

Adherence to Local Government Unit Ordinances in Holding Local Cultural Activities its Impact of Socio-Economic in Calasiao Industry

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This study focuses on the development and implementation of policies and guidelines governing cultural activities in the Municipality of Calasiao, located in the Province of Pangasinan. The research explores how local cultural programs are planned, managed, and evaluated in accordance with the policies established by the local government unit (LGU). It particularly investigates the extent to which these policies are adhered to in terms of defining roles and functions, providing quality services, and organizing cultural events that highlight the town's heritage and traditions. Moreover, the research examines the conduct of cultural festivals in Pangasinan—especially in Calasiao—by analyzing their activities, product promotion strategies, and cultural preservation efforts. The study also aims to assess the overall impact of these cultural endeavors on the socioeconomic development of the municipality.

The Municipality of Calasiao is renowned for its cultural identity, primarily celebrated through its annual Puto Festival, which honors its signature rice cake delicacy. Cultural activities such as this festival serve as a unifying element for the community while simultaneously promoting tourism and stimulating local economic growth. However, to ensure that such events remain organized, inclusive, and culturally enriching, it is essential that they are guided by coherent policies and well-defined administrative mechanisms. Therefore, this research sought to examine the policies and guidelines created by the LGU to regulate cultural activities and assess how these frameworks are being followed in actual practice.

The study focused on the heads of the Tourism Office of Calasiao, who were selected as respondents based on their central role in implementing the LGU's ordinances related to cultural programs. These officials possess firsthand knowledge of the policies, the processes of event organization, and the challenges encountered during festival management. Through their insights, the research aimed to evaluate how well the LGU and its personnel adhere to established guidelines, particularly in the preparation and execution of the Puto Festival, and how their planning and services contribute to community welfare.

To collect relevant data, the researcher employed qualitative methods, specifically using interview guides and document checklists. The interview guide contained structured and semi-structured questions designed to elicit comprehensive responses from tourism officials. Meanwhile, the document checklist was used to review official reports, ordinances, and policy documents related to the conduct of local cultural activities. The combination of these instruments provided both primary and secondary data that allowed for triangulation and validation of findings. Additionally, document analysis and thematic analysis were utilized to examine collected materials systematically. These methods helped identify recurring themes, patterns, and insights relevant to the development and implementation of local cultural policies.

Findings from the study revealed that adherence to policies and guidelines is generally well observed in the conduct of cultural activities in Calasiao. The LGU, through its Tourism Office, ensures that cultural events are aligned with local ordinances, national cultural policies, and community development goals. Each stage of festival organization—from conceptualization and planning to implementation and post-event evaluation—is guided by procedural standards that safeguard the quality and inclusivity of cultural activities. The presence of these guidelines has helped maintain order, transparency, and accountability among organizers and stakeholders.

In terms of activities, the study found that the Puto Festival and other local events feature a variety of cultural performances, trade fairs, food exhibitions, and competitions that promote the town's cultural and culinary heritage. These activities not only serve as entertainment for the community but also as venues for education and cultural preservation. Through such events, traditional practices, local

crafts, and indigenous knowledge are showcased to both residents and visitors, thereby strengthening cultural identity and pride among the people of Calasiao.

Regarding product promotion, the LGU has implemented several strategies to enhance the visibility of locally made products, particularly the famous “Calasiao Puto.” These include marketing campaigns, product exhibits, and partnerships with local entrepreneurs and regional tourism offices. Such initiatives have expanded market opportunities for small businesses and increased tourist spending during festival periods. The research noted that policies on local entrepreneurship, fair trade, and tourism development were effectively integrated into the festival framework, ensuring that economic growth goes hand in hand with cultural sustainability.

Cultural preservation emerged as another key area where LGU policies play a vital role. By institutionalizing annual festivals and community-based cultural programs, the local government ensures the transmission of traditions to younger generations. Furthermore, the study highlighted the importance of collaboration with schools, cultural organizations, and private sectors in implementing educational programs that promote awareness and appreciation of Pangasinan’s heritage. These partnerships help sustain the relevance of cultural events and encourage continuous participation from various sectors of society.

In examining the socioeconomic impact, the research found that the LGU’s cultural activities significantly contribute to Calasiao’s development. Festivals generate employment opportunities for residents, particularly in tourism-related sectors such as hospitality, food services, transportation, and handicraft production. They also boost local revenues through increased business activities and visitor inflows. Beyond the economic benefits, cultural events foster social cohesion, civic engagement, and local pride. They provide a platform for citizens to participate in community life, celebrate shared values, and strengthen their sense of belonging.

Despite these successes, the study also recognized certain challenges encountered in the implementation of cultural policies. These include limited financial resources, logistical constraints, and the need for stronger coordination among departments and stakeholders. Additionally, there are concerns about ensuring the authenticity of cultural presentations and preventing the commercialization of traditions. Some respondents emphasized the need for continuous policy review and capacity-building initiatives to improve management competencies and sustain high-quality cultural programming.

Based on the findings, the study concludes that the Municipality of Calasiao demonstrates strong adherence to its established cultural policies and guidelines. These frameworks serve as a foundation for organizing meaningful, inclusive, and economically beneficial cultural events. The LGU’s commitment to policy implementation has enabled the success of festivals such as the Puto Festival, which now stands as a cultural symbol of the municipality and a driver of its tourism industry.

However, to further enhance the effectiveness and impact of these initiatives, the study recommends several actions. First, there is a need to identify which festival activities remain relevant and beneficial to the community and which ones may need to be revised or discontinued. Continuous evaluation of festival components ensures that resources are utilized efficiently and that programs evolve with changing community interests. Second, monitoring attendance trends and audience engagement levels should be prioritized to determine whether local festivals are growing in popularity and competitiveness compared to other major festivals in the Philippines. Third, strengthening partnerships with national tourism agencies, private sponsors, and cultural organizations can provide additional support for future initiatives.

Ultimately, the study underscores that cultural policy development is not a static process but a dynamic one that requires regular assessment and community participation. The experience of Calasiao demonstrates that when cultural programs are guided by sound policies and effective governance, they can serve as powerful tools for cultural preservation, social unity, and sustainable economic growth. By continuously refining its cultural policies, the Municipality of Calasiao can aspire to elevate its local festivals to a level of national and even international recognition—attracting both local and foreign tourists while keeping the heart of Pangasinan’s culture alive for generations to come.