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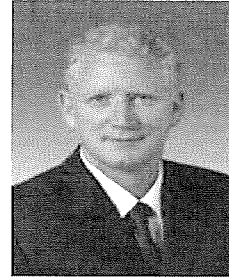


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EBES - Eurasia Business and Economics Society

It is my pleasure to mention that 2018 is our 10th anniversary of *EBES* which was established with a vision of inspiring collaboration among academicians around the world. *EBES* is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. *EBES* was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics, but also encouraging the intellectual development of scholars. In spite of the term "Eurasia", the scope should be understood in its broadest term as having a global emphasis.



EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. Any scholar or professional interested in economics, finance, and business is welcome to attend *EBES* conferences. Since our first conference in 2009, around 10,510 colleagues from 97 countries have joined our conferences and 6,035 academic papers have been presented. *EBES* has reached 1,933 members from 84 countries.

Since 2011, *EBES* has been publishing two academic journals which are both indexed in *Scopus* and *Emerging Sources Citation Index*. One of those journals, *Eurasian Business Review - EABR*, is in the fields of industrial organization, innovation and management science, and the other one, *Eurasian Economic Review - EAER*, is in the fields of applied macroeconomics and finance. *Eurasian Economic Review* is published thrice a year and *Eurasian Business Review* is published quarterly and they have been published by *Springer* since 2014.

Furthermore, since 2014 *Springer* has started to publish a new conference proceedings series (*Eurasian Studies in Business and Economics*) which includes selected papers from the *EBES* conferences. The 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th and 19th *EBES* Conference Proceedings have already been accepted for inclusion in the *Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)*. The 18th, 20th and subsequent conference proceedings are in progress.

On behalf of the *EBES* officers, I sincerely thank you for your participation and look forward to seeing you at our future conferences. With your continued support *EBES* will remain at the forefront of finance and economics fields and we very much look forward to the next 10 years.

In order to improve our future conferences, we welcome your comments and suggestions. Our success is only possible with your valuable feedback and support.

I hope you enjoy the conference and Prague.

With my very best wishes,

Jonathan Batten, PhD
President

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The study of Tourism Promotion of Bangkok National Museum, Thailand

Nitikorn Muangsornkhiaw

Abstract

This research on problems and ways to promote tourism of Bangkok National Museum is a qualitative research including in-depth interview. The aims of this research include: 1) to study problems related to tourism of Bangkok National Museum and 2) to provide guidelines for promoting tourism of Bangkok National Museum. Data were collected by interviewing director and curator of Bangkok National Museum. The research results found that problems related to promoting tourism of Bangkok National Museum resulted from the lack of attention paid by the Ministry of Education as not so important, consequently there has been no compulsory course for students to visit the museum. Moreover, the government has not helped support or promote the operation of the museum. Therefore, it is the museum that has to work on its own in every task, such as advertising, public relations, and human resource planning.

Key words: Bangkok National Museum, guidelines for promoting tourism, Ministry of Education, Human resource planning

Introduction

Statement of the problems

Problems of Bangkok National Museum, Thailand because the museum is a national museum. Museum of History, Archeology, Art and Anthropology which is good make people feel patriotic, cherish the treasure of the nation. And wish to preserve the national treasure. But on the other hand, if the Ministry of Education do not foresee the importance of the National Museum. It is not compulsory for students to visit the museum. How many Thai people will appreciate the importance and value of the museum? The government did not support or promote the management of the museum. Let it be a museum's duty to do the

work itself. Whether it is advertising public relations capacity of personnel. It is a matter of management of the museum itself. It is very difficult to keep the Museum in full operation. In addition, the museums own opportunity to advertise. Or exhibit the people to visit. Impossible the lack of both public and private partnerships. Including lack of support both in terms of restoration. And the capacity of personnel, which if cooperated, will be very good in management. So the way to promote tourism of Bangkok National Museum, it is necessary to get the cooperation of many parties together. The museum itself and the private sector, including the Thai people in the country and tourists. This will make the promotion of museums possible.

