PERCEIVED IMPACTS OF THE RESTORATION OF SAN IGNACIO RUINS: A COMMUNITY-BASED ASSESSMENT

Renee Ann E. Perez[1,a], Ria Angelique P. Siozon[1],

Maria Charlynn Nicole O. Villanueva[1,b], and Kathrine Camille A. Nagal, MBA[2,c]

[1]*Bachelor of Science in Business Administration Major in Tourism Management,*
College of Business Administration and Accountancy
[2]*Faculty Member, Marketing Management Program,*
College of Business Administration and Accountancy
[a]*reneeann_perez24@yahoo.com,* [b]*charlynn.villanueva@gmail.com*
[c]*kathrine.nagal@gmail.com*

ABSTRACT

The study aimed to analyze the local community's perspectives on the economic, socio-cultural, and environmental impacts that are expected to come out of the ongoing restoration of the San Ignacio Ruins in Intramuros, Manila. Using a survey adapted from the study of Vareiro and Mendes (2015) data were gathered and evaluated by the researchers. Findings of the study revealed that the local residents perceived that the restoration of the San Ignacio Ruins would mostly provide positive outcomes for the local economy, community, culture and society, and environmental awareness and conservation.

Keywords: *Assessment, Community, Impacts, Intramuros, San Ignacio Ruins*

INTRODUCTION

The San Ignacio Ruins located in the walled city of Intramuros, Philippines is one of the most famous heritage sites in Manila for its cultural and historical significance. At present-day, it is currently in the process of restoration – particularly, the structural components of the ruins. Historically, the ruins were that of a majestic church, built around the years 1878 to 1889 under the direction of a Jesuit priest, Padre Francisco Riera, and designed by the first Filipino Architect, Felix Roxas, Sr. Its interiors were famous for the wood works of renowned Filipino sculptor Isabelo Tampingo (c. 1815-1933) and his students. Built fit for the royals, the church boasted of Neo-classical architectural design

and beautiful interiors, however, it was destroyed in 1945 during the Japanese occupation of Intramuros. After its destruction in World War II, it was acquired by the city government and was rented out to several companies for multiple purposes.

At present, the Intramuros Administration has been awarded management over the property and has been tasked to take over its restoration. The current administration has earmarked P400 million for the restoration of the ruins into a future museum set to be operational by 2017. The proposed museum, targeted to be called "Museo de Intramuros," is part of the government's plan to boost inbound tourism in Intramuros.

Restorations of cultural or historical sites are typically taken on account of government plans to re-live and re-create the actual structure and the significance of a specific site. These "projects" are usually important for many developing countries as they seek to utilize the sites as resources for economic development through heritage tourism (Kausar and Nishikara, 2010). Although most of the time restorations prove to provide positive effects to local communities, not everyone welcomes it. As some restorations also have negative impacts on the local scene, it is now the government's role to create programs and restrictions to protect and sustain such sites. In fact, there are several tourism -related impacts that usually abound restorations.

Impacts related to tourism are usually grouped into three categories, primarily: economic, socio-cultural, and environmental (Liu & Var 1986: Dogan 1989; Ap 1990; Andereck 2005; Kuvan & Akan 2005; Kackson, 2008; Nunkoo & Ramkissoon, 2010). Tourism economic impacts usually include positive elements such as tax revenues, increased job opportunities, and additional sources of income for the local community; and some negative elements, such as tax burdens, inflation and local government debts. In addition to this, socio-cultural impacts may include a possible resurgence in traditional cultures, while, the possible environmental impacts may include positive aspects such as the protection of parks and wildlife or some negative aspects such as crowding, pollution, wildlife destruction, vandalism and litter.

In the case of the San Ignacio Ruins and its ongoing restoration, the researchers tried to assess these tourism related impacts (Economic, Socio-Cultural and Environmental) and identify whether the restoration of the San Ignacio Ruins have a positive or negative effect on the local community. Specifically, it sought to identify the economic, socio-cultural and environmental issues regarding the said ruins and assess the local community's perceptions on its effects on them.

