festival, are mindful in their financial situation and are responsible buyers prioritizing their needs over non-essentials. Though the data also implies that the people are more open or lenient in spending. This aligns with the findings of a study by Luzano (2018) which highlighted that thriftiness is a prominent cultural trait which manifest even in traditional sayings among the Ilokano people. In addition to that, people are determined to haggle and negotiate in order to secure a better

price and save money. As to consumer activity, it appears that consumers are more active during night time possibly because people have work during the day time but nevertheless this points that time is a contributing factor when it comes to consumer spending.

Responses	Codes	Analysis
C1. The consumers really buy needs first, like “masapol ti balay” or needs in the house.	C1. Practicality and frugality of consumers	This reflects a strong socio-economic value of practicality. Wherein even during the festival, the community are mindful in their financial situation and buy things base on their needs.
C2. The “pagka-matipid” or “matawad” of the consumers even if its fiesta.	C2. Thriftiness and bargaining behavior	This indicates a strong socio-economic value of frugality and negotiation. Wherein even during the festival the community are spending their money wisely, emphasizing the importance in securing the best value of their hard-earned money.
C3. People are happy together strolling the “night market”.	C3. Community enjoyment and engagement	This points to a socio-economic value of community belongingness and social bond of the people. The night market is not just a place to buy things but also a platform to form and strengthen relationships which is a key for a community development.
C4. People’s participation and unity. (Napintas ti timpuyog ken sangsangka-maysa ti tattao.)	C4. Community unity	This highlights the value of collective action and community solidarity with the socio-economic value wherein people stand together as one fostering community involvement.
C5. Family time, the festival served as a way to bring families together.	C5. Close family ties	The festival strengthens family ties, emphasizing the socio-economic value of family time or family bonding.

Four vendors out of six, indicated that the people during the festival are very united and participative, not only that but the vendors observed that people are very happy, leisurely strolling during the festival and the people enjoyed the festival together with their families and even friends, creating a light and festive atmosphere in Laoag (Steadman, C. & de Jong, A. 2022). The data collected also exposed one of the famous characteristics that people say to being an Ilokano, which is “matawad” and “matipid”, embodying thriftiness still even if it is fiesta time. The vendors also said that the consumers buy first their needs which means that they give value or prioritize their needs first before spending on other things.

Findings suggests that the evident socio-economic values from the festival are practicality (needs over wants), frugality or thriftiness, bargaining or negotiation which indicates the importance in securing the best value of the people’s hard-earned money, community’s unity or oneness emphasizing community solidarity and cohesion. As well as community enjoyment and engagement, exposing the festival’s power in fostering community belongingness and social bond. Moreover, this is corroborated in the findings of one study that individuals who attend festivals with their families and friends are likely to enjoy, be entertained and feel happy (Ahn, Y. et al., 2023).

Responses	Codes	Analysis
C1. The festival really helped because of the different programs, it boosted our sales, increased our customers and it gave us opportunity to work again and have salary.	C1. Economic stimulus	The festival's one major impact is stimulating local economic activity by boosting sales and increasing customers, as well as creating job opportunities for the locals.

C2. With the festival's help, the profit generated is good.	C2. Income generation	The festival allowed people to earn income, not just an ordinary income but a good income.
C3. This year is different, we struggled because only some bought in our store. But last year the sales were good.	C3. Market variability	This indicates the unpredictability of consumers in festivals, where other local entrepreneurs generated good sales, others struggled due to consumer preferences and other market fluctuating variables.
C4. The festival not only increase our profit, but it also made everyone happy and entertained, it makes us happy to have returning customers.	C4. Opportunity for business growth and building customer loyalty	This indicates that the festival sprouted an opportunity for the local community entrepreneurs to establish customer loyalty, which is a key to business growth.
C5. The community is really united and cooperative which made the festival a very successful event.	C5. Community unity	The festival united the community through cooperative efforts of all the people and strengthened social ties.

Out of six (6) vendors, five mentioned that the festival increased their sales and they generated a good amount of money because of the programs which increased their customers and only one said they did not generate enough profit because of the high rent in the night market and not a lot of customers bought their glassware products. The data collected implies that the festival is a source of income for the local vendors/entrepreneurs increasing their profits, and that the festival brings out the community's unity, cooperation and a sense of fulfilment. Though one vendor said that they did not generate enough sales and somehow incurred losses, this could imply that glassware products might not be just a priority for the customers or other factors such as high prices of the store's offered products could be contributory to this phenomenon.