The importance of the museum

The National Museum of Thailand is home to over 11,000 antiques and artifacts, representing over 40,000 buildings and exhibitions. Most of the exhibits are Montiens, valuable places of historical importance and artistic beauty which promotes Bangkok National Museum. One of the most prominent architectural features of the museums in Southeast Asia (Academic / National Museum of Thailand). In 1967, Bangkok National Museum built two additional exhibition buildings. On the north and south of the temple. His Majesty King Bhumibol Adulyadej proceeded to open the building on May 25, 1967. Both buildings are named after each other "Maha Sura Singhanart" by the long-term of the Department of the Royal Palace. Founder of this palace and building "Prapas Museum" to commemorate the royal throne museum in the Grand Palace. Thailand's first museum built in the reign of King Rama IV (Academic / Bangkok National Museum) Bangkok National Museum is located. "Bovorn Palace" or "Palace" was built in 1782 at the same time as the Grand Palace. (Academic Department: Bangkok National Museum). The Royal Palace, this sacred place was the residence of the viceroy to 5 His Majesty

1. HRH Princess Maha Chakri Sirindhorn Her Royal Highness Princess Maha Chakri Sirindhorn during the reign of King Rama I.
2. Maha Chakri Sirindhorn His Majesty King Bhumibol Adulyadej of Thailand
3. HRH Princess Maha Chakri Sirindhorn His Majesty King Bhumibol Adulyadej's Birthday

4. His Majesty King Bhumibol Adulyadej His Majesty King Bhumibol Adulyadej of Thailand
5. HRH Princess Maha Chakri Sirindhorn The king's son in the king.

Bangkok National Museum of Thailand is a museum of history, archeology, art and anthropology. There are many museum objects classified by category. The show is divided into 3 major parts.

1. History exhibit showcase Thai history briefly. Story from the beginning of evidence found the community of human habitation in the present of Thailand. The evidence of Siamese. And the development of Siamese or Thai people from the Sukhothai period, Ayutthaya, Ratanakosin to the present, exhibited at the throne of Si Mokkalai Phra Prang.

2. An exhibition of art history and archeology in Thailand. The show is based on the era.

- 2.1 Prehistory The evidence of human habitation in the land of Thailand before found evidence of the inscriptions from about 35,000 years. - The 10th century is divided into the era of human tools, the Stone Age and the metal age. Or by the way. The social and economic conditions of the human race are social.

- 2.2 Modern History the early 18th-century Thai art shows include Dvaravati, Srivijaya, Lop Buri, and old idols. And in the post-1800s, Thai art displays the Sukhothai, Lanna, Ayutthaya and Rattanakosin periods.

- 2.3 Fine Arts and Ethnology Exhibitions of fine art for the elite and art for the life and well-being of the Thai people, including silverware, gold, gold, and statues, statues, costumes, and antiques. Traditional weapons, ancient weapons, wood carvings, pearls, cups, playing machines. Costumes, puppets, Chinese puppets, Thai puppets, etc.

The National Museum of Thailand was established 137 years ago and was first opened to the public on September 19, 2417. The word "museum" is a word translated from the word "museum". The "muse" is the goddess of the 9th of the Greek (Temple of Muses), the daughter of the god Zeus and the goddess Mnemosyne, and the

meaning of the divinity of science is still meaningful. It is a place to educate visitors of all ages, all levels of education. It is considered as an informal or non-formal education institution in the society (Academic / Bangkok National Museum).

At present, the meaning of "museum" or "museum" is terminated by accepting the term. The International Council of Museums (ICOM) members worldwide, including Thailand. Is an international organization at UNESCO or an educational organization. Science and Culture of the United Nations has been established since 1946. ICOM has defined the "Museum" in the latest edict as follows: means the objects collected for the purpose of study, such as antique. There is no word on that "Museum" in any of the words "museum" appears in the dictionary. The Royal Institute of Thailand has the meaning of the word "museum" that still uses the original meaning of the year 1950, the dictionary of 2525 meaning the word. "Museum" refers to art objects, etc., in the dictionary. The Royal Institute has the word "museum" only a permanent institution that collects and displays things that are of cultural or scientific importance. The purpose is to benefit the education. And in the Dictionary of the Royal Institute in 1999, the meaning of the word "museum" and "museum" together and meaning. "A place to collect and display something of cultural or scientific significance. It is intended to be useful for education and happiness.

Types of museums

Modern museum has been classified into 16 types of museums.

