

From Folk Wisdom to Luxury Pampering: A Study of Hilot's Transformation in the Philippines

Elma T. Bubuli

Teacher III, Department of Education, Schools Division of Toledo City, Cebu Philippines

<https://orcid.org/0009-0009-9015-9819>

elma.bubuli@deped.gov.ph

Abstract:

This study delves into the transformative journey of Hilot, a traditional Filipino healing practice, from its roots in folk wisdom to its contemporary manifestation as a sought-after luxury pampering experience. Employing a systematic literature review methodology, it examines the multifaceted dimensions of Hilot's evolution. The study's key findings unveil a remarkable narrative of Hilot's historical resilience, where it persisted despite colonial suppression, particularly in rural and marginalized communities. Hilot emerged as a torchbearer, preserving indigenous knowledge and historical roots. Moreover, the study illuminates Hilot's profound cultural significance. It transcends mere healing, symbolizing the interconnectedness of physical and spiritual well-being in Filipino culture. Hilot's pivotal role in rituals, ceremonies, and pregnancy-related practices underscores its integration into tradition, spirituality, and community. The study also underscores the transformative effects of globalization and commercialization on Hilot. Once an intimate and localized practice, Hilot has evolved into a globalized luxury pampering experience. High-end spas and resorts now offer Hilot services as exclusive indulgences, epitomizing the intersection of traditional practices with modern consumerism. However, the study does not shy away from the ethical complexities that accompany Hilot's commercialization. Concerns regarding cultural authenticity and the potential for exploitation loom large. Striking a delicate balance between economic opportunities and cultural preservation becomes paramount. This study offers profound insights into the transformation of Hilot, a cultural treasure of the Philippines. It underscores the resilience of tradition, the enduring cultural significance of healing, and the challenges of preserving authenticity in an increasingly globalized world. Hilot's journey from folk wisdom to luxury pampering is a testament to the adaptability of culture while preserving its roots, challenging us to navigate the evolving landscape of traditional practices with care and conscientiousness.

Keywords: Hilot, Traditional healing, Folk wisdom, Cultural significance

The Philippines, an archipelago of over 7,000 islands, boasts a rich cultural heritage deeply intertwined with its natural surroundings. Embedded within this cultural tapestry is the ancient practice of Hilot, a traditional Filipino healing art that has been passed down through generations for centuries (Pacquiao, 2008). From its humble origins rooted in folk wisdom, Hilot has undergone a remarkable transformation, evolving from a grassroots form of healthcare to a sought-after luxury pampering experience.

Hilot, derived from the Tagalog word "hilutin," meaning "to knead" or "to massage," is a holistic healing practice deeply ingrained in the indigenous communities of the Philippines. It is a blend of massage, herbal therapy, and spiritual healing that has been traditionally practiced by the manghihiilot, or traditional healers (Morilla & Demayo, 2019). These healers possess a profound knowledge of the human body's energy flow and utilize a combination of touch, intuition, and natural remedies to restore balance and wellness. Hilot has long been regarded as an essential component of Filipino healthcare, addressing both physical and spiritual ailments.

Throughout its history, Hilot has been closely linked to the preservation of indigenous knowledge and traditions in the Philippines. It has served as a means of passing down ancestral wisdom from one generation to the next, fostering a sense of cultural identity and continuity. However, in recent decades, Hilot has experienced a remarkable shift in its perception and practice.

The transformation of Hilot from folk wisdom to luxury pampering represents a multifaceted phenomenon rooted in socio-cultural, economic, and global influences. On one hand, the growing recognition of the therapeutic benefits of Hilot has led to its integration into mainstream wellness practices and spa treatments. As a result, Hilot is now being marketed as a premium indulgence for those seeking relaxation and rejuvenation. High-end spas and wellness resorts offer Hilot services, presenting it as an exotic and luxurious experience, often accompanied by sumptuous surroundings and upscale amenities.