Related Literature

According to Devi Roza Kausar and Yoshaiki Nishikawa (2010) of the Graduate School of International Development, in Nagoya University, many developing countries seek to utilize cultural heritage sites as resources for socio-economic development through heritage tourism. When a particular area is in context, efforts in heritage tourism, is needed to establish linkages between tourism and the local economy by addressing the following issues: lack of skilled human resources, capital access to credits and other assistance, leakages and dominance of urban, social dilemma. Such factors may pose as a hindrance to development, which must be addressed and given thorough investigation and positive applications.

In restoring a cultural heritage site, it is important to assess the perceived impacts of the restoration on the local community, and the extent of its effects. As cited in the work of Kauzar and Nishikawa (2010); Tides-Well and Faulkner (1997), reiterated the need to give importance to the possible effects of any restoration's impacts, as there is an array of different factors that may influence a resident's perspective towards the impacts of tourism.

Faulkner and Tideswell (1997) and Fredline and Faulkner (2000), were able to identify extrinsic and intrinsic factors that affect tourism development. In both studies, the restoration of a place to become a tourism destination touches the interface of tourism development, whereby the factors become related to the characteristics of the location with regards to its role as a tourism destination. As such, the restoration of a tourism destination takes into consideration the nature and stage of the location's tourism development, the level of tourist activity, and the type of tourist's location involved. Apart from this, the

authors were also able to identify the different characteristics of the members of the community that may affect the tourism impacts within the said community.   Identified variables included the socio-demographic characteristics of the residents (age, gender, education, length of residency and ethnicity), their economic dependence on the tourism industry, and their proximity to the tourism activities. (Williams & Lawson, 2001; Kuvan & Akan, 2005 Jackson2008; Wang & Pfister, 2008; Nicholas, Thapa & Ko 2009)

Heritage sites are said to be important assets in the development of the tourism industry of a certain region or place (Marrero Rodriguez & Abdul - Jalbar, 2012; Morales – Fernandez & Lnquar, 2014). Yang Lin and Han (2012), discussed in their study that certified sites have two main advantages – first, is that these sites are commonly used in marketing campaigns that help increase the visibility of the destinations to attract more tourists; and, second, these sites are provided financial and technological aid by UNESCO for its preservation.

Yang (2010), on the other hand, considers the potential conflict between heritage preservation and tourism. In his opinion, even though the WHS classification is able to attract tourists, the excessive number of inbound tourism has resulted to the destruction of the natural and cultural integrity of these sites, especially those sites that were not prepared to accommodate such numbers. Any heritage site must have the capability to sustain itself for preservation and apply sustainable tourism approaches that considers the support of the tourism industry, including local and regional administrations and the local residents (Morales- Fernandez & Lanquar, 2014; Rodrigues, Vi Vileira, Marques & Teixeira, 2014).

In this regard, natural and cultural heritage sites are considered as vital assets for tourism and its development, for it raises the concern for marketing sense and viability and the promotion of the tourism industry. Thus the presence of campaigns is encouraged in all fronts to raise awareness and international visibility. When there is lack of funding, UNESCO provides technological and financial aid in the preservation of the sites, which is beneficial to the general locality.

According to Klamer and Throsby (2000, 132), economic valuation describes the act in which tourists pay for their cultural experience in the broadest sense. Historical areas provide economic benefits to the communities and regions committed to heritage conservation and economic development.

The research indicates that personal benefits from tourism development and community involvement have major effects on the positive social impacts of tourism that can affect the quality of life and support for tourism development. (Ivana Pavlic, Ana Potolan, Barbara Puh, 2015) Understanding the residents' attitudes towards social impacts of tourism is essential for achieving the wellbeing of a place that directly implicates the local community's support for quality tourism development.

METHOD

A quantitative research method was adapted to gather information for the research. The purpose of having a quantitative method is it emphasizes objective measurements and the statistical, or numerical analysis of data collected through questionnaires or surveys, or by manipulating pre-existing statistical data using computational techniques. It focuses on gathering numerical data and generalizing it across groups of people or to explain a particular sensation.