1. Archeology museums are places to display pieces or vessels. Archaeological relevance discovered by archeology. To use as a learning source in such matters.
2. Art museums are art exhibitions of all kinds, such as painting (painting and prints), sculptures, etc., sometimes known as art gallery.
3. Museum of Encyclopedia, Encyclopedic museums are a place to showcase many learning resources for both local and international learners.

4. Historic house museums or museums or Ethnology museums are the place to show the history of the place. It is a historical source of local knowledge. The place is unique and relevant as well as a source of recreation for tourists.
5. Historic museums are places of historical interest. It is a historical source that is linked to each other from the past and the future. Preservation of historical evidence the document is of all forms.
6. Living history museums are a place to show the history, living and settlement of humanity. It is a source of learning about the dynamics of human life. It may refer to various forms of food, clothing, handicrafts, etc. of each ethnic group in each tribe.
7. Maritime museums are the place to showcase specific historical, historical, cultural and archaeological links that are socially connected. These types of museums are managed in many ways. For example archaeological evidence is retained. The thing is. All forms of documents, the purpose is to interpret the relationship with preserved archaeological evidence. It is a place to learn about the history of ancient human education in the public.
8. Military and War museums are places of learning about the history of the army (fighting). Most are often located, important national locations that are associated with the country's conflicts. Establishment is the present state. It is also a place to show weapons and equipment related to the military, uniforms, etc.
9. Mobile museums are museums that have been installed or displayed on mobile vehicles that can be displayed in a variety of locations, whether on a bus, train or otherwise, as a source of learning or experience.
10. Natural History museums are the only places to learn about the natural history associated with the culture of mankind. Dinosaurs, zoology, oceanography, plants and anthropology, etc.
11. Open-air museums are open-air museums in large open spaces such as old buildings or old wooden houses. The landscape is designed as a learning center, such as the architecture of the house of ethnic groups.

12. Pop-up museums are temporary learning resources that are held over time to bring the media of learning into the community.
13. Science and Technology museums are the sources of science and technology. The topic is about computer, aerospace, astronomy, etc.
14. Specialized museums are dedicated exhibits such as museums, biographies and works by famous musicians. History of organic farming.
15. Visual museums are the development of modern media presentations of online learning resources.
16. Zoos & Botanical Gardens

The museum can be divided into several categories. Depending on the purpose and purpose of setting up museums, you would like to exhibit in such a way as to be a source of learning. Historic museums are a place to show history and historical links. From past and future Preservation of historical evidence. The document is of all forms. If you want to be a museum and science and technology (Science and Technology museums), it must be provided as a source of science and technology. The topic is about computer, aerospace, astronomy, etc.

At present, students in Thailand are not very important. Or the importance of the museum. It may be that our home studies are not compulsory or included in the curriculum that requires study of the subject matter of the museum. This is quite different from foreigners. Have had experience visiting museums in France. Foreigners are interested in visiting the museum. There are many queues. To visit each exhibit cycle. Unlike the museum in Thailand. If compared with the National Museum of Bangkok. Found in one year Visitors to the museum include Thai and foreigners. Approximately 300,000 - 400,000 people per year, which is very small compared to the population.

The problem of tourism in Bangkok National Museum.

The National Museum is a government agency. Valuable from the past until present. If you have been cooperating with the government, promoting the tourism of the National Museum is better than it is. This may be a brochure or brochure in the museum. Impress May be used at domestic airports and international airport. Will stimulate the interest and tourists visit the museum more than today. Or may be a short video introduction to the National Museum on the plane in the national airline which is available worldwide. It will be the introduction of the National Museum of Thailand in one way. In addition, it may seek cooperation from the Tourism Association, Thai Hotel Association, Guide Society, Thai Restaurant Association and please help us with these videos. Or any brochures that may be ordered by the government to agencies that handle tourism, such as Department of Tourism. Ministry of Tourism and Sports get the job done.

In addition, the government should be directed to the Ministry of Education to provide knowledge about the museum included in the course of national education at all levels to promote Thai students have learned and cherish nationality. The study of both historical evidence and see what is still in the National Museum?

