

**Management Ability in Discovery Museum Tourism  
Case Study on Pak Phli Museum, the Phuan People, Nakhon Nayok, Thailand**

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**Abstract**

The objective of this research is to study the management ability in Discovery Museum Tourism, a case study on Pak Phli Museum, the Phuan people, Nakhon Nayok province, Thailand. This study is qualitative research. The sample group consisted of experts in Discovery Museum Tourism management, the Phuan people who are the locals in the area of Pak Phli, and the tourists at the museum. The Data was collected from analyzing the document, in-depth interviews, analyze the results using content analysis techniques. It is found from the study that 1) The overall ability in managing the Discovery Museum Tourism, managing ability of the in-door exhibition, of the living

museum and of creating the knowledge, the ability in managing the Discovery Museum Tourism is at a good level. Having the ability in communication management and professional services for the tourists are at a moderate level 2) Guidelines to increase the ability in managing Discovery Museum Tourism by having the joint supports from the government concerned units of work, creating the image or the “Brand” of the province in the conservation of arts and culture. The public sector should find the partners in tourism management, connecting the development of a local museum to be a prototype museum of developing the communication manager for the tourism market, developing the services for the tourists, to become a Discovery Museum Tourism, together with the existing natural tourist attraction sites.

**Keywords:** Discovery Museum Tourism; Phuan people; Pak Phli Museum; local culture of Nakhon Nayok province

### 1. Background

The museum is a lifelong learning center for the public (Kojaranont, 2005; Pluemsamrungit & Wilaikum, 2018) and it has an important role in preserving the cultural heritage of the community. It is both an academic information center and cultural center where it strengthens the spiritual stability in the nation, to be proud of being a nation, having the identity and local wisdom. At the same time, it could very well support the tourism business of the country (Office of National Museum, 2005).

The Phuan Pak Phli Museum is a local museum in the Pak Phli sub-district of Nakhon Nayok province (Siam Museum, 2019), which is outstanding in its collection of art, traditions, culture, and the reviving the identity among the Thai Phuan ethnic group (Nadee, 2017). The Thai Phuan ethnic group in this area originally lived in Chiang Khwang, in the North-Eastern area of the Lao People's Democratic Republic, near the border of Vietnam and migrated to settle in Pak Phli district when Somdej Chao Phraya the King of War raised his army to attack Vientiane around 1778-79. They have settled along the canal all the way from Baan Tha-Daeng, Baan Nong Saeng, Baan Ko Wai, Baan Nong-ling sub-districts, etc. (Hussadin, 2016).

The Phuan Pak Phli Museum has been developed from a conservation center of Thai Phuan tradition and culture. By using the participation process of the community, the center is elevated to become the Chalermraja Cultural Center, Wat Fangklong, Nakhon Nayok province (Punyopashtambha & Marpraneet, 2015). Later, in August 2019, an MOU was signed with the National Discovery Museum Institute – NDMI or

the Museum Siam, in order to jointly upgrade the prototype of the local museum to be a Discovery Museum of History, a tourist attraction in the province. That is according to the Regional Museum Development Project to enhance the potential of the Eastern region tourism (Siam Museum, 2019).

Promoting the cultural tourism of the ethnic Thai Phuan people must have an integrated tourism promotion strategy consisting of an integration of local wisdom and cultural asset of the Phuan people together with community tourism management system (Bhakdechakriwut, et al., 2016). Even though the management of tourism by the Thai Phuan community together with the Fangklong Cultural Center Management Committee is already at a good level, raising the cultural tourism to be a prototype Discovery Museum Tourism, must have an important additional issues (Cherdchookitkul, et. al., 2017).

Discovery Museum Tourism is creative tourism where it does not focus on beautiful or pleasant tourist attraction sites (Viboonpin & Siriwong, 2017). But it is a tourist attraction site that can create learning in response to lifelong learning processes (Kaewpijit, 2016). Therefore, clear communication management needs to be emphasized which would affect the success of tourism (Cherdchookitkul & Jirawatmongkol, 2017). Together with operating and managing the museum to be a living museum for the tourists, to be able to learn the way of life of the people in the communities, the using of the tools and appliance of the people in real life, the process of preserving the history, the culture, the economy and the community society (Tocomnust, 2015).

