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Possibility of Establishing an ASEAN Museum in Thailand

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Abstract

ASEAN has been established for half of century. Nevertheless, ASEAN still seems far from the goal of full cooperation. The reason probably is there has not enough knowing and understanding among ASEAN citizen to motivate ASEAN. The objective of this study aims to demonstrate the possibility of establishing ASEAN museum in Thailand to solve the mentioned problem by using feasibility study. It will be use for studying the possibility of building something. It covers five TELOS factors: technic, economy, legal, operation and schedule. In this case, it used for analysis the possibility of the establishment ASEAN Museum in Thailand. A museum plays role as a media to be able to reach, educate and communicate to the people, and to be consistent to the changing world. ASEAN Museum would become a learning center about ASEAN for all ASEAN people and people around the world. It would also be a center of cooperation in the region. ASEAN Museum is necessary and important for the ASEAN community. It is the key to narrowing the gaps of the difference and reinforces the understanding. ASEAN Museum will be able to build and operate effectively with strong cooperation from all member countries.

Keywords: ASEAN, museum, feasibility, establishment, cooperation, Thailand

Introduction

ASEAN first gathered together for the purpose of strengthening the member countries to respond to the rapidly changing global problems of the day. Despite this half century of interaction, ASEAN still seems far from the goal of full cooperation. Each member country seems to be trying to deal with its own problems, with limited cooperation for ASEAN-wide solutions.

The best answer is that we should establish an ASEAN Museum to build up effectively the knowledge and understanding among the people of this region, and between it and other regions of the world. An ASEAN Museum will make a strong contribution to bringing ASEAN together.

Museums benefit people of all ages, genders and religions. It would be very good if there were an ASEAN Museum in the region. It could be used as a tool to clarify ASEAN to ASEAN populations, and also to non-ASEAN citizens. An ASEAN Museum would become a learning center about ASEAN for all ASEAN people and for people around the world. It would also be a center of cooperation in the region.

Research Methodology

Feasibility Studies: a preliminary project feasibility study is conducted at this early stage to determine how best to proceed with the project. By assessing the major constraints on the proposed system, management can evaluate the project's feasibility, or likelihood for success, before committing large amounts of financial and human resources. The acronym TELOS provides guidance for assessing project feasibility: the term stands for "technical, economic, legal, operational and schedule feasibility (Hall, 2008. p. 630-631).

"Best Practice is the result of studying other people's experience or success, then developing that to fit the case at hand" (The University of the Thai Chamber of Commerce, 2009)

Review of Related Organizations and Literature

The way to find the answer of the feasibility study of establishing ASEAN Museum in Thailand is to learn from existing ASEAN-related organizations. From the visit and interview, it reflects the benefit of ASEAN Museum in Thailand. They have different and several ideas according to the contextual of the responsibility of each organizations. Most of ideas and opinions came from their framework.

Ministry of Culture reflected that ASEAN Museum is similar to ASEAN Cultural Center. ASEAN Museum is broader and larger scope. However, ASEAN really happens, will benefit to the visitors. ASEAN Museum must be relevant to MOC inescapably because MOC has Museum Department. The officers pointed that there are obstacles about language and culture.

ASEAN Department, Ministry of Foreign Affairs aims to operate about international relationship principally. The objective plan of ASEAN Department demonstrates the role and operation that supports and sets

the policy broadly in term of economy, politics and governant. These works will perform to support the establishing ASEAN Museum.

Tourism Authority of Thailand said ASEAN Museum that will be good and useful because Thailand has been a central of entry and exit of the people in Southeast Asia region. ASEAN Museum will motivate any activities for learning about ASEAN and it also can be public relations about tourism between each other. But the communication language is worried because it is a trouble in cooperation.

C-asean was founded with the idea of CSR (Corporate Social Responsibility). C-asean aims to the operation about business and entrepreneur but it could not ignore to learn about arts and culture. Also, attempt to be Hub of Entrepreneur in ASEAN.

