

Corregir: Assessing the Statement of Heritage Significance and Stakeholders' Perspective as a Basis for Developing an Interactive Museum – The Case of Corregidor Island's Pacific War Memorial Museum | *Corregir: Pagtataya sa Pahayag ng Kabuluhan sa Pamanang Kultural at Mga Pananaw ng mga Kasangkot bilang Batayan ng Pagpapaunlad ng isang Interaktibong Museo– Kaso ng Pacific War Memorial Museum sa Isla ng Corregidor*

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Abstract

The paper focuses on the proposal of an interactive museum in the Pacific War Memorial Museum (PWMM) in Corregidor Island towards emphasizing the island's history. With this paper, there are three main objectives: to identify the heritage significance of Corregidor; to assess the current situation of Corregidor Island's

PWMM; and to determine the perspective of the stakeholders. Using a qualitative approach and a case study as a research design, the proponents conducted an in-depth interview to fully understand the perspective of the stakeholders. As a result, the proponents initiated the development of the current museum into an interactive museum in accordance to the heritage significance and perspective of stakeholders of the Corregidor Island's PWMM.

Nakatuon ang papel sa pagmumungkahi ng isang interaktibong museo sa Pacific War Memorial Museum (PWMM) sa isla ng Corregidor tungo na magbibigay-diin sa kasaysayan ng isla. Mayroong tatlong layunin ang papel: tukuyin ang kabuluhan ng pamanang kultural ng Corregidor; itaya ang kasalukuyang kalagayan ng PWMM ng isla ng Corregidor; at malaman ang mga pananaw ng mga kasangkot. Batay sa lapit na kalitatibo at paggamit ng case study, nagsagawa ang mga mananaliksik ng ekstensibong panayam upang maunawaan ang mga pananaw ng mga kasangkot. Bunga nito, sinimulan ng mga mananaliksik ang paglinang ng kasalukuyang museo tungo sa isang museong interaktibo ayon sa kabuluhan ng pamanang kultural at mga pananaw ng mga kasangkot sa PWMM ng isla ng Corregidor.

Keywords: Corregidor, Development, Heritage, Current Situation, Interactive Museum, Stakeholders

Mga Susing Termino: *Corregidor, Pag-unlad, Pamanang Kultural, Kasalukuyang Kalagayan, Interaktibong Museo, Mga Kasangkot*

Introduction

Museums can tell a story even by just showing a picture hanging on the wall. It can inform and educate even people who are not capable of comprehending words such as the people who did not start or finished their education, people with disabilities or senior citizens. It has the potential to communicate to the audience about what happened in the past and relate it to what is happening now. Not only art and entertainment are showcased in museums but also history that is important to be preserved. The traditional museums where artifacts are displayed with their information are being adapted for developments through interactive museums (Jasink, Faralli and Kruklidis 2017). The concept of an interactive museum was first introduced by Andre Malraux in 1947 (Malraux 1954). He visualized the concept of an imaginary museum that has no boundaries or walls, but filled with objects surrounded by their information. An interactive museum is the context of providing the desired meaning based from an artwork or collection being provided by the museum (Marlraux 1954). In Malraux's interpretation, there are collections that can be interpreted as another context (e.g.: a crucifix becomes a sculpture or a sacred effigy as a statue). Interactive museums are known establishments that provide an ideal environment for people who are already used to a classroom learning set-up.

According to Tam and Wai (2012), using multimedia and interactive technology in museums as a mode of learning allows students to develop a guide for learning of visual arts through appreciation and criticism. Technology engages students to look at artworks while thinking about various contexts related to the work, responding and listening to others' insights. Similar results were pointed out by Pop and Borza (2016)

in accordance to the impact of new technologies on museums. There are various ways done to develop and maintain an interactive museum. In the study of King et al. (2018) understanding current situations of the industry, making a development plan based on the visitor's evaluation and improving the interactive establishment for better visitors' experience are some of the ways which can be done to help with developing an interactive museum. The museum will thus be able to present an interesting image to its guests through an interactive, developed, and maintained museum (King et al. 2018). Furthermore, the development of technology has enabled new perspectives in museum development. Museums achieve competitive advantages through technological innovations such as providing touch screen displays, holograms, light-and-sound shows and the like; thus, provides better visiting experience and providing new developments in museum interpretation. Interactive exhibits allow participants to go beyond the traditional way of appreciation of art in museums.