These are good for the National Museum. The National Museum itself will have to upgrade the development of personnel to be universal and can accommodate the needs of interested visitors to visit it. In addition, it is included in the curriculum. Teachers should be encouraged to attend workshops and listen to the progress of the museum. It also provides a visit to Bangkok National Museum to bring knowledge to the students. The next student from the concept of this, it will make the value of Bangkok National Museum interesting, memorable, and make more patriots. If we have cultivated him since childhood.

For this reason, the researcher wishes to study of Tourism Promotion of Bangkok National Museum, Thailand

Research Objectives

- 1) Study on problems of tourism in Bangkok National Museum.
- 2) To guide the tourism promotion of Bangkok National Museum.

Theory

The concept associated with marketing mixes by Philip Kotler is a concept that deals with the business of service. The marketing mix is Marketing Mix or 7 P, which consists of Product, Price, Place, Promotion, People, Physical Evidence and Presentation. Physical creation and presentation) and process (process)

And SWOT Analysis, an important strategy for organizations. In order to have a proper strategy for the organization.

SWOT analysis of Bangkok National Museum

<u>STRENGTH</u>	<u>WEAKNESS</u>
1. It is a national museum. Museum Historical sites, archeology, arts and Anthropology.	1. The exhibition room cannot be moved simple because of antiquities and many things are very valuable.
2. Show history and the greatness of the Nation.	2. Museum buildings lack of maintenance.
3. Admission to the museum is cheap and students aged 60 and above, monks, novices and priests of all religions no fee.	3. Some damaged artifacts. Been repaired wrongly or not good enough. Descriptive label missing or written.
4. Group tours are available. The speakers are experts in Thai, English, Japanese and French.	4. Air in a hot place, no air conditioning, unclean bathroom and lack of maintenance.
5. Lending Exhibition, Library, Academic Lecture	5. Visitor satisfaction of the museum. Remained at a moderate level So the museum should create a new concept as a learning museum.
6. Open Wednesdays - Sundays and holidays. Public Holidays (except New Year and Songkran Festival)	6. The Museum has never expanded its museum concept.

<u>OPPORTUNITIES</u>	<u>THREAT</u>
1. It is a very valuable learning resource. In academic terms, history and archeology.	1. Lack of promotion from both public and private agencies.
2. If supported by the government and the money for the restoration. And the strength of personnel is very good in management.	2. Lack of leadership in management.
3. Opportunity to visit, especially students, priests, all religions. No fee	3. Lack of funding support and the rate of government personnel. The budget is not enough.
4. National Museum, so there is a chance to visit more easily than private.	Budget management is small compared to yearly.
5. Petition Ask for cooperation in the visit is easy. Because the museum supports and encourages people or tourists to visit.	4. Ministry of Education do not foresee the importance of the National Museum. It is not compulsory for students to visit the museum.
6. Should have a foreign exchange exhibition.	5. Lack of publicity for tourists.
	6. Unwanted tourists come to visit. I think that there are ancient antiques do not know the true value.

Methodology – In-depth interview

The location and duration of the data collection was Bangkok National Museum with a one-month study period.

Literature review

In academic journals Rangsit University Museum of Tourism Management May 5, 2011 mentioned that

Marketing and public relations for those interested to visit the museum. The Marketing Mix, developed by Borden in 1965, was later known as 4Ps, Product, Price, Place, Promotion, and later Booms and Bitner in 1981 expanded on the knowledge that 4Ps would not be able to cover marketing services well enough to offer three more Ps, People, Process and Physical. Support, which applies to museum cases, is as follows.

1. Product is product or product. Must be developed to improve the modern attractive difference. colorful and emotional Modern technology is needed to help make presentations or interpretations that are easy for visitors to gain knowledge and understanding. Meanwhile can create fun to enjoy the audience. And to make the museum more attractive. Other services should be provided for the convenience and comfort of visitors. Override old image for example, many museums in the United States and in Europe offer other support services. For example, there is an elegant Restaurant or Cafeteria or a relaxing atmosphere. Some offer music such as piano or string quartet. There are souvenir shops. And a variety of booksellers. The story is related to the exhibition held in the museum. And most importantly, there is a very clean toilet. And there are enough for the visitors, as well as facilities and services for the disabled.

