

# The first survey of university museums in Thailand

YINGYOD LAPWONG

## Abstract

*The first university in Thailand was founded in 1917. After nearly a century, the number of universities has risen to 120 in 2012. These universities have established a diverse variety of museums in order to accomplish their specific missions. There have not however been any reviews of university museums in Thailand. Therefore, this study aimed to accumulate basic information about Thailand's university museums in terms of general characteristics, administrative structure, current status and limitations; the results of this can be analyzed for trends and suggest not only the current status of the university museum sector, but also avenues for new lines of enquiry.*

## Introduction

Since the founding of the first university in Thailand in 1917, the number of universities has risen to 120 in 2012 (OHEC 2012). Within many of these universities are university museums, yet there has never been a review of university museums in Thailand before the present study. The aim of this survey is to collate and understand this sector in terms of characteristics, administrative structure, current status and limitations. To accomplish the objective, basic information about university museums was initially roughly extracted from two sources: (a) the *Local Museum Database* and (b) by exploring university websites. Thereafter, specific information was collected by mail, phone or personal communication.

Only 71 out of 120 universities were identified as having their own museum(s). Universities lacking a museum are usually younger than 20 year-old, so might not have enough resources to establish a museum. Despite the low number of museum-hosting universities, the number of museums was high; 171 university museums were identified. For the purpose of this survey the museums were divided into six categories, namely Humanities & Social Science, Arts, Natural History, Science & Technology, Memorial Hall & Archive and Biography. As a result of the Office for National Education Standards and Quality Assessment's (ONESQA) policy, anthropological museums, sub-category of Humanities, contributed the largest number. The ONESQA has set Key Performance Indicators (KPIs) to assess quality of universities in Thailand (ONESQA 2012). One of the KPIs indicators is the level of culture promotion, accordingly, many universities established museum-like 'cultural centers' to respond this KPI. In addition, the result showed that the number of museums in a university potentially corresponded to the university's ranking; the more museums, the better rank.

Furthermore, as will be discussed in this paper, the survey revealed that most museums lack good organization and get insufficient of human resources and adequate funding. However, the lack of policy, knowledge and experience also causes significant problems. More understanding about museum management, clear operating policies and collaboration between institutes are needed to solve this situation.

## Methods

Initially, basic information of university museums in Thailand was collated from an existing database. In 2005, the Princess Maha Chakri Sirindhorn Anthropological Centre published a database of museums in Thailand called *Local Museum Database*. This online database gathered information of local museums from multimedia, including newspapers, magazines, brochures and webpages. It groups museums by several criteria, including content, location and responsible person. By using responsible person criteria, university museums are put together with school museums into a group of

museums managed by educational institutes. Names, types of collection and contact information were easily obtained from this database. Nevertheless, this digital database did not provide clear sources and dates of data achievements, furthermore it is out-of-date because several new museums have been founded in recent years. Therefore, a web search of official websites of the 120 universities in Thailand was undertaken although it was recognized that some small and new museums might not be mentioned in both the database and websites. Pearce and Simpson (2010) suggested that this condition would not contribute much impact to the research because those few museums would not significantly change the trends of data. After basic information of most of the university museums in the country was collected, a survey form was developed by the author and sent to a responsible person from each museum by mail (app. I).

### Composition of university museums in Thailand

In this study, 172 university museums in 71 Thai universities were noted from the database and websites. However, the Gem and Jewelry Museum was then excluded because this museum is actually managed by a public organization despite its location in a campus of Chulalongkorn University, giving the final number of 171 museums. The quantity of museums in a university ranges from 1 to 23 (table 1).

No. of museum	University	Abbr.	No. of museum	University	Abbr.
23	Mahidol University	MU	1	Maejo University	MJU
20	Chulalongkorn University	CU	1	Maha Sarakham RU	RMU
16	Kasetsart University	KU	1	Muban Chom Bueng RU	MCRU
8	Chiang Mai University	CMU	1	Nakhon Pathom RU	NPRU
8	Prince of Songkla University	PSU	1	Nakhon Sawan RU	NSRU
5	Maharakham University	MSU	1	Nakhon Si Thammarat RU	NSTRU
5	Naresuan University	NU	1	North Eastern University	NCU
5	Suranaree University of Technology	SUT	1	Phetchabun RU	PCRU
5	Thammasat University	TU	1	Phranakhon RU	PNRU
4	Mae Fah Luang University	MFU	1	Phranakhon Si Ayutthaya RU	ARU
3	Hatyai University	HU	1	Phuket RU	PKRU
3	Khon Kaen University	KKU	1	Pibulsongkram RU	PSRU
3	Silpakorn University	SU	1	RMUT Isan	RMUTI
2	Burapha University	BUU	1	RMUT Krungthep	RMUTK
2	Chiang Mai RU	CMRU	1	RMUT Lanna	RMUTL
2	Nakhon Ratchasima RU	NRRU	1	RMUT Srivijaya	RMUTRV
2	Payap University	NEU	1	RMUT Thanyaburi	RMUTT
2	Sripatum University	SPU	1	Rambhaibarni RU	RBRU
2	Thaksin University	TSU	1	Ramkhamhaeng University	RU
1	Bangkok University	BU	1	Rangsit University	SRU
1	Bansomdejchaopraya RU	BSRU	1	Sakon Nakhon RU	SNRU
1	Buri Ram RU	BRU	1	South-East Asia University	SAU
1	Chiang Rai RU	CRU	1	Srinakharinwirot University	SWU
1	Christian University	CTU	1	Suan Dusit Rajabhat University	SDU