A couple of emerging issues on museums and its development towards interactivity have been observed in past researches. According to Hashim et al. (2014), one of the biggest challenges in Malaysia is redefining traditional museums to an interactive museum that has emerged in many Western museum establishments to educate visitors in an enjoyable way. Findings show that "young adults tend to see museums as boring, didactic and unapproachable" (Mokhtar and Kasim 2012). Zerrudo (2008) highlighted in his book entitled "*Pamanaraan: Writings on Philippine Heritage Management*" that in the Philippines, people of today are interested in visiting museums because of its interpretation, which is text heavy and not interactive from the perspectives of the visitors.

The Pacific War Memoria Museum (PWMM) is located at the west side of Corregidor Island, under the jurisdiction of Cavite City, Province of Cavite, Philippines. It was established in 1968 by the United States Government to honour the American and Filipino Armed Forces who sacrificed their lives in the Pacific War during World War II (Lakad Pilipinas 2010). Through the years, the Corregidor Foundation Inc. (CFI) and several companies cooperated in funding the partial renovation of the museum. One of the important highlights of the museum is a stunning 6,000-square metre dome complex, where, every 6th of May at noon, visitors are requested to offer a moment of silence to honor the Fall of Corregidor. The museum houses the metal sculpture that depicts the recapture of Corregidor by General Douglas MacArthur. Those are some of the features of the museum and it is maintained for the future generations to also witness and experience the history of Corregidor. The tourist profile visiting the island were students having their educational tours and World War II veterans (Provincial Government of Cavite 2019).

This research paper assesses the museum's statement of significance (SOS) and the stakeholders' perspective as a basis for the development of PWMM to be an interactive museum. There were already plans and proposals coming from the national government specifically the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) to rehabilitate and develop the PWMM as an interactive museum (Palafox 2019). It is based from the Corregidor Island Tourism Master Plan conceptualized by the same agency. As an additional point of developing the museum, this paper will triangulate the SOS and the perspectives of the stakeholders

so as to be used as basis for developing the interactive museum. Within this paper there are three main objectives which are to (i) identify the heritage significance of Corregidor Island using the process of determining its statement of significance; (ii) assess the current situation of PWMM specifically on its management, exhibitions, facilities and infrastructures; storyline and maintenance; and (iii) determine the perspective of the stakeholders, particularly the Corregidor Foundation Inc. (CFI), Philippine Veterans Affairs Office (PVAO) the TIEZA, Sun Cruises, and a known and reputable Philippine historian who specializes in Military and World War II information, Dr. Ricardo Trota-Jose, Professor from the University of the Philippines - Diliman.

The scope of this study is limited to observations from Corregidor, and in-depth interviews with various stakeholders and archival evidence to collect certain opinions on the development of PWMM as an interactive museum. The findings from the in-depth interview vary depending on the views and opinions of each stakeholder. Museum development has a similarity in goals: to provide excellent visitor experience and to impart knowledgeable information about the place to the tourists (Lila Wallace-Reader's Digest Fund, n.d.).

The proponents wish to highlight the significant roles of stakeholders in the development of interactive museums and the preservation of history and heritage. The findings of the study will provide the CFI as a guide for the museum development. It will provide CFI the importance of the preservation and conservation of Corregidor Island as they continue to maintain Corregidor's image among tourists and serves as a guideline for any development programs that can be implemented in the museum. In addition, this research will help the CFI, PVAO and Sun Cruises in the continuous promotion of Corregidor as a tourist destination. Lastly, this research intends to provide informative data sources for future scholars and researchers that will serve as leading indicators researching about museum development.

Design

This research utilized the qualitative approach, in which stakeholders underwent the process of an in-depth interview in order to build a case study. Qualitative research involves conducting interviews with authentic and reliable people involved within the scope of a research topic, which will be the source of a deep understanding on a phenomenon found in a certain locale (McLeod 2017).

