

Innovation Management Model of World Heritage City Museum on Historical Park for Creative Tourism in the Lower Part of Northern Thailand

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Abstract

This research synthesized the relevancy between the service quality management in museum influences and the growth trend towards creative tourism subsidiaries to earning a competitive advantage and promoting cultural heritage. The benefits of it in the end will lead to higher income and differentiating from its competitors, including better of creative tourism sustainability. SERVQUAL model led to the creation of the HISTOQUAL model analysis revealed that higher practicing of subsidiary growth model for a long time related to achieved through both (a) a higher practicing of service quality management in museum influences founding and (b) to examine visitors perceptions and expectations. These results suggest that purpose of this research study to synthesize the HISTOQUAL model is modified to suit to measure the service quality in museum influences. This research results point to the importance of the HISTOQUAL model that influence able discussion on culminates in a new research model with practicing innovation management model of this research propositions.

Keywords: Innovation Management Model, World Heritage City Museum on Historical Park Creative Tourism, SERVQUAL, HISTOQUAL, Kamphaeng Phet Historical Park, Sukhothai Historical Park

Introduction

Basically, quality is defined as “fitness for use” in user-based approach (Juran, 1974; applied to Yarimoglu, 2014: 79-93) and related to Crosby (1979) in “conformance to requirements approached. There are five main of quality approaches that identify the definition of quality (Garvin, 1984) 1) the transcendent approach of philosophy 2) the product based approach of economics 3) the user-based approach of economics marketing, and operations management and 4) the manufacturing-based 5) value-based approaches of operation management. These five main approaches that applied to museum management and concerning to creative tourism as following 1) the transcendent approach of philosophy recommended to museum influences 2) the product-based approach of economics reconciled to museum experience including service quality in museum influences management 3) the user-based approach of economics reconsidered of visitors or museum consumers 4) the manufacturing-based can be

useful as starting point of service quality in museum influences management and promoting on creative tourism and 5) value-based approach of operation management has presented a formal examination on visitors expectations and perceptions of service quality in museum experiences management concerning with museum exhibits presentations, personnel competence, empathy and consumption on product related to the museum (adapted from Stokes, 1995; Chen and Shi, 2008; Sheng and Chen, 2011; Parasuraman, Zeithmal and Berry, 1994; Goulding, 2000).

According to this above view, the service quality in museum can also be defined by the method use to measure it as follows 1) the first method approach defines museum experts are preoccupied by the "professional quality" of a museum, i.e. service quality in museum influences management offering quality service to their visitors depends on price and any purchase decision including visitors perceptions (applied to Victor, 2007, Ilies, 2003, Negri, Niccolucci and Sani, 2009). The reason for this is simple as long as they want the highly competitive leisure and creative tourism market, museum must give a higher and higher attention to the various elements of five main of quality approaches included in what their visitors perceive as quality services (adapted from Radder and Han, 2013, Garvin, 1984 and CIMEC, 2015). 2) The second approaches defines and measures museum quality management from a distinction between the professional quality and the public quality (in this research referred to creative tourism) of a museum arises. Thus, the concept of museum quality is clarified by presenting the conceptual framework revealed that 2.1) service quality in the museum influences management setting involves various aspects of the museum reputation, museum experience, related to museum influences concerning with professional quality such as the exhibits presentation, showing, personnel competence, empathy, and consumption on products related to the museum (cited in Markovic, Raspot and Komsic, 2013: 201-16). In concept order of Frochot and Hughes (2000: 157-167). Using HISTOQUAL model to re-modified the SERVQUAL model in to a new or innovative model. Thus, this model is modified to suit the actual condition in Kamphaeng Phet Historical Park and Sukhothai Historical Park where the service quality in terms of responsiveness, tangibles, communication, consumables, and empathy are adapted from SERVQUAL scale, include in used to measure visitors expectations and perception on service quality in museum influences management. 2.2) Since the museums' mission is to conserve cultural, creative tangibles and intangibles resources and contribute to the development of society and will lead to higher income and better sustainability. In order to improve this sustainable concept, service quality in museum influences management should adjust their responsiveness according to 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 museum applied to this research referred to world heritage historical park in this research case studies Kamphaeng Phet Historical Park and Sukhothai Historical Park and consumer sector in terms of visitors and resource of the factors that raise the level of service quality such as strategic, service quality, and the critical successful factor (adapted from Sasser, Olsen, & Wyckoff, 1978). Besides this corporate quality (strategic factor level, physical quality, service quality factor) and interactive quality (the critical successful factor) (adapted from Lehtinen and Lehtinen, 1982; UNESCO, 2003, 2006). These factors have been used increasing to promote museum influence, museum experience, concerning to HISTOQUAL model comparison between Creative Tourism and Service Quality Model based on SERVQUAL model business model (adapted from Ohridska-Olson, 2009; Frochot & Huges, 2000: 157-167; Putra, 2018).

