

Project	The Model of Museum Tourism as an Urban Tourist Attraction: A Case Study of Jim Thompson House Museum
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Abstract

This research project aims to study 1) the tourism model of the museum as an urban tourist attraction, in the case study of the Jim Thompson House Museum; and 2) the behaviour of tourists visiting the Jim Thompson House Museum. Questionnaire was employed to collect the data from foreign tourists and 100 questionnaires were returned. The data collated was analyzed with frequency (N.), percentage (%), mean (\bar{x}) and standard deviation (S.D.).

The study results showed that the tourism model of the museum as an urban tourist attraction by using the case study of Jim Thompson House Museum, should focus on the following aspects: 1) the interior design and decoration of the museum must be conveyed and reflected clearly the Thai arts and cultures; must presents the roots of the identity of Thai people as well as being able to disseminate Thai identity to be known by visitors; 2) the accessibility of the museums must be convenient; located on the area links to the various modes of public transportation; 3) the quality of services and facilities should be provided to meet the standards with the adequacy of tour guides with knowledge and ability to communicate to meet the needs of tourists as well as being willing to assist and provide information to tourists; and 4) the safety and security is also important by providing a high standard security system such as fire exit signs, security guard, fire protection system, and CCTV systems.

Keywords: Tourism Model, Museum, Urban Tourist Attraction, Jim Thompson House Museum