Analysis of Tourists' Complaints about Service Delivery of the Identity of Nan Museum

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Abstract

The present study aimed to analyze tourists' complaints and commentson the Identity of Nan Museum. In particular, 123 of tourists' complaints and comments given in the comment box at the Identity of Nan Museum were analyzed through content analysis and classified based on the concept of knowledge management. The results showed that the complaints and commentson the Identity of Nan Museum can be categorized into six aspects: 1) services (30.89 percent), learning activities should be organized throughout the year; 2) contents (24.39 percent), content management or their order was not accurate; 3) exhibition resources (21.95 percent), photographs exhibited at the museum should be those taken at the real sites or authentic artifacts of Nan; 4) location (10.57 percent), the entrance sign was not clearly visible, and the font size of other signs in the museum was too small; 5) personnel staff (6.50 percent), an exhibition guide should develop presentation and narration skills; and 6) other aspects (5.69 percent), there should be collaboration with other related organizations, such as local or community organizations and temples.

Keywords: Complaints,Tourist, Identity of Nan Museum

บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อวิเคราะห์ข้อร้องเรียนและข้อคิดเห็นของนักท่องเที่ยวที่มีต่อหออัต
ลักษณ์นครน่าน โดยได้วิเคราะห์จากข้อร้องเรียน และข้อคิดเห็นของนักท่องเที่ยวที่เสนอแนะไว้ในกล่องแสดง
ความคิดเห็นที่จัดไว้ในหออัตลักษณ์นครน่าน ในปี พ.ศ. 2561 จำนวน 123 รายการ จากนั้นนำมาวิเคราะห์
เนื้อหา และจัดกลุ่มข้อร้องเรียนตามแนวคิดการจัดระบบความรู้ ผลการศึกษาพบว่า ข้อร้องเรียนและ
ข้อคิดเห็นต่อการใช้บริการหออัตลักษณ์นครน่าน สามารถแบ่งออกเป็น 6 ด้าน ได้แก่ ด้านบริการ(ร้อยละ
30.89) เช่น การจัดกิจกรรมการเรียนรู้ควรมีการจัดกิจกรรมให้นักท่องเที่ยวได้เข้าร่วมครอบคลุมตลอดทั้งปี
ด้านเนื้อหา(ร้อยละ 24.39) เช่น การลำดับข้อมูลเรื่องราวให้เชื่อมโยงกับเหตุการณ์สำคัญที่ไม่ถูกต้องด้าน
ทรัพยากรจัดแสดง(ร้อยละ 21.95) เช่น ภาพถ่ายที่จัดแสดงควรเป็นภาพถ่ายจากสถานที่จริงหรือศิลปะวัตถุ
จริงของเมืองน่านด้านสถานที่(ร้อยละ 10.57) เช่นป้ายทางเข้ามีจุดสังเกตไม่ชัดเจนและป้ายจัดแสดงภายในมี
ตัวหนังสือขนาดเล็กด้านบุคคล(ร้อยละ 6.50) เช่นผู้นำชมควรพัฒนาทักษะการนำเสนอที่น่าสนใจ การเชื่อมโยง
เรื่องราวด้านอื่น ๆ(ร้อยละ 5.69) เช่น การบริหารจัดการและทำงานร่วมกับหน่วยงานที่เกี่ยวข้องในภาคส่วน
ต่าง ๆ เช่นองค์กรส่วนท้องถิ่น ชุมชน วัด เป็นต้น

คำสำคัญ : ข้อร้องเรียน นักท่องเที่ยว หออัตลักษณ์นครน่านการวิเคราะห์เนื้อหา

1. Introduction

Currently, tourism management places emphasis on tourists' behavior and social trends. Consequently, the Twelfth National Economic and Social Development Plan B.E. 2560 – 2564 formulated the tourism promotion policiesaccording to the fourth strategy, Green Growth towards Sustainable Development B.E. 2560 (NESDB,2017), based on tourists' behavior. Among various types of tourism, cultural tourism has received considerable attention from the government; that is, the government attempts to preserve and develop cultural tourist attractions in respect of traditions and local culture to fulfill tourists' needs and promote interests in tourist activities, which will in turn increase the number of tourists.

