

# The motivations of visitors for visiting museums: a comparative study of museum visitors in Western countries, Malaysia and Thailand

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## Abstract

Today's museum administrators look at the importance of understanding motivations of their visitors. However, visitors' motivations may be different by their cultural background. This paper is to look at the similarities and differences in the motivations of people in Western countries and those of Malaysians and Thai people for visiting museums in their respective countries. The analysis is based on findings of three papers. The first paper is a paper that classifies motivations of museum visitors in Western countries into seven categories. The second one looks at motivations of students of the Universiti Utara Malaysia to visit museums in Malaysia. The third paper is a previous research done by the author and a colleague on the motivations of Thai people for visiting two museums in Thailand. This paper illustrates some similarities and differences in these motivations and recommends museum administrators to think of different strategies to attract visitors of different cultural backgrounds to visit their museums.

**Keywords:** museums; motivations of people in Western countries, Malaysia and Thailand for visiting museums; cultural differences

## Introduction

Today, to understand motivations of people for visiting museums is a survival for museums (Rentscheler and Hede, 2011). Through understanding motivations of visitors, museum administrators can think of different strategies to increase attendance levels to generate revenue that is a major factor for sustainable development (Silberberg 1994). Also, through this understanding administrators can better identify the role of their museums in societies (Falk, 2011).

Despite many surveys show museum visitors are often better educated and that they belong to the upper level of society (MacDonald, 2011; Anderson, 2004; Falk, 2011), the surveys seldom reflect social-cultural aspects of visitors. The findings of these surveys rarely show aspects such as their attitudes, values and feelings and, in particular, motivations for visiting museums (MacDonald, 2011; Anderson, 2004).

“Everywhere, the core value of consumerism – choice – is apparent (Levett et al., in Gabriel and Lang, 2008, p.324).” People are not obliged to visit museums. They have choices to visit organisations such as cinemas and amusement parks during their leisure time (Kotler and Kotler, 1998). Museums have to compete against these organisations for people’s time and money (McLean, 1997). In addition, facing a decrease of funding from governments to museums (Kolb, 2000), museum administrators, have to look at ways, in particular to attract more people to visit their museums to generate revenue. Otherwise, museums will face a risk of closure. In May 2006, the deficit of the Type Museum in London resulted in the closure of the museum (Heywood, 2006).

However, the main challenge for museums to understand motivations of people is that

people’s motivations and behavior are influenced by their cultural background (Kotler and Kotler, 1998). Some people associate museums with intimidation while some with elitism. Some never step into a museum while some prefer to go with friends or families (Kotler and Kotler, 1998). In the UK, many people relate museums to images of kings, queens, armours and weapons (Marstine, 2006). To them, museums are princely galleries and castles. In the USA, many regard museums as trustworthy. To them, museums are objective institutions for children education (Marstine, 2006).

This paper is to compare motivations of Western people, Malaysians and Thai people for visiting museums. The comparative study is to illustrate the extent of differences in motivations of people of different cultural background such as those between the East and the West and those which share similar cultural influences such as Malaysians and Thai people for visiting museums. In what ways museum administrators can attract people of different cultural background to visit them?

## Research objectives

Through the answer of the question, the author would like to achieve the following objectives:

- a. To let museum administrators understand similar and different motivations of people of different cultural background for visiting museums.
- b. To let museum administrators know the necessity of undertaking different strategies to attract people of different cultural background to visit their museums