1	Dhonburi RU	DRU	1	Suan Sunandha RU	SSRU
1	Dhurakij Pundit University	DPU	1	Suratthani RU	SRU
1	Eastern Asia University	EAU	1	Surin RU	SRRU
1	Huachiew Chalermprakiet University	HCU	1	Thepsatri RU	TRU
1	Kamphaeng RU	KPRU	1	Ubon Ratchathani RU	UBRU
1	Kanchanaburi RU	KRU	1	Ubon Ratchathani University	UBU
1	King Mongkut's Institute of Technology Ladkrabang	KMITL	1	Udon Thani RU	UDRU
1	King Mongkut's University of Technology North Bangkok	KMUTNB	1	University of the Thai Chamber of Commerce	UTCC
1	King Mongkut's University of Technology Thonburi	KMUTT	1	Valaya Alongkorn RU	VRU
1	Krirk University		1	Vongchavalitkul University	VU
1	Lampang RU	LPRU	1	Walailak University	WU
1	Loei RU	LRU			

Table 1 - Number of university museums in each of the 71 universities in Thailand (\* RU = Rajabhat University / \*\* RMUT = Rajamangala University of Technology)

Interestingly, an initial reading of the number of museums in a university potentially corresponds to the university's ranking by Quacquarelli Symonds (2012) and SCImago Research Group (2012); the more museums, the higher rank (table 2). There are several plausible explanations of this phenomenon. First, the universities with a higher ranking have more academic output, which may be conducive to the establishment of museums. Inversely, the higher rank of a university is an outcome of publications, which is supported by museums.

University	No. of museums	Ranked by		
		No. of museums	QS Asian University Rankings 2012 <sup>1</sup>	SIR World Report 2012 <sup>2</sup>
Mahidol University	23	1	1	2(,9,12) <sup>3</sup>
Chulalongkorn University	20	2	2	1
Kasetsart University	16	3	8=	4
Chiang Mai University	8	4=	3	3
Prince of Songkla University	8	4=	5	5
Thammasat University	5	6=	4	10
Khon Kaen University	3	11=	7	7
Burapha University	2	14=	8=	n/a
King Mongkut's Institute of Technology Ladkrabang	1	20=	n/a	8
King Mongkut's University of Technology Thonburi	1	20=	6	6
Walailak University	1	20=	10	n/a

Table 2 - Correlation between the number of university museums and the university's ranking

<sup>1</sup> QUACQUARELLI SYMONDS 2012.

<sup>2</sup> SCIMAGO RESEARCH GROUP 2012

<sup>3</sup> Siriraj Hospital and Ramathibodi Hospital, which are parts of Mahidol University, ranked 9<sup>th</sup> and 12<sup>th</sup>, respectively.

According to the information collected, university museums in Thailand were divided into six categories, namely:

1. Humanities & Social Science – this kind of museum represents human condition and society. Artifacts and exhibitions on display in the museums imply evolution and creation of mankind. Humanities & Social Science were divided into 3 sub-categories, including Anthropology, Archeology and History.
2. Arts – Art galleries and art museums allow visitors to appreciate artworks on the university premises. The gallery focuses on aesthete while the museum mainly expresses history of arts. Additionally, there are also museums about music and architecture, which are included in this category.
3. Natural History – natural history museums transform the world of nature into tangible exhibitions. Also, another distinctive role of the museums is to support scientific research as reference collections. Natural history museums were simply divided into four sub-categories: Biology, Geology, Living Museum (Zoo, Botanical Park and Aquarium) and General Natural History.
4. Science & Technology – science and technology museums may offer similar content to natural history museums but usually focus more on the history of science, invention of technology and modern innovation. Their collections were not primarily developed to support research – but rather, document the process. Many science and technology museums display interactive exhibitions without any real artifacts. In Thai universities, science and technology museums cover medical science, pharmaceutical science, veterinary science, dental science and technology.
5. Memorial Hall & Archive – memorial halls and archives preserve the history of institutes in exhibitions and collections. Memorial halls usually outlining history while archives commonly conserve significant documents relating to the institutions.
6. Biography – biographical museums display personal information of particular people. In general, this kind of museum is devoted to founders and patrons of institutions, sometimes called 'Halls of Fame'. They contain the biographies and achievements of people who have made a useful contribution to the institute.

As a result of the Office for National Education Standards and Quality Assessment's (ONESQA) policy, anthropological museums, sub-category of Humanities & Social Science, contributed the largest number (49 museums). The ONESQA has set Key Performance Indicators (KPIs) to assess quality of universities in Thailand. One of the KPIs indicates the ability to promote culture; accordingly, many universities established museum-like 'cultural centers' to respond this KPI (ONESQA 2012).

In total, there are 61 museums in Humanities & Social Science, 9 museums in Arts, 32 museums in Natural History, 17 museums in Science & Technology, 34 museums in Memorial Hall & Archive and 18 museums in Biography (fig.1).

