

SAN AGUSTIN CHURCH MUSEUM IN INTRAMUROS MANILA A SUSTAINABLE PERSPECTIVE

¹Ms. Irene Gueco, ²Orbista, Marian Joselle U., ³Quiba, Bianca Camille T.,
⁴Yalo, Rochelle Elaine D.

DE LA SALLE UNIVERSITY – DASMARINAS
College of Tourism and Hospitality Management
Tourism Management Department

Abstract: This study is about San Agustin church museum in intramuros manila a sustainable perspective. The respondents of this study are 15 tourist and 5 staff visiting and working in San Agustin Church Museum in Intramuros Manila. Most of the people went to the Church Museum because of its history and the collection of religious art and antiquities that come from countries around the globe, including the Philippines, Spain, Mexico, Singapore, and China. The study sought to determine the current visitor services in the church museum and determine the importance of the heritage site to local and foreign tourist. The concept that is used in this study is the Elements in the mission of heritage attractions: Conservation, Accessibility, Education, Relevance, Recreation, Local Community, and Quality. (Garrod and Fyall,2009). The researchers used the Qualitative research for the research method. These researchers identify the relevance and significance of the San Agustin Church to the local and foreign tourist.

Keywords: church museum, sustainable, perspective, heritage, attraction.

1. INTRODUCTION

San Agustin Church Museum is adjoining the San Agustin Church, known as the Philippines' oldest church. The congregation historical centre is situated in Intramuros, Manila. The church was built in 1571 however was wrecked by a fire twice. The present building was reproduced in 1587. In the year 1973 religious community was changed over into the exhibition hall. The passages are fixed with substantial works of art of holy people, roughly 2 meters in tallness, and the rooms, which used to be the resting quarters of the friars, have various statues and other art pieces on display.

In 1945, the San Agustin Church became the seat of the Immaculate Conception Parish. The archbishop of Manila requested for the transfer of the seat of parish from the Cathedral to the San Agustin Church. After the war, the church also became the host of the first Philippine Plenary Council. In 1976, the government recognized the church as a National Historical Landmark for its contribution to the country's nationhood. (Simkus,2012)

The church was destroyed during the war but it was reconstructed and it remains a charm of the Walled City of Intramuros. It is also home to the tomb of the first governor-general Miguel Lopez de Legazpi and other Spanish conquistadors including Juan de Salcedo and Martin de Goiti. Republic Act No. 10066 or National Cultural Heritage act of 2009 tasked the National Center for Culture and the Arts to conserve the church. (Guerra and Yeoman,2012)

As part of the public realm museums have always contributed to society by, for example, helping to create a sense of place. In recent years, UK museums have strengthened their relationships with society. Their work is audience-focused; they are accountable and most consult widely, considering the concerns of local people alongside those of experts. They engage with many communities and actively develop new audiences. (Bradburne,2007)

Museums can increase their social sustainability by deepening and diversifying these relationships, aiming to reflect the diversity of society in all that they do. Museums need to have a long-term attitude to audiences, for example by valuing repeat visitors. In particular, they need to find ways to maintain relationships with new audiences beyond the limits of a short-term audience-development project. Funders need to pay careful attention to this, but it is perhaps also a matter of attitude on the part of the museum. Museums can become more responsive to people's interests and needs if they take fuller account of market research: 'audience research that is fully integrated into the programme-producing cycles of museums remains rare. (Hebda,2008)

The researchers conducted a research in Intramuros, Manila. The selected church museum is the San Agustin Church Museum located inside Intramuros. The church museum was declared as World Heritage Site by UNESCO, under the collective title Baroque Churches of the Philippines. It was named a National Historical Landmark by the Philippine government in 1976.

The present San Agustín is the third structure erected on the same site. The first was made of bamboo and nipa, and was completed in 1571. It was destroyed by fire in 1574 during an attempted invasion of Chinese pirate Limahong. The second structure was made of wood and was again destroyed by fire in 1583.

The study sought to determine the current visitor services in the church museum and determine the importance of the heritage site to local and foreign tourist.

The San Agustin Church is part of the "United Nations Educational, Scientific and Cultural Organization" which means the organization is supporting the Church Museum in terms of sustainability.

The of the researchers' study is related to the study of "Factors influencing sustainability of church initiated income-generating Projects: A case of Kihumbui-ini Presbytery in Kandara sub-country, Kenya" by Githinji Shem Ngatia. Both of the studies focuses in the sustainably of the heritage sites. The theory that she used in the study is The Resource Based Theory.

The concept that is used in this study is the Elements in the mission of heritage attractions: Conservation, Accessibility, Education, Relevance, Recreation, Local Community, and Quality. (Garrod and Fyall,2009). The researchers used this concept to identify the objectives of the study. This study is unique because our focus is not just in the church but also the museum inside the church.