Subject and Subject Site

The research locale of the study was in Corregidor Island, which is under the Local Government Unit of Cavite City, Province of Cavite. Corregidor is a tadpole shaped rock formation and approximately three-square miles (Aluit 1970). It is strategically located at the entrance of Manila Bay for the inspections of ships before entering the city and the defence of Manila. Specifically, the research study was concentrated to the context of PWMM, which is located in its highest peak of the island along the road to Mile Long Barracks. PWMM is a small museum built in the year 1968 by the US Government that houses Filipino-American war memoirs to commemorate the

people who fought and died for the Pacific Region during the Second World War (Lakad Pilipinas 2010).

Data Measure

In this research, the researchers prepared an in-depth semi-structured interview, which was effective for the proponents to ask further questions for additional information. An in-depth semi-structured interview includes specific questions for a person who an expert in a specific field (Steber 2017), in this case the stakeholders. Through the utilization of archival research, the researchers were able to include primary sources such as books and transcribed recordings; and photographs and clippings as secondary sources to know the history and the current situation of museums (Pearce-Moses 2005). Lastly, the researchers observed the natural setting of Corregidor Island for physical evidence such as the storyline, exhibition, facilities and infrastructure; and maintenance (Madhukar 2012). These data measurements were used in order to gather data and help the proponents to determine the statement of significance of PWMM and the perspective of the stakeholders for the development of an interactive museum.

Data Collection Procedure and Ethical Consideration

The researchers produced copies of letters, signed by their research adviser and the group leader, sent to the stakeholders asking for permission and notifying them about the in-depth interview to be conducted with one of the authorities of their office. After sending out the letters, the proponents waited for the approval of the stakeholders regarding the in-depth interview with a liable officer of their bureau. Once the stakeholders approved the request for an interview, the researchers asked for a free schedule of the officer at their most convenient time. The stakeholders were the representatives from the CFI (the current management body of the island), PVAO (the official coordinating body between the management of the museum and the World War II veterans), SCI (the private institution arm for tour and transportation services inside and outside of the island) and Dr. Ricardo Trota-Jose (Professor from the University of the Philippine – Diliman, a renowned military and World War II historian of the Philippines). In the context of implementing the in-depth interviews, the researchers provided guide questions to highlight the specifications needed for the research paper. Along with the in-depth interviews, the proponents gathered data through archival and documentary researches (e.g.: books, journal articles, government and non-government organization plans and documents) and observation within the area of the study. In the context of the observation, the researchers used the Cultural Heritage Mapping Template (Zerrudo 2008), which is based from the frameworks used by the National Commission for Culture and the Arts (NCCA) and the University of Santo Tomas Graduate School – Center for Conservation of Cultural Properties and the Environment in the Tropics (USTGS – CCCPET). The template determined the heritage significance of the museum and the island especially in the context of its history, aesthetic, architectural, landscape and setting; social and symbolical aspects. It also highlights the current situation of the museum such as the management, facilities and amenities; storyline and the maintenance. Afterwards, the proponents analyzed the findings they have gathered from the data collection through the use of thematic analysis. Once they had fully read and understood the findings, the conclusions and recommendations for the area of study were formulated.

The letter requested for the stakeholder's consent if they wanted the interview to be conducted because they had the choice to deny or approve the request of the proponents. Also indicated in the letter were the necessary information and purpose of the study in order for the stakeholders to be fully informed on what is the scope of the topic. After the stakeholders confirmed their attendance on the interview date, the researchers conducted the actual interview. After the interview, the researchers provided a consent form that was filled-out and signed by the participants. During the interview proper, the researchers treated them in an ethical and professional manner. The proponents avoided offensive or discriminative language. Any information given to the proponents was handled with confidentiality.

Mode of Analysis

The proponents followed the thematic analysis, which identified patterns or themes in qualitative research (Castleberry and Nolen 2018). This involved the gathering of data, creating sub-themes, and formulating ideas from the findings. In a thematic analysis, the proponents narrowed down the statement of significance of PWMM. Once the research was conducted, the proponents analyzed the gathered data from archival research, observation, and interview. The collected information was decoded into various sub-themes that produced different keywords. Relationships from the keywords would create a pattern.

