THE STUDY OF POTENTIAL MUSEUMS ADMITTANCE IN UDONTHANI PROVINCE

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Abstract - The purpose of this study is to discover the potential admittance of the museum in Udon Thani which can be developed to attract more tourists. This study used group meetings and non-participant observation. The findings of this study showed that opening Udon Thani museum for visitors is a part of the promotion of Thai tourism according to the policy of Tourism Authority of Thailand. In case there are more tourists visiting than the potential admittance of Udon Thani museum, it may affect tourism in terms of service satisfaction. This will affect long-term tourism. The research team was interested in this case study. The study is to prepare and assess the ability to accommodate tourists. It is also to access the service in the future.

Index Terms - Museum, Local Museum, Potential Capacity.

I. IMPORTANCE AND BACKGROUND OF THE STUDY

Tourism is very important for the economy, society and culture of Thailand. For domestic destinations, there are many beautiful attractions across the country. It can be divided based on a type of tourism such as a tourism for relaxing with a beautiful environment and a refreshing atmosphere. Another type of tourism is an educational tour. The tourists will find something special to do. They may not be special to other people but to the tourists they are. It can be something that the tourists never see or something that only exists in certain places. (Aneanee Wattanaeporn, 2003). For tourists who have such a purpose, they often like to visit historical places, paintings and antiques in order to learn ways of living (Pongsathorn Komonlatat, 2558).

Udon Thani Province, located in the Upper East, has a terrain of a plateau. It is surrounded by mountains which creates a natural diversity. Most of the area is plain with the Phu Phan mountain range lying in the north-south direction of the province. It is a natural boundary with neighboring provinces. There is a stream running through Udon Thani Municipality. Away from the natural border, it borders with the Mekong River. The left bank of the Mekong River is home to the Lao People's Democratic Republic. It is about 50 kilometers from Udon Thani province. Because of that, there are many tourist attractions and one of them is the oldest civilizations in the world called Ban Chiang civilization. Ban Chiang traces back and shows the way of life 5,000 years ago. It shows that the culture has developed in many aspects, especially knowledge and ability. It is a tool for helping those people to live and create a society. The human culture has a long history. There are local museums. It is a local learning resource and an important community. It is a place to gather information, culture, wisdom and objects. It is directly related to local life and community. It often represents traditions, keeping local heritage alive from generation to generation. Today, local museums have grown and expanded in many countries around the world, including Thailand. Local museums are established in both public and private sectors. Currently, Udon Thani has realized the importance and established a local museum. "Udon Thani Museum" It was built in the reign of King Rama VI. It is a major attraction. The visitors will get to know about Udon Thani in various aspects. Udon Thani Museum shows about Udon Thani since natural history archeology, geology, history, local arts and culture Including the history and honor Luang Prajak Silpakom who was the founder of Udon Thani. It was opened to the public on January 18, 2004, the same day as the founding of Udon Thani the city that celebrated its 111th anniversary. Unfortunately, the museum has been closed for renovation and will be open to the public to visit again.

II. THE PURPOSE OF THIS STUDY

To study the perception of tourists and local people in terms of the potential of museum admittance of Udon Thani museum.

III. RESEARCH METHODOLOGY

This research is a survey research and qualitative research. The population is the Thai tourists who come to visit the Museum of Udon Thani. The population was selected using 2 methods: Purposive Random Sampling and Accidental Random Sampling.

A. 30 officials involved are from provincial administration organization and sub-district administration organization. The sample was purposively selected using a non-formal interview and formal interview using informal interviewing and formal interviews.
B. Thai tourists and foreigners who come to visit the Museum of Udon Thani using a non-probability sampling method and nonprobability sampling. Accidental sampling was used to calculate the sample size by using Cochrane's Cochrane Equation Coefficient. The sample size was 156.66 for 160 people

IV. RESEARCH RESULTS

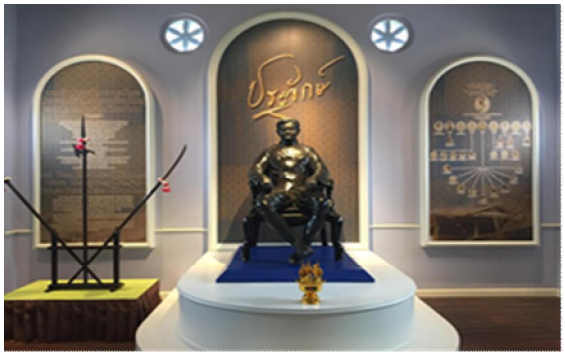
Udon Thani Museum is located on Pho Si road near Wat Pho. The building was built in 1920 by Phraya Sri Srisuriyacharavananuwat, monk, Udon Thani province officials, merchants and people in the province to use as a school building for Naree Foster School It was completed in 1925. Later, King Rama VI., the name of the school was re-named to “The Ratchayuthit” building. It was used as a building for the promotion of women's culture in 1930, and in 1960 was used as a regional education development project until 1973. It was also used as an office building for the education department in the educational zone 9 and office. The building is a 2-story building with brick or mortar. Western shape Roof hip. There is a porch extending forward. The city has renovated this building into a museum. The museum is being used to show about Udon Thani, history of archeology, natural history, geology, local history, arts and culture including the gospels. It also displays the history of Luang Prajak Silpakom, a founder of Udon Thani.