Figure 1.1: Elements in the mission of heritage attraction

Conservation

The role of the heritage manager is to safeguard the heritage asset for posterity; to ensure that the use of the heritage assets by the generation does not compromise the ability of the future generations to use and benefit from those assets; and to ensure that the present generation properly manages the heritage assets it holds in trust for the nation as a whole.

Accessibility

Heritage only has significance to the extent that it benefits people. If people are prevented from experiencing a heritage asset, it can no longer be considered part of their heritage. However, high level of accessibility can lead to heritage assets becoming damage. At the same time, conservation requirements can prevent the present generation from enjoying and benefiting from the heritage assets to the fullest extent.

Education

Education plays an important role in achieving accessibility. In order to appreciate the heritage asset, visitors must be able to understand its nature and significance, including why it should be conserved. This requires the use of an array of interpretational techniques, ranging from the very formal to the very informal. Education is most effective if it is also entertaining.

Relevance

Heritage attractions must be relevant to as wide as possible; they should not be the preserve of a small minority of “heritage enthusiasts”. Ideally, all visitors should leave with a better appreciation of why the heritage asset is relevant to them, the local area, and to the nation as a whole. Heritage attractions should also seek to be something with which the local community can identify, giving them a greater sense of place and pride.

Recreation

Part of the mission of heritage attractions must be to entertain visitors and provide a recreational opportunity. If they do not enjoy themselves then they will be less likely to make return visits or to recommend the attractions to others. Conservation requirements may limit the recreational potential of a heritage site.

Local Community

The heritage attraction should seek to work in harmony with the local community. Visitors should not be afforded use of the heritage asset at the expense of locals. Heritage attractions can also have important economic multiplier effects throughout the local community.

Quality

Heritage attractions must increasingly provide a high quality service to the visitors if they are to compete in the ever more crowded tourism marketplace. This includes providing a range of facilities, flexibility, a high standard of cleanliness, well-trained staff and adequate car parking. If a change is made for admission then the heritage attraction should aim to exceed visitor’s expectations.

The process of the study is to conduct a survey through the use of questionnaire. Lastly, the scope of this study aims to determine the experiences of the tourist so that the researchers would like to come up with a sustainable plan.

The purpose of the study is to know the importance of the church museum to the visitors and how the visitors understand the nature and significance of church museum including why it should be conserved. This research provides interview questionnaire. More specifically, the researchers sought to answer the following questions:

1. How do the respondents rate the church museum in terms of:
 - 1.1 Relevance
 - 1.2 Education
 - 1.3 Accessibility
 - 1.4 Quality
 - 1.5 Recreation
 - 1.6 Local Community
 - 1.7 Conservation
2. What action plan can be proposed?

2. METHODOLOGY

The researchers used the Qualitative research for the research method. Qualitative research is a method where researchers collect the interviews, observations and non-numerical data that is given by the respondents and interpreted by the researchers. Under the qualitative research the researchers used In-depth Interview method for research design to the significance of the church museum. Using this method, this guide and helped the researchers to further understand the study. It helps the researchers to know the relevance and significance of the church museum to the tourist local and

foreign tourist; it will become the basis to the comparison of the researchers. The researcher's formed an interview questions to the respondents of the study and their response about the San Agustin Church Museum is evaluated by the researchers.

The participants of the study are the tourists and staff who visit and work in San Agustin Church Museum. The sampling size were 15 tourists and 5 staff who work in San Agustin Church Museum. The sampling method that the researchers used was purposive sampling that is based on the selected characteristic of the population and the objective of the study. Purposive Sampling is also known as Judgemental Sampling or based on the own perceptions of the respondents. (Crossman,2017).

The data gathering process used in making interview questions and gathering the results to how the visitors understand the nature and significance of church museum including why it should be conserved. The other data can be found and connected to other literature works whose field of study is the same with the researcher's study. The data gathering procedure involves the gathering of responses through interview and collecting reliable data to the subjects. The interview to the respondents was approved by the San Agustin Church Museum were the place which the researchers conducted the study and also tourists and the staff the researchers interviewed. The researchers personally went to the San Agustin Church Museum during weekdays. The specified qualitative method that is used by the researchers was in-depth interview.

The interview was initially designed in English and was later translated in Filipino by the researchers. A total of 20 participants were asked to have an in-depth interview, the researchers visited the church museum to conduct the interview, and each of the interview lasted for 10 minutes. All interviews were recorded with the consent of the participants.

The paper aim to determine the importance of the church museum to the visitors and visitors must be able to understand the nature and significance, including why it should be conserved. Data were gathered and analyzed by addressing a letter to the visitors and staff of the San Agustin Church Museum that were going to interview. It served mainly as an informed consent and request to conduct and interview the tourists and the staff of the church museum. And interview consent forms were given to the respondents, completed interview were recorded/collected, transcribe, coded and tallied for analysis and lastly, results of the data were analysed, interpreted and verified accordingly.