The Identity of Nan Museum, a local museum, exhibits the history, culture and traditions of Nan Province. It was founded in 2015 and has nine exhibition rooms as follows (Identity of NAN Museum,2016): exhibition room 1 a video presentation room introducing basic information of the museum and the exhibition layout in each area; exhibition room 2 the evolution of relation from Nan to Rattanakosin presents historical facts and important events in each period towards the period of Rattanakosin; exhibition room 3 the relation of Eastern Lannanarrating the story through the Nan River about important events and geographical features; exhibition room 4 beneath the sky of Nan presenting the story of lifestyles, tribes, dressing and identities of Nan people through multimedia, and tourists are allowed to simulate the costumes of each tribe and take a photograph through a touchscreen and send a photograph through a QR code; exhibition room 5 Chao Atthavarapanyo displaying the history and background of Chao Atthavarapanyo who came to this area in the reign of King Rama I as well as the history of the influential rulers of the city; exhibition room 6 the prosperous culture of Nan presentingculture, traditions, festivals, folk plays, rites, language, food, apparels and others with emotional values accumulated from the past to present; exhibition room 7 inheritance of Nan's folk arts exhibiting famous artistic work, architecture of Nan as well as the story of archeological sites and artifacts; exhibition room 8 Natural Heritage displaying important natural heritage as well as tourist attractions of Nan; and exhibition room 9 Under Royal Benevolence presentingHis Majesty King BhumibolAdulyadej (King Rama IX) and royal duties of members of the royal family in Nan.

Based on the information regarding the museum services, there have been a small number of tourists visiting the museum, for the services have not attracted their interests and the public relations has not reached the tourists. With this in mind, the Identity of Nan Museum intends to improve the service to satisfy tourists' needs and interests through the concept of service design. Based on the concept of service design, service design should start with a study of the problem states and service users' desires. Thus, understanding the tourists to recognize the problems and their needs is deemed vital. A study of the problems and tourists' needs can be conducted through various methods, e.g. an interview, a questionnaire or behavioral observation. Pitiwirarat's study of service quality and process at the Bangkok national museum (2012) collected the data through questionnaires and interviews with museum visitors; it was found that administration of the museum was regulated or governed by Fine Arts Department while its policies, rules and service quality were in need of improvement. The study also showed that public utilities must be enhanced to satisfy tourists' needs and there should be clear guidance on the museum tour.

In addition to using questionnaires and interviews for data collection to examine tourists' needs, an analysis of complaints and comments is one of the methods to help pinpoint the problems or tourists' needs. Chinedu, Haron, and Osmanconducted a studyon predictors of complain behaviour among mobile telecommunication network consumers (2017)with a sample of 385 respondents; the study discovered that consumers filing complaints through mobile phones could be categorized into three groups according to their level of satisfaction, religions, and incomes. Meanwhile, Hu, Zhang, Gao and Bose(2019) conducted a study on complaints among hotel customers by analyzing 27,864 comments or complaintsfor the hotels in New York and found that most of the complaints for the high-end hotels were concerned with customer services, whereas those for the low-end hotels involved facilities. Oh et al.'s analysis on the complaints of academic library users:a case study of KhonKaen University Library, Thailand (2018) discovered that there were five categories of complaints of academic library users, including collections and books, librarians and library staffs, library equipment and facilities, information services, andother complaints. This is in line with the book "A Complaint is A Gift" (Oh & et al, 2018 citing inBarlow and Moller 1996; 2008) which stated that complaints about the states can serve as an instrument to help correct the problems and improve the quality of services.

As discussed above, an analysis of tourists' complaints and comments serves to identify the problems and tourists' needs. Thus, the present study sought to investigate and analyze tourists' complaints and comments for the Identity of Nan Museum in 2018. It is expected the results of the study will help design the services of the Identity of Nan Museum in order to fulfill the tourists' needs and enable the museum to complete its goals as a local museum to promote cultural tourism.

2.Objective

The present study aimed to analyze complains for the Identity of Nan Museum in 2018.

3. Method

The present study adopted content analysis. Specifically, 123 of tourists' complaints and comments given in the comment box at the Identity of Nan Museum in 2018 were analyzed. Afterwards, the categories of complaints were further classified,andfrequency and percentage were used to report the findings concerning the complaints and comments on the museum.

4. Results

The results of the study on complaints for the Identity of Nan Museum are presented below in two forms, e.g. frequency of complaints and content analysis of the complaints.

4.1 Frequency of Complaints

Based on the analysis, tourists' complaints and comments for the Identity of Nan Museum can be categorized into six aspects, namely people, place, service, resource, content and others (Oh et al, 2018).