The findings of the study signifies that the festival has a clear socio-economic benefit for both the local community and the local community entrepreneurs (Irshad, 2011). To the community, the festival stimulated local economic activity by boosting sales and increasing customers. Not only that but the festival united the community and strengthened social ties. And to the local community entrepreneurs, with the festival's help they generated a good profit, established customer loyalty and sprouted an opportunity for business growth and sustainability. This aligns with the study that festivals are a platform that fosters innovation through the attainment of not just economic goals but also environmental and social goals (Mackellar, 2006).

Educational Relevance. The second theme revolves around the experiences of teachers in developing their students' understanding and appreciation of the festival.

Responses	Codes	Analysis
C1. I have been a choreographer of certain contingents during the Pamulinawen festival for many years. My role is very important, not only to teach but also to teach dancers the dance routine, and it doesn't end after the competition.	C1. Artistic and cultural role	This highlights the role of teachers in contributing their expertise in dance and performances which shapes and allows students to present cultural traditions and heritage first hand.
C2. I impart my knowledge to my students about the festival and trying my best to integrate the festival to our topics, especially in one of my lessons in Philippine fiestas, localizing and contextualizing our topics.	C2. Educational role/knowledge sharing	This indicates that teachers participate by educating their students on the importance of cultural heritage through integrating the festival in their lessons, which allows students to connect and understand Laoag's own local color.

C3. I participated in the festival by attending events, leading students' performances, and helping with the festival's preparations.	C3. Student leadership and engagement	This emphasizes the strategy of teachers to lead and engage students by playing a key role themselves during the festival, such as attending events, helping with the preparations, etc.
C4. I joined the opening of the festival, which is the civic military parade together with my students and fellow teachers.	C4. Civic and community representation	This emphasizes the role of the teacher in promoting the value of community involvement and unity, through taking part in the opening ceremonies which strengthens the relationship between the community and schools as institutions of learning.

The teachers that were interviewed participated during the festival through joining the parade and even do choreography in the street dance competition. They also contributed in supporting their students in joining the festival's different activities at the same time helping in the preparation per se. One of the respondents also mentioned that he practices localization and contextualization of school lessons integrating local history through the Pamulinawen festival.

The findings of the study implies that teachers have a great contribution and important role in the success of the Pamulinawen Festival thereby joining the local government in attaining its vision of a united community. This proves that teachers serve as community representatives, cultural leaders and mentors strengthening the ties between the community and the education sector.

Responses	Codes	Analysis
C1. Bringing the festival inside the class by letting my students execute the steps of the Pamulinawen dance.	C1. Hands-on execution	Teachers contribute by allowing their students to perform the Pamulinawen dance steps giving the students the experience to actually learn the festival's origin and traditions fostering a deeper understanding and a deeper sense of appreciation.
C2. As a teacher I practice localization and contextualization, integrating the Pamulinawen festival into our lessons. I contribute by integrating history, our culture and its significance, incorporating it to classroom discussions and activities.	C2. Curriculum integration	Teachers integrate Pamulinawen festival in their lessons on local history.
C3. I encourage my students to participate in creative projects such as dance performances, like street dances and other events in the festival. This way, I help them to appreciate the festival, preserve local culture and foster our community pride as Laoageño.	C3. Creative dance performance projects	Teachers encourage students to join in various dance activities during the Pamulinawen Festival.

Findings show that teachers contribute to their students' understanding and appreciation of the festival by bringing the festival itself in their lessons, through the use of contextualization and localization and letting the students execute the Pamulinawen festival's dance steps. Teachers also encourage their students to participate in general which could lead them to appreciate more local festivals, particularly those that are reflective of their roots.

Responses	Codes	Analysis
C1. I consider the Pamulinawen festival as one the most celebrated festivals here in the province, most grandiose festival, and in our culture, it serves its purpose in building the people's identity.	C1. Strengthening local identity	The festival is relevant educationally for it serves its purpose in building the people's identity, Laoageños cultural identity and heritage.
C2. It is very relevant because through the festival, it preserves cultural heritage and traditions and the festival promotes cultural awareness.	C2. Preserving cultural heritage and awareness	The Pamulinawen festival provides an opportunity to the students to directly engage with the community cultural practices in which by learning these practices students preserve the local traditions.
C3. It fosters creativity and self-expression, allowing our students to actively engage in preserving our local heritage. It provides hands on learning experiences through music, dance and art.	C3. Encouraging creativity and self-expression	The festival provides an opportunity for students not only to learn the community's traditions, values and culture but also it allows them to creatively express themselves.
C4. It also fosters community engagement and social responsibility. The festival encourages a sense of community and inclusivity, helping students develop a deeper appreciation of the said festivity.	C3. Fostering community engagement and social responsibility	Students involved in the festival promotes social cohesion, as they learn to work together and take social responsibility, creating a strong sense of community and inclusivity.