Each response was presented with a similar set of questions related to the overall experiences in the San Church Museum and the impact which it had on their lives. The questions were based on the Elements in the mission of heritage attraction under this are Relevance, Education, Accessibility, Quality, Recreation, Local Community, and Conversation. The researcher's made different set questions for the tourists and staff but the questions were connected to each other.

Each researcher has been assigned a task to do. The respondents were 15 guests and 5 members of the museum staff. To gather some data each researcher was assigned to interview 5 guests and then after that all of the members would interview 5 people from the staff. There are 7 questions and these are based on the elements that we used which are the Quality, Local Community, Accessibility, Education, Relevance, Conservation, and Recreation. Since it was not allowed to conduct an interview inside the museum, the researchers waited for the guests to come out and asked them about their experiences and opinions. It is also ideal because the guests would have a complete experience inside the museum before being asked by the researchers. In order for the researchers to conduct an interview, the guests would be first asked if they are willing to participate in the study and research of the paper. If they agreed, they would have to answer some set of questions. The researchers did the data gathering during the holiday so that there would be a better chance to ask more respondents. After the data gathering the researchers transcribed the results. The San Agustin Church which is known as one of the UNESCO World Heritage attracts a lot of visitors that's why the researchers did not have a hard time gathering some data to be used on the study. Most of the visitors there were teenagers so it was not that hard to approach them.

3. RESULTS AND DISCUSSION

Conservation

The question that the researchers ask to the guest is about their opinion about how the church museums maintain/preserve the condition of its collections. Most of the participants were very satisfied about the maintenance and preservation of the church museum.

All guests answered that the church museum maintains and preserved the collection by putting up signages inside the museum to protect the collection and by cleaning the artifacts to preserve the beauty of their exhibited collection inside the church museum. As one visitor who just visited the church museum said:

“Maayos ang mga koleksyon kasi siguro palaging may mga nag aayos at naglilinis ng mismong paligid ng church museum.

(Merriman,2008) describes the more profound impact that heritage sites can have on the formation and maintenance of national identity among domestic visitors. Heritage sites can offer nostalgic images of traditional lifestyles, as well as of the progress of a region or country.

On the observation of the researchers during their visit in the San Agustin Church Museum the museum’s collection still maintained its beauty, which is the physical preservation of cultural heritage. And the researchers also observed that they also maintain the cleanliness of the museum.

The staff were asked on how the church museum still maintained the church structure and collections inside the museum.

All the staff answered that the church museum provides cleaners to maintain the cleanliness of the artifacts and the church museum. They also implement some rules and regulation that the visitors need to follow like no flash photography and visitors are not allowed to touch the artifacts inside the museum. As one of the body guards in the church museum said:

“Syempre mam since part to ng UNESCO heritage site sila talaga yung main reason kung bat namamaintain tong church museum. Para maging malinis at maayos naman meron naman po kaming mga taga linis. Bilang guard po dapat binabantayan naming yung mga tao syempre di natin maiiwasan yung pagkakat nila at syempre dapat din silang pagsabihan na bawal nga magkakat dito para kumbaga maging aware sila.”

Conservation is an integral part of almost all of the activities of the Museum. The conservation professionals in the Museum's conservation departments as well as a varying number of interns and other trainees, and guest conservators perform a wide range of services. They support the Museum's effort to exhibit and interpret the collections now, and to preserve them for the enjoyment and education of future generations. (Getty,2011)

Accessibility

The second element in the mission of heritage attraction is Accessibility. All respondents were also asked if how the museum does keep its artifacts and collections at good condition.

Mostly are aware about the rules and regulations inside the museum, they know that there are certain restricted areas around and inside the museum. Some said that the museum keeps its surroundings and collections in great shape because they have housekeepers that clean and maintain them. They also have funds for the maintenance of its artifacts. They also provide projects to help the church and its collection sustain its good quality. As a foreigner visitor said:

“To maintain the beauty of the artifacts inside the museum they have this rule of not taking photo of the artifacts with flash I think this is one of the best way to follow maintain the artifacts by just simply following the rules.”

A properly developed cultural heritage tourism industry is increasingly advocated as an attractive alternative to mass tourism, providing sustainable livelihoods to small local operators, protecting and sustaining the cultural resource, and educating visitors and locals alike. All of the respondents said that there are restricted areas inside the museum and there are rules that visitors are not allowed taking pictures with flash in the collections of the museum. (Sutter,2012)

On the observation of the researchers the San Agustin Church museum were very strict when it comes to the preservation and maintenance of the museum which is good because it can help to maintain the beauty of the collections inside the museum. It is important to follow the rules and regulations because it’s for the safety of the tourists and collections.

The staff of the museum asked on how the church museum protected the collections in order for the tourist not to break it. One of the museum staff said:

“May mga restricted area kami may mga collection na di nila pwede hawakan at kung pupwede sana di rin pwede mag kalat yung mga turista kaya lang di talaga natin yan magiiwasan kasi may mga tao talagang matitigas ang ulo. At para naman mapangalagaan talaga yung ganda ng mga collection pinagbabawal talaga namin yung pagkuha ng mga litrato ng may flash sa mga artifacts natin dito sa museum”

It is observed that in the church museum there are areas/collections that are not allowed to touch by tourist. And one of the staff said that they also want to maintain the cleanliness of the surrounding.