Findings

In the context of highlighting the significance of the research paper, this strengthens the research outputs especially in determining the heritage significance of Corregidor Island especially on its historical, architectural, aesthetic, landscape and setting; social and symbolical aspects; to identify the current situation of the PWMM especially on its management, storyline, facilities and infrastructures and maintenance; and to assess the stakeholders' perspective on the development of the PWMM.

The Gift of Yesterday: The Heritage Significance of Corregidor Island

The Island of Corregidor, along with the other islands around it namely El Fraile, La Monja, Carabao and Caballo, was geologically once part of an active volcano (Pacific War Memorial Museum 2019). When it erupted, it was dispersed into five islands. Due to the eruption, the location of Corregidor is now considered ideal because it is very accessible to many. It is a self-sufficient island, which helped the local people survive, without the need of going to the mainland for resources. Along with these resources were the fauna of the island such as birds and monkeys. The flora is also lively with many kinds of plants and flowers that people can see across the island.

According to Dr. Jose, Corregidor had three invaders - Spaniards, Americans and the Japanese. However, Chinese traders came to Manila or to nearby places along Luzon and Visayan Islands where they bartered their products with the natives or Spaniards (Callanta 1989). Chinese pirates led by Limahong came to the island in 1574. With him were fifteen hundred women, two thousand soldiers and seamen, and artillery pieces, muskets swords and sailing ships (Morningstar 2018).

Stories about Corregidor Island started with a legend. These various versions of the legend were passed on from generations, in which, one was about Mariveles, which housed nuns and priests. One of the priests fell in love with a nun and they decided to elope and escape from their warders. They travelled on muddy grounds from Bataan to Cavite riding a horse (caballo) but since horses were not made to walk on mud, the lovers decided to transfer on a water buffalo (kalabaw). They almost reached Cavite but the Spaniards saw and judged them. With that, they were separated forever; hence, the names of the islands “El Fraile” (priest); “La Monja”, (nun); and “Corregidor” as the Spanish guard between them (Aluit 1970; Pacific War Memorial Museum 2019; Provincial Government of Cavite 2019).

The real story of Corregidor however, has a wider content than the most popular story, which was mainly focused on World War II. Corregidor was originally a home to the Filipinos who were concentrated in an area called Barrio San Jose. The barrio is the center of all way of life and camaraderie among individuals. Life was well until the Spanish colonization reached the Philippines and they invaded the island. Spaniards made initial fortifications around the island and its neighboring islands except for La Monja, which made the defense of Manila Bay stronger. Spaniards created a civilization within the island for a better way of life. During the Spanish era, Corregidor was a checkpoint for the “Bapor” - ships that carried goods during trading (Aluit 1970).

After to the Spaniards, Corregidor was dominated by the Americans led by Commodore George Dewey in 1898. During this time, the Americans made buildings such as hospitals, movie houses and schools. They also made recreational establishments such as a golf courses and resorts. Military fortifications were also advanced during their time. Minefields were implanted connecting Corregidor to Bataan which can be triggered with a push of a button and it would explode on those ships that could be potential threats to the island. Modifications on the coastal artillery made by the Americans were the only way to stop big ships from going near the island. The coastal artillery was a group of guns of different sizes that had a range of three miles. The majority of the battle tactics were developed during the American period. They even intervened with the natural landscape of El Fraile to make its appearance like that of a battleship; used as a battle tactic to confuse the opposing side (Pacific War Memorial Museum 2019).

Corregidor was ready for battle in World War II. Japanese troops planned to conquer Australia routing through Corregidor and also to conquer the island along the way. The Japanese thought they could penetrate Corregidor within days and then proceed to Australia (United States High Commissioner to the Philippine Island 1942).

Because of the frequent appearance of the Americans during the war, there was still a strong presence from Filipinos as a supporting society. There were Filipino scout regiments, a multitude of soldiers, and even engineers, teachers, nurses, doctors, etc. who stayed and supported the American officials. This justified that efforts were given from both nationalities - the Americans contributed to technology and the Filipinos added up to the manpower (Vargas 1943).