Table 1 displays the analysis of tourists' complaints and comments for Identity of Nan Museum.

Complaints and Comments	Frequency	Percentage
People		
1. An exhibition guide should develop presentation and narration skills.	5	4.07
2 . The staff should establish the network by collaborating with educational institutions, tourism organizations and businesses.	3	2.44
Total	**8**	**6.50**
Place		
1. The wall should not be decorated with sarong, owing to the old superstition that passing or walking through sarong will bring bad luck.	1	0.81
2. The monotonous background color choice causes the displayed object to lack attractiveness and interest.	2	1.63
3 . The welcome hologram sound system should be maintained to be prompt.	1	0.81
4. The sound system of the model should be maintained to be prompt.	1	0.81
5.There should be additional lighting in the lecture area and the expansion of the exhibition area.	2	1.63
6. The holding area for tourists while waiting to take a tour is not available.	1	0.81
7. The entrance sign was not clear and visible, and the font size of other signs in the museum was too small.	5	4.07
Total	**13**	**10.57**
Service		
1. The sites of artifacts are mapped following current real locations.	2	1.63
2. There is a learning package provided for tourists.	2	1.63
3. There is a local food service to support the tourist group.	2	1.63
4. Learning activities.	25	20.33
5. Advertising channels via social media (Social in the moment).	2	1.63
6. There should be more cultural study trails from Identity of Nan Museum to neighboring communities.	5	4.07
Total	**38**	**30.89**

Table 1 displays the analysis of tourists' complaints and comments for Identity of Nan Museum (cont).

Complaints and Comments	Frequency	Percentage
Resource		
1. The video should be various; in the video, there should be a picture of the way of life of the Nan people and the locations of Nan city today.	5	4.07
2. Replica or real objects should be displayed.	5	4.07
3. The mannequins lack of realism and should be grouped according to the art era.	4	3.25
4. The background of ethnic costumes photo booths should be changed to match such ethnicity.	1	0.81
5. Photographs exhibited at the museum should be taken at the real sites or authentic artifacts of Nan.	12	9.76
Total	**27**	**21.95**
Content		
1. The name of the second room should be related to the evolution of Nan, and the third one should present the story about movement and creation of Nan in each period.	2	1.63
2. Content management or their order was not accurate.	26	21.14
3. Content should be available in foreign languages such as in English.	2	1.63
Total	**30**	**24.39**
Other		
1. There should be an analysis of the behavior of Nakorn Nan Identity Hall users to manage the service to match with the target group's needs.	2	1.63
2.Identity of Nan Museumshould be the gateway of the knowledge about Nan.	1	0.81
3. There should be collaboration with other related organizations, such as local or community organizations and temples	4	3.25
Total	**7**	**5.69**
Total	**123**	**100.00**

Table 1 shows the results from the analysis of tourists' complaints and comments for the Identity of Nan Hall. It was found that there were 123 complaints in total; among all types, services had the highest number of complaints, 38 complaints (30.89 percent); among other types in services, it was discovered that the most complained statement was "learning activities should be organized throughout the year" with 25 complaints (20.33 percent). The second most complained was the content with 30 complaints (24.39 percent); of other sub-types, the aspect with highest complaints "Content management or their order was not accurate" with 26 complaints (21.14

percent). The third one was the resources with 27 complaints (21.95 percent); of its sub categories, the statement with highest complaints was "Photographs exhibited at the museum should be taken at the real sites or authentic artifacts of Nan" with 12 complaints (9.76 percent). The fourth most complained category was place with 13 complaints (10.57 percent); among its sub-types, the statement with highest complaints was "The entrance sign was not clear and visible, and the font size of other signs in the museum was too small" with 5 complaints (4.07 percent). The fifth one was people with 8 complaints (6.50 percent); of all sub categories, the highest complaint was "An exhibition guide should develop presentation and narration skills" with 5 complaints (4.07 percent). The final complaint was other aspects with 7 complaints (5.69 percent); in this category, the one with highest complaints was "There should be collaboration with other related organizations, such as local or community organizations and temples" with 4 complaints (3.25 percent).

4.2 Content Analysis of Complaints

Based on their content, tourists' complaints and comments can be classified into six aspects, e.g. people, place, service, resource, content and others (Oh et al, 2018) as follows:

4.2.1 Service

4.2.1.1 Map:The sites of artifacts are mapped following current real locations.

4.2.1.2 Activities: There should be more activities to promote tourists' engagement such as local food cooking, folk songs, making a scoop from coconut shells and making souvenirs.