## Rational of the problem

Museums have to “concentrate on understanding, in great detail, their target



audience (Depot, Goldberg, Nadeau and Rodriguez 2010, p.8).” With respect to children, museums have to let them try out “adult role – gathering information, solving problems, becoming experts (Barbara Franco, in Kotler and Kotler, 1988, p.99).” About adults, museums have to let them interact with each other instead (Manus, in Kavanagh, 1991). However, among adults, while comparing with female singletons, male singletons tend not to play with interactive exhibits (Manus, Kavanagh, 1991). The Communication and Design Team of the Royal Ontario Museum recommends the use of Fog index and Flesch readability formula to match with the reading ability of its target visitor (Helen Coxall, in Kavanagh, 1991). The Hong Kong Maritime Museum suggests relocating the museum to Pier No. 8 to appeal to school students or young visitors (Depot, Goldberg, Nadeau and Rodriguez 2010). This relocation also aims to facilitate day trip arrangements of schools in Hong Kong (Depot, Goldberg, Nadeau and Rodriguez 2010). To respond to the close association of today’s people with digital technology, the Peabody Essex Museum in Salem, Massachusetts features a 7,000 square feet visual interactive learning centre and Acoustiguides (Denison, 2003). These examples are to tell museum administrators the necessity to stay close with people to understand their motivations for visiting museums. Through these, administrators could then purport appropriate strategies pertaining to different target markets under different cultural contexts.

## Benefit of Research

Despite there are researches in Western countries that are about motivations of people for visiting museums, very few of them have ever

been published (Falk, 2011). About museums in Malaysia and Thailand, in spite many of them have been established for years, very few researches have ever been carried out to look at motivations of people. Hence, the author believes this research can provide guidelines to these museums and other museums at large to attract people of different cultural backgrounds to visit them. Also, the author also believes the paper can develop certain good and new knowledge.

## Literature Review

### Motivations and cultural contexts of people

A motivation is a driving force within individuals that impels an individual to action that is “produced by a state of tension, which exists as the result of an unfulfilled need (Schiffman and Kanuk, 2000, p.63).” However, unfilled needs of people are influenced by their cultural contexts that shape their characters. The most obvious and common examples to illustrate this are Maslow’s Hierarchy of Needs and Hofstede’s Model of the National Cultural Differences.

Maslow’s Hierarchy of Needs was developed based on Western experience. By the Hierarchy, people’s needs are divided into five main layers: physiological, social, security, esteem and self-actualisation. However, while applying the Hierarchy of Needs to Asian people, the highest two level of their needs are the needs for admiration and status. These two needs are different from the two highest levels of needs of Western people that are the needs for esteem and self-actualisation (Roll, 2006).

The research of Geert Hofstede on national cultural differences of people also illustrates gaps between Asian and Western people in their characters. By his findings, Asian people tend to

have a higher level of power distance than Western people. The findings also illustrate Asian people tend to put more emphasis on fitting in and living harmoniously with those around them than Western people (Roll, 2006). However, with respect to those who share similar cultural context, differences still exist. For example, between Malaysians and Thai people, who share some similar cultural contexts, Malaysians have an extreme high level of power distance while that of Thai people is far lower than that of Malaysians. Also, about the level of uncertainty avoidance, the level of Malaysians is far lower than that of Thai people (Hofstede Centre, n.d.).

#### Motivations for visiting museums

According to the ICOM Statutes 2007, a museum is defined as “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 (ICOM, n.d.).” Museums are to perform different roles to fulfill different motivations of people.

Museum scholars and researchers find motivations of people for visiting museums vary. In an exploratory research on motivation-based values of museum visitors, Thyne (2000) finds the prevalence of spending quality time with friends and family is highly valued by visitors. In a research on leisure attributes that influence people’s choice to visit or not to visit museums in 1983, Hood illustrates frequent and non-museum visitors find different attributes inside museums (in Anderson, 2004). According to her findings, frequent museum

visitors find the attributes of “having an opportunity to learn”, “a challenge of new experience”, and “doing something worthwhile” are highly available inside museums. However, with respect to non-museum visitors, the findings illustrate they could not find those attributes that they consider important inside museums. These attributes are “being with people or social interaction”, “feeling comfortable and at ease” with their surroundings inside museums.

Graburn suggests looking at motivations of people from the capability of museums to fulfill their needs that are related to the reverential experience, an associational space and the educational function (McLean, 1997). The reverential experience is the aesthetical and inspirational experience that museums can give to people. The associational space is about the interaction of people with friends and family members and objects of museums. Finally, the educational function is the capability of museums to appeal to those who would like to make sense of their world.