Purpose of Study

1. To synthesize the HISTOQUAL model was modified to suit to measure the service quality management in World Heritage City Museum on Historical Park for creative tourism in the lower part of northern Thailand.
2. To design and test the innovative management model by using HISTOQUAL model for World Heritage City Museum on Historical Park for creative tourism in the lower part of northern Thailand.

Methodology

In a mixed methods design format, the researchers brings together approaches that are included in both the qualitative and quantitative format (Cresswell, 2003: 53) has been added to qualitative approaches. At the beginning of this research methodology, qualitative research is conducted by using the Delphi Technique, involving three-round consisted of In-depth interview (round 1) and questionnaire (round 2 and round 3). The Delphi expert consensus come from 18 purposive experts as the key informants consisted of government agencies, and relevance to museum bureau groups, directors or manager of Kamphaeng Phet Historical Park or/and Sukhothai Historical Park, including head of communities, selected through purposive sampling. At least 5 years professional experience in a relevant field. The descriptive statistics including Mean, Median, Mode and Interquartile Range (IR).

According to quantitative research, starting from this research using the questionnaires survey was employs convenience sample technique of 400 Thai tourists who travel Kamphaeng Phet Historical Park or/and Sukhothai Historical Park during November to December 2015. The questionnaires consist of three section according to strategic and service quality management that measuring museum influences towards the critical successful factor which connected to the Delphi experts consensus. This quantitative results from data analysis was assessed by Multiple Classification Analysis (MCA) of descriptive statistics.

Results

1. Based on qualitative research, to synthesize the HISTOQUAL model was modified to suit to measure the service quality management in museum influences applied to World Heritage City Museum on Historical Park for creative tourism in the Lower Part of Northern Thailand (Kamphaeng Phet Historical Park and Sukhothai Historical Park). According to the Delphi expert consensus in relation to museum influences, it is found that, prefatorily on three factors; strategic, service quality management and success. For this results will address quantitative research to test the innovative management model from the HISTOQUAL model by using descriptive statistic analysis through Multiple Classification Analysis (MCA).
2. The above qualitative research from the Delphi expert consensus could lead to quantitative research results from data analysis, by using Multiple Classification Analysis (MCA) of descriptive statistics. This results showed that:
 - 1) Results of strategic factor that measuring museum influences towards success factor to created for the innovative model.

By using Multiple Classification Analysis (MCA) of attitude of tourists sample presents descriptive statistics of strategic factor has statistical significant at the 0.00. This means that all independent variables and subgroups of strategic factor i.e. structural management (adj = 4.77) participation with government agencies and local communities in the museum area (adj = 4.33), internal museum management (adj = 4.71), external museum management (adj = 4.76), and information management (adj = 4.75).

To further understanding, considering the above mentioned factors about museum influences towards the critical successful factor in the innovative model, to support the HISTOQUAL

model from the research findings of internal museum management was most influences for measuring museum service quality management (Beta =.450)

2) Results of service quality factor in measuring museum influences towards the critical successful factor to created for the innovative model.

According to this research premise from service quality in measuring museum influences was implemented approach to influences of service quality to support the HISTOQUAL model as same as strategic factor results. Meanwhile, showed that all independent variables from service quality factor were important to capture the clients satisfaction with their expectations and perceptions of service performance. The statistical significant at the 0.00.