Despite being called 'university museums', they do not all report to the senior university management directly. In fact, some museums report to faculties, departments or other centers. Indeed, often the museums run under offices that have equal status to a faculty; such as central libraries and cultural

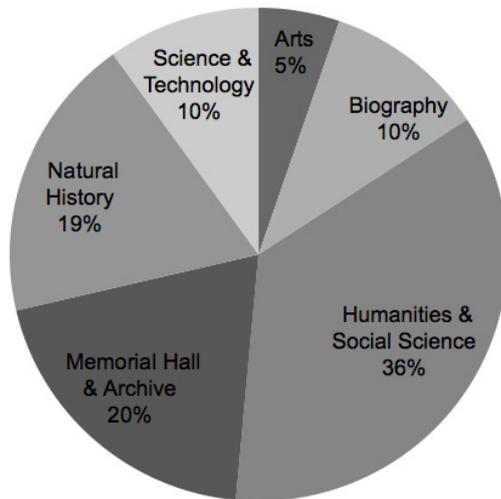


Fig. 1 - Number of Thailand's university museums in each category (171 in total)

centers. The possible reason behind this situation is that the museums are not large enough to run as dependent units under senior university management. Furthermore, the content of the museums are specifically related to teaching and research activities; thus, they need specialists from the faculty to look after collections and exhibitions. Due to insufficient funding support, museums appear to have limited opportunity to sit within a department and so faculties have become the predominant organizations to operate university museums.

In this study, 81 museums from 43 universities sent back the survey forms, a return rate of just over 47%. However, some museums were managed as museum complexes, including the Mahidol University museum complex under the Library and Information Center and

the museum complex under the Institute of Mekong-Salween Civilization Studies, Naresuan University, thus, a single survey was answered to represent each group of museums. In addition, the Princess Mother Memorial Center, Mae Fah Luang University returned a blank response due to its current status: under-construction and renovation. The Suranaree University of Technology Archives is also part of the Memorial Hall of Suranaree University of Technology. After removing these inactive responses from the collected data, 72 feedback forms were used as samples in this research. The samples were in a similar ratio to the total numbers (app. II). Therefore, the samples could, in all probability, represent all university museums in Thailand.

## Resources

### *Infrastructure*

People generally define a museum as buildings that houses collections and exhibit them to public (ALEXANDER & ALEXANDER 2008). Correspondingly, 70 from 72 museums in this survey are displaying at least one exhibition in their spaces; permanent, temporary or both. However, less than half of these museums have their own administrative offices, laboratories, database facilities or collection rooms. This means that many museums are putting up all of their collections in exhibition areas or other places that exhibit environmental risks. In addition there is often no opportunity to rest vulnerable objects or to work on conservation issues away from the exhibition spaces

### *Finance*

Many of university museums face financial and administrative limitations (DAVIS 1976; HUTTERER 2005; SILVERMAN & SINOPOLI 2011). The result of this study showed that financial status of Thai university museums may also be limited. 37 of 68 museums that participated replied that they do not have their own annual funds, and are supported occasionally by other agencies. The rest of the museums have very wide ranges of fund (from 1,000 to 10,000,000 bahts) (app. III).

As a non-profit organization (ICOM 2007),<sup>4</sup> most museums cannot rely or expect income from entry fees. Of the 71 university museums in Thailand, 61 (86% – app. III) museums have free entry. The other museums have maximum entry fees of only 100 baht. It can be concluded that entry fees do not contribute much to the museums' financial status.

#### *Human resources*

Human resources are identified as another limiting factor for university museums (HERUC 2009). Twelve university museums in this study have no permanent employee. In fact, there are only four museums hiring more than ten workers, namely the Korat Fossil Museum (55), the Rajamangala University of Technology Srivijaya Aquarium (25), the Art-Centre, Silpakorn University (21) and the SoutheastAsian Ceramics Museum (11) (app. III). However, there are several museums that do not operate independently but are instead parts of particular academic departments, faculties or centers. Hence, the museum's officers do not take positions in the museums directly but undertake work in them.

In many museums, volunteer programs help to compensate human resource problems (HERUC 2009). However, volunteer programs are uncommon in Thai university museums; only 18 out of 69 museums have volunteers. There are three museums that have been successfully conducting volunteer programs, including the Korat Fossil Museum, the PSU Museum and the Southern Isan Cultural Center. These museums have 120, 60 and 33 participated volunteers, respectively.

#### **Collections**

Collections are a vital section of any museums (ALEXANDER & ALEXANDER 2008). From 72 museums, some could not define their collection sizes because they do not have databases. Living museums, like aquaria, also could not measure the precise number. There are two museums that do not own a set of artifacts; one based on exhibitions and a website, another is a gallery without a permanent collection. Finally, only 56 museums have given details about their collections sizes. The numbers of items are very varied, ranging from 10 to 300,000 items in a collection (app. III). The nature of the museum, financial and human resources appears to affect collection size.

In terms of specimen sources, averagely, the majority of specimens from 68 collections were garnered by the museums themselves (54%). In addition, donation contributed 33% of all specimens. Some museums also purchased specimens, accounting for 9%. The rest in the collections came from other minor sources (4%), including unknown sources, permanent loans, replicas and voucher specimens.

#### **Visitors**

The number of visitors appears to positively indicate a museum's value. Therefore, museums research visitors (BITGOOD & SHETTEL 1996; JANSEN-VERBEKE & VAN REKOM 1996; KOTLER & KOTLER 2004; EVERETT & BARRETT 2009). In this study, the number of visitors in each university museum in Thailand does not seem particularly high. Although some museums have more than 100,000 attendances annually, most of them still have less than 10,000 attendances in a year. In fact, two of the three most visited museums are actually aquariums (app. III). The result suggests that most of the museums, together with other related tourism agencies, still need to work out on marketing and public relation to increase visitation. In terms of accessibility, 68 of 71 university museums open for public at least five days a week, similar to other government offices. Among these museums, nine of them open also on Saturdays and Sundays. Additionally, most museums do not appear to target groups, and count them as just general visitors. HERUC (2009) suggested in her work that internal audiences should be

---

<sup>4</sup> International Council of Museums (ICOM) 2007. *ICOM Statutes*, adopted by the 22<sup>nd</sup> General Assembly (Vienna, Austria, 24 August 2007).

targeted as a priority. University staff and students that are repeat visitors could potentially turn into loyal volunteers. However, KING (2002) pointed that university students are among the most difficult visitors to engage with because they tend to spend most of their time in other activities and study classes.