The concept of cultural heritage is often based on material objects or remains of the past that become invested with values and commodified for tourism (Hewison, 2008). Heritage is found in many forms, with a range of cultural and heritage aspects of each destination attracting the tourist.

Education

The third element in the mission of heritage attraction is Education. The guest respondents were asked on how they can understand the different historical piece inside the church museum if there is no one to guide them.

Most the visitors do not need a tour guide because the museum provides the information alongside its artifacts but also some of the foreigners seek the help of tour guides to gain some more knowledge and deeper understanding about the collections and artifacts. A girl said:

“Understandable din naman po sya kasi may mga name and description naman po yung collections.”

Education is critical for development. Education that is devoid of the cultures of the people in the society is empty and incomplete. One of the fundamental objectives of the museum is to educate, and it is only the museum that has the capacity and the ability to impart cultural education effectively as it houses the tools and materials for doing so in its collections. In modern society, the museums enrich the educational process by exposing children and indeed the public to their history in a positive way; they assist our future generations to understand and appreciate their history and culture and take pride in the achievements of their forbearers. (Gayuna,2011)

The researchers observed that the printed description beside the museum collections are big help to the tourist because it will be easier for them to understand the history of the collection, it was very detailed, short but meaningful. The details were written in all English so that everyone could understand.

Most visitors said that they do not need a tour guide in visiting the church museum but a foreigner said:

“We brought a tour guide with us that’s why we were able to understand to collections inside the San Agustin.”

The staff of the San Agustin Church museum were also asked if how can the tourist understand the collections inside the church museum even though the tourist didn’t bought a tour guide. A staff of church museum said:

“Lahat ng mga collection dito sa church museum may kanya kanyang description na nakasulat sa baba sa taas or sa gilid man nito. We make sure na lahat ng nakasulat sa description sa lahat ng collection ay informative since yan naman talaga yung goal natin maintindihan ng mga turista kung ano ang meron sa museum. Kaya kahit wala silang dalang tour guide sa pamamagitan ng description nasyon mas madali nilang naiintindihan and may mga lesson sila na matutunan sa pag pasok nila sa loob ng museum.”

As education becomes a global issue at the turn of the century, it should be clearly understood that the museum is a veritable institution in the learning process that should be fully integrated into the educational system. (White,2008)

It was observed that the descriptions of the collections/artifacts inside the church museum were very understandable because it explains every collections very well.

Relevance

The fourth element in the mission of heritage attraction is Relevance. The respondents were asked on How does it affect them, learning or knowing that the church museum is part of the UNESCO World Heritage.

Most of the tourist visited the San Agustin church museum because they want to know what is inside the church museum, they also learned a lot from the artifacts/collections that are displayed inside the museum. And some of the guests were curious about the museum inside the church because for them it is unique that there is a museum inside the church. Most of the guests answered that the San Agustin church museum became popular to the tourist because it is part of the UNESCO world heritage site. As the girl said:

“Noong nakilala ito sa UNESCO world heritage ay sumikat ng husto ang museum kaya mas naingganyo ako na bumisita sa museum naito kaya mas madami akong kaalaman na nadiskubre. World recognition is a big impact for the museum to be known.”

According to (Nielsen,2017) Museums throughout the world seek to create relevant experiences in many ways and to varied audiences. Yet, the concept of relevance has rarely been defined in connection with museology. To become relevant organisations, it is essential that museums form new contemporary articulations to match new participatory practices. This paper will look at a few theoretical concepts of relevance in order to define the term in a museological context. Three different examples that each has attempted to implement relevance in the museum sector will be described as well: one on political level, a nationwide programme of contemporary collecting and finally a direct participatory exhibition approach. Each initiative has been created from a wish to develop, innovate and experiment with collections, visitor interaction, cooperation and political influences on cultural heritage.

On the observation of the researchers many people/tourists visits the San Agustin Church Museum because it is one of the five baroque churches in the Philippines that is part of the UNESCO Heritage Sites.

The staff were asked on How can the church museum affects the guest by the importance of events happened in our history?

All of the staff answered that San Agustin Church Museum has a big impact to all of the Filipinos because of the important events happened long time ago. Even foreigners were interested to know about the importance of the church museum that's why many tourists are visiting to this historical place. And staff answered that they always make sure that the church museum is always clean because it is part of the UNESCO world heritage site and they want to exceed the tourist's expectation to the attraction. One of the staff said:

“Siguro dahil sa kasaysayan ng church museum mas nadadagdagan yung mga kaalaman ng mga turista lalo na syempre ng mga Pilipino parang pinapakita kasi ng church museum yung nakaraan natin since madami na din itong beses na nasira ngunit inaayos at inaayos parin natin dahil nga sa mga important events na nangyari dito. Tapos syempre yung mga foreign guest natin maappreciate din nila yung influence ng catholic church over the past 500 years.”