However, Kelly finds one-third of people spent most of their time in souvenir shops or cafés while they visit museums (in Thyne, 2000). In a research carried out by the Victoria and Albert Museum about whether people will visit museums for shopping, one replied, “Oh yes, they do (in Kolb, 2000).”

#### Research Methodology

The methodology used for the paper is a mixed method of qualitative and quantitative approaches to collect primary and secondary data.

With respect to the data of motivations of Western people, the data collection is based on secondary data from the paper Reconceptualizing



the Museum Visitor Experience: Who visits, Why and to What Affect?. The paper was written by J.H. Falk, Professor and Interim Director of the Center for Research in Lifelong STEM Learning, Oregon State University, for the ICOFOM in 2011. This paper is considered a study that looks at motivations of visitors systematically.

About those data of motivations of Thai people, they are from a previous research of the author and a colleague. The research looks at the extent interactive, and digital on-site interpretation techniques facilitate the understanding of museum visitors of the message of two museums in Thailand (Subhamitr and Chen, 2013). The two museums are the Museum of Siam and the Rattanakosin Exhibition Hall.

#### **The reasons for the selecting the two museums are as follows:**

a. The two museums are significant to Thailand

The Museum of Siam is a history museum to tell people the history of Siam, today Thailand. The Museum was set-up in 2004. The Museum is a pilot museum initiated by Thaksin Shinawatra, the former Prime Minister of Thailand to introduce to non-science museums in Thailand to use interactive on-site interpretations to interpret their exhibits. The Rattanakosin Exhibition Hall is to introduce the history, arts, culture and architecture of the Rattanakosin Era (current Bangkok Era) to people. The Hall was established in 2010. The setting up of the Hall was a royal project. It uses advanced multi-digital on-site interpretations such as 4D theatres, magic visions and graphic sensors to interpret its exhibits.

b. Their target markets are Thai people

According to the Museum Enterprise Manager of the Museum of Siam (personal communication, 4 April, 2012) and the Operation Manager of the Right Man Ltd. that helps manage the Hall (personal communication, 20 February 2012), the common target market of the museums is Thai people; in particular students. According to the two Managers, the average number of those who visited the Museum and Hall are around 200,000 and one million respectively. Among these visitors, 75% to 80% of those who visited the Museum and 50% of those to the Hall are students. Hence, the two sets of data are up to a point, quite comparable.

The data collection was a combination of qualitative and quantitative methodology. The use of this methodology enables a cross-validation of data collected through both quantitative and qualitative to offset the weaknesses of the two to generate more valid and reliable outcomes (Decrop, 1999).

With respect to the qualitative part, apart from interviewing administrators of the two museums, the authors have interviewed 40 museum visitors at each museum. In accordance with Walker (1985), about individual semi-structured in-depth interviews, the data of a sample size 40 interviewees is considered valid for an exploratory qualitative research methodology.

About the quantitative part, the authors used a convenient sampling technique to select participants for the surveys. Based on the number of visitors to each museum and by Yamane's formula (1967) of a Precision Level of +/- 5% and a Confidence Level of 95%, 400 museum visitors were surveyed in each museum respectively.

As regards those data on motivations of Malaysians, they are derived from a research paper

of Makhtar and Kasim in 2011. The paper is Motivations for Visiting and not Visiting Museums Among Young Adults: A Case Study on UUM Students. The paper is to look at motivations of students of Universiti Utara Malaysia for visiting and not for visiting museums. It is one of the few studies that look at the motivations of Asian people for visiting museums. Owing to Malaysians and Thai people share some cultural similarities, the author believes the data of their paper are, comparable with the data on the motivations of Thai people that is mentioned in the above paragraph.

Also to the three papers, the author also collects secondary data through books, websites and other publications that are about museums and motivation of people to visit museums.