Collaboration is probably one solution to build up more visitors. In case of the PSU Museum, the One Day Travel Two Cities Program was set up by a private organization in 2006 before the museum joined in 2011 (THONGPONG 2011).<sup>5</sup> This project formed traveling packages for schools in southern Thailand in order to promote educational tourism. There are various tourist destinations involving in this project, such as the Songkhla Zoo, the Thaksin Folklore Museum, the Songkhla Aquarium, etc. In the first half-year of participating (October 2011 to March 2012), 1,131 additional visitors recorded as having visited – compared to visitor numbers in a similar period prior to the commencement of this program.<sup>6</sup>

### Policy & mission

To accomplish set goals, a museum needs to formulate and carry out their policies and plans (MOORE 1994). 42 out of 72 museums in this study do not appear to have their own policies. This condition is probably caused by a lack of knowledge about museum management by those charged with the responsibility of these sites.

According to Warhust (1984), ICOM highlighted five general missions of a museum, which are “collecting”, “research”, “preserving”, “interpreting” and “exhibiting”, but university museums might have additional and unique missions compared to other types of museum. “Exhibition” and “specimens collection and preservation” are still the main service of a museum, hence, nearly every museum in

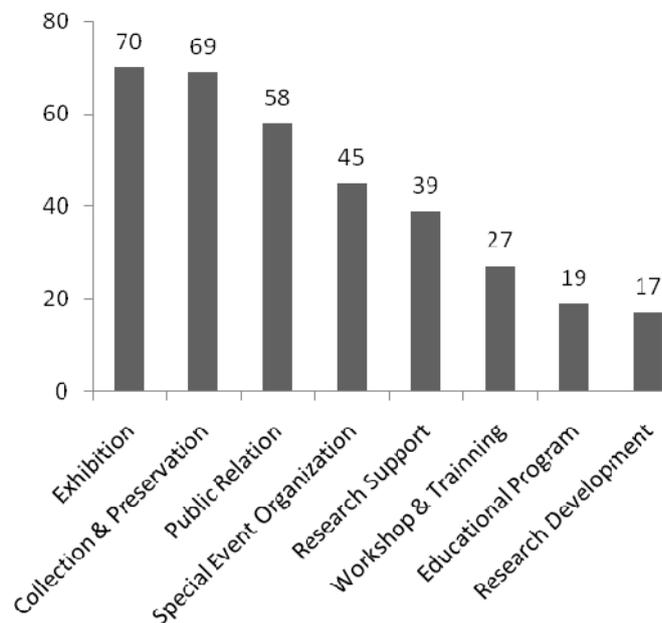


Fig. 2 - Number of museums working on each mission (71 answers)

this study put up displays of their collections.

In contrast with the low number of visitors, most museums stated that they are working on “public relation programs”. Another two major duties are “special event organization” and “research support”; “workshop and training”, “educational program” and “research development”, are lesser roles. The result implies that most of universities in Thailand do not employ their museums in developing research. Hence it would appear that “teaching” is not considered

<sup>5</sup> Thongpong, K. *An introduction to the One Day Travel Two Cities Program (official letter)*. One Day Travel Two Cities Program 2011 [in Thai].

<sup>6</sup> Lapwong, pers. comm. 2012.

as a direct function of university museums in Thailand, differing from the suggestion by Lourenço (2002).

The majority of these museums highlighted their significance in strengthening the image of their universities as public educational centers. Some reported their value in supporting teaching, research, student activities, public relations, and creating institutional appreciation. Remarkably, a couple of them detailed their potential to financially support the universities.

Collaboration with other institutes or networks is an indicator of a museum's vitality. In this study, most museums were found to associate with at least one institute either in their own universities, in local areas or other national institutes. There are only four considerably larger museums, including the Chiang Rai Art Museum, the Korat Fossil Museum, the PSU Museum and the Thaksin Folklore Museum, connecting with foreign agencies. Six out of the 61 museums reported that they have not collaborated with anyone.

### **Limitation**

50 out of 64 museums indicated human resources and financial insufficiency as their limitation. This is unsurprising because these two problems are obviously seen in other types of museums. More than ten museums pointed out problems with their operating space and systems as problems. Others cited limited location, policy, collaboration and public relation as difficulties. Two museums thought that they had no problem.

This part of the survey implied self-recognition of problems in each museum. Hence, the human resources and financial crises were recognized easily due to their close relation to working-life. In fact, the lack of policy is probably more serious because it could lead the museum in wrong directions. Museums with good policies should be managed well under any limitations.