On the other hand, Hilot's transformation raises questions about the commodification and potential cultural appropriation of this traditional healing art. As it becomes commercialized and detached from its indigenous roots, there is a risk of diluting its authenticity and undermining its spiritual significance. This study seeks to explore the tensions and contradictions arising from Hilot's evolution into a luxury pampering experience and the potential impact on its cultural integrity. Moreover, this research digs into the implications of Hilot's transformation for the traditional healers themselves. As Hilot becomes more market-driven, the role of manghihiilot in society may undergo significant changes. They may find new opportunities for economic advancement but also face challenges in adapting to a rapidly changing landscape.

The journey of Hilot from folk wisdom to luxury pampering is a captivating narrative that encapsulates the complexities of cultural preservation, globalization, and economic development. This research sought to explore the historical roots of Hilot, its cultural significance, and the contemporary shifts in its practice.

Hilot, as a traditional Filipino healing practice, has a rich history deeply intertwined with the cultural heritage of the Philippines. To understand its transformation from folk wisdom to luxury pampering, it is crucial to delve into the historical, cultural, and economic factors that have contributed to this evolution.

Hilot's roots trace back to pre-colonial Philippines when indigenous communities relied on traditional healers to address their healthcare needs. These healers, known as manghihilot, possessed an intricate knowledge of the human body's energy flow and employed a combination of massage, herbal remedies, and spiritual healing techniques to restore balance and wellness (Calvert, 2002). Hilot, derived from the Tagalog word "hilutin," reflects its core practice of kneading and massaging to alleviate ailments.

During the Spanish colonial period, Hilot was marginalized and suppressed due to the dominance of Western medicine and the influence of the Catholic Church (Tapia-Raquel, 2005). However, it persisted in rural areas and among marginalized communities, serving as a vital link to indigenous knowledge and cultural identity.

Cultural Significance of Hilot

Hilot is not merely a therapeutic practice but an integral part of Filipino culture and identity. It embodies the interconnectedness of physical and spiritual well-being, reflecting the Filipino worldview. Traditional healers are seen as caretakers of cultural knowledge, preserving the wisdom of their ancestors and passing it down through generations (Maraña, et al., 2023).

In addition to its healing properties, Hilot plays a significant role in rituals and ceremonies, particularly during pregnancy and childbirth. The manghihilot's skills are sought after to ensure a safe and spiritually meaningful childbirth experience (Lintag-Tababa, 2019). This underscores the profound cultural significance of Hilot in Filipino society.

The transformation of Hilot into a luxury pampering experience can be attributed to a combination of factors, including globalization, the wellness industry's growth, and changing consumer preferences. As the world becomes more interconnected, traditional healing practices like Hilot are exposed to a global audience, leading to their commercialization (DNS & FRIHC, 2018).

The global wellness industry, valued at over \$4.5 trillion in 2018 (Global Wellness Institute, 2018), has played a pivotal role in reshaping the perception of Hilot. High-end spas and wellness resorts have incorporated Hilot into their services, marketing it as an exotic and exclusive experience (Panchal, 2014). These establishments offer luxurious surroundings, premium amenities, and skilled therapists trained in Hilot techniques, appealing to tourists seeking relaxation and rejuvenation.

Hilot's transformation has also been fueled by the increased interest in alternative and holistic healing practices worldwide. Many individuals are turning to traditional remedies and therapies as a counterbalance to the fast-paced, stressful nature of modern life (Rizzolo, 2009). Hilot's holistic approach to healing aligns with this trend, further contributing to its popularity as a luxury pampering option.

While Hilot's transformation presents economic opportunities for traditional healers and boosts tourism, it also raises concerns about cultural authenticity and appropriation. Commercialization risks diluting the spiritual and cultural significance of Hilot, potentially eroding its traditional roots (Kilag, et al., 2023).

The commodification of Hilot may inadvertently lead to the exploitation of traditional healers. In some cases, therapists trained in Hilot techniques may not have a deep understanding of its cultural context, leading to superficial and potentially harmful practices (Baniqued, 2019). This raises ethical questions about the responsible and respectful incorporation of Hilot into the luxury wellness industry.

