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KEYWORD: BANGKHUNPHOM PALACE. YODKAEW TERMSOMKATE : THE MUSEUM MANAGEMENT OF BANGKHUNPHOM PALACE. RESEARCH PROJECT ADVISORS: ASST.PROF.SOMCHART CHUNGSIRIARAK

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The museum has to be perceived nowadays as a complex organization creating and maintaining a network of formal or informal relationships with people and other organizations, similar or not. It has therefore become possible to identify the critical factors and the crucial links needed for the museum to reach its main target: preserving heritage and educating people.

Bangkhunphom Museum is to be considered as an institution aimed at researching and sharing with the public works and products of human activity. This paper will focus on three key elements:

- a. A permanent exhibition devoted to the story of Prince Paribatra and his palace (Knowledge-driven activities).
- b. Temporary exhibitions or events aimed at attracting people to the museum and encouraging public awareness of this heritage site (Income-generating activities) according to Principle 1 of the ICOMOS Charter.
- c. We also can classify museums according to the different means of funding. Therefore we propose the museum survive on its own assets as well as is fully or partly financed by a joint organization comprised Bank of Thailand (BOT) and related external institutions.

From a managerial perspective Bangkhunphom Palace is to be seen as an institution related to Prince Paribatra, and as an organization that addresses itself in the first place to visitor's satisfaction.

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Acknowledgement

This Research Project is dedicated to Prince Paribatra who built a very beautiful palace and maintained it in good condition so that today its conservation is a valuable part of our heritage.

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