

# A MUSEUM MANAGEMENT PLAN FOR ARTS AND CULTURE OFFICE AT SUAN SUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

Abstract— This paper is purpose to study and survey a effectiveness and potential A Museum Management Plan for Arts and Culture Office at Suan Sunandha Rajabhat University as a survey research. The sample population is executives and faculty staffs, including persons related to The Arts and Culture office at SSRU (Suan Sunandha Rajabhat University total: 6 persons. The tools of research is used in the research as in depth interview which, the researcher distributed in-depth interview form. The obtained data was brought to conduct content analysis by brainstorming from expert academicians, as well as, persons related to university management of Rajabhat University in order to design A Museum Management Plan for Arts and Culture Office at Suan Sunandha Rajabhat University.

From the study results, it is found that a management plan for arts and culture office at in the beginning the The Arts and Culture office should analyze their SWOT and then try to do the marketing plan for promoting this office including the management plan.

Keywords— Suan Sunandha Rajabhat University, museum management, Tourism management

## INTRODUCTION

The service and tourism industry in Thailand is very motivative and attractive for every tourists around the world to gain more attention to both aspects of the arts and culture that lead to Thailand is the most popular tourist destination for tourists around the world.[1] The number of tourists increase dramatically in each year until this year 2011 there are approximately 15 million tourists visited Thailand, moreover it is the industry generating many relevant business as, in each year, it can generate income into the Country in foreign currency for hundred billion Baht. , [2] The Tourism Authority of Thailand (TAT) notice the tendency of tourists who would travel to Thailand in 2016, total 30 million tourists, generating income approximately 2.0 Trillion Bath.

While, the sustainable tourism is the core of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment and shopping. It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives). [3] (Weera, 2015) There is now broad consensus that tourism development should be sustainable by the way, the question of how to achieve this remains an object of debate. These can be seen that sustainable tourism is significant kind of tourism that consist in the whole tourism industry.

Rajabhat Universities were formerly called Rajabhat Institutes and originally formed the teachers college system. In 2004, King Bhumibol Adulyadej collectively elevated them to be universities. Most provinces have one and they are generally easier to gain admission to than the "public universities" (formerly the government universities). Most Rajabhat Universities offer graduate degrees, some even to the doctoral level. This university is important for Thai people similar to the temple which is important for Thai culture in the past time [4] (Weera, 2017) The school has influenced with Thai life, art and culture of Thailand that Thai school is not only important for Thai social, local life, art, culture, but also it is the place that provide education, village meeting place

This study was conducted in order to determine and study a museum management plan for arts and culture office at Suan Sunandha Rajabhat University. It leads to study to promote the The Arts and Culture office at Suan Sunandha Rajabhat University to the tourism market and gain more reputation for Suan Sunandha Rjabhat University that have their own cultural identity and different for other University in Thailand

## OBJECTIVES

- A. To study the environment of culture tourism management for the Arts and Culture office at Suan Sunandha Rajabhat
- B. To plan a museum management for arts and culture office at Suan Sunandha Rajabhat University.

## RESEARCH METHODOLOGY

In this study, the researcher did the literature review as collecting all data about history of SSRU especially in case of Arts and Culture Office. However, the researcher finds out and analyses the statistic about SSRU. The management theories are reviewed for example, [5] Peter F. Drucker, Thomas J Peters, Edward Deming, and Douglas Murray McGregor. Moreover, the researcher has to analyze the situation of Thai tourism.

This paper is set up as the form of qualitative research methods which, is also a survey research and able to be described the details of research project was carried out as follows: [6] (Vichit, 2010)

Phase 1: The studies and collective the relevant documents and data for research.

1.1 The researcher studied and collective related documents such as the history of Suan Sunandha Rajabhat University and The Arts and Culture office at Suan Sunandha Rajabhat

1.2 The researcher took the data and documents that synthesized to guide the conduct of research.

1.3 Summary of the synthesis document to be used in carrying out the research a step further.

Phase 2: To survey components of environment of culture tourism management for the Arts and Culture office at Suan Sunandha Rajabhat

2.1 The researcher studied the documents related research leading to the development of the tool for research as in-depth interviews which, is a question for the interview as open The point of the interview question and the content is the same for the despondences to study the availability of cultural tourism of The Arts and Culture office at Suan Sunandha Rajabhat University.

2.2 The population is the people who involved with the management of The Arts and Culture office totally 6 people.

2.3 The researcher analyzed using content analysis from in- depth interview documentation and doing the research report paper.