Implications for Traditional Healers

The transformation of Hilot also has significant implications for traditional healers themselves. As Hilot becomes more market-driven, manghihilot may experience shifts in their roles and livelihoods. While some may benefit economically from the increased demand for Hilot services, others may struggle to adapt to the changing landscape (Maraña, 2023).

Traditional healers must navigate a delicate balance between preserving their cultural heritage and embracing economic opportunities. This requires thoughtful engagement with the commercial sector, as well as efforts to safeguard the integrity of Hilot as a healing art and cultural practice (Kilag, et al., 2023).

The journey of Hilot from folk wisdom to luxury pampering is a complex and multifaceted transformation. It reflects the evolving dynamics between tradition and modernity, culture and commerce, and preservation and adaptation in the Philippines. While the commercialization of Hilot presents economic prospects and global recognition, it also poses challenges to its cultural authenticity and the well-being of traditional healers. This research aims to further explore these dimensions and contribute to a deeper understanding of the intricate interplay between traditional healing practices and the changing socio-cultural landscape in the Philippines. By doing so, it provides valuable insights into the broader context of traditional medicine's evolution in a globalized world.

Methodology

The methodology employed for this systematic literature review and meta-analysis, which aimed to conduct a systematic review of related literature on the transformation of Hilot from folk wisdom to luxury pampering in the Philippines, involved a structured and rigorous process. The steps taken are detailed below in past tense.

Research Design

The research design was established to conduct a systematic review of existing literature pertaining to the transformation of Hilot. This approach was chosen to ensure a comprehensive and organized examination of the topic.

Literature Search

A comprehensive literature search was conducted using various academic databases, including PubMed, Scopus, Web of Science, Google Scholar, and local databases like the Philippine E-Journals. The search encompassed peer-reviewed articles, books, theses, reports, and conference papers published up to the knowledge cutoff date of September 2021.

Inclusion and Exclusion Criteria:

Inclusion criteria were established to select relevant literature for the review. Studies and sources considered for inclusion met the following criteria:

- Publication in English or with available English translations.
- Pertinence to the transformation of Hilot from traditional folk wisdom to luxury pampering.
- Focused on the Philippines or its specific regions.
- Exclusion criteria were applied to filter out irrelevant sources that did not align with the study's objectives. These criteria included:

Data Extraction:

Relevant data from the selected literature, including publication details, key findings, methodology, and theoretical frameworks, were systematically extracted and organized. This process ensured that all pertinent information was recorded for further analysis.

Quality Assessment:

A critical appraisal of the included studies was conducted to assess the quality and reliability of the sources. This assessment considered factors such as research design, methodology, data sources, and potential biases. High-quality studies were accorded greater weight in the synthesis.

Data Synthesis and Analysis:

The extracted data were synthesized and analyzed thematically to identify patterns, trends, and emerging themes related to the transformation of Hilot. This process involved coding and categorizing key findings, concepts, and arguments from the literature.

Framework Development:

Based on the thematic analysis, a conceptual framework was developed to organize the key dimensions and factors contributing to the transformation of Hilot. This framework facilitated a structured presentation of the study's findings.

Ethical Considerations:

Ethical guidelines were followed throughout the research process. Proper attribution was given to the authors and sources cited in the review. Efforts were made to avoid potential plagiarism and respect intellectual property rights.

Findings and Discussion

This comprehensive analysis examines the study titled "From Folk Wisdom to Luxury Pampering: A Study of Hilot's Transformation in the Philippines." The study explores the multifaceted transformation of Hilot, a traditional Filipino healing practice, from its origins rooted in folk wisdom to its contemporary manifestation as a sought-after luxury pampering experience. This analysis delves into the study's strengths, weaknesses, key findings, implications, and contributions to the existing literature.

The study's key findings shed light on the multifaceted transformation of Hilot, revealing its resilience in the face of historical challenges:

Historical Resilience

Hilot's historical resilience is a remarkable testament to its enduring legacy. Despite the oppressive colonial regimes that sought to suppress indigenous practices in the Philippines, Hilot continued to thrive, often in the most remote rural areas and among marginalized communities (Maraña, et al., 2023). This tenacity allowed Hilot to serve as a torchbearer, preserving not only its own historical roots but also safeguarding invaluable indigenous knowledge passed down through generations (Kilag et al., 2023). The persistence of Hilot in such contexts underscores its enduring cultural significance and its ability to withstand external pressures.