Data were gathered through a questionnaire-based survey adapted from the study of Laurentina Vareiro and Raquel Mendes (2015). One hundred (100) respondents were chosen carefully and computed using Slovin's formula applying a 10% margin of error. Since the questionnaire-based survey was meant to be respondent-completed, it started with clear instructions so that the every respondent knows what to do. The mean scores gathered from the assessment of the economic, socio – cultural and environmental impacts were computed and compared to be able to understand which of the factors were perceived to have a high impact on the nearby residents of the immediate community.

The data gathered was classified, tabulated and critically analyzed by the researchers using the following statistical tools:

Percentage Distribution: Used to obtain modified frequency percentage of all responses gathered by the questionnaire.

P = (f/n) 100

P = percentage distribution

f = sample of population

n = sample size

Scale points and Verbal Interpretation: used to apply a quantitative component on the analysis of the respondents' perceptions through mathematical / numerical data.

Table 3.1 – Verbal Interpretations

SCALE POINTS	VERBAL INTERPRETATION
1.00 - 1.75	totally disagree
1.76 - 2.50	disagree
2.51 - 3.25	agree
3.26 - 4.00	totally agree

Table 3.1. shows the verbal interpretations used in the analysis and interpretation of the data gathered in this presentation. The scale points of 1.00-1.75 shows the response of those who totally disagree. 1.76-2.50 shows the response of those who disagree. 2.51-3.25 shows the response of those who agree. 3.26-4.00 shows the response of those who totally disagree.

Slovin's Formula: was used to compute for the total number of respondents to collect the data from using a 10% margin of error.

n = N / 1+(Ne)^2

n = respondent / sample size

N = total popultation

e = margin of error

Table 3.2 – Population

BARANGAY	POPULATION
Brgy. 655	2,645
Brgy. 657	25,000
Brgy. 658	65,000

Table 3.2 shows data on the total Population of each Barangay within the Intramuros whereby the researchers would be gathering their data from.

RESULTS

Table 4.1 provides a presentation of the demographic profile of the respondents. Based on the results of the survey, most of the respondents are male (54%), aged 25 years old and below (70%), single (61%), employed (62%), and have monthly household incomes of around Php 30,000 and below (41%).

On the perceived economic impacts of the restoration to the respondents, table 4.2 shows that there is a strong perception on the positive impacts of the restoration on the economy, which include: (1) the increase in the number of tourist facilities (3.43); (2) improvements in the quality of service (3.39); (3) increase in the number of employment opportunities (3.14); and, (4) increase in the variety of business (3.07). 74% of the residents were also able to recognize the importance of the restoration to the improvement on the local infrastructure. As for the possibility of increased costs of real estate (2.94), increase in the cost of primary commodities (goods) and services (2.72), and other economic impacts, the respondents do not really feel that these will greatly affect them.

Table 4.1. – Respondent's Profile

Respondent Profile		f	%	TOTAL
Gender	Male	54	54%	**100**
	Female	46	46%	
Age	1 - 24 5	70	70%	**100**
	2 - 44 5	15	15%	
	4 - 64 5	15	15%	
	6 & more 5	0	0%	
Civil Status	Single	61	61%	**100**
	Married	37	37%	
	Separated	2	2%	
	Widowed	0	0%	
Occupation	Self-employed	19	19%	**100**
	Employed	62	62%	
	Unemployed	19	19%	
Monthly Household	50,000 or more	23	23%	**100**
Income	40,000 - 50,000	17	17%	
	30,000 - 40,000	19	19%	
	30,000 and below	41	41%	

As for the perceived social and cultural impacts of the restoration of the San Ignacio Ruins to the immediate community, as shown in table 4.3, the respondents generally perceive that the restoration will be a major contributor to the "preservation of the local culture" (3.48), the "encouragement of a variety of cultural activities" (3.35), the "increase in the number of recreational activities" (3.43), and the "increase in the cultural and educational experience" (3.51). In contrast, the respondents also do not perceive the restoration to cause increased social conflicts (2.04), crime (1.78), prostitution (1.80), possibility of vandalism (1.98), and even use of drugs (1.69) in the local community.

