

Significance of Paradigm Shift Model for Bangkok Metropolitan City Museum from Desired Factors of Management to Communication Management Affecting Creative Tourism Success

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Abstract

The purpose of writing this research article paper was to establish the significance of Paradigm Shift from desired factors of Bangkok Metropolitan City Museum management to developing and building model in communication management affecting innovative tourism concept was creative tourism. The sample population consisted of the public department and relevance to museum bureau groups. Twenty-one of learning museum and directors or managers of education museum and school directors including head of communities; selected through purposive sampling. The research was conducted via future research method using the Delphi Techniques. The research findings tourism revealed that Paradigm Shift Model for Bangkok Metropolitan City Museum affecting success will understand the significance to adopt these 5 sectors as follows: 1) production practicing sector is Bangkok Metropolitan City Museum leading the important of service quality acceptance 2) consumer practicing sector in leading with interesting in service marketing from Bangkok Metropolitan City Museum management that service quality acceptance has strongly towards recommended adopt service value and suitable for ticket expense 3) management practicing sector concerned to strategic level and service quality acceptance has strongly towards recommended adopt service value and suitable for ticket expense 3) management practicing sector concerned to strategic level and service level 4) marketing practicing sector in terms of critical success factors of communication management affecting city museum management that focusing on service level and to steady communication for image building in the fifth sector 5) communication practicing sector for image building could lead to the service quality acceptance. Furthermore, the Paradigm Shift Model for Bangkok Metropolitan City Museum from desired factors of management to communication management affecting creative tourism success was tested by another 5 experts using index of congruence (IOC) which showed content validity acceptance in all sectors ($IOC \geq 0.50$). Hence, the model could be used for development for Bangkok Metropolitan City Museum management and communication management.

Keywords: Paradigm Shift Model, City Museum, Creative Tourism.

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Introduction

Local Bangkok Metropolitan management today need to confront the challenge of city museum of the current socio economic changes. In the framework the role of city museum and city museum marketing becomes it is related to creative tourism success. Furthermore, city museum marketing and creative tourism connected with cultural tourism; global competition; tourist attraction, urban and local community with cultural participation and the privilege identity of city image and branding. Many city museum that success in such way i.e. Smithsonian City Museum in Washington D.C., The Art Institute of Chicago, Chicago USA., The Art Science Museum: Marina Bay Sands Singapore and Cairo Museum Egypt etc.

Obviously, the majority of applied concept of city museum, city museum marketing policies and museum management including communication management must concern the culture and tourism city museum management and marketing have encounter criticism like a) rearrange urban and local planning b) emphasis on profit c) emphasis on museum service quality d) emphasis on tourism attraction e) regenerate local and tourism participation f) emphasis on contribute as a unique tourism and cultural good product to reinforce building the city image and branding and its development under a strategic management and museum service marketing plan for the city with main axe the museum. In order to work effectively it is necessary to be promoted in an creative tourism is analysed in the framework of cultural tourism. (adapted from Mclean (1994), Metaxas (2013), Wheelen, Hunger Hoffman and Bamford (2015), David and David (2015) and Obridska-Olson (2010)).

Although creative tourism is focused on generally perceived as a form of cultural tourism, on the other hand, it is related to business model that need for tourism learning and experiencing the creative process that different from the mainstream cultural tourism. (see Table 1)

Table 1 Creative Tourism and Cultural Tourism-a Comparison between Business Models

Creative Tourism Business Model Main Characteristics	Traditional Cultural Tourism Business Model Main Characteristics
Resource Set: Based on local creative capital in constant development. Any artistic or creative process can be resource for creative tourism: from basket weaving in Egypt to samba dancing in Cuba, from guitar making classes in Kaznaluk to repussè metalworking in New York.	Resource Set: based on existing cultural heritage resources with predetermined characteristics: Iconic buildings, mega cultural events, historically established brands of influence: UNESCO World Heritage List, National Monuments lists, etc.
Target markets: small groups and individuals with narrow niche interests	Target markets: large groups and individuals with general interest in culture
Benefits for the cultural heritage: non-destructive participation, visitors' responsibility, creation of new cultural heritage	Benefits for the cultural heritage: mass cultural tourism already represents a danger for many cultural heritage sites
Sustainability: very high, since creative tourism is based on a continuous process of creation	Sustainability: limited, sine the resources for cultural tourism in many cases are not renewable

Source: Obridska-Olson and Stanislav Luanov, 2010.