Phase 3: To plan a museum management for arts and culture office at Suan Sunandha Rajabhat University.

3.1 Based on the results from content analysis and to draw conclusions and write plan a museum management for arts and culture office at Suan Sunandha Rajabhat University

## RESULTS AND DISCUSSION

Planning of a museum management for arts and culture office at Suan Sunandha Rajabhat University University have the objectives to study the elements of management affecting the Arts and Culture office and to Guideline of Cultural Tourism Management for The Arts and Culture office at Suan Sunandha Rajabhat University study. The researcher utilized a qualitative research model, and the tools utilized in research procedure are in-depth interview having questions for open interview from academic experts, as well as, persons related to the Arts and Culture office, total: 6 persons. The persons included in this research consist of executives, faculty members, the Arts and Culture office around the University which are knowledgeable and experienced persons.

The researcher arranged discussion meeting regarding the study of the Planning of a museum management for arts and culture office at Suan Sunandha Rajabhat University therefore, the researcher hereby presents the analysis of interview forms as follows:

The interview forms for the study of readiness in the Planning of a museum management for arts and culture office at Suan Sunandha Rajabhat University:

### **The first interviewee (Asst.Prof.Dr.Nipon Sasithornsawapa as Dean of Faculty of Humanities and Social Sciences)**

Actually, we should have some plans for motivate the cultural tourists. The responsible executives must have the role in decisive decision making importantly, must make the plan and communicate to responsible of Arts and Culture Office using the Rajabhat Universities as the hub to all relevant regions, namely community, folk sage, tourism technician, , marketing personnel, entrepreneur, tour guide, for example the Universities wish to develop cultural tourist attractions, the excellent expert of the community, technician from the Ministry,

community are invited to jointly develop the tourist attractions the relate with Arts and Culture Office. Our Universities should prepare short-term plan to be an urgent plan, conduct survey and observation in successful tourist attractions in order to apply and issue policy and find a strong point of the Universities to be a selling point supported by budget in order to encourage our Arts and Culture Office to be as a cultural tourism. .

**The second interviewee (Ms. Natenapa Luangsa – art as Head of Hotel and Lodging Business Program)**

Our SSRU should promote seriously Arts and Culture Office in term of cultural tourism. We should do more public relation plan for all tourist who interest museum travel. However, we should try to produce our own souvenirs for tourists who come to visit our museum and motivate them to buy more our product. There are our varieties of Thai food to present and sell to all tourists as a lunch or dinner meal.

By the way, we should ass more our sign map, history booklet, video, DVD for tourist who interested our museum as a arts and cultural tourism.

**Third interviewee (Asst.Prof.Rewadee Intarakummerd as a former Head of Tourism and Hospitality Industry Program)**

Our university has our identity as a royal palace belong to King RAMA V until year 1932. It was changed to be as the educational instate. However, we must manage our internal environment and Arts and Culture Office which our management team must focus to promote this project. Then Arts and Culture Office should renovate all the environment and architecture to be as a old royal palace and also set up the activities that related with the cultural tourism as Thai cuisine, Thai royal costume, and royal museum. Then we have to promote our identity via social online as facebook, line, and website.

**The forth interviewee (Mr. Anantachai Aeka as a Director of Arts and Culture Office)**

in case of guideline of tourism promotion to our Arts and Culture Office, I am behalf of director of this office, we normally renovate our physical environments however, our public relation is not too strong driving but we already find the partnership with the Museum Siam which have 40 museums in our cooperate in order to promote more tourists especially, we have Saisuthanoppadol Building that is promoted to be award of arts and culture which congratulate award from Her Royal Highness Princess Maha Chakri Sirindhorn.

Moreover, we have a building 27th or Saisuthanoppadol Building which is the museum and knowledge resources from the consort of a prince so that we set up Thai traditional music, dancing costume and build more car park and rest room for Thai and international tourists.

**The fifth interviewee (Asst.Prof.Chantouch Wannathanom as Head of Tourism and Hospitality Industry Program)**

In my point of view, it is not only our university to run the tourism promotion but also all sectors have to do this project as government, BKK governor, communities. However, we firstly emphasize on our tourism SWOT to make our selling point such as our royal palace people, our architecture, and traditional food then we should analyze external environment as our community, tourists, Thai people, and Tourism business. It leads to make as opportunities to set up a tour program that relate with a museum, temple, royal temple, Dusit zoo including a shopping place as Banglumpoo, Kao san road.