## Findings

### Motivations of Western people

In his paper, Falk (2011) classifies their motivations into seven categories. They are:

a. Explorers

Their main motivation for visiting museums is to fulfill their intellectual curiosity.

b. Facilitators

Their main motivation for visiting museums is to help facilitate the experience and learning of others, in particular, children.

c. Professional/Hobbyists

Their main motivation for visiting museums is to fulfill their desire to satisfy a specific content-related objective.

d. Experience Seekers

Their main motivation for visiting museums is to fulfill their perception that a museum is an important place to visit and a must-do in their itinerary.

e. Rechargers

Their main motivation for visiting museums is to look for a contemporary, spiritual and/or restoration experience. To them, a museum is a refuge from their daily work or a place to confirm their religious beliefs.

f. Respectful Pilgrims

Their main motivation for visiting museums is to fulfill a duty or an obligation.

g. Affinity Seekers

Their main motivation for visiting museums is to search for a sense of heritage and/or personhood.

### Motivations of Malaysians

Altogether Mokhtar and Kasimto (2011) have collected 1036 usable questionnaires. Those who answered the questionnaire were students from 17 to 22 years old. The authors list out several motivations that motivate students for visiting and not for visiting museums (Appendix 1).

The five main motivations of them for visiting museums are as follows:

a. To prepare homework or project (20.6%)

b. To broaden one's general knowledge (18.8%)

c. To attend a trip that was organised by schools (14.9%)

d. To satisfy one's curiosity (9.2%)

e. To fill in one's spare time (7.4%)

On the contrary, those five main motivations that inhibit them from visiting museums are as follows:

a. Do not have time to visit museums (29.4%)

b. Are not interested in visiting museums (15.5%)

c. Do not get information about museum



offerings (14.8%)

d. Would like to spend time on other activities (9.5%)

e. Have difficulties in getting required information about museums (6.7%).

All in all, Mokhtar and Kasimto find 70.5% of respondents have an overall positive image of museums. They also find it is possible to motivate those who do not visit museums for visiting museums. They suggest museums providing more brochures and guides, strengthening their web presence, displaying more attractive collections and organising interesting events to increase their attractiveness.

### Motivations of Thai people

According to the findings of the research that looks at motivations of Thai people, they are summarised in three tables in Appendix 2. Those important motivations for visiting museums are as follows:

#### The most important motivation

It is very obvious that the most important motivation is “to gain knowledge.” According to in-depth interviews with museum visitors, the knowledge that visitors to the Museum of Siam would like to get is the history of Thailand and that of those to the Rattanakosin Exhibition Hall is the history of the Rattanakosin Era.

#### The second important motivation

With respect to those who visited the Museum of Siam, the second important motivation is “to come with a group from your school or institution.” 55.1% of them responded to the motivation was important. However, about those

who visited the Rattanakosin Exhibition Hall, their second most important motivation is “to relax.” 37.8% of them responded this motivation was important.

#### The third important motivation

35.2% of visitors to the Museum of Siam responded to the motivation of “out of curiosity” was important. In accordance with the in-depth interviews, it shows they are curious with the interactive on-site interpretation inside the Museum. However, for those to the Rattanakosin Exhibition Hall, the third important motivation is “to come with a group from your school and institution.” 21.8% of them responded to this motivation was important.

#### The fourth important motivation

28.5% of visitors to the Museum of Siam responded “to relax” was the fourth important motivation. 17.8% of visitors to the Rattanakosin Exhibition Hall responded “to spend time with family or friends” their fourth important motivation.

#### The fifth important motivation

13.3% of visitors to the Museum of Siam responded “to spend time with your family or your friends” and 16.3% of visitors to the Rattanakosin Exhibition Hall responded “out of curiosity.” With respect to visitors to visit the Hall, the in-depth interviews show that they are curious with the digital on-site interpretation of the Hall.