For promoting the creative tourism and city museum management and marketing including communication management. Since 2003 UNESCO recognize the creative tourism

as an important factor in maintaining creative cultural diversity in the face growing cultural heritage and globalization. It represented one of the production sector in terms of city museum and consumer sector in terms of tourists or visitors as tangible factor and resource of intangible factors such as strategic management service marketing management for creative communication management affecting creative tourism worldwide success. (adapted from UNESCO, 2003 and 2006). These factors have been used increasingly to promote city museum destinations and to increase their competitiveness, attractiveness, city image and branding for creative tourism and the city and country role of the city museum marketing increases rapidly on global level. (see Figure 1) (adapted from Ohridska-Olson, 2009)

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Country Brand Index (CBI)	Creative Industries Exports (2006)	Nations Brand Index (NBI)
1. USA	1. China	1. USA
2. Canada	2. Italy	2. France
3. Australia	3. USA	3. Germany
4. New Zealand	4. Hong Kong SAR	4. UK
5. France	5. Germany	5. Japan
6. Italy	6. UK	6. Italy
7. Japan	7. France	7. Canada
8. UK	8. Canada	8. Switzerland
9. Germany	9. Switzerland	9. Australia
10. Spain	10. India	10. Spain/Sweden

Figure 1 Overall Country Branding and Country Ranking by Creative Tourism as Creative Industries Export (adapted from Ohridska-Olson, 2009)

Based on the above this paper was to establish the significance of Paradigm Shift from old management of Bangkok Metropolitan Local Museum concept towards the very innovative concept of creative tourism were analyzed to contemporary communication management the very need of visionary Paradigm Shift Model for Bangkok Metropolitan City Museum from "Desired Factors of Management to Communication Management" Affecting Creative Tourism Success.

Purpose of the Study

1. Analyze the experts point of view on current situation of Bangkok Metropolitan Museum on Communication Management Affecting Creative Tourism Success.
2. Establish, determine and test the significance of Paradigm Shift Model of Bangkok Metropolitan City Museum from "Desired Factors of Management to Developing and Building Visionary Model on Communication Management" Affecting Creative Tourism Success.

Research Conceptual Framework

The research was using Delphi Technique, which is the future research method, so conceptual research framework was conducted using input, process, output and outcome based on Delphi Technique and concept of visionary framework (adapted from Linstone and Turoff, 2002) (Figure 1)

Input

Bangkok Metropolitan City Museum Management and Communication Management Affecting Creative Tourism Success.

1. Analyze the experts points of view on current situation of Bangkok Metropolitan Museum on Communication Management Affecting Creative Tourism Success.
2. Establish determine and test he significance of Paradigm Shift for Bangkok Metropolitan City Museum from desired factors of management to developing and building visionary model on communication management affecting creative tourism success.

Process

Using Future research /Futurism by Delphi Technique involving three-round In-Depth Interview (round 1) and questionnaires (round 2 and 3). The sample population consisted of the public department and relevance the museum bureau groups including head of communities totally 21 persons. The descriptive statistics including Mean, Mode, Interquartile Range (IR), The difference between Median and Mode.

Output

Visionary Paradigm Shift Model from desired factors of management to communication management affecting creative tourism success.

Outcome

Using Index of Congruence (IOC) were tested visionary Paradigm Shift Model.

Practicing Model of Visionary Paradigm Shift Model for Development Communication Management for Bangkok Metropolitan City Museum.

The sample population consisted of the public department and relevance the museum bureau groups including head of communities; selected through purposive sampling. The research was conducted via future research method using the Delphi Technique, involving three-round, In-Depth Interview using in the first round and questionnaires using in the second and third round as a research instrument. The descriptive statistics including Mean, Median, Mode and Interquartile Range (IR). The difference between Median and Mode and Index of Congruence (IOC) were used to tested the visionary Paradigm Shift Model.

