



PROCEEDINGS OF  
**The IRES**  
INTERNATIONAL CONFERENCE



ate: 16<sup>th</sup> -17<sup>th</sup> February, 2018 | Venue: Zurich, Switzerland

*In Association With*



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PROCEEDINGS OF  
**THE IRES**  
**103<sup>rd</sup> INTERNATIONAL CONFERENCE**  
**ZURICH, SWITZERLAND**

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**Organized by**



**Date of Event**

**16<sup>th</sup>-17<sup>th</sup> February 2018**

**Event Co-Sponsored by**



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Mail: [info@theires.org](mailto:info@theires.org), [www.iraaj.in](http://www.iraaj.in)

Publisher: **IRAJ**

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## **EDITORIAL**

It is my proud privilege to welcome you all to the TheIRES International Conference at Zurich, Switzerland. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, TheIIR, TheIRES for organizing this event in Zurich, Switzerland. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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# NIGHT AT THE MUSEUM : A NEW GENERATION OF CREATIVE TOURISM

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**Abstract** - The study of The Guideline of Night at the Museum : A New Generation of Creative Tourism – a case study of SuanSunandhaRajabhat University aims 1) to study the process of creative tourism in case of night at the museum 2) to study cultural tourism's opinion toward a management of night at the museum. The result is night at the museum is a way to build the model of new generation of creative tourism nowadays in Thailand

**Index Terms** - creative tourism , night at the museum, creative activity

## I. INTRODUCTION

Museum is an institution that conserves a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Museums in Thailand make these items available for public viewing through exhibits that may be permanent or temporary. The visitors only want to see everything inside the museum but nowadays seeing is not enough for them. Using creativity as a tourist activity is very important turning point at the museum.

Museum Siam at Thailand is a discovery museum that is located at Sanamchai road in Bangkok, Thailand. The museum was established in 2007 in the former building of the Ministry of Commerce. It was formed to build the new trend to learn at the museum in Thailand. The satisfaction was correlation with the attitude for visitors or tourists for museum. The number of tourists that visited general museum is low for every year especially Thai people that opposite with others nations. Museum Siam has tried to encourage activities through marketing events. Night at the museum was done in the first time on 2011.



Figure 1 Night at The Museum Poster

Museum Siam only managed marketing event at the 5 times for night at the museum ,after that there are more than 13 museums incorporate the marketing event as call musepass to continue activities together that made trend to museum travelling change. In 2017, Night at the museum 7<sup>th</sup> was an event called in theme 'courage'.

Night at the museum is a way to build the model of new generation of creative tourism nowadays in Thailand.

## II. OBJECTIVES

- 2.1 To study the process of creative tourism in case of night at the museum.
- 2.2 To study cultural tourism's opinion toward a management of night at the museum.

## III. THEORETICAL CONCEPTS AND LITERATURE REVIEW

### 3.1 Theoretical Concepts

#### 3.1.1 Museum Definition

The definition of a museum has evolved, in line with developments in society. Since its creation in 1946, ICOM updates this definition in accordance with the realities of the global museum community.

According to the ICOM Statutes, adopted by the 22nd General Assembly in Vienna, Austria on August 24th, 2007:

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

#### 3.1.2 The Creative Tourism

Crispin Raymond and Greg Richards(2000:16-17)defined The Creative Tourism concept as a tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken.

Creative tourism is related with cultural tourism yet they possess many differences. Creative tourism is oriented towards the development of creativity, conservation of traditions, education, and is more directed towards individual clients or small groups, whereas cultural tourism focuses on visiting known structures, various events, and is oriented towards mass tourists.(Dr. JurėnienėVirginija, 2016) Creative tourism is important in that it focuses on the past, present and future. What becomes of importance is not only the final products, but also the entire participation

in the creative process. Passive consumption of cultural products becomes active through communication, education and participation, and the resources of creative tourism are renewable.

### 3.1.3 Form of Creative Tourism

Creative tourism could not do without creative development; therefore, the following two main ways of implementing creative tourism are distinguished (Dr. JureñienėVirginija, 2016):

- 1) Using creativity as one of the activities of tourism;
- 2) Using creativity as a certain background for tourism.

The first way is a more traditional model of creative tourism because it emphasises active participation of tourists in creative activities. More and more communities believe that their creative life and activities may make their city attractive for tourists even if they only want to look around instead of taking up activities.

Activity	Type of experience
Learning	Workshops – attending specific courses and exchanging experiences
Tasting	Experiences Open workshops
Observation	Routes, trip notes
Shopping	Galleries, shops

Table 1 : Typology of creative tourism experiences.

Moreover, there are various types of experience and products that can be attributed to a creative tourist from active involvement into activities, learning specific skills, to looking around galleries and browsing creative product stores.

