

EXOTIC SOUVENIR'S DESIGN AT HISTORICAL MUSEUM: A CASE STUDY OF ROYAL PAINTINGS HERITAGE OF SUAN SUNANDHA, THAILAND

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ABSTRACT

Abstract— Purposes of this research are 1) searching the water-colored paintings of Suan Sunandha and investigate the target customer needs. 2) for design the historical museum exotic souvenirs 3) for evaluate customer's satisfaction of the exotic souvenir's design. The process of the study are following 1) Collecting data by using the open questionnaire for the museum of H.H. Princess Saisaowalee Bhiromya officer and museum's fan. 2) Collecting comments and asking for the suggestion from the professional product designer 3 people and 2 museum specialists by purposive samplings, the research tool is rating scale questionnaire. 3) Collecting data of user satisfaction which are the museum's fans. The research tools were the checked listing questionnaire for asking the user satisfaction with the exotic souvenir's designs which designed by researcher. The data was analyzed by percentage and descriptive statistics following the research results. The result have two most satisfaction designs with 74.7 percents and most satisfied in type 2.

Keywords— Museum souvenirs design 1, Royal painting heritage 2, Crafts 3, Representation 4, Creative economy 5,

INTRODUCTION

Museum is an institution that conserves a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Museums in Thailand make these items available for public viewing through exhibits that may be permanent or temporary. The visitors only want to see everything inside the museum but nowadays seeing is not enough for them. Using creativity as a tourist activity is very important turning point at the museum.

Museum Siam at Thailand is a discovery museum that is located at Sanamchai road in Bangkok, Thailand. The museum was established in 2007 in the former building of the Ministry of Commerce. It was formed to build the new trend to learn at the museum in Thailand. The satisfaction was correlation with the attitude for visitors or tourists for museum. The number of tourists that visited general museum is low for every year especially Thai people that opposite with others nations. Museum Siam has tried to encourage activities through marketing events. Night at the museum was done in the first time on 2011.

Museum Siam only managed marketing event at the 5 times for night at the museum, after that there are more than 13 museums corporate the marketing event as call musepass to continue activities together that made trend to museum travelling change. In 2017, Night at the museum 7th was an event called in theme 'courage'.

Night at the museum is a way to build the model of new generation of creative tourism nowadays in Thailand.

Purposes of this research are for

- 1) Searching the water-colored paintings of Suan Sunandha and investigate the target customer needs.
- 2) Design the historical museum exotic souvenirs.
- 3) Evaluate customer's satisfaction of the exotic souvenir's design.

LITERATURE REVIEW

3.1.1 Museum Definition

The definition of a museum has evolved, in line with developments in society. Since its creation in 1946, ICOM updates this definition in accordance with the realities of the global museum community.

According to the ICOM Statutes, adopted by the 22nd General Assembly in Vienna, Austria on August 24th, 2007:

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

3.1.2 The Creative Tourism

Crispin Raymond and Greg Richards (2000:16-17) defined The Creative Tourism concept as a tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken.

Creative tourism is related with cultural tourism yet they possess many differences. Creative tourism is oriented towards the development of creativity, conservation of traditions, education, and is more directed towards individual clients or small groups, whereas cultural tourism focuses on visiting known structures, various events, and is oriented towards mass tourists. *Dr. Jurėnienė Virginija, 2016*) Creative tourism is important in that it focuses on the past, present and future. What becomes of importance is not only the final products, but also the entire participation in the creative process. Passive consumption of cultural products becomes active through communication, education and participation, and the resources of creative tourism are renewable.

3.1.3 Product design

Product design as a verb is to create a new product to be sold by a business to its customers. A very broad coefficient and effective generation and development of ideas through a process that leads to new products. Thus, it is a major aspect of new product development.

Due to the absence of a consensually accepted definition that reflects the breadth of the topic sufficiently, two discrete, yet interdependent, definitions are needed: one that explicitly defines product design in reference to the artifact, the other that defines the product design process in relation to this artifact.

Product design as a noun: the set of properties of an artifact, consisting of the discrete properties of the form (i.e., the aesthetics of the tangible good and/or service) and the function (i.e., its capabilities) together with the holistic properties of the integrated form and function.