Results

1. The approach was tested by synthesize results for Bangkok Metropolitan City Museum Management Affecting Creative Tourism Success. From round 1 In-Depth Interview answers have following:

1) Strategic level consisted of

- 1.1) Policy and important domain for creative tourism
- 1.2) Museum management
- 1.3) Personal
- 1.4) People participation
- 1.5) Organizational cooperation and network building
- 1.6) Auditing and evaluation

2) Service level consisted of

- 2.1) Internal museum exhibition
- 2.2) Supporting center for the state of arts in local and community museum
- 2.3) Community and Bangkok metropolitan division's activities center
- 2.4) Retention of Bangkok Metropolitan City Museum management

3) Critical success factors of communication management affecting successful of Bangkok Metropolitan City Museum Management and Affecting Creative Tourism Success consisted of

- 3.1) Equitable service
- 3.2) Timely service
- 3.3) Ample service
- 3.4) Continuous service
- 3.5) Progressive service
- 3.6) Convenient access to service
- 3.7) Convenient facilities of service
- 3.8) Ability to pay on the fast of service recipients
- 3.9) Acceptance of service quality

2. The results from a synthesis of the data from round 2 questionnaire answers from the expert group point of view showed that they agreed with those of round 1 that an approach of management and Bangkok Metropolitan City Museum Management must be established in city museum model and in accordance with these three levels:

- 1) Strategic level
- 2) Service level and
- 3) Critical success factors of communication management affecting the success of Bangkok Metropolitan City Museum Management and Affecting Creative Tourism Success.

The descriptive statistics results of these reasons showed Median and Mode in level range between 4.00-5.00 and Interquartile Range not more 1.00 ($IR < 1.00$) Respectively, the consensus of the expert groups from round 3 questionnaire answers following round 2 can be substantiated as follows: 1) The same 3 levels recur again 2) So also did the descriptive statistics results that median mode in level range was 4.00-5.00 and interquartile range not more 1.00 ($IR < 1.00$).

Conclusion and Discussion

Finally, from the above research finding led to establish the significance of Paradigm Shift from desired factors of Bangkok City Museum Management to Developing Model in Communication Management Affecting Creative Tourism Success as follows:

1. Production practicing sector is Bangkok Metropolitan City Museum leading the important of strategic management to service communication management that consumer have strongly in service quality acceptance (accordingly Urry, 2002; Kittlemen, 1976; Meiean, 1977).

2. Consumer practicing sector in leading with tourist or visitors interesting in service marketing from Bangkok Metropolitan City Museum management that service quality acceptance has strongly towards recommended to communication management for adopt service value and suitable for ticket expense (adapted from Drucker, 1966; Moore, 2005; Matheson, 1992; Mclean, 1994; Lovelock and Peterson, 2015).

3. Management practicing sector concerned to strategic level and service level that dynamic interaction applied to communication management of minute by minute basis towards museum service quality. (according to the conceptualization shared by Millet, 1954; Misiura, 2006; Kittleman, 1976; Lewis, 1988; Rea and Volland, 2015).

4. Marketing practicing sector concerned to critical success factors of communication management affecting Bangkok Metropolitan City Museum management that focusing on service level, point of contact in terms of city museum activities and personal service and to steady communication for image building and branding.

5. Communication practicing sector for image building could integrated all above practicing sectors and strategic level, service level and critical success factors as desired factors could lead to the service quality acceptance. (according to the conceptualization

shared by Barge, 2001; Millet, 1954; Lovelock and Peterson, 2015; Kotler and Kotler, 2016; Fleur, Margaret, Keaney, Plax, Timothy and De Fleur, 2014).

In order to get the best outcome as desired factors from five practicing sectors in terms of core desired factors and three levels in terms of subclass of desired factors. Now visionary Paradigm Shift Model for Bangkok Metropolitan City Museum from "Desired Factors of Management to Communication Management" Affecting Creative Tourism Success was to establish followings: (adapted from Xavier, 2004; Chee, 1994; Vela, 2013; Linstone and Turoff, 2002). (Figure 2)