For museums to retain their relevance and become positive partners in the development of our societies, they should use their unique resources and potentials to become more responsive to the dynamics of modern society and urban change. (Arinze,2009)

The researchers observed that the church museum have become very important institutions that are respected and valued. Many tourist visits San Agustin Church Museum because of its rich history that should be appreciated by us Filipinos.

Recreation

The fifth element in the mission of heritage attraction is Recreation. The respondents were asked on how does the presentation and arrangement of historical artifacts and equipment's satisfy them.

All of the guests were satisfied with the presentation and arrangement of the artifact/collections inside the church museum. They answered that it was very attractive and they also answered that the collections were very organized. As one visitor said:

“Personally, nasasatisfied ako na may harmony and good organizations ang mga artifafts. Kumbaga magkakasama yung magkakatulad magkakasama yung paintings, magkakasama yung sculptures. Like in music if may harmony mas masarap sa tenga ganun din sa arts may harmony mas masarap sa mata.”

According to a research, if a person is not motivated to visit a museum, he is unlikely to do so. In other words, motivation is an inherent part of the decision how someone will spend his leisure and what activities they will engage in. Thus far it has been shown that along with learning, an important role in motivation lies with social factors like entertainment, socializing with other visitors, and social recognition. Furthermore, physical layout of an exhibit various special events (Plaza, 2008) and factors of the surroundings (Bonn, Joseph-Mathews, Dai, Hayes, & Cave, 2008) also greatly influence the visitors.

The researchers have observed that guests are satisfied with the museum arrangement and presentation which is organized in such a way that the exhibited collection is understandable and well kept. The researchers also agreed to the observation of the guests because they observed that inside the church museum it was really organised and each of the collections does have a description.

The staff were asked on how do they make sure that the order/presentation of the artifacts is pleasant in the eyes of the guests.

All of the staff answered that the church museum's collections/artifacts are well displayed the pictures, paintings, sculptures have their own display area. And they answered that they always make sure that the collections were well displayed and attractive to the eyes of the visitors because they want to exceed the tourist's expectation to the attraction. One of the staff said: The staff said:

"Yung pagkakaayos po kasi ng mga display naming dito ay sunod-sunod kung bago detailed sya para mas maintindihan at mas maappreciate ng mga turista lalo na ng mga turista since paraho sa mga pinoy medyo mataas din yung mga expectations nila lalo na pag nalaman nila na yung church museum is part ng heritage Site"

Museums should use their collections in promoting a better understanding of the collective heritage of the people of Guyana, which will have the effect of fostering the commonality of those things that unite the nation and its people. They can, through their programmes and activities, reconcile the various interests in the society for the collective good of the nation; they can use their unique positions to reach the conscience of the nation and to foster dialogue, and they can become rallying points for the country in ensuring that peace is enthroned. (Arinze,2009)

Researchers observed that the staff make sure that their exhibited collection are easy to understand for both foreign and local visitors. The context and relevance of each piece in historical times, through to the present is better understood.

Local Community

The sixth element in the mission of heritage attraction is Local Community. The respondent was asked in their own opinion, how does the church museum gain from different operations like the souvenir shops?

All, the respondent answer that the church museum really helps the local community to attract visitors that benefits business establishment and also small businesses near the church museum which create income for the local and other businesses. As the girl said:

"I think po matutulungan po yung mga locals dito lalo po sa negosyo nila kasi po madaming tao po yung mga pumupunta dito."

For a people to live in peace and happiness there must be unity. Museums do promote unity in the society by using their resources to ensure understanding and appreciation for the various groups and cultures that exist in that society. Peace is essential for happiness and joy in the family, in the community, in the society, in the nation and in the world. Our world is troubled in many ways today and peace is threatened so often because people do not understand their neighbours. Conflict resolution and reconciliation are essential elements for the attainment of sustainable peace and unity. (Cassar,2008)

Researchers observed that all the guests consider that the church museum gains from the different operation of other establishment. It really helps the locals around the San Agustin Church museum because most of their customers are tourists.

The staff were asked on how do they make sure that the business of the church museum is expanding around the community.

All, the staff are aware that the business establishments and small businesses near the church also gain because of the tourist arrival that goes to the church museum which creates income to the local community. The staff also said that not only other businesses gain from the church but also the church itself because other establishment attracts visitors which is near the church museum. The staff said:

"Mas napapalawak yung church museum sa mga local community kasi dito sila nabubuhay mostly ito yung kinabubuhay nila example nandyan yung mga sari-sari store kaya naiisipan nilang magtayo ng negosyo kasi madami silang magiging costumers since malapit sila sa tourist attraction"

Museums have a significant role in the development of the tourism industry. Tourists spend money both in museums and especially out- side them. This spending has a great importance for local economies particularly in popular destinations. In addition to direct economic impacts, museums can have impacts on the image of their home localities (Aarsman ,2012) which can affect both tourism and happiness of local inhabitants and, according to some opinions, the location decision of enterprises.