### 3.2 Literature Review

ItsareeTiyapiphat(2017:93-97) claimed that basics of creative tourism have three dimension and 10 indicators, Tourism resources include: 1) It was developed from cultural tourism, 2) tourist resources had outstanding in culture 3) It was the culture that existed in daily life or was newly built 4) It had learning exchange between tourists and people in the community in terms of art, cultural heritage or the specific features of the areas attractions caused the bond between tourists and the local community, 5) The attractions tourism had activities with emphasis on conservation of the environment and local culture. Activities 6) It had activities for tourists to operate and use their own creative idea, 7) It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator. Community participation 8) the community managed the tourism, including received income 9) Community took part in arranging activities, 10) community participated in the design of arranging activities for tourists' experiences.

EkkachaiSithamma(2017: 114-115) claimed that Creative cultural tourism management : studies of Thai Puan race Baan Chieng Communities , Udonthani, Thailand For studies, Lifestyles and creative cultural

tourism of Thai Puan, Baan Chieng Communities, Udonthani. The research has been use method of research in qualitative. To managed creative culture tourism of Thai Puan by asset of culture to identify communities are not new idea but for being well-organized managed in tourism makes Thai Puan race in Baan Chieng communities become unique and different than the others with all gather.

## IV. RESEARCH METHODOLOGY

The research is mixed method as applied the qualitative with descriptive analysis approach. The data for the study were collected through

4.1 The study of historical documentation on event of night at the museum in Thailand based on the managing by Museum Siam, Bangkok , Thailand.

4.2 The in-depth interview with the leaders or ministrators of the museum in case study.

4.3 The participated and non-participated observation in night at the museum 7th.

4.4 The focus group discussion among activists, 10 of each location, totaling 20 persons.

4.5 The interview with 2 administrators, one at the Culture and Art Office in Suan Sunandha Rajabhat University and Museum Siam.

4.6 The questionnaire totaling 100 persons.

The data were analyzed and the findings were presented using the descriptive analysis method.

## V. RESEARCH FINDINGS

Museums are uniquely positioned to blend education and recreation. Cultural tourism provides a sense of discovery, intercultural understanding, and enriches a personality. Cultural tourism helps to know the world, familiarise with the cultural diversity, traditions, customs, find out about different lifestyles, such as feeling, interacting, tasting, discovering, travelling, meeting and participating. While creative tourism has developed from cultural tourism as the needs and wishes of people to discover something new changed.



Figure 2 Night at The Museum Poster 7th

Research finding in Night at the Museum : a case study of Thailand by Museum Siam are:

5.1 The process of creative tourism in case of night at the museum. The museum experience will become more interactive and self-directed. As museum leaders

look to the future, they see a shift to a greater level of visitor control and new methods of audience engagement, but for creative tourism should design the activities from background of the museum's content such as history, story of the museum, food , the way of life, etc.

The results of the study show that creative offer is mostly seen by the story content only as an additional element of the existing offer, and not as an opportunity to develop a selective form of tourism. Through creative programs, workshops, educational and recreational programs, authentic gastronomy, heritage and events, museum can develop into a creative destination.

In case of night at the museum at Museum Siam has created cultural activities with Chinese Drama. There were 5 activities such as mask painting, games, Chinese Drama make up and dressing.



Figure3 Activity of Traditional Chinese Show

In case of night at the museum at SuanSunandhaRatjabaht University has created open

handicraft workshops to visitors at night at the museum according to the background of SuanSunandha as the former palace.



Figure4 Activity of water colour painting on postcard

5.2 The cultural tourism's opinion toward a management of night at the museum show the museum experience will become more interactive and self-directed.

1. Tourists had overall satisfaction at high level toward admission on creative activities in night at the museum.
2. The overall satisfaction among samples of different gender was not different.
3. The overall satisfaction among samples of different ages was statistical significantly different and, when considering in aspect, the satisfaction on the aspect of service personnel and artistic value was not different.

Creativity is increasingly recognized as essential for success in many aspects of life: personal development, life-long learning, management, even politics. As leisure time in the developed world becomes more scarce, holidays can provide important opportunities for people to develop their creative capacities. Creative tourism has developed from cultural tourism as the needs and wishes of people to discover something new changed.

In night at the museum case, tourist creativity is achieved in a less direct way than during participation in all activities. Here the aim is to create a common atmosphere which consists of the entire creative sector and environment. In order to attract as many tourists as possible not only creative spread of information is important, but it is also claimed that all of these may be used as a certain specific bait for people.

## VI. SUGGESTION

1. From the findings, it can be suggested that further study about museum networking should be conducted around Thailand, not only major museums in large city such as Bangkok, but also some other local or private ones. Another interesting point for future researches focuses on the needs analysis of museum visitors, particularly the extra events such as the night

activities, should be acted to find out the desired activities or other appropriate topics for seminar. Another significant research concept is about the needs of museums; therefore the needs analysis plays an important role. The purpose of the study might be about the demand of each museum in various aspects such as the funding which can be supported by the government, local government or private company, the marketing or public relation team or other supporting teams which can help advertise the museum when arranging special events.

#### ACKNOWLEDGMENT

This is in acknowledgement of the oral presentation at The IRES - 339th International conferences on Economics and Social Sciences (ICESS) by

SuanSunandhaRajabhat University's Faculty Development Fund.

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