To be a study of Discovery Museum Tourism management which is a new tourism type of the Phuan Pak Phli Museum, Nakhon Nayok province, according to the cooperation project with the National Discovery Museum Institute – NDMI or the Museum Siam, to achieve the objective of becoming a Discovery Museum Tourism in the Eastern region, it is of the researcher's opinion to have a study in the management ability of Discovery Museum Tourism, the case study of Phuan Pak Phli Museum, Nakhon Nayok province which will be beneficial to the museum administrators and those concerned. To be able to develop the strength, increase the competency of the museum management, it would be beneficial to use the collected data in raising the level of local museums to have the ability in managing the Discovery Museum Tourism further.

## **2. Objectives**

1. To study the ability in managing the Discovery Museum Tourism, case study in the Phuan Pak Phli Museum, Nakhon Nayok, Thailand
2. To study the guidelines to increase the ability in managing the Discovery Museum Tourism, case study in the Phuan Pak Phli Museum, Nakhon Nayok, Thailand

## **3. Methodology**

This is qualitative research. The study is done with 3 sample groups of people: 1) Local people in the area, both, the Thai Phuan ethnic group involved and not involved in the museum management, in 3 different age groups: Younger than 25 years of age group, between 25-60 years old and older than 60 years old, totaled 25 persons 2) Tourist groups of both, those in Nakhon Nayok and tourists from other provinces. 3 age groups of younger than 25 years of age group, between 25-60 years old and older than 60 years old, totaled 24 persons 3) A group of 5 experts in Discovery Museum Tourism management or creative tourism. Totaling 54 main informants. Data were collected during September 2019-February 2020. Using document analysis and in-depth interview. The interview results that have been checked by the triangulation test will be analyzed with content analysis techniques and further concluded.

## **4. The findings**

From the study, the findings are as followed:

### **1. The study of the ability in managing the Discovery Museum Tourism, case study in the Phuan Pak Phli Museum**

The ability in managing the Discovery Museum Tourism, a case study in the Phuan Pak Phli Museum, overall, it is found that the ability to integrate the tourism management according to the guidelines of creative tourism and Discovery Museum management to become a Play and Learn museum where it is a learning center, a cultural museum of Phuan ethnic group of people, on the concept of folk's ways of living that coexist with the ways of life in the modern society, is at a good level. Considering in

detail, it is found that management ability can be divided into 5 aspects: The ability in arranging the exhibition in the indoors museum area, the ability in the arranging a living museum, creating knowledge, communication and the ability in giving professional services to the tourists. Details of each aspect are as followed:

1.1 The ability in arranging the indoor exhibition of the museum area is of interesting permanent exhibition presentations, using modern technology. The display of each content group is clear with accompanying items, some of which are exclusive, authentic items that are hard to find. It is shown that it is a good learning center for the youths and the general public with clear, informative displays, attracting the visitors. The ability in this aspect is at a good level.

1.2 The ability in managing the living museum by using the outdoor area for the tourists. Being able to see, touch, and communicate with the local community. Experience the re-live of the culture, tradition and the actual way of living of the original local folks such as the specific textile weaving pattern of the ethnic group, the performing art of folk singing such as Lam Phuan, Lam-tad Phuan (the performers sing and dance selves, no musical instrument accompanying), and folk dancing such as Ram Thon, Ram Thai-Phuan. Another area displaying the religious history and beliefs of the group such as belief in household spirits or village spirits, paying homage to Chao Pu Ban Shrine, regularly traditional merits making events, original Thai Phuan food or dishes, and the display of tools, equipment which are used in the occupation. Also a historical guided tour of paying homage to the duplicate of 200 years old Buddha's footprint at Koh Wai temple, Luang-Por Para pagoda who was the leader of the Phuan people migrating from Chiang-Kwang, etc. The ability in this aspect is at a good level.

1.3 The ability in creating knowledge by setting up activities for the local community and activities where tourists can participate such as, demonstration activity, knowledge learning management, knowledge in textile weaving, food cooking, wickerwork, invention work. Activity in exchanging knowledge with local scholars, cultural activities for children and youth, create a database for cultural searches, a workshop and a shop selling local handwoven textile, ethnic original food and dishes, etc. This ability is at a good level.

1.4 The ability to communicate, the museum has used the network of only the provincial network and museum network in communicating any ongoing operations or activities, thus attracting only a few groups of tourists. With the lacking of communication which will connect the museum activities to the tourism market, linking communication with management in relation to marketing the services for the tourists and communication in creating an image or Brand of being a Discovery Museum, this aspect of ability is at a moderate level.