4.2.1.3 Learning package: The learning package should be provided to the group of tourists.

4.2.1.4 Food: Local or folk food should be catered to the group of tourists.

4.2.1.5 Channel of public relations: Social media (social in the moment) should be used as a channel for public relations.

4.2.1.6 Cultural study trail: There should be more cultural study trails from the Identity of Nan Museum to neighboring communities. One tourist commented "There should be more cultural study trails to allow tourists to experience local lifestyles".

4.2.2 Content

4.2.2.1 Exhibition room name: The exhibition room names should be changed to suit the contents exhibited in each room. One tourist commented "The name of the second room should be related to the evolution of Nan, and the third one should present the story about movement and creation of Nan in each period".

4.2.2.2 Contents: Content order and event narration should be corrected, and the content should be available in other languages such as English. One tourist commented "The contents and events should be presented through the parallel timeline between the history of Nan, related kingdoms and global history".

4.2.3Resource

4.2.3.1 Videos: The video should be various; and, in the video, it should be a picture of the way of life of the Nan people and the locations of Nan city today in order to attract the tourists' attention.

4.2.3.2 Artifacts: More replica or real objects should be displayed.

4.2.3.3 Replica models: The mannequins lack of realism and should be grouped according to art era. One tourist commented "The mannequins lack authenticity or realism because they look like foreigners".

4.2.3.4 Photographs: Photographs exhibited at the museum should be those taken at the real sites or authentic artifacts of Nan. One tourist commented that "only outstanding photographs should be displayed".

4.2.3.5 Camera: The background of ethnic costumes photo booths should be changed to match such ethnicity. One of the tourist commented "The background should match such ethnicity".

Figure 1: Example of replica object display

Figure 2: Example ofmannequin display

4.2.4Place

4.2.4.1 Light and sound: The monotonous background color choice matching the displayed objects will help promote attractiveness. The sound system of the model should be maintained to be prompt, and there should be additional lighting in the lecture area and the expansion of the exhibition area.

4.2.4.2Sign: The entrance sign and the exhibition sign were not clear and visible because of the small font size.

4.2.4.3Decoration: The wall should not be decorated with sarong, owing to the old superstition that passing or walking through sarong will bring bad luck.

4.2.4.4Holding area: There should be a holding area for tourists waiting to take a tour in the museum. One of the tourists commented that "there should be a holding area for tourists while waiting to take a tour".

Figure 3: Example of invisible exhibition sign

Figure 4: Example of room decorated with sarong

Figure 5: Example of wall with monotonous color and objects

4.2.5 People

4.2.5.1 Exhibition guide: The guide lacked presentation and narration skills. One tourist commented that "the guide should pose question to pique the visitors' interests and curiosity".

4.2.5.2Staff: The staff should collaborate with tourism organizations and businesses to promote activities of the museum as well as foster participation from related sectors to propel the activities of the museum.

4.2.6 Other

4.2.6.1 Tourists: Identity of Nan Museum should analyze tourists' behavior to improve the services to suit the target group.

4.2.6.2 Management: the Identity of Nan Museum should be the gateway of the knowledge about Nan, and there should be the collaboration with involved organizations such as local or community organizations and temples.

5. Discussion and Conclusion

In accordance with the analysis of tourists' complaints and comments for the Identity of Nan Hall, adopting content analysis the problems can be categorized into six aspects, namely people, place, service, resource, content and others (Kansini, 2012; Oh, et al, 2018). The most complained category is service, particularly concerning the organization of activities to promote tourists' engagement such as local food cooking, making a scoop from coconut shells, making souvenirs, handicraft and local-wisdom activities. The findings correspond to the Twelfth National Economic and Social Development Plan B.E. 2560 – 2564 which formulated the tourism promotion policies according to the fourth strategy, Green Growth towards Sustainable Development B.E. 2560 (NESDB,2017), which promotes cultural tourism and folklore tourism. In light of this, it is suggested that the Identity of Nan Museum organize extra activities to promote tourists' engagement as well as to expand the public relations channel through social media and other types of media which would help reach more target users.

Tourists' complaints should be viewed as comments or feedback on the quality of services. In fact, the study of tourists' complaints can help reflect which problems should be solved and how they should be prioritized. Thus, instant management of complaints and effective solutions to the problems will reflect good organizational management, so administrators can use the results to formulate operational plans to enhance the quality of services.

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