Table 4.2. – Economic Impacts

	ECONOMIC IMPACTS	weighted mean	verbal interpretation
1.	Increase in the number of tourist facilities.	3.43	totally agree
2.	Improvement of local infrastructure.	3.13	Agree
3.	Increase in the price of many goods and services.	2.72	Agree
4.	Increase in the number of employment opportunities.	3.14	Agree
5.	Improvement in the quality of service.	3.39	totally agree
6.	Increase in the variety of business.	3.07	Agree
7.	Increase in real estate.	2.94	Agree
8.	Too many resources on the promotion of business.	2.95	Agree
9.	Pressure on local business.	2.89	Agree
	Ave. Weighted Mean	**3.07**	**AGREE**

Table 4.3. – Socio – Cultural Impacts

	SOCIO-CULTURAL IMPACTS	weighted mean	verbal interpretation
1.	Preservation of the local culture.	3.48	totally agree
2.	Encouragement of a variety of cultural activities.	3.35	totally agree
3.	Increase in the number of recreational activities.	3.43	totally agree
4.	Increase in the cultural and educational experience.	3.51	totally agree
5.	Affects the traditional lifestyle.	3.17	Agree
6.	Increase in vandalism.	1.98	Disagree
7.	Increase in crime.	1.78	Disagree
8.	Increase in prostitution.	1.80	Disagree
9.	Social conflicts.	2.04	Disagree
10.	Invasion of local resident's privacy.	2.05	Disagree
11.	Increase in use of drugs.	1.69	totally disagree
	Ave. Weighted Mean	**2.57**	**AGREE**

On the perceived impact of the restoration of the San Ignacio Ruins on the environment of the respondents (see table 4.4), it was generally perceived that the restoration would lead to the restoration of local buildings (3.62) and the conservation of

local natural resources (3.26). It was also perceived, however, that regardless of the restoration, the impact on increase in litter (1.71) and disturbance of peace and tranquility (1.89) would somehow not be affected.

Table 4.4. – Environmental Impacts

	ENVIRONMENTAL IMPACTS	weighted mean	verbal interpretation
1.	Reinforcement of the beauty of the municipality.	3.03	Agree
2.	Restoration of local buildings.	3.62	totally agree
3.	Conservation of local natural resources.	3.26	totally agree
4.	Increase in traffic congestion and related problems.	1.96	disagree
5.	Increase in litter.	1.71	totally disagree
6.	Disturbance of peace and tranquility.	1.89	disagree
	Ave. Weighted Mean	**2.58**	**AGREE**

A comparison between the three impacts of tourism related to the restoration of the San Ignacio Ruins, the researchers arrived at the results presented in table 4.5. Further analysis showed that the respondents perceived that the economic impacts of the restoration to the community were the most that would be felt and that would affect them. And although the environmental impacts were rated second, it also revealed that the respondents still view environmental sustainability as an important factor.

Table 4.5 – Total Impacts Results

	AVE.WEIGHTED MEAN	VERBAL INTERPRETATION	RANK
ECONOMIC	**3.07**	**Agree**	**1**
ENVIRONMENTAL	**2.58**	**Agree**	**2**
SOCIO–CULTURAL	**2.57**	**Agree**	**3**

DISCUSSION

The respondents' profile show that the majority of respondents were primarily male, aged between 15-24 years, single, and employed with a monthly household income of Php 30,000 and below. The respondents viewed the restoration of the San Ignacio Ruins as a possible source of positive economic impacts, due to the possible increase in the number of tourist arrivals, improvement on the tourist facilities and on the quality of tourism services. On the other hand, the socio-cultural impacts that the restoration may impact on as perceived by the respondents include an increase in the cultural and educational experience of the local community. It also follows that the restoration was not perceived to be a possible cause for increase of drugs usage in the area, nor as a reason to increase cases of vandalism, prostitution, and crime. When a place is newly restored the owners improve the operations on how to sustain its place. The respondents see that the Intramuros Administration will add more security to avoid these negative impacts. If the place is secured, the tourists will avoid doing vandalism, crimes & even sexual related events that can affect the impact of the restoration.

In the environmental impacts, the respondents do not see the restoration as a reason for traffic to increase, because when visiting Intramuros, most of the tourists prefer to walk. Also, the Intramuros Administration strictly enforce pre-entering vehicles inside to avoid traffic.