Product design process: the set of strategic and tactical activities, from idea generation to commercialization, used to create a product design. In a systematic approach, product designers conceptualize and evaluate ideas, turning them into tangible inventions and products. The product designer's role is to combine art, science, and technology to create new products that people can use. Their evolving role has been facilitated by digital tools that now allow designers to communicate, visualize, analyze and actually produce tangible ideas in a way that would have taken greater manpower in the past.

Product design is sometimes confused with (and certainly overlaps with) industrial design, and has recently become a broad term inclusive of service, software, and physical product design. Industrial design is concerned with bringing artistic form and usability, usually associated with craft design and ergonomics, together in order to mass-produce goods. Other aspects of product design and industrial design include engineering design, particularly when matters of functionality or utility (e.g. problem-solving) are at issue, though such boundaries are not always clear.[5]

3.1.4 Product design process

There are various product design processes, and many focus on different aspects. One example formulation/model of the process is described by Don Koberg and Jim Bagnellin, in "The Seven Universal Stages of Creative Problem-Solving." The process is usually completed by a group of people with

different skills and training - e.g. industrial designers, field experts (prospective users), engineers (for engineering design aspects), depending upon the nature and type of product involved. The process often involves figuring out what is required, brainstorming possible ideas, creating mock prototypes, and then generating the product. However, that is not the end. Product designers would still need to execute the idea, making it into an actual product and evaluating its success (seeing if any improvements are necessary).

The product design process has experienced huge leaps in evolution over the last few years with the rise and adoption of 3D printing. New consumer-friendly 3D printers can produce dimensional objects and print upwards with a plastic like substance opposed to traditional printers that spread ink across a page.

The product design process, as expressed by Koberg and Bagnell, typically involves three main aspects:

- Analysis
- Concept
- Synthesis

Depending on the kind of product being designed, the latter two sections are most often revisited e.g. depending on how often the design needs revision, to improve it or to better fit the criteria. This is a continuous loop, where feedback is the main component. Koberg and Bagnell offer more specifics on the process: In their model, "analysis" consists of two stages, "concept" is only one stage, and "synthesis" encompasses the other four. These terms notably vary in usage in different design frameworks. Here, they are used in the way they're used by Koberg and Bagnell.

3.1.5 Form of Creative Tourism

Creative tourism could not do without creative development; therefore, the following two main ways of implementing creative tourism are distinguished (*Dr. Jurėnienė Virginija, 2016*):

- 1) Using creativity as one of the activities of tourism;
- 2) Using creativity as a certain background for tourism.

The first way is a more traditional model of creative tourism because it emphasises active participation of tourists in creative activities. More and more communities believe that their creative life and activities may make their city attractive for tourists even if they only want to look around instead of taking up activities.

Table 1
Typology of creative tourism experiences

Activity	Type of experience
Learning	Workshops – attending specific courses and exchanging experiences
Tasting	Experiences Open workshops
Observation	Routes, trip notes
Shopping	Galleries, shops

Moreover, there are various types of experience and products that can be attributed to a creative tourist from active involvement into activities, learning specific skills, to looking around galleries and browsing creative product stores.

Itsaree Tiyaiphat(2017:93-97) claimed that basics of creative tourism have three dimension and 10 indicators, Tourism resources include: 1) It was developed from cultural tourism, 2) tourist resources had outstanding in culture 3) It was the culture that existed in daily life or was newly built 4) It had learning exchange between tourists and people in the community in terms of art, cultural heritage or the specific features of the areas attractions caused the bond between tourists and the local community, 5) The attractions tourism had activities with emphasis on conservation of the environment and local culture. Activities 6) It had activities for tourists to operate and use their own creative idea, 7) It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator. Community participation 8) the community managed the tourism, including received income 9) Community took part in arranging activities, 10) community participated in the design of arranging activities for tourists' experiences.

Ekkachai Sithamma(2017: 114-115) claimed that Creative cultural tourism management : studies of Thai Puan race Baan Chieng Communities , Udonthani, Thailand For studies, Lifestyles and creative cultural tourism of Thai Puan, Baan Chieng Communities, Udonthani. The research has been use method of research in qualitative. To managed creative culture tourism of Thai Puan by asset of culture to identify communities are not new idea but for being well- organized managed in tourism makes Thai Puan race in Baan Chieng communities become unique and different than the others with all gather.