The engineering of strong and reliable batteries and cannons also took place during the war as part of the Americans' battle tactics. El Fraile was partly landscaped to resemble a battleship-like structure from afar. It was made out of concrete and still stands today. The Americans also built the Spanish monument to honor the Spanish fort that was once there before the battle of Manila Bay. The architectural structure that existed in the island today had been influenced by both the Spaniards and Americans (Republic of the Philippines 2019).

The earlier history of the island was not known to many. Most people think Corregidor is a part of Bataan province but in fact, its administration falls under the province of Cavite (Provincial Government of Cavite, 2019). Knowing the events that happened in Corregidor can help people understand the history and pass it on to the next generation. The problem is that, as time passes, people lose interest in history.

Corregidor has been a witness to different social events. The most important event that was implemented during the time when residential communities can occupy the island was Miss Corregidor, a small social activity arranged in Barrio San Jose. One of the well-known events in Corregidor, by virtue of law, is the Fall of Corregidor, on May 6, which commemorates the fallen soldiers who fought during the war. During its 25th anniversary in 1968, the president of the Philippines and the US ambassador during that time agreed to remember our heroes by building the Pacific War Memorial. Another significant event is "The Tribute to all Filipino Heroes" which is celebrated every April 7 to honor the living veterans of World War II.

Before the war, there were people residing in the island which was called the "Corregidorians"; with them living in the island together with the military men, they somehow had an interaction and acted as the support system of the military as they helped them. Today, people are not permitted to reside in the area due to its exclusivity as a tourist site. This is to preserve the significance of the island especially in the context of World War II and it is sentimental area to the war veterans because of their experiences and the memory of their comrades who died in the battle.

The events that happened in Corregidor highlighted the heroism of the fallen Filipino and American soldiers, which was also the symbol of the Filipino-American friendship. This is the reason why tourists visit Corregidor partly because of their curiosity to its history (Palafox 2019). It is a reminder of the sacrifices of the soldiers who fought during the war. As a result, tourists make an effort to visit the island in order to feel the sacrifices before.

In addition to the story of Corregidor, MacArthur once blamed Wainwright for surrendering the three islands to the Japanese. When the American Soldiers fought with the Japanese, they found an ally through the Filipinos. During the war, Corregidor became the seat of the Commonwealth Government for the months. The cabinet of President Quezon was also with him - Osmeña and Romulo. The Americans and Filipinos won the war against the Japanese.

One of the major events after the war was the return of the Corregidor Island to the Philippines by the Americans. The American flag was lowered and the Philippine flag was raised. It was a sign that Corregidor belongs to the Philippines again. In

March 18, 1968, a tragic event took place in Corregidor where a great number of people died. The Jabidah Massacre was held during Former President Ferdinand Marcos' reign where he had a commando team, who were twenty-seven (27) Muslim youths, which are included in the "Operation *Merdeka*" (Curaming and Aljunied 2012). "Operation *Merdeka*" is an allegedly plan of the Marcos administration to conquer and regain the ownership of Sabah from Malaysia (Bantayog Foundation, 2015). The commando team were trained at the Corregidor Island. But because of the public revelation of the late Senator Benigno "Ninoy" Aquino Jr. about the plan, the Marcos administration allegedly killed them all.

Since 1988, Sun Cruises has become the main company to provide transportation and tour services going to Corregidor (Sun Cruises 2018). In the past, the Philippine Navy provided free ferries to the island, a journey which took four hours from Manila Bay. Today, fast crafts are being used to transport tourist from Manila Bay to Corregidor Island. The travel time will take at least one (1) hour and fifteen (15) minutes. Based from the researched conducted by the Commission on Audit (COA), the tourist arrival per annum of the island is approximately sixty-two thousand (62,000) (GMA News and Public Affairs, 2019)

Rise of the Fallen and Corregidor Refortified: Current Situation and Stakeholders' Perspective on the Development of the Pacific War Memorial Museum

The current situation of the museum is discussed through the concept of highlighting the management, sustainability, development, infrastructure, storyline, artifacts, safety and security especially for the artifacts and its maintenance. Four major perspectives must be examined and assessed. These are institutions and people that are coordinating hand-in-hand for the development and conservation of Corregidor Island and its related sites and structures, including the museum.