1.5 The ability in professional servicing to facilitate the tourists, it is found that there has been only specific events or visitors as a group which is a limited scope of activity, lacking the communication which could attract more tourists to visit the museum, such as, signboards of tourist attraction sites, basic information, outdoor route map, or how to reach the accommodation. The ability in professional servicing to facilitate the tourists is at a moderate level.

## **2. The study of guidelines to increase the ability of Discovery Museum Tourism management, case study on Phuan Pakphli Museum**

The guidelines to increase the ability of a Discovery Museum Tourism management, case study on Phuan Pakphli Museum, overall is at a good level. It is found from the study that there should be actions from both of the important sectors, the government sector, and the general public sector, as followed:

### **2.1 The government sector**

The government sector has an important role to increase the ability in tourism management. In the past, the management and operation based on the love and unity of the ethnic group of Phuan people where they aim at preserving the identity as the national's heritage, which is considered as a precious, valuable social asset where the province and other sectors must join in supporting. To jointly raise the level of this local museum to become a Discovery Museum of the province's history, according to the Regional Museum Development Project to enhance eastern tourism potential.

The government sector should use the cooperation of the local units in the area such as the Tourist Organization of Thailand, both the provincial office and regional office, together with the other units concerned, to develop the ability in communication, to obtain the image or Brand of becoming a Discovery Museum,

along with the existing natural tourist attraction sites and to develop the ability in having professional services for the tourists, both physical media, digital media, signboards of tourist attraction sites, route maps and other services to facilitate the tourists. As well as managing the budget for the operation and to develop the personnel.

### **2.2 General public sector**

The good level of the ability in the management of the exhibition, of the display indoors, the management in the living museum and creating knowledge, should seek partners in the tourism business, to help in setting up the strategy or a model, connecting, linking to the communication in marketing services, tourism marketing, and the services facilitating to the tourists, by taking the advantage of being near the natural touristic sites, one-day trip tourism and guided tours by the touring companies.

## **5. Conclusion**

1. The ability in Discovery Museum tourism management, case study Phuan Pakphli Museum, overall, is at a good level. Considering in each aspect, it is found that the 3 good levels of the abilities are in the managing of exhibition and display indoors, the managing of the living museum and creating knowledge. While at the moderate level are the abilities in communication and services to facilitate the tourists professionally.

2. Guidelines to increase the ability in managing the Discovery Museum Tourism, case study Phuan Pak Phli Museum, should have the cooperation of both the government and general public sectors. The government sector should support the communication development and the services by setting up a supporting budget and develop the personnel, in order to create an image or the Brand of the province on cultural conservation. The general public sector should find partners, connecting the identity of being a prototype of developing a local museum to be a Discovery Museum, leading to developing communication in the tourism marketing and services for the tourists.

## **6. Discussion**

From the study it is found that the ability in managing the Discovery Museum Tourism of the Phuan Pak Phli Museum, in the aspects of managing the exhibition and

display indoors, managing the living museum and creating knowledge, are at a good level. It is shown that the operation of having the participation of the local folks in the community, together with preserving the identity of the ethnic group, and the potential use of lifestyle in the community, is an important mechanism, a driving force to succeed, in consistent with the research study of Bhakdechakriwut, Y., et. al. (2016), where it is found that, by using the assets in having the local knowledge and the originality of Thai Phuan culture, are the important assets in strengthening the tourism management by the local community. This is also in consistent with the research of Hussadin, A. (2016) where it is found that the assets of local knowledge and the inheritance tradition of Thai Phuan textile weaving, create the identity of the ethnic group of Thai Phuan and create the community value, in consistent with the research of Punyopashtambha H. and Marpraneet, B. (2015), where it is found that joint participation and cooperation of the local community and the Chalermraja Cultural Center, Fangklong Temple, is a driving force that creates sustainability in preserving Thai Phuan culture.

## **7. Recommendation**

Recommendation to use the findings from the research

From the study, it is found that the ability in managing the Discovery Museum Tourism, in the aspects of communication and professional services for the tourists are at a moderate level. It means that, the provincial administrators should request for the help of a specialized expert urgently in supporting the museum administrators in raising the ability level.

### **Recommendation for the next research**

From the study, it is found that the ability in managing the Discover Museum Tourism of Phuan Pak Phli Museum, overall and in 3 aspects are at a good level. But due to this research being a qualitative study, there should be a quantitative research in order to additionally confirm the results and to use the findings in achieving the development of the provincial policies, according to the Regional Museum Development Project to enhance the potential of the Eastern region tourism further.

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