The results from this study on the admittance potential of Udon Thani museum found that Udon Thani has a unique local identity and they did a good job in renovation. Udon Thani City museum is considered to be the ancient architecture. Udon Thani Museum is divided into 2 main parts: Udon Thani city Museum and a renovate home design. Udon Thani City museum offers free admissions to everyone from the elderly, students and groups. Udon Thani City museum is open every Tuesday to Friday from 8.30-16.30 hrs. and Saturday - Sunday from 8.00-16.00 hrs. The souvenir shop in Udon Thani Museum is decent. Travelers can travel to Udon Thani museum by car or bus. The facilities are available, including public relations, toilets and shops, etc.
Udon Thani museum organizes special events with government and community organizations to promote tourism such as the annual music workshop with the tourism authority of Thailand (TAT) oogether with Udon Thani Municipality, Udon Thani Tourism Business Association, Udon Thani Chamber of Commerce and shopping centers under the name "Jazz at the museum.” Young people and jazz enthusiasts join the event by incorporating musical instruments, international and folk musical instruments. They also organize a jazz festival called Udon Thani Jazz Festival.





A. Picture I: Udon Thani Musuem







B. Picture II: Upper-floor gallery











C. Picture III: Downstairs gallery

V. SUMMARY, DISCUSSION, RESULTS AND RECOMMENDATIONS

Udon Thani Museum is a place to learn about Udon Thani and make Udon Thani known. The importance of the museum includes the source of learning, presents the contents and knowledge. It is also a center for collecting information and disseminating cultural heritage as a source of learning in history, archeology, arts, culture and customs. It is a good learning about the customs and way of life of people in Udon Thani. There are 26 exhibition rooms which are divided into 15 rooms located on an upper floor.

A. The Upper floor consists of the following;

1. The establishment room of Mak kheng
2. The city builder room which demonstrates how to think and how to manage the city. The room is attached to modernity. It is through the central people who come to the city.
3. Becoming Udon Thani room which describes the early development of urbanism that depicts the modernity and diversity of the city.
4. Udon Thani's way of life and people of Udon Thani
5. The revolution room from the 1996 revolution that the crowds expanded.
6. The room about World War which leads to the Cold War. This room provides the knowledge of

the Indochinese dispute. During that time, Udon Thani was used as a fighter base against France. The Cold War impacted the World War II and Udon Thani.

7. Cold War Room which shows the end of World War II and the beginning of the Cold War. The Cold War led to the Vietnam War.
8. The room of American G.I. which shows the arrival of G.I. The arrival of G.I. affected Udon Thani and its people.
9. The room of past waiting.
10. The party room that has an ending.
11. The missing decade room that shows the Impact of withdrawing bases by the U.S. troops that had on Udon Thani
12. The room of standing on your own.
13. The room of of Luang Prajak Silpakom, the founder of Udon Thani City. It displays monuments and images. It also shows his bibliography and work. Moreover his personal belongings were displayed, too. This room also shows the model of the military evacuation from the city of Nong Khai to the military base of Udon Thani.
14. The room of Luang ta mahabua yannasampanno, one of sthe highly respected monks of Udon Thani. This room also exhibits about famous monks in Udon Thani and in the Northeast region.
15. Udon Thani's good people room.

B. The ground floor rooms consist of 11 rooms as listed below;

1) The lively city room and Udon Thani's map.
2) The room about the undersea Northeast. About 300 years ago, the Northeast was the sea. The sea could not travel and was blocked by the mountains as a lot of sea shells were found in many areas of the East.
3) The converting ground room and the moving of the plateau.
4) The salt room created by the civilization of people. Potassium, the ancient salt industry and the new salt industry are resulted from the ancient wisdom.
5) The room from community to culture. It shows Mekong region which covers the areas of China, Myanmar, Laos, Thailand, Cambodia and Vietnam.
6) The room from the culture to the civilization. It shows the civilization in the Mekong River.
7) The house of Ban Chiang
8 – 9) The rooms of good attractions in Udon Thani Attractions such as restaurants, shops, souvenirs, parks and sanctuaries.
10) The room of the future which shows about the potential of Udon Thani.
11) The history building room. It provides the history of Rachinuthit building which was used to accommodate special guests.

As we can see, the museum is dedicated to preserve the important artifacts in history, science, culture and the arts for public display. Large museums are often located within the major cities around the world, which often exhibit a wide variety of works. While smaller museums spread around the world often display local works. The museum itself is a tourist attraction that provides both knowledge and enjoyment. It is a collection of objects and information that can be linked to other types of tourism. They can also help travelers from other cities to learn and understand the local area. Museums are also a great spot for local people as well.

SUGGESTION

They should increase a number of staff with good knowledgeable accommodate tourists.

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