The researchers observed that the operation of church museum help the locals to grow their small /big businesses. There are restaurants, souvenir shops, sari-sari store near the church museum and most of their customers are tourist.

Quality

The last element in the mission of heritage attraction is Quality. The respondents were asked on how did the staff welcomed/accommodated them? Did they greet you and asked if you needed assistance?

Most all of the respondent said they were greeted by the staff and answered that they were all accommodating to the guests. And they also answered that the staffs were very helpful because some of them are senior citizens and they were assisted by the guards of the museum. And some of them said that they felt like they were very welcome to the place and they want to come back once again. As one respondent said:

“Oo binati ako ng guard ng magandang araw. Pati na din ang mga staff ay mayroong warm welcome. Ang tour guide din ay accommodating sa aming guest. Mahalaga para sakín namaramdaman ng isang guest na importante siya dahil dun ay talagang babalik ang mga guest.”

In order to assess the public quality of a museum, there are four or five details that we need to think about specially. First, has the museum got interesting things to show? Second, you have to ask, ‘are they well interpreted, are they well presented?’ Then you have to decide what the atmosphere of the museum is like. Is it friendly and welcoming or is it cold and clinical? There are, as we all know, museums of both sorts. You then have to ask what the public amenities are like. Is it easy or even possible to park a car? Is there a convenient and safe place to leave a wet coat or hat? Is there a restaurant or café in the museum? Are there places where you can sit down and rest, because walking around a museum is tiring? All these, together with the museum shop, are part of the Public Quality of a museum. (Hudson,2010)

The researchers have observed that most of the guests that goes to the church museum were very happy with the way of the staff greeted them and how accommodating the staff to the local and foreign visitors. It is important that the tourists feel comfortable and welcomed to their chosen destination because it could be a reason to revisit the attraction again.

A Friendly and Accommodating staff is one of the reasons that brings a visitors to visit the site all over again. The staff were asked on how do they accommodate the guest by greeting them, do they ask the guest if they needed a tour guide to able to understand the artifacts.

Most of the staff answered they always make sure that they greeted and smiles to the guest before they enter the church museum. And they also answered that every time the visitors needs help they were doing the best that they can do to help the person. Some of them answered that there are tourist asking them about information about some of the collections inside the museum that is why they must know the details of the church museum so that they can also share their knowledge to the visitors. The staff said:

“Since ako po yung nandito sa front desk syempre ako talaga yung tatanung at dapat talaga alam mo yung lahat about sa church museum when it comes sa pagaasikaso naman po all the time free naman po ako incase na nagkaproblema yung mga turista lalong lalo na po syempre yung mga foreign visitors po natin sila naman po ay mostly may dalang mga tour guide pag pumasok po sila sa museum mas prefer po nila may tour guide.”

Visitors’ especially foreign visitors prefer to have a tour guide during their tours because it’s easier for them to understand the information of the attraction and the artifacts inside the museum.

We are yet to teach the public what the stars stand for, e.g. that you may very well stand in one of the world’s finest special collections of something interesting at a three-star museum because it has not got texts in three foreign languages, a separate room for breastfeeding mothers, and a degree of satisfaction exceeding 97 % in its last users’ satisfaction survey. Or you may have been beguiled into a five-star museum which may be well-equipped with sanitation, eating facilities, foreign languages, and satisfied visitors, but is actually lacking collections of really international super class. (Hudson, 2010)

It is also observed that the staff of the church museum were very accommodating to the tourist especially to senior citizens.

4. CONCLUSION

Conservation

In terms of Conservation, the San Agustin Church Museum is considered observes sustainable practices as exhibited in their displays, exhibitions and programme. Based on the results and discussion of the study, signages and rules & regulations are very important to maintain and preserve the collections in the museums. The tourists were very satisfied in the presentation of the collections/artifacts in San Agustin Church Museum and also satisfied with the cleanliness of the place.

Accessibility

In terms of Accessibility, the San Agustin Church Museum is considered observes sustainable practices as the staff inside the church museum are responsible enough to inform the guest before entering about the rules of not touching or having a flash photography on the collections inside.

Education

In terms of Education, the San Agustin Church Museum is considered observes sustainable practices as the church museum provides descriptions in every collections so that even with or without tour guides they can still understand the significance of all collections inside the church museum.

Relevance

In terms of Conservation, the San Agustin Church Museum is considered observes sustainable practices as the collections inside the church museum host the context and relevance of each piece in historical times, through to the present is better understood. Visitors from other countries will have the opportunity to understand and appreciate the influence and reach of the Catholic Church over the past 500 years, while locals can also gain better insight and appreciation into how that influence continues to play a part in modern Philippine society. It is important to be conserved in order for the future generations to use and benefit from those heritage assets. Base on the result and discussion of the study the San Agustin Church museum is known to the tourists because of its significance, it is also part of the UNESCO world heritage site that's why it became known to the foreign tourists.