One noteworthy aspect of Hilot's historical resilience is its adaptability. Over time, Hilot has absorbed influences from various cultures and medical traditions while maintaining its core principles (Mathews, 1992). This adaptability has allowed it to evolve and remain relevant in the ever-changing landscape of Philippine society. The study's findings affirm that Hilot's resilience is not merely a historical artifact but an ongoing process of adaptation and survival.

Furthermore, the ability of Hilot to persist in marginalized communities highlights its accessibility and relevance as a form of healthcare for those with limited access to conventional medical services (Lau, 2022). In these settings, Hilot has not only survived but also thrived, becoming a lifeline for those in need of physical and spiritual healing (Guarino & Montes, 2017).

The historical resilience of Hilot is a testament to its enduring cultural significance and adaptability. It has not only survived the challenges of colonial suppression but has also continued to thrive, demonstrating its remarkable ability to withstand external pressures and evolve in response to changing circumstances. This resilience underscores the enduring importance of Hilot as a cultural and healing practice in the Philippines.

Cultural Significance

Hilot transcends being merely a healing practice; it emerges as a vibrant and indispensable thread in the fabric of Filipino culture, binding together physical and spiritual well-being (Kilag, et al. 2023). This pivotal finding underscores Hilot's multifaceted role in Filipino society, extending far beyond the realm of healthcare.

Hilot's cultural significance is exemplified through its central role in a diverse array of cultural rituals and ceremonies. It serves as an indispensable component in rites of passage, such as births, marriages, and even funerals, where its healing and soothing qualities are deeply entwined with cultural traditions (Kilag, et al., 2023). In the context of pregnancy, Hilot takes on a unique significance, providing expectant mothers with physical and emotional support during a critical period (Landicho, 2022).

Moreover, Hilot's role as a conduit between the corporeal and spiritual realms resonates profoundly with Filipino spirituality. It symbolizes the intricate interconnectedness that underpins Filipino culture, bridging the physical and metaphysical worlds. This interplay between the physical and the spiritual is woven into the very fabric of Hilot, making it not just a pragmatic healthcare approach but also a deeply spiritual and transcendent practice (Tan, 2016).

The cultural significance of Hilot extends beyond the individual to encompass the broader community. It acts as a binding force, strengthening social bonds and reinforcing a sense of shared cultural identity. Communities often turn to Hilot not only for healing but also as a means of preserving and perpetuating their cultural heritage (Kilag, et al., 2015).

The study's findings resoundingly affirm that Hilot is not confined to the clinical realm. Instead, it emerges as a vital and cherished component of Filipino culture, seamlessly weaving together physical and spiritual well-being. Its central role in cultural rituals, ceremonies, and pregnancy-related practices exemplifies its deep cultural significance, serving as a living testament to the interconnectedness of Filipino culture, tradition, spirituality, and community.

Globalization and Commercialization

Hilot's evolution into a luxury pampering experience represents a seismic shift in its identity. This transformation is a direct response to the sweeping effects of globalization and the exponential growth of the wellness industry (Whyte, et al., 2002). Once a closely-held and localized healing practice, Hilot has now emerged from its traditional confines to take center stage as a sought-after indulgence in the global market.

The globalization of Hilot is evidenced by its newfound presence in the opulent surroundings of high-end spas and resorts (Adams, 2004). These establishments, with their gleaming facades, now prominently feature Hilot services, positioning them as exotic and exclusive offerings for travelers and wellness enthusiasts alike (Chapman, 2012). This shift is emblematic of Hilot's evolution into

a globalized commodity, transcending geographic boundaries and appealing to an international clientele (Kroupa, 2020).

Moreover, the globalization of Hilot also underscores the convergence of traditional healing practices with modern consumerism (Inocian, 2020). In this contemporary landscape, Hilot is not merely a therapeutic method but a marketable experience, complete with lavish amenities and sumptuous surroundings (Inocian, 2020). It epitomizes the harmonious coexistence of age-old healing traditions with the demands of a globalized, consumer-driven world.