Relatively, respectively by using Multiple Classification Analysis (MCA) most of respondents from tourists sample's attitude analysis were accepted service quality factor in measuring museum quality towards the critical successful factor to created for the innovative model (adj = 4.95 and Beta =.731).

Discussions

In this part, the SERVQUAL and HISTOQUAL model that influence and measure the quality of museum services were discussed as follows:

1. Production practicing sector, leading the important of strategic of museum management to the SERVQUAL model led to the creation of the HISTOQUAL model, and particularly to identify and analyze customer expectations, needs, desires, and perceptions (according to Crigoroudis & Siskos, 2010: 173-96; Putra, 2016: 322; Pop & Borza, 1986: 217-28; Cherdchookitkul, Jirawatmongkol & Pavapanunkul, 2016: 35).

2. Management practicing sector as the mediated between production practicing sector and consumer/visitors practicing sector related to defined and measured the SERVQUAL model and HISTOQUAL model that satisfies the consumers needs, wishes and expectations and offers the consumers a fulfilling experience (related to Negri et.al., 2009; Radder et.al., 2011: 318; Pop & Borza, 1986: 217-28; Millet, 1954; Misiura, 2006; Rea & Volland, 2015).

3. Consumer practicing sector was to analyze the relation between service quality and creative tourism management affecting sustainability in museum or production practicing sector. Therefore, adjusting the SERVQUAL model and HISTOQUAL model to satisfy their visitors' needs and expectations. Hence, just like in the private sector a museum can use service quality for the purpose of earning a competitive advantage and promoting the cultural heritage and differentiating from its competitors, which in the end will lead to higher income and better of creative tourism sustainability (adjusted from Markovic et.al., 2013; Maher, Clark, & Motley, 2011; Drucker, 1966; Moore, 2006; Chen & Shi, 2008: 159-170).

4. According to service quality models based on SERVQUAL model and HISTOQUAL model were analyzed in five groups, the first group was formed by Grönroos (1984) and Philip and Hazlett (1997) models. They are modified to suit the actual condition in museum management according to the classifying service quality dimensions such as functional quality, technical quality, corporate image, pivotal, core, and peripheral attributes having significant tertiary.

From the major weakness of the first group are reprinted with did not clearly reveal the dimensions of service quality, it was eliminated from the other parts of the post study for example "fitness for use" (Juran, 1974), "conformance to requirements" (Crosby, 1979), "five main approaches of quality" (Garvin, 1984), "the service quality level" (Sasser et.al., 1978 and Lehtinen & Lentinen, 1982).

Thus, the second group represented the SERVQUAL model since the relationship among the dimensions of Haywood-Farmer Service Quality Attributes (1988) and Parasuraman et.al.'s GAP Model (1985), In 1988, SERVQUAL model summarized SERVPER and INTSERVQUAL models have used the same dimensions of SERVQUAL.

Respective to the third group consisted of Retail Service Quality Scale's dimensions which can be used for measuring the service quality model for retail industry or business had another five dimensions such as physical aspects, reliability, personal interaction, problem solving and policy. The results of the fourth group was comprised of Brady and Cronin Service Quality Model (2001). They developed SERVPER dimensions and revealed three main service quality dimensions such as personal interaction quality, physical service environmental quality and outcome quality.

The last group includes all elements of the SERVQUAL model (24 items) grouped into five dimensions: prompt reaction, tangibility, communication, consumables and empathy. This application of the SERVQUAL model led to the creation of the HISTOQUAL model was formed by Misiura (2006) and Markovic et.al. (2013).