In the part of comment and suggestion, some respondents gave interesting ideas. One commented about collaboration and network of museums in the country. He argued that there are several existing networks with similar objectives but they are led by different organizations, so the networks are overlapping and competing. Therefore, there is no unity and effectiveness in these networks. The reason for this is that different attitudes and understandings have led museums into unconnected networks; for instance, Museum Association of Thailand focuses on traditional museums, the National Discovery Museum Institute creates networks of local museums and the National Science Museum teams up with others to promote science and technology. There is no network of university museums. Furthermore, because of the abundance and diversity of museums in Thailand, it is difficult to have a single national network. In fact, the structure of ICOM may be a useful model for a large and diverse network in Thailand.

Another respondent was worried about the policies of the universities about their museums. Museum organization is usually not the university's priority so lack of support can be a normal situation. Universities often have misapprehensions about the function and the importance of their museums which could lead the museums in different or conflicting directions. More understanding about museum management and clear operating policies are needed to address this situation. The same respondent additionally suggested that this problem should be solved at the national level. The Office of the Higher Education Commission should define the university museum and its roles clearly so universities could understand clearly the important roles of university museums and their management.

## Conclusion

University museums in Thailand are very diverse; from tiny to very large, from poor to very rich, from old to very new, from unknown to famous and from struggling to well-organized. Many university museums, no matter how big or small they are, are facing problems and limitations. The museums in this survey considered their major weaknesses to be human resources and financial support.

Lack of policy, knowledge and experience could possibly be a significant cause of other problems. A strong network is an ideal tool to help those museums with problems by communication with experienced museums. However, it is a challenge to unify and pull them together in a network due to political issues. Structures of sub-committees were suggested to strengthen the network. Knowledge of museum studies should be made available to both working and governing staff to create proper policies and understanding about university museums.

This first survey of university museums in Thailand, by highlighting limitations, suggests directions for further research and collaboration to promote the diversity and educational potential of these underutilized museums.

## Acknowledgements

Many thanks are due to all university museums involved in the survey; and to the Prince of Songkla University for support. Special thanks to Gina Hammond for comments on the language. Finally, thanks Chirabodee Tejasen for all suggestion.

## Literature cited

- ALEXANDER, E. P. & M. ALEXANDER 2008. Chapter 1: What is a Museum? In: *Museums in motion: An introduction to the history and functions of museums*, 2<sup>nd</sup> ed. (Plymouth: Rowman & Littlefield), 1–19.
- BITGOOD, S. & H. H. SHETTEL 1996. An overview of visitor studies. *The Journal of Museum Education* 21, 3: 6–10.
- DAVIS, G. 1976. Financial problems facing college and university museums. *Curator* 19, 2: 116–122.
- EVERETT, M. & M. S. BARRETT 2009. Investigating sustained visitor/museum relationships: employing narrative research in the field of museum visitor studies. *Visitor Studies* 12, 1: 2–15.
- HERUC, M. 2009. Internal audience: A key to success. *University Museum and Collection Journal* 2: 27–37. [edoc.hu-berlin.de/umacj/2/heruc-mirna-47/PDF/heruc.pdf](http://edoc.hu-berlin.de/umacj/2/heruc-mirna-47/PDF/heruc.pdf) (accessed July 1, 2013).
- HUTTERER, K. L. 2005. University museums and collections of natural history. In: *Proceedings of the Third Conference of the International Committee for University Museums and Collections (UMAC) September 21–26, 2003*, ed. P. TIRRELL (Norman, Oklahoma), 17–20. [edoc.hu-berlin.de/umacj/2003/hutterer-karl-17/PDF/hutterer.pdf](http://edoc.hu-berlin.de/umacj/2003/hutterer-karl-17/PDF/hutterer.pdf) (accessed July 1, 2013).
- JANSEN-VERBEKE, M. & J. VAN REKOM 1996. Scanning museum visitors: Urban tourism marketing. *Annals of Tourism Research* 23, 2: 364–375.
- KING, L. 2002. Engaging university students. *Museologia* 2: 95–100. [edoc.hu-berlin.de/umacj/2001/king-95/PDF/king.pdf](http://edoc.hu-berlin.de/umacj/2001/king-95/PDF/king.pdf) (accessed July 1, 2013).
- KOTLER, N. & P. KOTLER 2004. Can museums be all things to all people? Missions, goals, and marketing's role. In: *Reinventing the museum: Historical and contemporary perspectives on the paradigm shift*, ed. G. ANDERSON (Walnut Creek: Alta Mira Press), 167–187.
- LOURENÇO, M. C. 2002. Are university collections and museums still meaningful? Outline of a research project. *Museologia* 2: 51–60. [edoc.hu-berlin.de/umacj/2001/lourenco-51/PDF/lourenco.pdf](http://edoc.hu-berlin.de/umacj/2001/lourenco-51/PDF/lourenco.pdf) (accessed July 1, 2013).
- MOORE, K. 1994. Introduction: museum management. In: *Museum Management*, ed. K. MOORE (London: Routledge), 1–14.