In the management aspect, it was highlighted that there should be a context of partnership and collaboration between the immediate stakeholders such as the CFI and SCI. This will entail the premise of continuous development and sustaining current programs and projects that were already implemented. With regards to the museum policies, there are no concrete measures on how to conceptualize and implement it based from the standards of the management and even by other stakeholders. But the rules and regulations are guided by National Historical Commission of the Philippines (NHCP) guidelines for administering and managing museum spaces. The management lacks resources to properly maintain the museum including its artifacts and there is a lack of securing the artifacts such as manpower to properly monitor each building in the island. Moreover, the museum management should consider the current situation of the museum before developing the establishment. It was highlighted that it is not the budget but the current management which is the main problem of the museum. Also, the veterans' perspective should also be considered in development plans for Corregidor. The whole island has a sentimental value for it symbolizes their heroism. The museum must also showcase the history that enable the present to preserve its story through its development and pass it to the future generations. Museums are not just sites for history but can be a place for education.

For the sustainability aspect of the museum especially on implemented programs and projects, there are no sustainability measures for it. This is because of insufficiency on financial requirements since the organization is basically depending on the availability of donations coming from donors (private institutions) and even from the World War II veterans. In the context of island sustainability and tourism, there should be more commercials (advertisements and promotions) regarding the island through marketing paraphernalia. Once the paraphernalia has been distributed to the market, it would generate more tourists in the island. With this, there would be more revenues for them to use for the maintenance of the museum as well as the other expenses it needs.

In the context of museum development, it was raised by all stakeholders that there is a need to comprehensively develop the museum especially on its facilities, amenities, infrastructure, storyline, artifacts setting, maintenance, safety and security; and business development specifically on tourism. In the context of tourism, there was an existing Tourism Master Plan for Corregidor, but it must be reviewed and developed since there are trends and current issues that are being experienced and considered as an external factor.

PWMM infrastructure is also an issue for some of the stakeholders. Spanish-influenced architectural design must be incorporated since that Corregidor Island is not only related to World War II. Since PWMM is a museum that depicts the story of the island, it is the right time to change the context of it and make it as comprehensive so that it will not only highlights World War II but it will also reflects to the modernity of the current architectural design of the building. This must be rehabilitated and must anchor the landscape and setting of the island. If the building will be rehabilitated, it cannot expand since there is only a limited space for its current location.

Having a storyline for a museum is a basic entity that must be develop and enhance. In the context of PWMM and the perspective of the stakeholders, all of them agreed that there are problems on the construction and orderliness of the storyline. The museum storyline is all about World War II and other related events happened in the island. This must be reviewed and be changed since there were different historical events and conceptual eras happened (e.g.: pre-Hispanic, Hispanic, American, Japanese and the Third Republic), respect to other cultures; that although the museum was built by the Americans, other cultures, such as the Spanish, Japanese, Chinese and Filipino culture, should be considered in the storyline of the establishment, the lives of the non-officers (nurses, doctors, engineers, and other civilians), which contributed a great deal during the war. In the context of other venues of disseminating proper information about the significance of the island, the management are providing trainings and seminars for their tour guides. In relation to the conceptualization of a revised Tourism Master Plan, the storyline of the museum especially the intro-text and extro-text was not included. This only means that in the current context of development for the island, the museum storyline is not a priority. That is why there must be an initiator to provide proposals in the inclusion of the museum storyline in the development of the Tourism Master Plan. Lastly, it was also highlighted the importance of implementing an interactive museum for PWMM. Once

it is developed as an interactive museum, it will entice younger generations to visit not only the establishment but also the island itself.

In relation to the storyline, it is also important to consider the artifacts available in the museum, which will provide a concrete and tangible evidences to the claimed stories. For the PWMM's situation, most of the artifacts present were donated by World War II veterans. Some were reproduced and made by the management so that they could provide a tangible representation. One of the artifacts observed by the researchers present in the museum is the cannons. Cannons are one of the Filipino-American soldiers' defenses from the Japanese invaders. If large ships, heading to Manila Bay, will not stop in Corregidor for the clearance check, they will be fired upon. They manually compute for the trajectory of the target that's why their shots are really precise. However, these are not highlighted today inside the museum. The management must provide more artifacts that will highlight some of the stories of the island.

