

Management Strategies and Sustainability of National Museums in Bangkok

Daosiree Chayasirisobhon
Graduate School of Business,
Assumption University Thailand

Adarsh Batra, Ph.D.
Lecturer, Graduate School of Business
Assumption University Thailand

Abstract

Today, tourism is one of the most important industries for Thailand. Among the attractions, national museums are considered the center that present the nation's history, art and culture inherited from the past and preserved until now. These make management and sustainability as public organizations very important to consider. This research was therefore conducted to find out what and how strategies are developed and practiced among the national museums in Bangkok as well as significant areas that lead to sustainability. Only qualitative methods were adopted in the conduct of this research. In-depth interview, focus group and observation were selected to be the most effective options for research data collection. The results of this research indicate the key findings that the national museums are under similar management strategies for development as learning sources and tourism attractions. Such strategies are implemented by the Office of National Museums, put and updated in National Museum Development Plan. Furthermore, on tourism and hospitality services, technologies for visitors are being focused, while Public Relations, Information Technology, Personnel, and Image of the national museums should be emphasized for sustainability.

Keywords: management strategies, tourism and hospitality services, sustainability, National Museums

Introduction

The Kingdom of Thailand is a country with a long enchanting history as well as art and culture inherited from the ancient times and preserved until now. Tourism is one of the country's largest and fastest growing industries and also a major source of income, foreign exchange earnings and employment. In this regard, tourism can be categorized into numerous types based on the tourists and their objectives or motivating factors for travelling. "Cultural Tourism" is one and is now a popular global tourism market. It is the form of tourism that is concerned with a country or region's culture which includes the lifestyle of the people and their history, art, architecture, religions, and other elements that helped shape their way of life.

Today, national museums are generally seen as the center of historical and cultural