- THE OFFICE FOR NATIONAL EDUCATION STANDARDS AND QUALITY ASSESSMENT (PUBLIC ORGANIZATION) (ONESQA). 2012. *Assessor's Manual for the 3<sup>rd</sup> Round Assessment of Higher Education Institutes (2011–2015)*. Bangkok: The Office for National Education Standards and Quality Assessment [in Thai].
- THE OFFICE OF THE HIGHER EDUCATION COMMISSION (OHEC) 2012. *Higher Education Institutes under OHEC*. [www.mua.go.th/university.html](http://www.mua.go.th/university.html) (accessed January 12, 2012) [in Thai].
- PEARCE, M. & A. SIMPSON 2010. A recent survey of the current status of university natural history museums and collections in Australia. In: *Museum Australia National Conference 2010* (Canberra: Museum Australia), 169–173. [www.ma2010.com.au/docs/MA2010\\_Conference\\_Papers.pdf](http://www.ma2010.com.au/docs/MA2010_Conference_Papers.pdf) (accessed February, 2014)
- QUACQUARELLI SYMONDS 2012. QS *Asian University Rankings 2012*. [www.topuniversities.com/university-rankings/asian-university-rankings/2012](http://www.topuniversities.com/university-rankings/asian-university-rankings/2012) (accessed June 15, 2012).
- SCIMAGO RESEARCH GROUP 2012. *SIR World Report 2012: Global Ranking*. Scimago Institutions Ranking. [www.scimagoir.com/pdf/sir\\_2012\\_world\\_report.pdf](http://www.scimagoir.com/pdf/sir_2012_world_report.pdf) (accessed July 1, 2013).
- SILVERMAN, R. & C. M. SINOPOLI 2011. Besieged! Contemporary political, cultural and economic challenges to museums in the academy as seen from Ann Arbor. *University Museum and Collection Journal* 4: 27–37. [edoc.hu-berlin.de/umacj/2011/silverman-27/PDF/silverman.pdf](http://edoc.hu-berlin.de/umacj/2011/silverman-27/PDF/silverman.pdf) (accessed July 1, 2013).
- WARHURST, A. 1984. University Museums. In: *Manual of Curatorship: A Guide to Museum Practice*, ed. J.M.A. THOMSON (London: Butterworths), 76–83.

## Contact

Yingyod Lapwong

Scientist, Museologist

Address: Princess Maha Chakri Sirindhorn Natural History Museum, Prince of Songkla University, Hat Yai, 90110, Thailand

E-mail: [yingyod.l\(at\)hotmail.com](mailto:yingyod.l(at)hotmail.com)

[www.nhm.psu.ac.th/museum\\_en/](http://www.nhm.psu.ac.th/museum_en/)

**APPENDIX I - Survey form**

No. of Survey

**Survey of University Museums in Thailand**

**Description**

This survey aims to gather basic information of university museums in Thailand. The analyzed results will create basic knowledge for further studies, promote and develop working strategies and solve any problems in operating particular museums. It will lead university museums in Thailand to be effective learning, entertaining and research support centers, corresponding to the universities' missions. This survey is divided into 3 parts, including:

- Part I Basic information of the respondent
- Part II Basic information of the museum
- Part III Operation information of the museum

I guarantee that this survey is conducted in order to use in research only and the result will not affect the respondent in any cases. I would like to thank you for giving your time to answer this survey.

MR YINGYOD LAPWONG  
 Scientist  
 Princess Maha Chakri Sirindhorn Natural History Museum  
 Prince of Songkla University

Part I Basic information of the respondent	
1.	Name _____
2.	Position _____
3.	Employer _____
4.	Years of employment _____
5.	Address _____ _____
	Tel _____ E-mail _____
Basic information of the museum	
1.	Institute's Name _____
2.	Status <input type="checkbox"/> Under University
	<input type="checkbox"/> Under Faculty _____
	<input type="checkbox"/> Under Department _____ Faculty _____
	<input type="checkbox"/> Others _____
3.	Category <input type="checkbox"/> Humanities & Social Science (Anthropology, Archeology and History)
	<input type="checkbox"/> Arts
	<input type="checkbox"/> Natural History
	<input type="checkbox"/> Science & Technology
	<input type="checkbox"/> Memorial Hall & Archive
	<input type="checkbox"/> Biography & Hall of Fame

4. Infrastructure

<input type="checkbox"/> Administration Office	<input type="checkbox"/> Laboratory
<input type="checkbox"/> Permanent Exhibition	<input type="checkbox"/> Temporary Exhibition
<input type="checkbox"/> Collection Room	<input type="checkbox"/> Database Facility
<input type="checkbox"/> Others _____	

5. No. of employees \_\_\_\_\_ No. of volunteers \_\_\_\_\_

6. Fund & source of fund \_\_\_\_\_  
\_\_\_\_\_

7. Collection size \_\_\_\_\_

8. Source of collection

<input type="checkbox"/> Self-collecting	_____ %
<input type="checkbox"/> Donation	_____ %
<input type="checkbox"/> Purchase	_____ %
<input type="checkbox"/> Others _____	_____ %

9. No. of visitors (annually) \_\_\_\_\_

10. Target group of visitor \_\_\_\_\_

11. Open hours \_\_\_\_\_

12. Fee \_\_\_\_\_

13. Official Contact Address

Address \_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Facebook \_\_\_\_\_

Part III Operation information of the museum

1. Mission

<input type="checkbox"/> Exhibition display	<input type="checkbox"/> Public relation
<input type="checkbox"/> Specimens collection and preservation	<input type="checkbox"/> Special event organization
<input type="checkbox"/> Educational program	<input type="checkbox"/> Workshop & training
<input type="checkbox"/> Research development	<input type="checkbox"/> Research support
<input type="checkbox"/> Others _____	

2. Does the museum has policies? \_\_\_\_\_ (please attach the document if applicable)

3. Does the museum have any collaboration with others? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. What is the importance of the museum to the university? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. What are limitations of the museum? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Comment & suggestion \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Would you like to join the Thailand's university museum network? \_\_\_\_\_