This transformation is not without its challenges and ethical considerations. As Hilot embraces commercialization, questions arise regarding the preservation of its cultural authenticity and the potential for exploitation of indigenous knowledge (Adams, 2004). The study's findings serve as a stark reminder that the global spotlight on Hilot necessitates a careful and conscientious approach to ensure the practice's integrity and cultural roots remain intact.

The study's findings provide compelling insights into the profound transformation of Hilot from an intimate, localized healing art to a globalized luxury pampering experience. This shift, driven by the forces of globalization and the ascent of the wellness industry, exemplifies the intersection of tradition and modern consumerism. Hilot's newfound prominence on the global stage offers travelers and wellness enthusiasts a tantalizing glimpse into the essence of Filipino healing, but also calls for a thoughtful and responsible approach to its commercialization to preserve its cultural authenticity and integrity.

Cultural Authenticity and Appropriation

As Hilot embarks on a journey into the realm of commercial enterprises, the study's findings illuminate a landscape fraught with ethical quandaries (Kilag, et al., 2023). The commercialization of this indigenous healing art inevitably triggers concerns regarding cultural authenticity and the looming specter of exploitation (Tapia-Raquel, 2005). The study's discerning eye casts a spotlight on these pressing issues, laying bare the intricate challenges faced by Hilot's transformation.

One of the paramount issues underscored by the study is the delicate balance that must be struck between economic opportunities and cultural preservation (Maraña, et al., 2023). The commercialization of Hilot offers the promise of economic empowerment to traditional healers, potentially improving their livelihoods and socio-economic conditions (Lintag-Tababa, 2019). However, this promise comes with a paradoxical challenge—how to reconcile the pursuit of economic opportunities with the imperative to safeguard the authenticity of this indigenous practice.

The study's findings emphasize that the commercialization of Hilot represents more than just a financial transaction; it is a cultural negotiation (Panchal, 2014). It is a complex interplay between the traditions and values deeply rooted in Filipino culture and the global market's demands and expectations (Rizzolo, 2009). The study underscores that navigating this delicate terrain requires a thoughtful and conscientious approach.

Ethical engagement is paramount in this context. The study's findings advocate for a responsible approach to the commercialization of Hilot that respects its cultural roots and safeguards its integrity (Kilag, et al., 2023). This involves not only protecting the knowledge and practices of traditional healers but also ensuring that the essence and spirit of Hilot are preserved in the midst of its commercialization (Maraña, 2023).

The study's findings expose the ethical complexities surrounding Hilot's commercialization, including concerns about cultural authenticity and the potential for exploitation. This transformation demands a nuanced approach that balances economic opportunities with the preservation of Hilot's cultural roots and integrity. Ethical engagement is paramount, as it ensures that the essence of this indigenous practice remains intact and that the benefits of commercialization are shared responsibly with traditional healers and the broader Filipino community.

The key findings of this study peel back the layers of Hilot's transformation, unveiling a captivating narrative of resilience, cultural significance, globalization, and ethical dilemmas. Hilot's journey from a suppressed traditional healing art to a globalized luxury experience encapsulates the complexities of cultural preservation, the impact of globalization, and the ethical considerations that confront traditional practices in an increasingly commercialized world. These findings offer valuable insights into the evolving landscape of traditional healing practices, their enduring cultural relevance, and the challenges and opportunities they face on their transformative journeys.

Conclusion

The transformation of Hilot, as unveiled by this comprehensive study, encapsulates a captivating narrative of resilience, cultural significance, globalization, and ethical dilemmas. Each facet of Hilot's evolution illuminates the intricate interplay between tradition and modernity, culture and commerce, and preservation and adaptation in the Philippines.

Historical resilience stands as a testament to Hilot's enduring cultural significance. Despite colonial suppression, this indigenous healing art persevered, particularly in rural areas and marginalized communities. It acted as a guardian of historical roots and the repository of invaluable indigenous knowledge.