From the article “**ASEAN Birthplace Museum and ASEAN Studies Center I Thailand**” of **Dr. Somkiat Onwimon**. It indicates the significant of building a place for learning about ASEAN. Dr. somkiat’s idea aims to the origin of ASEAN but ASEAN Museum aims to build knowledge and understanding. It is a good idea but unfortunate because it was not supported by the government after presented.

The concept about ASEAN was chosen to present as a thesis called **ASEAN Ethnic Museum**, it aims to the architectural design principally. The design illustrates the diversity of people in Southeast Asia. Moreover, he got an idea that museum could be more than just a place where exhibits as similar as ASEAN Museum because it has more potential.

Singapore government would like to be a hub of business by using arts to reach to it and also drive Singapore as a hub of arts. Primarily, **Asian Civilisation Museum** received fund for its government because not many museums are able to stand on its own feet without the support from government. However, museum needs to use marketing to earn more income for not only rely on the government. This could be an excellent best practice of ASEAN Museum to do marketing, earning to sustain the business and a model of the operation and collaborative management on working.

Feasibility of Establishing an ASEAN Museum

Investment

All of the capital should be invested by Thai government, although this museum is talking about co-ownership but when it is located in Thailand, Thailand will be benefit the most directly and indirectly. If allocating the budget from other scheme or set up a new budget to establish ASEAN Museum is not difficult and believe that it would be worthy when thinking of the received advantages form developing the country and ASEAN.

Condition of Location

Table 1 *Number of Tourist Arrival in ASEAN 2015*

Country	2015		
	Intra-ASEAN	Extra-ASEAN	Total
Brunei Darussalam ^{1/}	119	99	218
Cambodia	2,098	2,677	4,775
Indonesia	3,881	6,546	10,407
Lao PDR	3,589	1,096	4,684
Malaysia	10,147	6,575	25,721
Myanmar	1,763	2,918	4,681
The Philippines	482	4,879	5,361
Singapore	5,748	9,483	15,231
Thailand	7,886	21,995	29,881
Viet Nam	1,301	6,643	7,944
ASEAN	45,992	62,912	108,904

Tourist Arrival in ASEAN as of 31 January 2017. by ASEAN Statistic.

- Located in tourism area and there are attraction places located nearby
- Transportation must be convenient, near various kind of restaurants and accommodations
- Located near the academy to facilitate the students and people, including interested tourists
- It should be located nearby the religious places for religious practice of ASEAN citizens which are different and diverse.

Cooperation

National Level: The personnel of government and private sector should be gather to the conference to discuss about ASEAN Museum particularly. The committees should be chosen form each organizations to become the representatives.

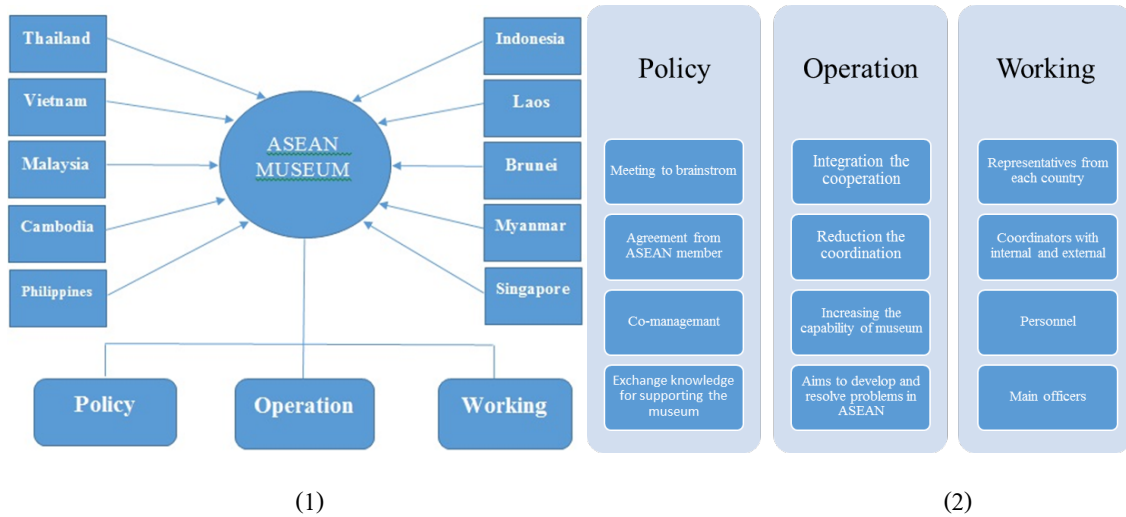
International Level: Ministry of Culture is the main organization in Thailand who operates About ASEAN. Thus, it needs the assistance from Ministry of Culture to require for the personnel support from ASEAN member countries. They will become the representatives of operation of ASEAN Museum establishment and share the responsibility as co-ownership.