## Data Analysis

To compare the motivations of Malaysians with the categorisation of museum visitors of Falk, Malaysians tend to be:

a. Respectful Pilgrims and Experience Seekers

It is quite obvious that Malaysians are Respectful Pilgrims and Experience Seekers. To them, museum visits are important, and up to a point, are their obligations. However, these obligations are not based on their passion towards museums. These obligations are mainly based on their motivations of to “prepare homework or project (20.6%)” and to “attend a trip organised by your school (14.9%).” These percentages, also the motivation of to “think that it would contribute to my education (3.3%)” illustrate they consider museums an instrument to help them fulfill academic assignments. To them, museums are mostly another place to provide them a formal education.

b. Professionals/Hobbyists and Explorers

18.8% of respondents responded the motivation for visiting museums was to “broaden my general knowledge.” 9.2% responded that their motivation was to “satisfy my curiosity.” However, the research report of Makhtar and Kasim does not elaborate the type of knowledge that they would like to broaden and the details of the “curiosity.” If the knowledge is about a specific content-related subject that is not to reaffirm the knowledge that they have received from schools, they tend to be Professionals/Hobbyists. If the curiosity is a motivation to fulfill their intellectual curiosity, then they tend to be Explorers.

**Up to a point, Malaysians tend not to be:**

a. Rechargers

Owing to only 2.9% of respondents responded the motivation for visiting museums was “to rest/relax”, Malaysians tend not to be Rechargers.

To them, museums are not a place to look for a contemporary, spiritual and/or restoration experience that are the main characters of Rechargers.

b. Affinity Seekers

3.3% of respondents responded the motivation for visiting museums was to “contribute to preserving the attraction for future generation.” Although the motivation is fairly similar to the attribute of “the desire to search for a sense of heritage and/or personhood” that is the main character of Affinity Seekers, the percentage is low. Hence, they tend not to be Affinity Seekers.

c. Facilitators

Owing to the majority of them consider museums as a tool to fulfill an academic assignment, they visit museums, not for the purpose of helping facilitate the experience and learning of others, but to accomplish their academic mission.

**To apply these categorisations to the motivations of Thai people, they tend to be:**

a. Explorers

The motivation of “to gain knowledge” is the strongest of all other motivations. Thai museum visitors are Explorers primarily. Despite this motivation to gain knowledge is likely facilitated by their schools and institutions, this shows the importance of the role of museums as knowledge providing centres in their mindsets.

b. Professionals/Hobbyists

The quantitative findings of the motivations of those who visited the two museums show that their most important motivation is “to gain knowledge.” The qualitative findings of museum visitors illustrate the type of knowledge that they would like to gain is the history of Thailand and





that of the Rattanakosin era. These indicate Thai people are Professionals/Hobbyists that they aim to satisfy their desire for a specific content-related objective.

c. Experience Seekers

The motivation of “to come with a group from your school and institution” is strong among the visitors, particularly those of the Museum of Siam where students dominated the total number of visitors. Based on this response, Thai students tend to be Experience Seekers. To them, a museum is an important place for them to visit as well as a must-do in their itinerary.

d. Respectful Pilgrims

Based on the analysis of point “c” above, apart from being Experience Seekers, students are Respectful Pilgrims as well. To visit a museum is their duty or obligation to fulfill an academic assignment.

e. Rechargers

33.9% of those who visited the Rattanakosin Exhibition Hall belonged to the working class. The motivation of “to relax” ranks the second most common motivation among the visitors. With respect to those of the Museum of Siam, 13.3% belongs to the working class and that the motivation of “to relax” ranked number four out of the six motivations. It is likely that working class tend more to be Rechargers.

**However, Thai people tend not to be:**

a. Facilitators

The motivation of Thai people for visiting the two museums is not to help facilitate the experience and learning of others. The majority of those who visited the two museums are students. They visit the museums to gain

knowledge for themselves. Up to a point, they might need Facilitators to accompany them to visit the two museums. Furthermore, owing to they look to a museum visit as an obligation to fulfill a school assignment, it is understood their motivation of “to spend time with your family or your friends” ranks low among all the motivations.

b. Affinity Seekers

The motivation which is similar to the attribute of “the desire to search for a sense of heritage and/or personhood” that is the main characters of Affinity Seekers is not reflected in the findings. Furthermore, by the surveys and interviews, no visitors respond or mention the importance of searching for this sense of affinity, particularly personhood. Up to a point, the absence of this attribute echoes and supports the suggestion that the self-actualisation need of Maslow’s Hierarchy of Needs is not common among Asians.