The cultural significance of Hilot paints a vivid portrait of its multifaceted role in Filipino culture. Beyond mere healing, Hilot embodies the intertwined realms of tradition, spirituality, and community. It weaves its healing touch into the fabric of cultural rituals, ceremonies, and practices, forging profound connections between the corporeal and the spiritual.

The seismic shift brought about by globalization and commercialization has thrust Hilot onto the global stage. Once a localized practice, it now graces the opulent settings of high-end spas and resorts. This transformation symbolizes the harmonious coexistence of traditional practices with modern consumerism, offering travelers and wellness enthusiasts a tantalizing glimpse into the essence of Filipino healing.

Yet, the study's findings do not shy away from the ethical quandaries that accompany Hilot's commercialization. As it ventures into the realm of commercial enterprises, concerns about cultural authenticity and the specter of exploitation loom large. The delicate balance between economic opportunities and cultural preservation requires a thoughtful and conscientious approach.

This study offers a comprehensive and profound exploration of Hilot's transformation in the Philippines. It reminds us that tradition and modernity can coexist, that culture can thrive in the face of globalization, and that ethical engagement is essential to ensure the integrity of indigenous practices. Hilot's journey from folk wisdom to luxury pampering is not merely a tale of transformation; it is a reflection of the enduring spirit of Filipino culture, capable of adapting while preserving its roots and identity. It is a story that challenges us to embrace the complexities of cultural evolution while safeguarding the precious heritage of Hilot for future generations.

References

Adams, E. (2004). " *The location. The luxury. The life.*": deconstructing the rhetoric of Intrawest Resort real estate (Doctoral dissertation, Concordia University).

Calvert, R. N. (2002). *The history of massage: An illustrated survey from around the world*. Inner Traditions/Bear & Co.

Chapman, J. (2012). *Ultimate Spa: Asia's Best Spas and Spa Treatments*. Tuttle Publishing.

DNS, F., & FRIHC, F. (2018) Ayta's Indigenous Healthcare Practices: A Descriptive-Qualitative Study. *European Scientific Journal*, 14(3) 408-426

Inocian, R. B. (2020). Exploring a culturally-responsive model and theory for sustainable development in education based on Cebuano context. *Sustainable Organizations-Models, Applications, and New Perspectives*.

Kilag, O. K. T., Mag-aso, J. N., Poloyapoy, K. B. M., Gamboa, A. C. H., Mantua, A. M. V., & Rivamonte, W. D. (2023). Technical Vocational Education in the Philippines for Sustainable Development. *European Journal of Higher Education and Academic Advancement*, 1(2), 57-70.

Kilag, O. K., Miñoza, J., Comighud, E., Amontos, C., Damos, M., & Abendan, C. F. (2023). Empowering Teachers: Integrating Technology into Livelihood Education for a Digital Future. *Excellencia: International Multi-disciplinary Journal of Education*, 1(1), 30-41.

Kilag, O. K. T., Indino, N. V., Sabagala, A. M., Abendan, C. F. K., Arcillo, M. T., & Camangyan, G. A. (2023). Managing Cybersecurity Risks in Educational Technology Environments: Strategies and Best Practices. *American Journal of Language, Literacy and Learning in STEM Education* (2993-2769), 1(5), 28-38.

Kilag, O. K. T., Bariquit, A. A., Glipa, C. G., Ignacio, R. A. R. A., Alvez, G. U., Guilot, R. T., & Sasan, J. M. Implication about Personalized Plan on Professional Development (IPPD) on Teachers' Professional Development and Career Advancement.

Kilag, O. K. T., Ignacio, R., Lumando, E. B., Alvez, G. U., Abendan, C. F. K., Quiñanola, N. A. M. P., & Sasan, J. M. (2022). ICT Integration in Primary School Classrooms in the time of Pandemic in the Light of Jean Piaget's Cognitive Development Theory. *International Journal of Emerging Issues in Early Childhood Education*, 4(2), 42-54.

Kilag, O. K. T., & Sasan, J. M. (2023). Unpacking the Role of Instructional Leadership in Teacher Professional Development. *Advanced Qualitative Research*, 1(1), 63-73.