Operation

The collaboration and integration makes the action full of cooperation to achieve without disagreement as following:

Figure 1 The ASEAN Museum Concept of Cooperation of 10 ASEAN member countries

Figure 2 The Operation System of ASEAN Museum



Marketing

Marketing of the museum aims to;

- To publicize ASEAN Museum and attract people to visit
- To provide more services
- To support repurchase (the returning of visitors)

Existing Problems and Obstacles

- Different languages and common language for communication between each other
- Different of working system and the delay of government system

The Possibility of the Establishment an ASEAN Museum in Thailand

Transportation

3 types of transportation in Thailand include by land, water and air has enough potential to support goods, passengers and expansive business that rely on the connectivity of transportation. Furthermore, Thailand plans to develop the standard of transportation up to the international level which a main policy of Thai government for connecting Asia and ASEAN to become more convenient to transport.

Readiness to support the travelers

Thailand has high reputation of the services to the visitors and acknowledged from people around the world that no matter what airport, accommodation, food, service and attraction places which are diverse. It accounted that Thailand has readiness to be able to increase the potential, to move forward to be a central of ASEAN because of the government policy. It aims to push forward the tourism business sector for supporting any work that stimulates tourists to come to Thailand.

Human Resource

Thailand combines with many features that provide to the operation of ASEAN Museum which are the government policy, reinforcement from private sector, scholars from institution and university, educational personnel and private companies with portfolio about construction museum in the world class. It can notice that there are various both large and small museums were established in past few years and going to do in the near future. It causes the museum awakening in Thai society. That is also the reason that there are more personnel to work about museum.

Policy and Capital

According to the government policy, it aims to push forward and support Thailand to have the beneficial learning centers for citizens and tourists because the government would like to build up new and modern knowledge for children and youth. With the hope that in the future these personnel will be a motivator to grow and strengthen economy and community of Thailand and ASEAN. This causes the educational activation about ASEAN for Thailand to get ready to become Hub of ASEAN.

Conclusion and recommendations

From the traveling and searching information for the possibility of establishing ASEAN Museum in Thailand, found out that there is still some issue has to be developed and resolve. Not only is beneficial for ASEAN Museum establishment but also solve many problems in the present day. What requires here is to clarify an operation and ASEAN responsible organization. It seems to be that ASEAN's works superimpose, its request is to integrate the action for reduction the procedures and time in coordination with the objective to become more effectively and rapidly.

ASEAN Museum will never be existed without the cooperation and intention to solve and find the way out for the differences issue because each country is unique which their difference and similarity. From the information presented above, reflects that ASEAN Museum is very possible to establish. It will resolve many problems in ASEAN Community. Therefore, learning for knowing, understanding and connecting will increase in the understanding of relationship. In this thesis indicates the resolution and increasing of ASEAN importance which presented by the museum. Museum is a place for knowledge and cooperation, this would represent ASEAN to tell the story about ASEAN to make the people around the world percept the essential of this region. Hopefully, the Museum of ASEAN will be established in a country that ready and recognize its importance, to become the center of cooperation and develop ASEAN altogether.

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