2. Price, some museums do not charge entrance fees. The central government or local government must bear the burden of fixed costs that the museum has. This may affect the service of museum staff. Some museums are sponsored by various fundraisers, so they do not have to pay too much for the entrance fees.

3. The location of the museum is a contribution to the final decision of the public to choose to visit the museum. If the location is difficult to reach. The museum must try to overcome this obstacle. For example, arrange an exhibition. The museum. In the manner of a museum to travel to various places (touring exhibitions) it would be possible. Or try to organize the exhibition to be interesting and always changing the format of the exhibition or exhibition. For those who have come back to watch again

4. Promotion is understood as most museums do not have enough budgets to advertise, so sponsors have a role to play in helping make the museum stand out. The museum also needs to communicate to the organization or potential beneficiary to assist the museum, to promote it directly to consumers or customers. And to the organization or group of potential people who will help support the spending of the museum. Therefore, museums may need to produce beautiful and interesting publications. It is used to introduce the importance of museums and to provide financial assistance to groups of people. Or provide other support to reduce the cost of the museum. So if the museum offers something of value. And is beneficial to education or knowledge. Or other services that can impress the visitors. It will be discussed. And will be a force to send more interested people will come.

5. People, it is difficult to make the public expect the museum to be interesting or to provide good service. Therefore, the museum should be done to provide information or knowledge that communicates

to the users. Whether it is the content of the event or the show. Or services provided by the museum. In order to maximize the benefit of museum visitors. Or to let visitors know that. What will be the benefits?

6. Process of service in the museum. There is a difference in content. Or the difference many museums are not so large, so the effectiveness of the museum's perceived value depends on the individual curator.

7. Physical Support In order to provide the target audience with knowledge about the service image of the museum. The museum needs to create a good atmosphere. The method or technique may be added the smell. or music to create a competitive advantage. The attraction of the exhibits has created a unique identity for the museum. Without such interesting things. The museum is meaningless. People interested in visiting the museum and accepting the value of the museum. All these elements are very important in terms of marketing.

Research Methodology

For interview with Mr. Tasaporn Srisamarn, Director of the Bangkok National Museum, has given the museum is a source of history, literature and learning resources but with the education system of the country rarely give support on this, so there are less interested. In some countries, museum knowledge is provided in the curriculum. But for Thailand is not included. Therefore, it is interesting to compare with the population in the year one visited the museum about 300,000 - 400,000 people. Equally about 12% of the population actually has a good museum. Very valuable but with the nature of the Thai people in everyday life. Stomach problems and the culture of education does not teach how to learn in the national treasure. It is not popular to visit museums. And the Thai people think that the museum is to see the old, such as antiques, artifacts.

In the museum, it must be ready. Updated create an attitude and understanding for the interested. Both tourists, students and the general public. It may use public relations through media to attract interest and watch. Museums should receive more government support than the present. But that is to be derived from the management of the museum itself. Including some budget from the Fine Arts Department.

The museum wanted the government to support and promote the management of the museum rather than the present. Because of the importance of the museum is a lot of historical and artistic value. And show the importance of the past in the past. Historical evidence of the progress of the nation in each era. What the museum collects is a valuable asset. So it is a matter of public and interested including tourists and focus on the museum.

The museum itself should not be stationary, it should be displayed or organize activities on the agenda and special occasions. In order to attract tourists. The new museum has changed the image of the original, it will encourage tourists to change the idea of visiting the museum.

In addition to interviewing Mr. Tasaporn Srisamarn, the director also had the opportunity to interview Khun Dendao Siripanont, Specialist. Let's say that Visitors to the museum. The answer to that question. Want museums to improve showrooms? In this case, some rooms. Cannot do all each of the antiques and artifacts in the exhibition room. It is very valuable. It can be done in a specially designed

room. It may be a festival, such as New Year, Songkran Festival, school holidays. The museum has already been prepared. And there are lectures in Thai. And foreign languages these are the guidelines for promoting tourism. Because there are a lot of visitors.

The price of the tickets to the museum is cheaper to sell Thai tourists 30. - Foreigners 200 baht per person, so the revenue of the museum is not much. But if the Ministry of Education. Get involved the museum is open to the public. Students are encouraged to visit the museum. It will make learning more. It also promotes tourism as well. In addition, when those students visited and saw the importance of the museum. To make them patriotic. And cherish the treasure of the nation. And to preserve it for later generations.