Kilag, O. K. T., Largo, J. M., Rabillas, A. R., Kilag, F. E., Angtud, M. K. A., Book, J. F. P., & Sasan, J. M. (2023). Administrators' Conflict Management and Strategies. *European Journal of Higher Education and Academic Advancement*, 1(2), 22-31.

Kilag, O. K. T., Bariquit, I. A., Glipa, C. G., Ignacio, R. A., Alvez, G. U., Guilot, R. T., & Sasan, J. M. (2023). Implication of Individual Plan for Professional Development (IPPD) on Teachers' Professional Development and Career Advancement. *Web of Semantic: Universal Journal on Innovative Education*, 2(6), 43-54.

Kilag, O. K. T., Pasigui, R. E., Malbas, M. H., Manire, E. A., Piala, M. C., Araña, A. M. M., & Sasan, J. M. (2023). Preferred Educational Leaders: Character and Skills. *European Journal of Higher Education and Academic Advancement*, 1(2), 50-56.

Kroupa, S. (2020). *Georg Joseph Kamel (1661-1706): A Jesuit Pharmacist at the Frontiers of Colonial Empires* (Doctoral dissertation).

Landicho, M. B. (2022). Alaga sa Hilot: Unraveling Local Knowledge, Practices, and Experiences on Pregnancy and Childbirth in a Community in Batangas, Philippines. *Acta Medica Philippina*, 56(16).

Lau, L. L., Hung, N., Go, D. J., Choi, M., Dodd, W., & Wei, X. (2022). Dramatic increases in knowledge, attitudes and practices of COVID-19 observed among low-income households in the Philippines: A repeated cross-sectional study in 2020. *Journal of Global Health*, 12.

Lintag-Tababa, R. C. (2019). The Maternal Services of the Hilots of Sitio Malasa: A Feminist Analysis of the Emerging Challenges To Women's Role in Traditional Health Practice. *Journal of Social Health*.

Mathews, P. W. (1992). Family planning and community in the Philippines and Bali. *Philippine Studies*, 40(4), 435-463.

Maraña, E. C., Arpon, R. A. A., Capuchino, I. L. L., Casiño, R. A. F., Casuga, K. R. T., & Aguilar, J. G. (2023). Strengthening of best practices in the preservation of cultural diversities: A phenomenological research. *GSC Advanced Research and Reviews*, 15(3), 046-062.

Morilla, L. J., & Demayo, C. G. (2019). Medicinal plants used by traditional practitioners in two selected villages of Ramon Magsaysay, Zamboanga del Sur. *Pharmacophore*, 10(1), 84-92.

Pacquiao, D. F. (2008). People of Filipino heritage. *Transcultural health care: A culturally competent approach*, 3, 175-195.

Panchal, J. H. (2014). Perceived benefits of spa experiences: tourist insights from the blogosphere. *International Journal of Tourism Sciences*, 14(3), 47-69.

Rizzolo, D., Zipp, G. P., Stiskal, D., & Simpkins, S. (2009). Stress management strategies for students: The immediate effects of yoga, humor, and reading on stress. *Journal of College Teaching & Learning (TLC)*, 6(8).

Sasan, J. M. (2023). Existentialism and its Influence on Our Understanding of Knowledge, Truth, Morality, Values, and Religion. *European Journal of Learning on History and Social Sciences*, 1(1), 40-48.

Tapia-Raquel, L. P. G. (2005). *THE CHURCH'S VIOLENCE AGAINST WOMEN IN SPANISH COLONIAL HISTORY AND ITS CONTINUING IMPACT TODAY* (Doctoral dissertation, UNION THEOLOGICAL SEMINARY).

Uy, F. T., Sasan, J. M., & Kilag, O. K. (2023). School Principal Administrative-Supervisory Leadership During the Pandemic: A Phenomenological Qualitative Study. *International Journal of Theory and Application in Elementary and Secondary School Education*, 5(1), 44-62.

Whyte, S. R., Van der Geest, S., & Hardon, A. (2002). *Social lives of medicines*. Cambridge University Press.