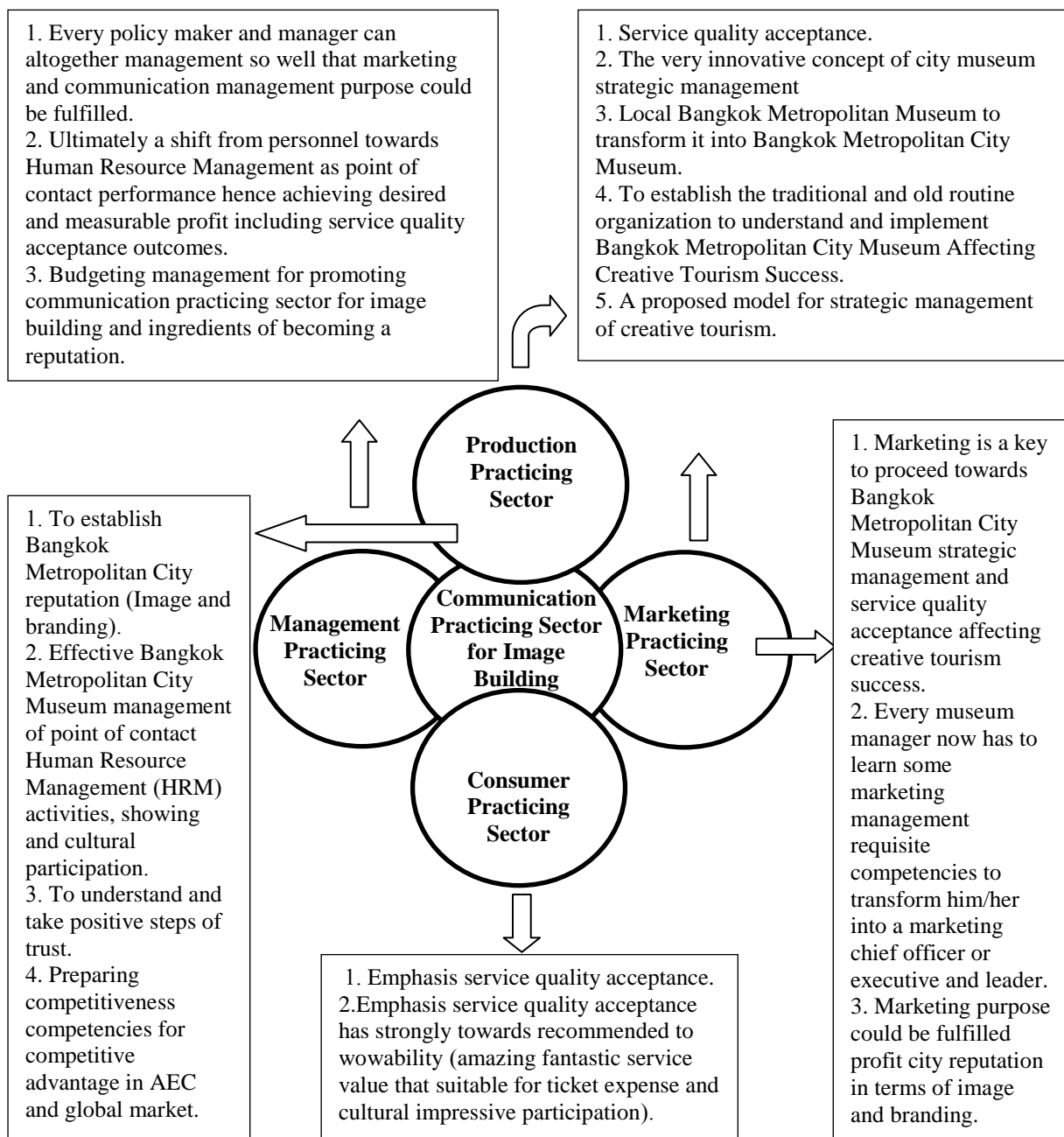


Figure 2 Visionary Paradigm Shift Model for Bangkok Metropolitan City Museum from Desired Factors of Management to Communication Management Affecting Creative Tourism Success.

Furthermore, the research visionary Paradigm Shift Model was tested by another five experts using index of congruence (IOC) which showed content validity acceptance in all part sectors ($\text{IOC} \geq 0.50$).

Hence, the research visionary Paradigm Shift Model could be used for practicing model for development communication management for Bangkok Metropolitan City Museum Affecting Creative Tourism Success.

Suggestion

1. The results of this study indicated that the quality management and communication management model of Bangkok Metropolitan City Museum ought to have the process as follows: business model of creative tourism capabilities towards the modification of 5 sectors 1) production practicing sector 2) consumer practicing sector 3) management practicing sector 4) marketing practicing sector and the last 5) communication practicing sector for image building.

2. The quality management and communication management model of Bangkok Metropolitan City Museum in terms of strategic planning for creative tourism capabilities in determination of the strategic human resource professional capabilities in the wide range of point of contact service marketing communication management with the quality management model of market focus, image building focus, to build city or country branding focus and measurement analysis of creative tourism success.

3. Chee (1994), "Paradigm shift-Paradigm found?". *Far Eastern Economic Review*. Vol.157. issue.47. Nov. pp.36.

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