CONCLUSION

To conclude, the researchers found out that the economic impacts have the most agree results based from the survey that the researchers distributed to the respondents. It shows that the restoration is perceived to have a high possibility to affect to the community especially in increasing the number of tourist facilities in Intramuros, similar to the study of Var, Dogan, Andereck, Kuvan, Akan, Kackson, Nunkoo & Ramkissoon. The economic impacts include positive elements such as tax revenue, increased jobs, and additional income, and negative elements such as tax burdens, inflation and local government debt. The sociocultural impacts include positive elements such as resurgence in traditional

cultural cultures. Among the environmental impacts are positive elements such as the protection of parks and wildlife and negative elements that include crowding, pollution, wildlife destruction, vandalism and litter." The San Ignacio ruins when restored, would greatly contribute to the city revenues collection from visitors and guests all over, regardless whether it would serve its purpose as an enclave of faith or as a showcase of a "glorious religious past" of a great city. But much has to be reviewed and take into consideration, as the process would resurrect many items of queries. On the forefront, the structure in discussion must be realigned to traffic access, which can be reached by foot or otherwise. Security is next in question, that must be addressed as well as the functionality of facilities that may address and conforms to the needs of the public.

Once restored, San Ignacio will be a source of potential income to the population, in its immediate environs. When in place, in its glorious grandeur, San Ignacio must be maintained to its original design, overcoming the odds of city deterioration, in terms of population maltreatment and deterioration, in order that, it will generate and help in the increase of income for the district in the City of Manila.

RECOMMENDATION

The researchers recommend making a further research on the possible or the feasibility of putting up other tourism related businesses near the said site. Programs for the local community like the educational, cultural programs that will aid in boosting people's awareness more on the San Ignacio Ruins because at this point the San Ignacio is only one cultural heritage site within Intramuros. Intramuros as a whole is another big cultural, heritage site. If the improvement of the IA is focused on the San Ignacio Ruins alone, what shall we do to the other sites? So what will happen to the San Ignacio Ruins is can be used as a template or the researchers can recommend to the IA the proposals and feasibility studies on adding tourism related businesses near the ruins to boost the site.

REFERENCES

Chen, C.-Y.; Sok, P. & Sok, K. (2008). *Evaluating the Competitiveness of the Tourism Industry in Cambodia: Self-assessment from Professionals*

Debrabrata, S., & Debabrata, S. (2013). *Social Impact Assessment of Porjects Involving Land Acquisition in India*

Gartner, W. & Tuck, B. (2014). *Examining the Economic Impact of Tourism: Who gets to claim the Gold?*

Kausar, D. R.; Nishikawa, Y. (2010). *Heritage Tourism in Rural Areas: Challenges for Improving Socio-economic Impacts*

Kumar, J. & Hussain, K. (2014). *A Review of Assessing the Economic Impact of Business Tourism: Issues and Approaches*

Liao, J.; Qin, S.; Zongbin, D. (2013). *A review and reflection of research on the Sociocultural Impacts of Tourism since the 21st Century*

Lorat, D. (2006). *Events and Tourism: An Environmental Approach and Impact Assessment*

Lupoli, C. A.; Morse, W. C.; Bailey, C. & Schelhas, J. (2012). *Assessing the impacts of int'l volunteer tourism in host communities: A new approach to organizing and prioritizing indicators*

Marin, D. (2015). *Study on the Economic Impact of Tourism and of Agro tourism on Local Communities*

Pavlic, I.; Portolan, A.; Puh, B. (2015). *The Social Impacts of Tourism on Local Community's Quality of Life*

Roe, P.; Hrymak, V. & Dimanche, F. (2012). *Assessing environmental sustainability in tourism and recreation areas: A risk-assessment-based model*

Schianetz, K.; Kavanagh, L. & Lockington, D. (2007). *Concepts and Tools for Comprehensive Sustainability Assessments for Tourism Destinations: A Comparative Review*

Vareiro, L., & Mendes, R. (2015). *Residents' perspectives on tourism impacts of Portuguese World Heritage historic centers: Angra do Heroísmo and Évora*

Wells – Dang, A. (2015). *Prospects for Regional Cooperation on Environmental Impact Assessment in Mainland Southeast Asia*