Recreation

In terms of Recreation, the San Agustin Church Museum is considered observes sustainable practices as museum arrangement and presentation is organized in such a way that the exhibited collection is understandable and well kept. Many visitors are very satisfied with the presentation/arrangement of the collection inside the San Agustin Church Museum. You can really learn a lot from the written descriptions beside the collections it was very detailed and informative.

Local Community

In terms of Local Community, the San Agustin Church Museum is considered observes sustainable practices as it helps the local community to attract visitors that benefits business establishment and also small businesses near the church museum which create income for the local and other businesses. The church museum also benefit from the establishment near the attraction because after they visit a restaurant or souvenir shop they visit the church museum to tour around the church.

Quality

In terms of Quality, the San Agustin Church Museum is considered observes sustainable practices as how they maintain the quality of the exhibited collection inside the church museum. The artifacts are explain and presented that is easy to understand by the locals and foreign visitors. Staff is very accommodating and friendly towards their guests.

San Agustin Church Action Plan

Conservation

There will be a weekly checking of the collection of artifacts and were it is stored to avoid damage in the collection. This will help the staff to maintain and preserve the artifacts a checking list will be provided to preserve the artifacts/collection inside the museum to prevent the exhibited collection to deteriorate and to maintain the cleanliness of room were the artifacts are view by the guests.

Museum Cleaning Checklist

Polish windows, glass doors and fixtures	
Dust furnishings, clean windows and blinds	
Polish wood surfaces	
Clean and disinfect all surfaces of artifacts in the museum	
Wipe down and disinfect all touchpoints	
Check for signs of insects, rodents or mold	
Dust stored items and shelving	
Wipe down and disinfect all surfaces in the cubicle, sweep and mop floors, empty trash cans	
Check sinks, toilet and floor drains for signs of plumbing	

Accessibility

There will have a monthly seminar for the staff regarding the safekeeping and maintenance of all places and artifacts because this will serve as a monthly refresher for them. It will be done on the conference room during every first week of the month which is inclusive only on the San Agustin Church's staff and maintenance. The flow of this seminar is that every first week of the month there will be a seminar or meeting for the staff, so they would be updated and refreshed on what has to be done inside the museum. They would go again with the do's and don'ts inside the museum so they could warn the new guests about it. They would also tackle different things and ways on how to maintain the quality of each artifacts that they have. A free lunch and drink would be provided.

	Checklist
	Briefing
	Seminar on proper caring and handling of artifacts
	Refresher for the Rules and Regulations inside the museum
	Familiarization
	Assessment of artifacts
	Hands-on Application
	Actual Demonstration
	Quality Checking

Manager

Person-in-charge

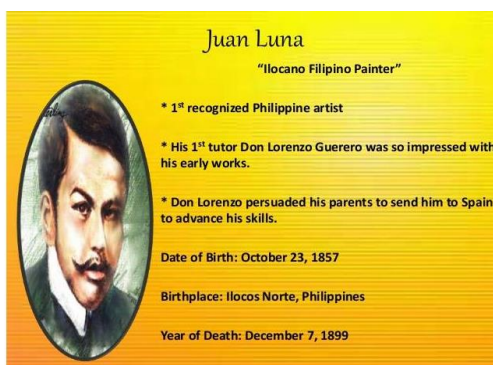
Education

They will have a free tour for public schools because they deserve to learn more about the history and not all facts are being taught inside the class and it is good for them to see the artifacts personally. The venue would be done in the San Agustin Church Museum every second Saturday of the month that is for children from the public schools. The flow of this plan is that every second Saturday of the month the museum and its staff would open its doors to those children who cannot afford to go to museums like The San Agustin Church, a free tour would be conducted by the staff for them alongside free snacks and drinks after the tour.



Relevance

Putting tomb description boards in the lapidas of the significant people that are buried inside the church museum. It is to add knowledge to the visitors that there are important people who made a lot of contributions in the Philippines. In the tomb description board we will put their significance and important contribution to our country.



Recreation

The staff will have their orientation on how will they maintain the collections in the best condition. Staff develops the experience, skills and knowledge that they require to progress to management roles. The orientation will be held in the conference room, annually. Annually all the staff will have their orientation on how they will maintain the collections in the best condition. And also the staff should also learn the details about the collections inside the church museum.

Meeting Agenda

Date: _____

Meeting Called by: _____

Type Of Meeting: _____

Facilitator: _____

Agenda Items

Topics to be discussed	Presented by:	Time Duration
Relative Humidity (RH) and Temperature		
Pest Infestations		
Museum Lighting		
Cleaning Products and Materials		

Quality

The staff of San Agustin Church Museum will monitor temperature, Rh (Relative Humidity) levels in exhibit cases in order to maintain the temperature that the collections needs this will be part of the checklist.

