

# REVIEWS OF VISITORS TO VISIT THE SAISUDDHA-NOBHADOL MUSEUM, SUAN SUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

This research aims to: study the reviews of visitors to the Saisuddha-Nobhadol Museum., Suan Sunandha Rajabhat University. And to compare the opinions of visitors with the visit to the Museum classified by personal factors. The sample consisted of 200 visitors. The tools used in the research were questionnaires and data analysis. The statistics used were frequency, percentage, mean, standard deviation. The t-test was used for independent variables. There were two groups of one-way ANOVA for two independent variables. The finding shows that:

1) The opinions on the visits to museums in all aspects were at a high level. When considering each aspect, it was found that the most significant aspects were Service personnel, followed by management and operation of facilities, facilities and facilities. And the activities / performances in sequence.

2) Samples with different occupations. Have a look at museum visits. In the field of activity / performance differences. There was a significant difference in the .05 level among occupational groups.

Different types of visitors. Have a look at museum visits. In terms of management and implementation. Personnel service provider and the place. Equipment and facilities vary. There was a significant difference in the .05 level among foreign visitors.

**Keywords:** reviews of visitors, Saisuddha-Nobhadol Museum, types of visitors

## INTRODUCTION

Tourism is an industry that plays an important role in the economic development of many countries around the world. The governments of these countries are attaching great importance to enhancing their competitiveness in order to compete with the global travel market. In particular, Asian countries and ASEAN define marketing strategies. To attract visitors around the world to increase their travel. [1]

The museum is a cultural attraction. It is a place where knowledge is accumulated in various sciences such as history, art, science, culture and so on. Showcase past and present stories, nature and culture. Life and life Exhibited through modern technology and objects. There are exhibits in various forms according to the type of museum. The museum's management and education are currently the only academic disciplines of the genre of museums, such as historical and archaeological museums. Museum Arts and Contemporary Museum of Mechanical Science Museum of Natural History Museum of Anthropology and ethnographic museums with local museums [2]

The Museum of Saisuddha-Nobhadol is a historic site. And a source of learning Rattanakosin culture. Especially the royal culture of Suan Sunandha. It is the residence of her mother. Saisavali Bhiromya Princess consort of Siam Princess Suddhasininat Piyamaharaj Padivaradda.. The reign of King Rama V, consisting of The Gurus Sleeping room, Room of Genius Font room, dining room and dining room Currently, the palace is imprinted or officially called. " Saisuddha-Nobhadol Palace" is used as a center for arts and culture. The lower floor is the location of some subdivisions such as the Arts and Culture Bureau. The upper floor of the palace is a museum of her. Compilation On the ground floor is a data center and learning resources for arts and culture Rattanakosin. The Arts and Culture office has been open to the Arts and Culture Center since 2006.

Therefore, the researcher is interested in studying visitors' opinions about the Saisuddha-Nobhadol museum. This is the information to improve the service. To provide services to meet the needs and wishes of visitors.

## OBJECTIVES

1. To study the opinions of visitors on the visit to the Saisuddha-Nobhadol museum, Suan Sunandha Rajabhat University.

2. To compare the opinions of visitors with the visit to the Saisuddha-Nobhadol museum, Suan Sunandha Rajabhat University. To classified by personal factors.

### **LITERATURE & THEORY**

The reviews of visitors to the Saisuddha-Nobhadol Museum, Suan Sunandha Rajabhat University. In this research has studied relevant documents and research both in Thailand and in Thailand. To be used as a guideline to support research, summarized as follows: Concepts and theories about museums, Meaning and theory about opinions, Concepts of tourism recreation, Tourist attractions via archaeological sites, History of the Saisuddha-Nobhadol Museum and related research.

[3] signifies that "museum" means a place to collect and display various things With cultural or scientific significance Which is intended to be useful for education and to create pleasure .[4],[5] mention the role of the museum that is clearly seen as seeking to collect, preserve and communicate with visitors. And exhibiting objects Which is evidence from both human and the environment to provide educational services for enjoyment and for social development Barnard discusses the motives used by the agency. The motivation for job satisfaction is: 1) Object incentives 2) Motivational incentives 3) Motivations related to desirable physical condition. 4) Motivations related to ideal interests. 5) Motivational incentives in society 6) Job incentives 7) Opportunities incentives 8) Motivations related to living conditions with friends. [6] gave the meaning that Comments are an expression of a person's consideration of either fact or evaluation. One thing from various environments [7],[8] from the above meanings, it can be concluded that the opinions are expressions by speaking, writing, or communicating to others about the thoughts, feelings, values or beliefs that a person has for any story, with age, knowledge base. Work experience and position as well as that person's environment is a factor that causes a reaction to a particular event Without needing to prove the correctness of that comment Therefore may be accepted or rejected by other people.

### **RELATED WORKS**

[9] studied the development of museums in Thailand. To study and compare the opinions of people towards the development of museums in Thailand The study indicated that People in Hua Hin District Agree with the guidelines for the development of museums in Thailand. Overall at a high level The hypothesis testing found that people with age, education level and different occupations There are different opinions. With statistically significant at the level of .05, while people with gender, average income per month and different status There is no different opinion level. [10],[11] studied the guidelines for the development of museums for learning. Customer service of M useums Siam found that the opinions of Thai visitors towards the business operation of the Museums Siam Museum Both in terms of marketing Ease of morning to Atmosphere and service within the museum The general overview shows a high level of satisfaction.