- Please attach any brochures or advertising document if applicable

**APPENDIX II - Comparison between composition of sampling and actual data**

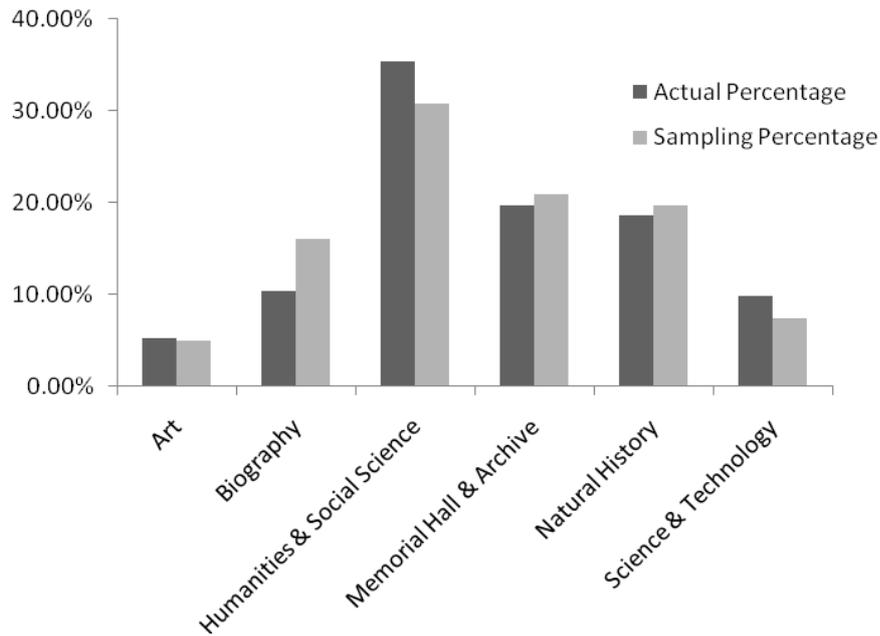


Fig. 3 - Comparison of percentages presented of each museum type between the sampling and the actual data

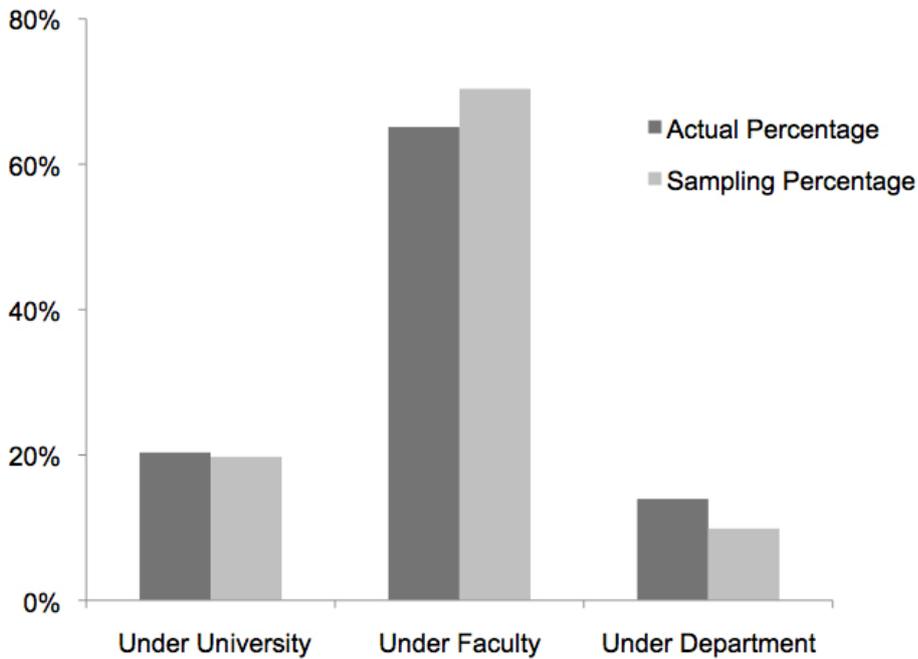


Fig. 4 - Comparison of percentages presented of each museum's operation status between the sampling and the actual data

