

## CHAPTER VI

### CONCLUSION AND RECOMMENDATIONS FOR FURTHER STUDIES

In Chapter V, the researcher integrated information about theatre management in university theatres in Thailand and outlined the strategic management plan, which is ready to be applied. Chapter VI draws conclusion about the strategic management planning and makes recommendations for further study in related field. Introduction and urgent work needed for university theatres are discussed in Section 6.1. Section 6.2 outlines the proposed recommendations for further research for related topics. Section 6.3 states the limitations of the research. Lastly, section 6.4 makes the conclusion of this research.

#### 6.1 Urgent Work Needed for University Theatres

There are three key areas, which have been identified as requiring urgent attention for the strategic management of university theatres in Thailand. These three key areas are covered in the following points:

- 1) It is urgent necessary to provide theatre manager position and hire the manager to manage theatre management and establish own administrative unit to manage the theatre's funding.

- 2) It is urgent necessary to clarify job description of each position in the department for effective working system.

- 3) It is urgent necessary to encourage the theatre to raise enough money to make each play production.

## 6.2 Recommendations for Further Studies

There are several areas of the research which would require for further study according to urgent work needed for university theatres mentioned in 6.1. The recommendations are presented as follow:

### 6.2.1 Theatre Manager Requirement

University theatre has unique characteristics and is different from other theatres. It is nonprofit organization; in addition, it is related to academic activities. Manager position is needed in running the theatre as mentioned. There are many specific requirements for this position. The manager would have dedicated mind, experiences in running productions, love theatre arts, and concern about academic activities related to productions. It might be more effective in theatre management if this specification would be clarified.

### 6.2.2 Administration Requirement

According to the same reason of manager position, theatre arts departments need to have own administrative unit to run the departments' tasks: academic tasks, and making productions. The theatrical administrations have different nature from those in other organization. The position will help productions to serve effectiveness of the curriculum. It needs many specific requirements, which are similar to manager's specifications above; in addition, it might be more effective in theatre management if this specification would be clarified.

### 6.2.3 Clarifying Job Description

Managing academic activities and making productions in the same time can cause complication of working system. For further studies, it would be better

to clarify job description in each position in the department. It will run management systematically in organization. This should be based on the real practical working system of each theatre to avoid confusion in individual responsibility.

#### 6.2.4 Working System and Thai Culture

Although the strategic management plan is suggested in form of universal management concept, it needs to concern about how to apply in university theatres in Thailand. Thai wisdom and patronage system are still in the real working system in Thailand. Evolution of Thai culture is an important factor that further studies should realize. Consideration of environment scanning in the period of using this application is needed. So, this will help increase more effective and appropriate for the theatre management system.

#### 6.2.5 Application to University Theatres

Before applying the strategic management plan to university theatres in Thailand, it may need to research background of the university theatre first for effectiveness of management system. Each theatre has different characteristics and background; so, it will be more effective in working if background research is considered.

#### 6.2.6 Practical Way of Fundraising

There are many methods in fundraising as referred in the research; in fact, there are flexible methods in the real practical way. Fundraising method is not limited. It could depend on social context such as politic, technology, economic, etc. Further studies could do more researches and find more new methods to achieve the

goal of fundraising of each theatre. In addition, it can be more useful if it will be some researches that encourage government's policy in terms of more foundations or endowments to support theatre arts activities in Thailand as other countries, for example in United States of America. This can influence theatre arts in Thailand turn to be a mainstream of Thai people's interest and can promote it as a valuable culture of Thailand in the future.

#### 6.2.7 Development of the Plan

The strategic management plan is appropriate at the time of this study. It is necessary to analyze the situation of each period to apply this research to the real theatre management. The development of the plan is needed before application. Case study will be useful for further study in term of example output after using this application. Other ways of development can be accepted to accomplish effectiveness of theatre management plan as this research has suggested.

#### 6.3 Limitations of the Research

The data collected for this thesis are suitable at the time of this study. Changes in the environment of the theatres such as economic, political, legal, cultural, social, demographic, technology, and educational, affect the quality of data. Management of those university theatres was beyond the immediate control of the researcher. It was observed, analyzed, and integrated by the researcher's background. In addition, there were not many sources of information about theatre management in Thailand in form of text or other references. It can be more practical, if theatre arts in Thailand will be expanded to make more references so that it could be applied effectively to the next researches in related fields.

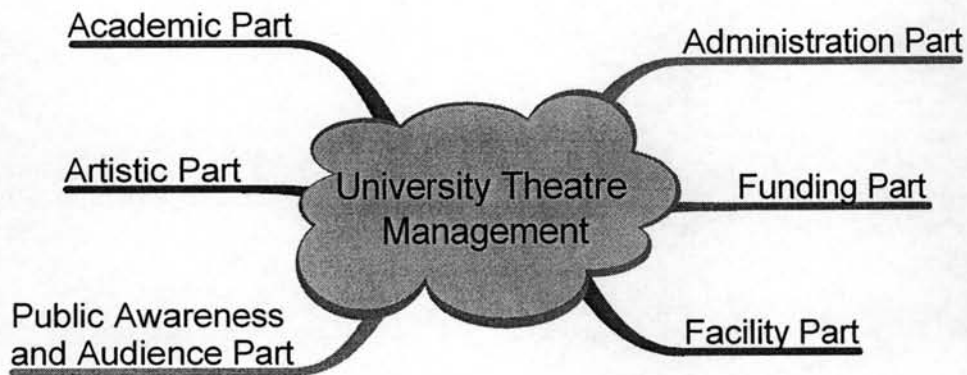
6.4 Conclusion

Figure 8 University Theatre Management

This research has presented current management of university theatres in Thailand. It could be analyzed into six categories of management: administration, funding, facility, academic, artistic, and public awareness and audience part. The researcher has integrated the collected data into suggestion of strategic management plan. It can be applied as a model of theatre management for university theatres in Thailand. This application depends on consideration in environment scanning of individual theatre. The concept of the strategic management plan is based on theatre management theory. The beginning step of the plan is enough amounts of qualified workers, which is the key to run the management system to achieve the objective of the organization, the university theatre. It can be possible that effective strategic management of university theatres will enable theatre arts in Thailand to be developed and encouraged its value for present and future generations.