One of the ways to sustain a museum is by implementing a constructive program for its safety and security; and maintenance especially on the artifacts available. Proper safeguarding and preservation of artifacts are not followed because the museum has no guidelines and there are no safety measures for proper maintenance of the artifacts and no close circuit television (CCTV). In this context, it is important to consider the perspectives of the other stakeholders on the museum artifacts' safety and security, but they must consider the limitation of the financial capabilities of the management. The NHCP has set of rules on how to properly maintain the museum and provisions to penalize if there are violations. It is also stated that there is an existing "disguise guard" inside the museum that acts and looks like a tourist but rounds the area to properly guard the artifacts. Some of the stakeholders stated that it will be more secured if there are CCTVs in the museum.

Discussion

When it comes to museum development, there are various organizations that are involved in managing and operating the museum. These stakeholders have varying notes and opinions but they work towards a common goal which is to cope with current trends to develop the museum to gain tourist interest about the significant history of PWMM. One way to obtain the increase in market of cultural institutions, like museums, is to differentiate their product to appeal the growing and ever-changing learning preference of tourists today (Ernst et al. 2015). The managing body of museums should be responsible to inspire visitors to learn and understand about the authenticity of what the museum defines (Bertolano et al. 2018; Loach et al. 2017). Therefore, the management must adjust to what is suitable for the interests of the market; this process is part of sustainable development. These previous studies go in accordance with the agreement between the stakeholders for the development of PWMM to gain more tourists and coping with the trends while keeping the story of the area highlighted in the museum. In line with the development, a specific technological advancement trend called Augmented Reality is suggested by PVAO. It is similar to virtual reality, which involves the use of wearable gadgets or a virtual room to stimulate the senses of the user. This would highlight the story and the significance of the island by means of using interactive features such as touch screen

gadgets, robotics, creative-based interior design and intellectual games. This caters to all types of market: children and adults alike and attends to their entertainment, education and interpretation of what is inside the museum (Yilmaz 2016). Augmented Reality is a method used to make learning more interactive and realistic than merely looking at a still image (Tussyadia et al. 2017). Previous museum development projects from other countries has led to increase and tourists thus increasing the revenue of cultural tourism establishments (Richards 2001). Some of the examples in the Philippines that uses augmented reality are the Quezon City Experience Museum (QCX) and the Marcos Trail Museums in the province of Ilocos Norte (Bertolano et al. 2018). The stakeholders of PWMM stated that the tourist influx in the museum will be a big help for the development of museum because they will help in the revenues that the museum will get.

Due to its strategic location, the Spaniards initially fortified Corregidor for the defense of Manila Bay; it was then continued by the Americans. A few years after, the Japanese entered became part of the picture. According to the stakeholders, the Japanese planned to invade the island within days before moving towards Australia (Aluit 1970). After the announcement of invasion, they failed to conquer the island. As a result, their troops from Australia were assigned in Corregidor to help their fellow soldiers. Moreover, they abled to overpower the men of the Philippines and America which eventually led to the Fall of Corregidor (Aluit 1970).

The museum should also focus more on the Filipino tourists because they lack interest when it comes to learning the historical context of a place. Based from the Philippine National Tourism Development Plan 2016-2022, foreign tourist has more interest in going to galleries and museums to understand the culture of a destination while the local market has lower rates in museum visitation (Department of Tourism 2017). Low support rates from the local market is a visible result of inadequate promotion of the museum that should mainly come from the governing body.

According to Wilkening and Donnis (2008), authenticity in a museum perhaps is the most critical attribute of a museum. In order for the public to believe that the museum is legitimate, the museum should not claim that their artifacts are real. Instead, the museum must let the tourists interpret how truly authentic the exhibit is through building a strong sense of storytelling. When a museum dictates its authenticity without sufficient evidence, the tourists will question why that claim was released if in fact there is still a hole to be filled. In decision making, the parties of the consultative body should have a say on everything. According to the stakeholders, having a consultative body will help the museum management in deciding what benefits museum the most. For Cleven and Terry (1988), consultative process involves participation from the parties involved in making the decision, the right to present reasoned argument, and proved pieces of evidence for the materials that they favor.