In case of tourism promotion, I would like to focus on several dimensions that we should integrate many interesting point as SSRU hotel, Thai traditional food, Thai traditional show, Thai traditional costume with our Arts and Culture Office to be as one stop service for cultural tourism. Moreover, we have to use many kinds of media as facebook, Instagram or website to do more advertising for tourist group who interested to visit real Thai culture. By the way, we must manage our Arts and Culture Office run as private business which looks more interesting and amazing of operation. If we can run our Arts and Culture Office as a private sector, our Arts and Culture Office will gain all kind of tourist as child, kid, international tourist, family group to visit our museum on long run business.

Lastly, I think this project can be definitely do because our Arts and Culture Office get the license from Thai Fine Arts Department, according to it is older than 100 years old as to be National Historic Site but we must intend to do and run as private segment to do and done before.

### **The sixth interviewee (Mr.Krittatouch Tuntinitikul as President of Tourism and Hospitality Industry student)**

Our SSRU should firstly give and educate all about our history to all students, SSRU staff because they will be as a SSRU tour guide when the tourists come to visit our university and Saisuthanoppadol Building. In additional, internal environment should be adjusted such as car park, some buildings, restrooms because they can motivate more the tourists when our facilities are ready to service.

### **CONCLUSIONS**

The researcher reviewed the literature and collects relevant research papers to develop into an in-depth interview and analysis the data in the form of Content Analysis found that Guideline of Cultural Tourism Management Case Study The Arts and Culture office at Suan Sunandha Rajabhat University. The Art and Culture office should be a group or agency that will work to manage the tourism of the Museum of Arts and Culture seriously that separate as the division of duties clearly. It may be provided by university personnel and other relevant agencies together with faculty and students to promote cultural tourism.

The group is responsible for the promotion of cultural tourism by the Arts and Culture office. The Suan Sunandha Rajabhat University should be supervised and explored, and the points that need to be improved within the university to promote cultural tourism. Consistently, the researcher did the the in-depth interviews Ms. Natenapa Luangsa – art as Head of Hotel and Lodging Business Program it was found that there should set up the sign map and the way to visit the Arts and Culture office to tell and promote more people to visit which consistent with Asst. Prof.Chantouch Wannathanom as Head of Tourism and Hospitality Industry Program commented that the improvement and convenience of the parking area was adequate for those who came to travel and visit our museum.

In additional, the Arts and Culture office should operate the story of history of the university. Suan Sunandha Palace and the Arts and Culture office that consistent with Asst. Prof.Dr.Nipon Sasithornsawapa as Dean of Faculty of Humanities and Social Sciences said that the Department of Art and Culture office should provide the information to spread abroad to the perception in order to encourage tourists to know our history and the important of cultural tourism. This is exactly the same as the commentator's comment who is Asst.Prof.Rewadee Intarakumnerd as a former Head of Tourism and Hospitality Industry Program said the all the students should visit the Arts and Culture Office to know that the value and know how important which is the of the most beautiful places in Bangkok. This place is licensed and award from Thai Fine Arts Department to be as a National Historic Site that is more than 100 years old where cannot be repaired or rebuilt without the permission of the Department of Fine Art. This place is the great cultural value, students should be well-acquainted, have introduced and proud of our university that we have the opportunity to study in ancient places and cultural values.

At the same time, the group responsible for tourism administration and management of the Arts and Culture office in Suan Sunandha Rajabhat University must have own context of the department which must be explored. This is a good way to promote cultural tourism in the context of the interview as Mr. Anantachai Aeka as a Director of Arts and Culture Office said that we have a building 27th or Saisuthanoppadol Building which is the museum and knowledge resources from the consort of a prince so that we set up Thai traditional music, dancing costume and build more car park and rest room for Thai and international tourists. If the Arts and Culture office in Suan Sunandha Rajabhat University promote cultural tourism seriously the the Arts and Culture office is to be cooperated with the Bangkok Metropolitan governor for example, signs are made to measure accurately and clearly in many different ways. Include a sheet of information. The importance of our culture is Saisuthanoppadol Building where the important buildings as well as interesting activities within the university is cooking Thai traditional food, Thai traditional massage.

When the Guideline of Cultural Tourism Management for the arts and culture office is more clear and concrete as above. The Art and Culture office at Suan Sunandha Rajabhat University and including communities as well as the government departments that have to have a plan or guidelines for making public relations for both Thai and international tourists to be aware and interested in cultural tourism with Suan Sunandha Palace and the arts and culture office including interesting building via the variety media such as the Internet, social media, leaflets or public relations from various agencies to cooperate.

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