Currently, the number of museum staff is limited. There is no budget to increase the power. So many people are responsible for many functions. The museum itself is important in this regard, but with the lack of budget, it is necessary to take care of it. The museum also emphasizes on staffs to increase service and facilitate visitors to the museum. Including safety when visiting the museum.

An interview with the director of the Bangkok National Museum, The concept of good and bad effects of problems and ways of promoting tourism of the National Museum as follows.

Good and bad.

This may be due to the insecurity of the museum itself. Because when a lot of students. The Thai people or foreigners if you know the value and what is the antiquities? If you think badly, you may be robbed. Or robbed National wealth may be intentional or ignorant.

Another case may be. When the National Museum of Thailand is recognized by the public. Both tourists and others already own the museum. The museum staff should be taken into account. To be able to support, watch or monitor other matters as appropriate. To not be spoiled. The museum must be well prepared. The location of the place to visit different language guides. Including the air, toilet, cleanliness, electricity, water supply, which will indicate the professionalism of the National Museum of Bangkok.

Conclusion of the research.

The National Museum also has a new perspective. You never know. Showroom the exhibition hall includes various buildings and halls, which incorporate art in Thai history. Thai Art History Before the 18th century, Thai art history from the 18th century, including the exquisite art exhibits in the temple. Waiting for you to touch then you know that Bangkok National Museum may be a dream museum.

Research recommendations

Research indicates that things to see inside the museum. Showcase academic visitation, It has absorbed knowledge in both history and archeology, as well as seen the chronology since the founding evidence of the community in present-day Thailand. The development of Thai people from the past to the present. From prehistoric times. Historical Including exquisite works of art such as wood carving, pearls, and various entertaining games. To be proud of being a Thais. And want other Thai people to absorb the good things, Thai and proud to visit Bangkok National Museum as seen. And there are many other countries that do not have as cultural heritage as Thailand. You will miss the opportunity to visit something of value. Bangkok National Museum.

But if Bangkok National Museum will add strategies for themselves. Should look to nearby museums such as Rattanakosin Exhibition. And Museum of Siam not far from the museum.

If Bangkok National Museum has a try. The exhibition will be exhibited with Rattanakosin Exhibition. Exhibition of Rattanakosin Exhibition. The story starts from the establishment of Rattanakosin. The show is a 4-dimensional video, which in this section will give visitors. I feel impressed since the visit.

In addition, the exhibition of Rattanakosin Exhibition. It is an interactive story that makes the audience feel like a real event, causing the mood and coincidence. This will be able to absorb the nationality of the Rattanakosin period, in addition to the exhibition of Rattanakosin Exhibition. The story has since.

Room 1, The Rattanakosin Building,

Room 2, The Kingdom of Siam

Room 3, Art and Entertainment

Room 4, Rumors

Room 5, elegant architecture

Room 6, Enjoy the neighborhood

Room 7, at night.

Room 8, with Thai style.

Room 9, Duangjai Poong Pracha

If Bangkok National Museum will adopt a strategy to adjust. To increase sales and popularity to yourself it will be much better.

In addition, the Museum of Siam. It is a learning museum. This is a pleasant learning source. Raising the standard of learning management in a new way, creating "the new concept and image of the museum through modern technology".

1. Permanent exhibition

2. Rotational exhibition

3. Creative learning activities

The philosophy that play + learn = Pleasure.

In the permanent exhibition. Divide the show into 3 sessions.

Session 1 "Suvarnabhumi" presents the story of Suvarnabhumi. And in Thailand today. Back to around 3,000 years ago Buddhism. And Hinduism The main religion to the present.

Session 2 "Siam Thailand" presents the inaugural story. "Ayutthaya" until the transition to "Thailand"

Session 3 "Thailand" presents the development of the land, people, societies, traditions to modern society today. (Including 17 exhibition rooms)

Suggestions for the next research.

It can be seen from the stories of the exhibition and Rattanakosin Siam. Exhibit so if the National Museum of Bangkok may modify the exhibit. Interactive exhibitions are more organized than they are. May cause more interest. It also changes the perspective of people who visit the museum.

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