To compare the motivations of Thai people with those of Malaysians

**There are similarities and differences that are as follows:**

Both Thai people and students in Malaysia consider museum visits an academic obligation. Their motivation for visiting museums is arranged by schools. However, this obligation is very strong among the latter. Apart from fulfilling the requirements of schools, their other motivation for visiting museums is to get information for preparing homework or projects. To the latter, museums are a place mainly to support their formal education.

In addition, both Thai people and Malaysians regard museums as knowledge providing centres.

However, this association is very strong among Thai people. Different from Malaysians who might aim to get knowledge which is helpful to fulfill their academic assignments, Thai people aim to get knowledge that is more related to their heritage, the history of Thailand and that of the Rattanakosin Era.

Moreover, compare with Malaysians, Thai people are more curious than Malaysians to visit museums. However, both Malaysians and Thai people are not Affinity Seekers and Facilitators primarily.

## Conclusion

There are similarities and differences in the motivations of Western people, Malaysians and Thai people. According to Falk (2011), Western museum visitors can be categorised into seven categories: Explorers, Facilitators, Professionals/Hobbyists, Experience Seekers, Rechargers, Respectful Pilgrims and Affinity Seekers.

To look at the motivations of Malaysians from the perspective of Falk, they tend to be Respectful Pilgrims and Experience Seekers and up to a point, Explorers and Professionals/Hobbyists. Malaysians are not Rechargers, Affinity Seekers or Facilitators.

To look at the motivations of Thai people from the perspective of Falk, up to a point, Thai students and Thai working class fall into different categories. Thai students tend to be Explorers, Professionals/Hobbyists, Experience Seekers and Respectful Pilgrims. About Thai working class, apart from being Explorers and Professionals/Hobbyists, they are more likely to be Rechargers who look for a restorative experience. However, both groups are not Facilitators and Affinity Seekers.

There are similarities and differences in the motivations of Malaysians and Thai people for

visiting museums. Malaysians tend to be Respectful Pilgrims and Experience Seekers. Thai people are more prone to be Explorers and Professionals/Hobbyists.

Different from Malaysians who are not Rechargers, Thai working people tend to be Rechargers. Both two groups are not Affinity Seekers and Facilitators.

## Recommendation

These findings imply to museum administrators that they need to undertake different strategies to attract Western people, Malaysians and Thai people, to visit their museums.

With respect to Western people, museum administrators can employ different strategies to attract different visitor categories to visit their museums. To attract Explorers, Professional/Hobbyists and Affinity Seekers, museums administrators can strengthen the contents of their exhibitions to make them more informative. The content of exhibitions can be related to the heritage of their countries or factors that influences the development of their societies, for examples. About Rechargers, museums administrators can improve the physical environment of museums to create an atmosphere of relaxation and ease. They can improve their signage and introduce more seats and facilities such as coffee shops to make museums places for people to relax and to socialise as well. As regards those Respectful Pilgrims, museum administrators can cooperate with tourist associations to promote visiting museums as a must-do itinerary while visiting their countries. Museum administrators can also work together with the associations to design tours to different museums. To attract Explorers, owing to different museums have their distinctive characters



and intellectual contents, museums administrators can put emphasis on these. Finally, with respects to those Facilitators, museum administrators can invite them to share their experience of museum visits with other museum visitors.

About Malaysians, owing to museum visits are not their spontaneous choices, museum administrators have to focus on group tourists instead of individuals. Administrators can link with tour operators or land operators to incorporate museum visits in their itinerary. As Malaysians look at museums a place to gain knowledge, the content of the exhibitions of museums has to be very informative. In addition, owing to the claims of not having sufficient information about museum offerings and difficulty of getting required information, museum administrators have to make use of off-site interpretations such as web presence and incorporate with guide books. The interpretations are to provide Malaysians with more information about their exhibitions. Also, the contents of these interpretations have to emphasise the types of knowledge that Malaysians can get from visiting museums.