Table 1 Dimensions of Service Quality Models

Study	Model	Dimensions or Aspects
The first group:		
Grönroos, 1984 and Philip and Hazlett, 1997	Service Quality Model PCP Model peripheral attributes, core, pivotal	Functional quality, corporate image, technical quality
The second group:		
Parasuraman et.al., 1985	GAP Model	Reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, knowing the customer, tangibles.
Haywood-Farmer, 1988	Service quality attributes	Physical facilities, processes and procedures, people behavior and conviviality, professional judgment.
Parasuraman et.al., 1988	SERVQUAL	Tangibles, reliability, responsiveness, assurance, empathy
Cronin & Taylor, 1992	SERVPERF	Same as SERVQUAL but with performance only statements
Frost & Kumar, 2000	INTSERVQUAL	Reliability, tangibles, assurance, responsiveness, empathy (SERVQUAL)
The third group:		
Dabholkar, Thorpe, & Rentz, 1996	RSQS	Physical aspects, reliability, personal interaction, problem solving, policy
The fourth group:		
Brady & Cronin, 2001	Service Quality Model	Personal interaction quality, physical service environmental quality, outcome quality
The fifth group:		
Misiura, 2006;	HISTOQUAL model	SERVQUAL model plus the followings: 1) An examination of communication 2) The consumables The prompt reaction, tangibility, communication, consumables, empathy
Markovic et.al., 2013;	Markovic et.al., 2013;	

Table 1 (Con.)

Study	Model	Dimensions or Aspects
Markovic et.al., 2013	The altered HISTOQUAL scale for measuring quality in museum	<p>24 items:</p> <ol style="list-style-type: none"> 1) friendly, polite staff 2) availability to spend time with the visitors 3) tolerable crowding levels 4) well informed staff 5) absence of restriction areas (free exploitation) 6) convenient opening hours 7) providing sufficient information 8) information of foreign languages 9) the educational content of the exhibition 10) the attractiveness of the exhibition's content 11) well explained exhibits 12) interesting visit as a result of new technologies 13) professional tourist guide 14) offering audio guiding 15) the guide's narration is easy to follow 16) good information services (information office) 17) adequate position of the information office 18) attractiveness of the museum building 19) useful orientation signs 20) cleanliness of the environment (inside and outside) 21) sufficient parking areas 22) variety of products in the souvenir shop 23) resting rooms 24) access for the elderly and the less able visitors

Source: Adjusted from Pop & Borza (2016: 226); Yarimoglu (2014: 89-90)

Conclusion and Practical Implications

This above discussion explained the measurement techniques of service quality model. It can be said that SERVQUAL was the most used model when measuring service quality management in museum influences. Furthermore it has become the most widely applied scale and performance in the creation of the HISTOQUAL model. According to the exploratory findings of this study, overall service quality were related to SERVQUAL and HISTOQUAL model elements. It was found out that to gain the higher practicing of subsidiary growth model for visitors perception, satisfaction and enhance interactions between practicing three

sectors (production, management and visitors/consumer), design practicing innovation management model according to the fifth group dimensions of service quality models. Finally, a similar study can be developed for practicing innovation management model of world heritage city museum on historical park for creative tourism in the lower part of Northern Thailand applied to Kamphaeng Phet Historical Park and Sukhothai Historical Park, as seen in Figure 1.