### **METHODOLOGY**

The reviews of visitors to the Saisuddha-Nobhadol Museum., Suan Sunandha Rajabhat University. And to compare the opinions of visitors with the visit to the Museum classified by personal factors. The method is as follows by identification of population and sample, creating research tools, data collection and data analysis.

#### **Population and Samples**

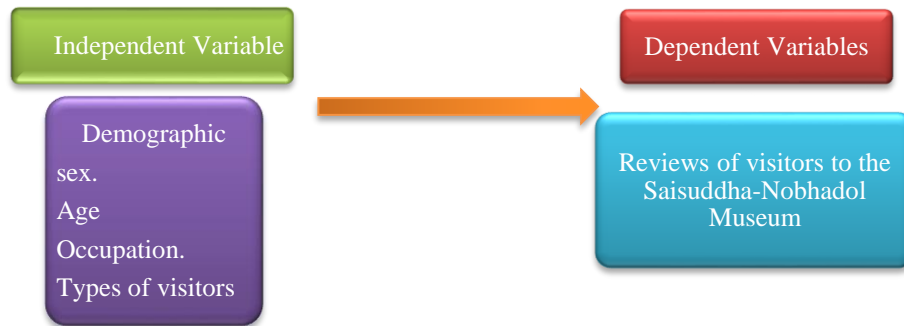
The population used in this research. A visitors Saisuddha-Nobhadol Museum Suan Sunandha Rajabhat University to a questionnaire which contained 395 people the sample size used was 200 people. The sample size was determined using the Taro Yamane formula [ 12 ]. Random Sampling by Accidental , for this study, is the independent variable of occupation and types of visitors a profile of the independent variables analyzed in this study. [6]

#### **Research Framework**

The study of theories, concepts and related research. The researcher has taken personal factors. The two factors were independent variables. And the reviews of visitors Saisuddha-Nobhadol Museum to the variable. The concept is as follows.

The research conceptual framework is shown in Fig. 1.

**Figure 1**  
Research Conceptual Framework



Educational assumptions Samples visitors with different occupations and different types, have differences look at museum visits in the field of activity and performance

1. Research methods

Use quantitative research model. Quantitative Research. It is generally proven. Create hypotheses to test hypotheses. The data were collected from the questionnaire. By asking questions, one of the respondents answered their own facts and opinions.

2. Population and sample

The samples used in this study were 200 people

3. Research tools

The tool used was a questionnaire. The questionnaire was divided into 3 parts.

Part 1: Questions about the personal characteristics of the sample, ie. sex, age, occupation, type of visitors. The questionnaire is a check list.

Part 2: Behavior of visitors to visit the Saisuddha - Nobhadol Museum.

Part 3: Questionnaire about the opinions on the visit at Saisuddha-Nobhadol Museum , Suan Sunandha Rajabhat University..

The data were analyzed using the following statistical methods: 1) Use frequency distribution table 2) Analyze the level of opinions about the factors affecting the reviews. Using an average 3) Test the relationship of performance factors affecting performance. Using one - way Anova and multiple comparisons analysis,

## RESULTS

### Research Results

This research aims to: study the reviews of visitors to the Saisuddha-Nobhadol Museum., Suan Sunandha Rajabhat University. And to compare the opinions of visitors with the visit to the Museum classified by personal factors. The finding shows that:

1) The opinions on the visits to museums in all aspects were at a high level. When considering each aspect, it was found that the most significant aspects were Service personnel, followed by management and operation of facilities, facilities and facilities. And the activities / performances in sequence.

2) Samples with different occupations. Have a look at museum visits. In the field of activity / performance differences. There was a significant difference in the .05 level among occupational groups.

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## CONCLUSION AND FUTURE WORK

### Conclusion

At the onset, this research sought to achieve two objectives. First, to study the opinions of visitors on the visit to the Saisuddha-Nobhadol museum, Suan Sunandha Rajabhat University. Second, to compare the opinions of visitors with the visit to the Saisuddha-Nobhadol museum, Suan Sunandha Rajabhat University. To classified by personal factors. The finding shows that:

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However, activities should be organized in other ways than visiting the museum. There have been improvements in the process of providing information and training for employees who are able to watch to be ready to bring tourists to visit both Thai and foreigners.

### **Future Work**

Suggestions for the next research in this study Should study the opinions in other places to be used as a guideline for further improvement of services.

### **ACKNOWLEDGEMENTS**

This paper would not have been possible without the contribution, the supporting, the kindness help and the encouragement of Associate Professor Dr. Luedech Girdwichai, The Chancellor of SuanSunandha Rajabhat University, Associate Professor Dr. Witthaya Mekhum, The Vice President and Mr.Anantachai Aeka, Director of the Arts and Cultural office SuanSunandha Rajabhat University. ([www.ssrุ.ac.th](http://www.ssrु.ac.th)), Bangkok, Thailand.

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