## APPENDIX III - Details of university museums in this survey

No.	English Name	University	Employees	Volunteers	Fund (฿)	Collection Size	Annual Visitors	Fee
1	Southeast Asian Ceramics Museum	BU	11	0	300,000	21,400	4,000	×
2	Dhonburi Studies Center Museum	BSRU	4	10	1,000,000	50	500	×
3	Marine Aquarium	BUU	8	0	1,000,000	n/a	600,000	✓
4	Southern Isan Cultural Center	BRU	9	33	n/a	200	8,000	×
5	Geology Museum	CMU	0	10	Uncertain	100	500	×
6	Biological Science Museum		2	2	1,000	5,000	3,000	×
7	Chiang Rai Art Museum	CRU	2	0	n/a	200	1,500	×
8	NakhonPathom City Cultural Center	CTU	4	0	200,000	0	700	×
9	Daraphirom Palace Museum	CU	5	0	Uncertain	n/a	n/a	✓
10	Thai House		2	0	Uncertain	120	800	×
11	Museum of Natural Medicine		1	0	50,000	500	200	✓
12	VachVidyawaddhana Museum		0	0	Uncertain	500	900	×
13	CU. Museum		1	0	Uncertain	n/a	1,200	×
14	Prof. Kasin Suvatabhandhu Herbarium		7	1	500,000	20,000	400	×
15	Pediatric Surgery Museum		2	0	0	40	100	×
16	Sawai Sudhipitak Museum	DPU	3	0	Uncertain	n/a	2,000	×
17	Eastern Asia University Archives	EAU	0	0	0	100	100	×
18	Hatyai City Museum	HU	3	0	Uncertain	300	1,500	×
19	Hatyai City Hall of Fame		3	0	Uncertain	40	n/a	×
20	Huachiew Chalermprakiet Museum	HCU	7	0	Uncertain	n/a	2,000	×
21	Insect Museum in Insect Park	KU	3	6	0	100,000	10,000	✓
22	Kasetsart University Hall of History		2	0	Uncertain	1,936	1,100	×
23	Kasetsart University Archives		6	0	800,000	3,000	n/a	×
24	Mom Jao Sithiporn Kridakara Biographical Museum and Agricultural Museum		0	0	Uncertain	60	2,000	×
25	Kasetsart University Museum of Fisheries (Natural History)		1	0	Uncertain	300,000	100	×
26	Veterinary Anatomy Museum		0	0	Uncertain	200	n/a	×
27	Pathology Museum		0	0	0	10	n/a	×
28	Museum and Archives, Khon Kean University	KKU	3	0	Uncertain	500	200	×
29	Loei Cultural Center	LRU	5	0	Uncertain	200	8,000	×
30	Archives of Mae FahLuang University	MFU	1	0	10,000	100	n/a	×
31	Natural Medicinal Mushroom Museum	MSU	4	0	Uncertain	30,000	20,000	×
32	Maharakham University Archive and Information		3	0	Uncertain	100	n/a	×
33	Archives and Museum of Thai Nursing	MU	0		n/a	n/a	1,000	×
34	SongkranNiyomsane Forensic Medicine Museum		0	0	Uncertain	400	n/a	✓
35	<b>Mahidol University Museum Complex</b>		0	10	1,000,000	n/a	200	×
36	Mosquito Museum		2	0	0	10,000	60	×
37	NakhonPathom Cultural Center	NPRU	n/a	n/a	n/a	n/a	n/a	n/a
38	NakhonRatchasima City Historical Hall	NRRU	5	0	2,000,000	1,000	n/a	×
39	Korat Fossil Museum		55	0	10,000,000	20,000	200,000	✓
40	NakhonSawan Chamber of Culture	NSRU	0	10	50,000	300	300	×
41	Cultural Center	NSTRU	3	0	Uncertain	n/a	n/a	×
42	<b>Museum Complex under the Institute of Mekong-Salween Civilization Studies</b>	NU	5	0	100,000	342	2,400	×
43	Center of Arts and Culture, North Eastern University	NEU	5	120	4,000,000	10,000	4,000	×
44	Cultural Hall, PhetchabunRajabhat University	PCRU	5	0	100,000	n/a	300	×
45	Ayuthaya Studies Institute	ARU	7	0	50,000	5,000	500	×
46	Phisanulok City Musuem	PSRU	8	2	Uncertain	100	7,832	×

47	Princess MahaChakriSirindhorn Natural History Museum (PSU Museum)	PSU	7	60	2,000,000	60,000	40,000	✓
48	PibulPitayapak Museum		1	0	Uncertain	150	2,000	✗
49	Southern Art and Cultural Gallery		1	0	300,000	0	2,000	✗
50	Natural History Museum and Local Learning Networks		2	0	Uncertain	1,000	300	✗
51	Southern Center of Traditional Medicine		1	0	150,000	500	500	✗
52	PhraThepyanMoli Museum		1	0	Uncertain	400	3,000	✗
53	Rajamangala University of Technology Srivijaya Aquarium	RMUTRV	25	0	Uncertain	n/a	130,000	✓
54	Lotus Museum	RMUTT	8	6	Uncertain	400	10,000	✗
55	Suan Ban Kaew Palace Museum	RBRU	2	3	Uncertain	1,000	20,000	✓
56	Rangsit University Archives	RSU	2	0	20,000	300	100	✗
57	Art-Centre SilpakornUniveristy	SU	21	0	Uncertain	2,600	n/a	✗
58	SilpakornUniveristy Archives Project		3	0	Uncertain	1,000	150	✗
59	Srinakharinwirot University Archives	SWU	4	0	Uncertain	200	3,000	✗
60	Yaowapha Palace	SDU	6	0	Uncertain	20	1,000	✗
61	SUT Butterfly Park	SUT	7	0	1,700,000	n/a	20,000	✗
62	SUT Thai Studies Anthropological Collection		1	0	340,000	1,000	30,000	✗
63	Memorial Hall of Suranaree University of Technology		1	0	Uncertain	n/a	n/a	✗
64	BuddhasasaDhammakot Hall	SRU	1	0	Uncertain	333	60	✗
65	Thaksin Folklore Museum	TSU	6	5	60,000	77,000	100,000	✓
66	Memorial Chamber of PridiBanomyong	TU	3	2	Uncertain	40	6,000	✗
67	Thammasart University Hall of Fame		3	2	Uncertain	100	6,000	✗
68	Traditional Medicine Museum and Park	UBU	0	0	Uncertain	1,200	100	✗
69	Ubon Culture Exhibition Hall		9	0	Uncertain	n/a	3,500	✗
70	Memorial Hall of UdonThaniRajabhat University	UBRU	0	0	100,000	200	2,000	✗
71	Memorial Hall of UTCC	UTCC	1	2	120,000	10,000	2,000	✗
72	Art and Cultural Center of Vongchavalitkul University	VU	1	2	Uncertain	200	800	✗