Conclusion and Recommendation

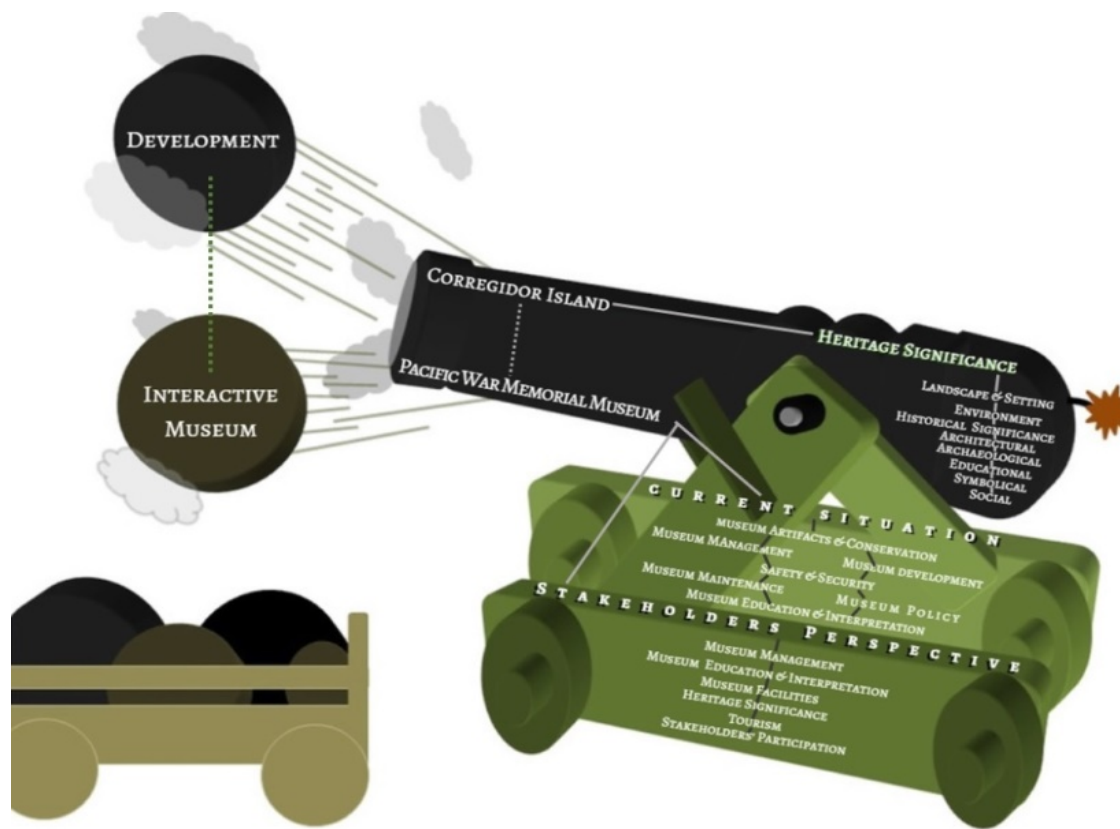


Fig. 1 Museo Corregidor's Cannon Model. Source: Museo Corregidor

The three objectives of the study: (i) to identify the heritage significance of Corregidor, (ii) to assess the current situation of PWMM, and (iii) to determine the perspective of the stakeholders with regards to the development of the museum. Based from the findings, knowing the heritage significance of Corregidor is important for it is the foundation for the development of PWMM. The heritage significances were clearly identified by the proponents through knowing the importance of each establishment, monument, and statue in Corregidor. The proponents were able to gather data through the help of the files given by the stakeholders and archival evidence. For the current situation of the museum, all of the stakeholders highlighted that the museum is boring. It does not contain facilities that may entice the tourists to know more about the content of the museum. Also, the lack of flow affects how the tourists interpret the significance of the island. This enabled them to propose recommendations to the management for the betterment of the museum. Lastly, the current situation affected the decisions of all of the stakeholders who were in unison for the development of PWMM into an interactive museum. With the means of effective advertisement, the island along with the museum will be able to gain more tourists, which will help the island's economic status.

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Online Supplementary Material

Cultural Heritage Mapping of Corregidor Island

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