METHODOLOGY

The process of the study are following

1. Collecting data by using the open questionnaire for the museum of H.H. Princess Saisaowalee Bhiromya officer and using the research tools is check listed questionnaire and the rating scaled questionnaire collect costumer needs data from target group which are the H.H. Princess Saisaowalee Bhiromya museum's fan.

2. Collecting comments and asking for the suggestion from the professional produc designer 3 people and 2 H.H. Princess Saisaowalee Bhiromya museum specialists by purposive samplings, the research tool is rating scale questionnaire.

3. Collecting data of user satisfaction which are the museum's fans on the social net work.

The research tools were the checked listing questionnaire for asking the user saistaction with the eotic souvenir's designs which designed by researcher.

Inspiration of the study is according to the background of the water-colored painting; they expressed the artistic talent of women in the past, being limited in the royal court and having no chance to present to public, the researcher do believe that it is now the time in which these talents should be revealed.

Lay out of the study are following

1. Select the category form of the product which is female wrist watch.

2. Design the pattern for the dial:

- 2.1 Sketch the three patterns, including rose, orchid and orange jasmine being applied from the paintings of courtiers of HH Princess Saisaovaleebhiromya, the royal consort of King Rama V.

- 2.2 Design the collection by reduce the scale of line pattern in order to make the pattern beautiful and modern classic.

- 2.3 Set the graphic being design on to the dial in various position, focusing on the outstanding revelation.

3. Exotic souvenir product.

RESULTS

Cultural tourism provides a sense of discovery, intercultural understanding, and enriches a personality. Cultural tourism helps to know the world, familiarise with the cultural diversity, traditions, customs, find out about different lifestyles, such as feeling, interacting, tasting, discovering, travelling, meeting and participating. While creative tourism has developed from cultural tourism as the needs and wishes of people to discover something new changed.

CONCLUSION AND FUTURE WORK

The process of creative tourism in case of night at the museum. The museum experience will become more interactive and self-directed. As museum leaders look to the future, they see a shift to a greater level of visitor control and new methods of audience engagement, but for creative tourism should design the activities from background of the museum's content such as history, story of the museum, food , the way of life, etc.

The results of the study show that creative offer is mostly seen by the story content only as an additional element of the existing offer, and not as an opportunity to develop a selective form of tourism. Through creative programs, workshops, educational and recreational programs, authentic gastronomy, heritage and events, museum can develop into a creative destination.

In case of night at the museum at Museum Siam has created cultural activities with Chinese Drama. There were 5 activities such as mask painting, games, Chinese Drama make up and dressing.

In case of night at the museum at Suan Sunandha Rajabhat University has created open handicraft workshops to visitors at night at the museum according to the background of Suan Sunandha as the former palace.

The cultural tourism's opinion toward a management of night at the museum show the museum experience will become more interactive and self-directed.

1) Tourists had overall satisfaction at high level toward admission on creative activities in night at the museum.

2) The overall satisfaction among samples of different gender was not different.

3) The overall satisfaction among samples of different ages was statistical significantly different and, when considering in aspect, the satisfaction on the aspect of service personnel and artistic value was not different.

Creativity is increasingly recognized as essential for success in many aspects of life: personal development, life-long learning, management, even politics. As leisure time in the developed world becomes morescarce, holidays can provide important opportunities for people to develop their creative capacities. Creative tourism has developed from cultural tourism as the needs and wishes of people to discover something new changed.

In night at the museum case, tourist creativity is achieved in a less direct way than during participation in all activities. Here the aim is to create a common atmosphere which consists of the entire creative sector and environment. In order to attract as many tourists as possible not only creative spread of information is important, but it is also claimed that all of these may be used as a certain specific bait for people.

Future work and suggestion; from the findings, it can be suggested that further study about museum networking should be conducted around Thailand, not only major museums in large city such as Bangkok, but also some other local or private ones. Another interesting point for future researches focuses on the needs analysis of museum visitors, particularly the extra events such as the night activities, should be acted to find out the desired activities or other appropriate topics for seminar. Another significant research concept is about the needs of museums; therefore the needs analysis plays an important role. The purpose of the study might be about the demand of each museum in various aspects such as the funding which can be supported by the government, local government or private company, the marketing or public relation team or other supporting teams which can help advertise the museum when arranging special events.

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