The findings revealed that celebrating festivals, particularly the Pamulinawen festival, is very relevant to the field of education. Based on the findings, the festival serves as a reflection of local identity, as it builds and strengthens the Laoageños cultural identity and heritage. The festival's different activities and programs allow students to actively engage in learning the rich culture of Laoag and at the same time works hand-in-hand in preserving Laoag's cultural heritage, traditions and values. In addition to that, the data exposed the role of the festival not only in providing the opportunity for students to learn about the community's culture, traditions and values but also, encouraging the students in creative self-expression which boosts confidence in the long run. Also, the students involved in the festival themselves promotes social cohesion as they learn to work together and take social responsibility creating a strong sense of community and inclusivity.

Cultural Relevance. The last theme ought to discover and explore the role and relevance of the Pamulinawen Festival in preserving and promoting Laoag's rich local heritage.

Responses	Codes	Analysis
C1. The celebration of the Pamulinawen Festival in Laoag City is in honor of patron saint, St. William the Hermit, regarded as the patron saint of the poor and in need.	C1. Commemorating the city patron saint william the hermit	This emphasizes the festival's religious and spiritual significance, as the festival is also a celebration of community's faith and devotion.

C2. The festival is celebrated to bring the people together and uplift the lives of Laoageños with the help of our local government.	C2. Fostering community unity and uplifting the people	This emphasizes the role of the Pamulinawen festival in community development and empowerment.
C3. The festival is there to boost tourism.	C3. Local tourism	This highlights the festival's role in attracting tourists or visitors coming from other places.
C4. To honor the people or recognize people with contributions to the community.	C4. Celebrating local heroes	This emphasizes the role of the festival by being a means of platform in honoring, recognizing and celebrating local heroes or individuals who contributed to the development of the locality in various aspects.
C5. The festival showcases the identity and rich culture of the Laoageños not only in the province but all over the world.	C3. Showcasing laoag's identity and rich culture	This highlights the role of the festival in promoting the Laoageños' rich cultural identity and heritage at a larger scale.

The researcher interviewed the head of Laoag's tourism office and one Pamulinawen Festival choreographer. Both of the respondents said that the festival's main objective is to give back to the city's patron saint, St. William the Hermit and thus bring people together. This is indicative of two essential aspects of festivals which are enjoyment and enrichment (Michael, 2003). The festival also boosts tourism by attracting visitors. One study found that the reason why people travel to other places is to get acquainted with the local people's culture, identity and heritage (Stankova & Vassenska, 2015). This is true to Pamulinawen festival. Also, said festival is celebrated to give honor to local heroes or individuals who made relevant contributions to the city (not just the present ones but also the late ones), showcasing Laoag's rich culture as well as making the people and the community known all over the world. The findings of the study supports the study conducted by Rabago (2021) wherein he made mention that the festivals in Ilocos Norte are both religious and occupational in nature showcasing festival dances that reflects faith to God. In addition to that, according to Galeon (2019), religiosity of Ilocanos are evident in festivals and further asserted that Ilocanos' deep-rooted relationship to God is unquestionably sacred.

Responses	Codes	Analysis
C1. The Pamulinawen Festival portrays Laoag City's rich cultural heritage through the Ms. Laoag, the Sand Dunes challenge, the street dance competition, and many other activities.	C1. Showcasing cultural traditions	This shows the role of the festival in raising awareness of Laoag's cultural heritage as the festival is a celebration of Laoag's local heritage through various activities.
C2. Very remarkable scene, especially in the cultural aspect, aside from the tourism spots, existence of traditional transportation which is the Kalesa.	C2. Promoting local industries	The festival raises awareness as it attracts visitors and highlights traditional transportation and practices, such as the use of "Kalesa" (a horse-drawn carriage) which is a very iconic symbol of Laoag's past.
C3. Laoag city embodying the word Pamulinawen which is "pagkailokana", which means a demure and "malambing" or sweet Laoageña.	C3. Embodying Laoag's identity and values	This highlights the festival's role depicting the Ilocano women as simplistic and light-hearted.
C4. It is making a mark or awareness for everyone for it brings us to our roots as a community of people with shared values.	C4. Strengthening community and cultural identity	The festival connects every Laoageños to their roots and shared values strengthening community and cultural identity.