It will be done every Monday of the week. Museums and art galleries must also be equipped with systems that are highly flexible so that ambient conditions can be optimized according to the types of works on display. Every Monday of the week the staff of the church museum will check the temperature and RH levels in exhibit cases.

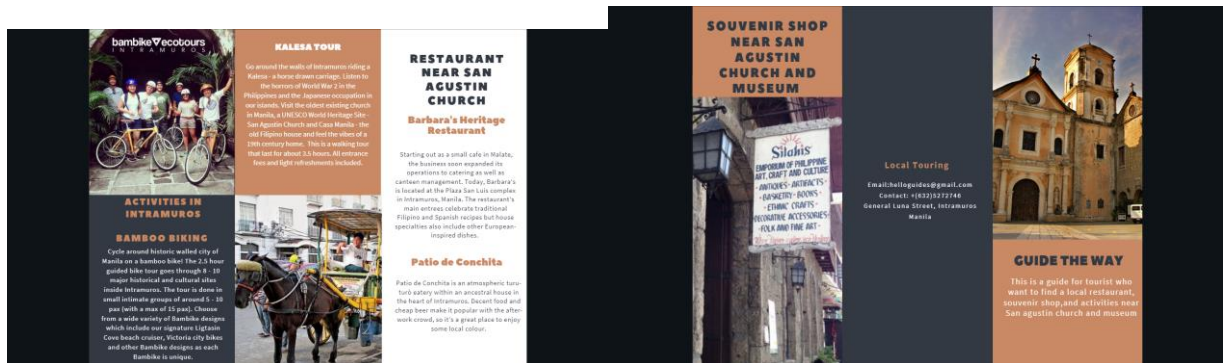
Week of _____

Initial and date upon completion of each task.

	Monday	Tuesday	Wednesday	Thursday	Friday
1. Quick inspection of collections room; water leaks, pest activity, etc. Note any problems on the daily weather log.					
2. Spot check temp. & humidity readings to ensure levels are within proper ranges.					
3. Note daily temperature-humidity data for Seattle on weather log.					
4. Empty trash each night.					

Local Community

To put up brochures or flyers for the tourist or a guide that recommend business establishment like restaurant, souvenir shop, or activities that they can do after touring inside the church museum. Everyday there is a stall in the entrance of the church museum where they put brochures or flyers of establishment that include lots of ideas for things to do and places to see like restaurant, souvenir shops and recreational activities, as well as all of the other information that is important to know about the area.



REFERENCES

- [1] Kelly, J.(2014). Measuring the impact of museums on their communities: *The role of the 21st century museum*, Volume 72, (April 2014),pp. 1-5
- [2] Kelly, L.J, Barco,C. (2015).The Interrelationship between adult Museums Visitors' Learning Identities and Museum Experiences, *Managing heritage attractions: Marketing challenges at sensitive historical sites. International Journal of Tourism Research*, Volume 4 ,pp 447-457.
- [3] CHISHOLM, V. (2015) Preventative Conservation and Disaster Management Planning In Cultural Institutions.New Brunswick Rutgers, the State University of New Jersey.
- [4] Beck, M. (2017) Midden Ceramic Assemblage Formation: *A Case Study from Kalinga, Philippines*, Volume 71, pp. 27-51
- [5] Stone, P. & Sharpley, R. (2014). Consuming dark tourism: a thanatological perspective. *Annals of Tourism Research*, Volume 35, pp 574-595.
- [6] Bradburne, J. (2016) Opinion, Museum Practice Retrieved from:<https://www.museumassociation.org/download/>
- [7] Babbidge, E. (2014) UK Museums Safe and Sound, Cultural Trends, Retrieved from <https://www.nps.gov/klse/learn/management/upload/MuseumManagePlan>
- [8] Varine, D. (2015) Ecomuseology and Sustainable Development, Museums and Social Issues Retrieved from:http://www.maltwood.uvic.ca/cam/activities/past_conferences/1999conf/CAM'99-EmmanuelArinze,Guyana
- [9] Acosta, A, Balasar M. (2015) "About San Agustin."San Agustin Church Official Website, 2011.Web. 4 Nov. 2015 Retrieved from <http://niceriodadventures.blogspot.com/2016/11/manila-san-agustin-museum.html>
- [10] Chan, P. (2016) Christianities in Asia. United Kingdom: John Wiley and Sons Ltd. 2011 Retrieved from <http://primer.com.ph/travel/2014/10/08/san-agustin-museum/>
- [11] Ascano, P. (2014) Philippines Travel Guide The relevant museum: defining relevance in museological practices Retrieved from <http://www.philippines-travel-guide.com/san-agustin-museum-manila.html>
- [12] Salazar S.(2012).The globalization of heritage through tourism. Heritage a Globalization retrieved from file:///C:/Users/Kath Mandalene/Downloads/RRL.pdf
- [13] Brophy, S., and Wylie E. (2013). It's Easy Being Green – *Museums and the Green Movement. Museum News*, Vol.3, No.2