With respect to Thai people, to attract them to visit museums, museum administrators have to put emphasis on the educational role of museums. They have to focus on educational contents of their exhibitions and to promote museums as knowledge providing centres. Apart from permanent exhibitions, museum administrators can organise temporary exhibitions to provide new knowledge to visitors regularly. However, to attract students and working class, the administrators have to use different strategies. To attract Thai students to visit, museum administrators have to strengthen their links

with schools. However, to attract working class, museums administrators have to look at the physical aspects or settings of their museums. Museums have to provide them a cozy environment and to promote museums as places for them to relax.

## Recommendations for future research

The paper is not free from weaknesses. The main weaknesses are as follows:

a. The research on motivations of Thai people focused on those who visited the Museum of Siam and the Rattanakosin Exhibition Hall. These museums are to exhibit the history and culture of Thailand. There are different types of museums such as science museums, national museums and art museums in Thailand. Visitors might have different motivations to visit museums whose natures are different.

b. The data of Mokhtar's and Kasimto's analysis are from young adults between 17 and 22 years old that includes both local and international students. Owing to the previous research on motivations of Thai people did not focus on a specific age group, this might affect the validity of the analysis of the paper. However, as the main visitors of the two museums of Thailand are students, the comparison and the analysis are still from the perspective of students primarily.

## Future study

Future research can focus on collecting primary data among museums of similar nature and visitors of the same demographic nature in different countries. Also, a mixed research methodology is recommended to collect data enhance the validity of the data.

Appendix 1

**Table 1 - Motivations to visit museums**

	Frequency	Percentage (%)	Rank
Prepare homework or project	166	20.6	1
Broaden my general knowledge	152	18.8	2
Attend a trip organized by school	120	14.9	3
Satisfy my curiosity	74	9.2	4
Fill in spare time	60	7.4	5
A specific interest in such attraction	49	6.1	6
To spend time with friends	43	5.3	7
Accompany a friend/teacher/family member	34	4.2	8
Think that it would contribute to my education	27	3.3	9
Contribute to preserving the attraction for future generation	27	3.3	10
To rest/relax	23	2.9	11
Other	22	2.7	12
Noticing occasionally while wandering in the city	7	0.9	13
To tell friends about it	3	0.4	14

**Table 2 – Motivations not to visit museums**

	Frequency	Percentage (%)	Rank
Time	227	29.4	1
No interest	120	15.5	2
Do not have information	114	14.8	3
Prefer to spend time on other activities	73	9.5	4
Difficulties in getting such info	52	6.7	5
Can always go in the future	44	5.7	6
Admission prices too expensive	39	5.1	7
Museum do not have space such as cafés/restaurants	25	3.2	8
Do not like visiting museum	20	2.6	9
Museums do not have places for rest	17	2.2	10
Museums are physically un-attractive	17	2.2	11
Unable to afford to visit	13	1.7	12
Unsatisfied on a previous visit	8	1.0	13
Attractions thought to be unreflective of personality	3	0.4	14

## Appendix 2

**Table 1 – Occupations**

	Students	Working people	Others	Total
The Museum of Siam	83.3%	13.3%	3.4%	100%
The Rattanakosin Exhibition Hall	56.8%	33.9%	9.3%	100%

**Table 2 - Motivations to visit the Museum of Siam\***

	Percentage
To gain knowledge	67.4
To come with a group of your school or institution	55.1
Out of curiosity	35.2
To relax	28.5
To spend time with your family or with your friends	13.3
Others	2.6

**Table 3 – Motivations to visit the Rattanakosin Exhibition Hall\***

	Percentage
To gain knowledge	48.5
To relax	37.8
To come with a group of your school or institution	21.8
To spend time with your family or with your friends	17.8
Out of curiosity	16.3
Others	2.0

\*Owing to respondents could choose more than one motivation, the total percentage exceeds 100%.

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