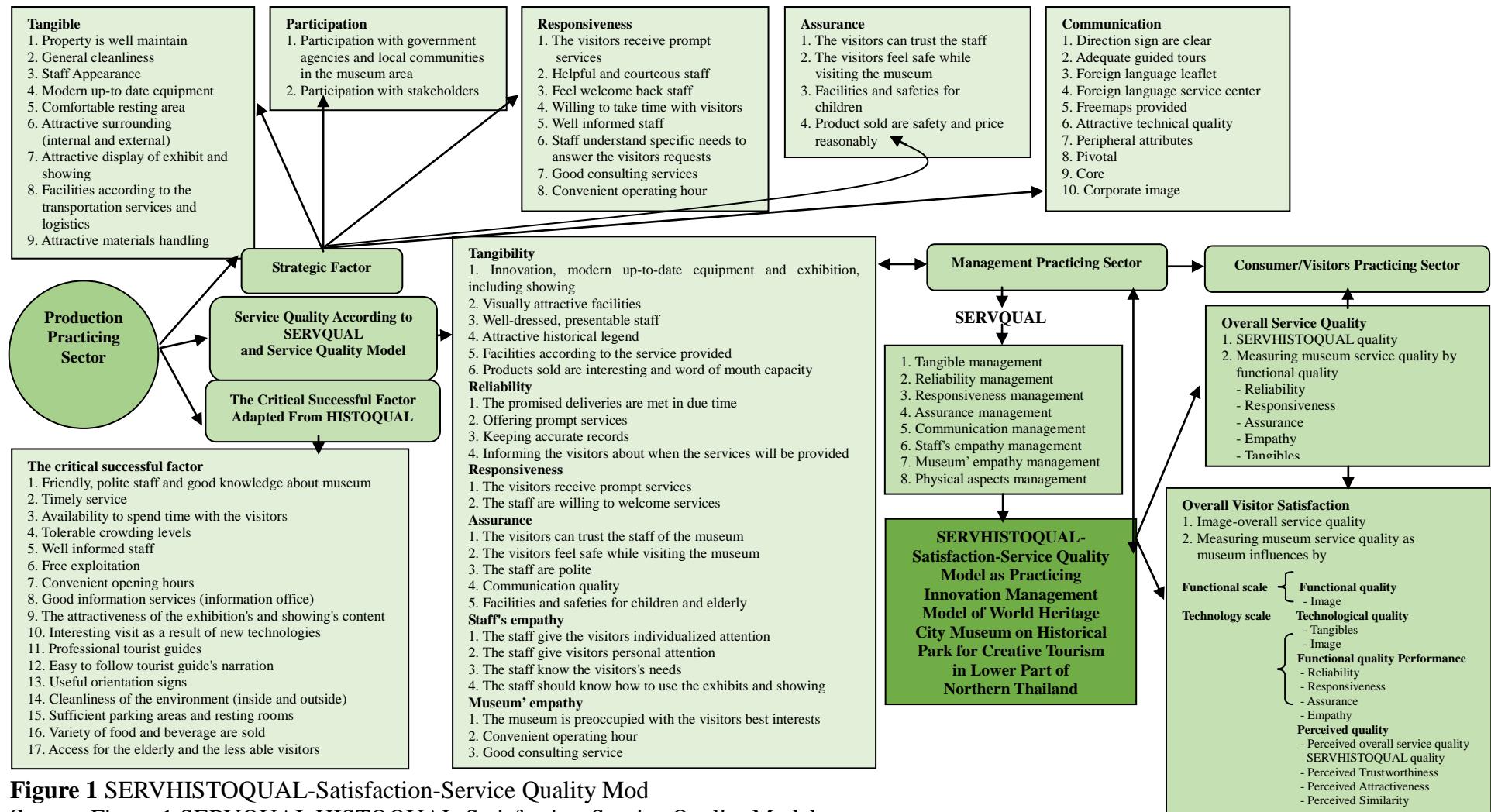


Figure 1 SERVHISTOQUAL-Satisfaction-Service Quality Mod

Source Figure 1 SERVQUAL HISTOQUAL-Satisfaction-Service Quality Model

1. In aspect of three practicing sector adapted from Urry (2002); Kittleman (1976); Meiean (1977); Susilo & Suryaty (2015); Cherdchookitkul, Jirawatmongkol & Pavapanunkul (2016); Gronroos (1984); Philip & Hazlett (1997); Parasuraman et.al. (1988); Frost & Kumar (2000); Brady & Cronin (2001); Maher et al. (2011); Markovic, Raspor & Komsic (2013).

2. Overall service quality adjusted from Kang & James (2004); Cronin & Talyor, (1992); Daloholkar & Rentz (1996); Gronroos (2001); Parasuraman, Zeithmal & Berry (1985); Greger, Wolf & Kremar (2017).
3. Overall visitor satisfaction applied to Northcott & Taulapapa (2012); Estevez & Janowski (2013); Kang & James (2004); Misiura (2006); Markovic, Raspor & Komsic (2013); Maher et al. (2021); Radder & Han (2013); Pop & Borza (2016); Yarimoglu (2014); Spreng & Mackoy (1996); Teas (1993, 1994); Putra (2016); Parasuraman, Zeithmal & Berry (1985, 1988, 1991, 1994a, 1994b); Oliver (1993); Hsiao & Yao (2012); Hosany & Witham (2010).

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