Findings show that the Pamulinawen festival has a very important role in raising awareness about Laoag City's cultural heritage. It is not just a festival of faith commemorating the city's patron saint but also showcasing a variety of cultural values embedded in the different activities. It is a celebration of talents, traditions and customs of the city. The data concludes that the Pamulinawen festival showcases Laoag's cultural traditions, promotes traditional practices, also embodies Laoag's identity and values, and strengthens community and cultural identity.

Responses	Codes	Analysis
C1. The value of unity, the convergence of different organizations, schools, government units/agencies, and barangays manifesting oneness and common goal in the different activities held.	C1. Community unity	This cultural value not only brings together all the stakeholders to collaborate but it promotes a sense of community belongingness and togetherness.
C2. The value of camaraderie and sportsmanship is evidently shown through the different competitions.	C2. Camaraderie and sportsmanship	The cultural value of camaraderie and sportsmanship, evident in the various competitions held during the festival, highlighting the importance for a Laoageño to fair play and establish teamwork and good social relationships.
C3. The value of cultural preservation, because of the holding of activities showcasing our Ilokano industry, like food festival and local products exhibition as well as cultural preservation through dances and songs.	C3. Cultural preservation	This cultural value highlights the role of the festival as a celebration of cultural heritage passing down to future generations.
C4. The hospitable and "malaming" trait of the people and a sense of hospitality welcoming every color, gender, and race in every aspect of the festival.	C4. Laoageños' hospitality and warmth	This highlights the nature of Laoageños being hospitable and "malaming" or sweet, exemplifying Laoag's culture to be welcoming and warm to returning family members, relatives, friends or other guests.

The findings found that those cultural values evident in the Pamulinawen festival consists of unity or oneness of the people working together to achieve a common goal which promotes a sense of community belongingness. Another is the value of camaraderie and sportsmanship, highlighting the importance for a Laoageño to fair play and the ability to establish good social relationships. The findings corroborate with the study of Galeon (2019) wherein she emphasized that Ilokano culture is evident in traditional games and are seen in the celebration of festivals. The value of cultural preservation is also evident showcasing Laoag's identity, customs and traditions through the different activities and programs held, which highlights the role of the festival as a celebration of cultural heritage which penultimately needs to be passed down to future generations. And lastly, the value of hospitality which fosters inclusivity, highlighting the nature of Laoageños being warm and welcoming to returning loved ones and even incoming guests and visitors.

CONCLUSIONS

The findings of this study are geared toward greater understanding and appreciation of the festival's socio-economic, educational and cultural relevance. The Pamulinawen festival is a festival of faith among the people of Laoag. Findings of the study revealed that the socio-economic activities during the festivity impact the financial aspect of the lives of the local entrepreneurs. The study also explored how festivals provide means of living to the local entrepreneurs at the same time boosting tourism and preserving Laoag's cultural heritage, customs, traditions and values. Also, this study unveiled the significance of the festival to education sector, particularly to educators in inculcating cultural understanding and appreciation among their students.

Socio-economic values that are evident in the Pamulinawen festival are the following; first is that Laoageños

being persistent or good at haggling, another is the value of being matipid or thrifty because the community gives priority first to their masapol or basic needs, also, the community became more open to spending during the festival but buying what they need first making the people a responsible buyer and good at managing their finances, another is the value of unity and oneness or bayanihan among the people in the community, and lastly the community is portrays a naragsak attitude or being positive and optimistic, warm and welcoming all throughout the celebration, embodying the Ilokano trait of being festive, hospitable, inclusive and receptive to others.

Moreover, the study discovered that indeed the teacher's role is very critical in developing students' appreciation and understanding of the festival. This is in corroboration with the study of Udtujan (2025) that teachers are the cultural advocates in encouraging and connecting the younger generations to their cultural identity in order to develop a deeper connection to their roots. Teachers showcase the relevance of festivals by modelling and participating themselves, as well as practicing localization and contextualization with their lessons, integrating culture, traditions festivals and emphasizing their significance. Teachers also encourage their students to participate in the different activities during the festival, allowing them to work hand-in-hand in preserving the culture, traditions, customs and values of Laoag City.

Also, the study discovered that the role and relevance of Pamulinawen festival in preserving and promoting Laoag's local cultural heritage is multifaceted. The festival is not just a celebration of Laoag's rich tradition but also an active platform for community engagement, cultural preservation, cultural promotion and is a tool for cultural education. The Pamulinawen festival is an instrument which ensures Laoag's cultural heritage to remain significant and for it to be appreciated by future generations.

RECOMMENDATIONS

There is a need to continue documenting other aspects of the festival to include food science, tourism, engineering and other disciplines relevant to the different dimensions to foster a wider and broader understanding of the festivity.

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