

CONSERVATION VALUE OF THE MIAGAO CHURCH WORLD HERITAGE

SITE: HOUSEHOLD SURVEY IN SAN JOAQUÍN, ILOILO

A Research Project

Presented to

The Faculty of the Division of Social Sciences

University of the Philippines in the Visayas

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ABSTRACT

St. Thomas de Villanueva, one of the oldest churches in the Philippines, is an outstanding legacy of the Augustinian fathers. It was declared a national landmark in August 1, 1973 by virtue of Presidential Decree No. 260 and in 1993, it was prescribed by UNESCO as a World Heritage Site under the title "Baroque churches of the Philippines." Using CVM and TCM as tools to determine the economic valuation of the church, the San Joaquin residents were chosen as respondents of the study. The mean WTP, as determined by Turnbull formula, was Php 12.90. The social mean WTP amounted to Php 11,906.70 every year. The travel cost method failed to determine the demand function of the church because the respondents primarily considered the church as a religious entity rather than a recreational site. Also, the substitution effect of San Joaquin church was not taken into account. Although the San Joaquin respondents revealed a modest valuation of the church, church fund for conservation and restoration efforts does not have a problem. Miagaowanons, OFWs, the local and national government financially support the preservation efforts of the church. Restoration schemes were the more important issues that confront the church.