

## Management model of the Trang Provincial Sports Association

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**Abstract:** Today's sports associations need to develop their management approach and pays attention to the quality development of athletes to be in line with development of The National Development Plan. Therefore, the management of the association is necessary to have knowledge, understanding, curiosity and systematic development of the association in relation to management approaches aimed at developing athletes and having higher potential. The main objectives were to study components of the management model of Trang Provincial Sport Association and to develop the management model of Trang Provincial Sports Association. The survey method was used and divided into three parts (i) In-depth interviews from 5 experts by purposive random sampling (ii) Delphi technique, the sample group in the research was obtained by a method of purposive random sampling of 18 people as follows: (1) Two representatives from the sports policy management group of Thailand (2) Five groups of the experts were consisted of one representative of the executive director at the policy level of the Tourism and Sport Department, three representatives those who were the executive committee from sport associations, two representatives those who were the secretary, or the sport club president, four representatives those who experts in administration, and six representatives those who were the stakeholders. (iii) Focus Group was obtained by purposive random sampling all total 9 people those who were examined for suitability and feasibility of implementation with three persons of the club's executive committee, three persons of the club secretary, three persons of the sports professionals or athletic trainers. The investigators found that the management model of the Trang Provincial Sports Association, the study was able to synthesize the management components of the Trang Provincial Sports Association which can be divided into 9 areas: 1. Trainers 2. Sports Science 3. Sport facility 4. Budget 5. Organization Management 6. Training 7. Recruiting 8. Performance 9. Supporting.

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### 1. Introduction

Sport is important for improving people's quality of life both in health and mental health are important factors that enable people to improve their quality of life for themselves, their families, communities and society. These leading to effective participation in economic, social and political development. Sport is used as a tool to strengthen families and communities in developed countries around the world. Developed countries rely on the process of sport to create participation, to build community networks. As well as creating awareness of living a life of virtue, discipline and responsibility. Moreover, respecting the rights of oneself and others is the foundation of society. The organizations of countries around the world, including the international organizations have encouraged the use of sports, exercise and recreation as a tool to promote the quality of life of their citizens (**Peerasakwilairat, 2009: 25**). Therefore, the government has set a policy of operations in the field of sports. Defining the national economy and creating the social development plan are needed since it promotes understanding and good relations of human beings that will lead to a peaceful society. These are the important foundations for the development of the nations in various fields to be prospective in the future. Sport is therefore an activity that is extremely important for the development of the nation's population in order to be qualified individually who will be affected directly to the development of the country for progressing, as well as create the unity among people. Furthermore, the sport is also used as a medium level in order to create the good relations among people at all levels, racial or international class. Moreover, the sport is stipulated in every national development policy and plan of government of countries. Thailand, it has given the importance to promote the nation's sport. The policy of every government will promote and support in terms of the budget, the facilities and the equipment to facilitate the development of human resources and the excellence in sports. (**Sports Authority of Thailand, 2007: 5**).

At present, sports associations need to change their methods and management guidelines. Sports management pays attention to the quality development of athletes in line with transition. Therefore, the executive director of the sport association is necessary to have knowledge, understanding, curiosity and systematic development which relates to the management approaches that aims at developing the athletes. The better performance athletes will be the consequence of those processes. Thus, the provincial sports associations should find a management approach that leads to the excellence in sports associations. In addition to the sports association, not only the athletes production to serve the nation, but also to encourage the athletes to be famous at the international level.

This mission must be conforming to the needs of the sports industry, and other sports-related industries. Moreover, developing the quality of trainers with the selection of trainers those who are experts in each specific academic and sporting field are required.

## 2. Significance Of The Study

Those personnel who operate were often turnover, and there were insufficient of sports trainers due to a lack of consistency in the operation development for developing the athletes to the excellence. In addition, the problem of lack of knowledgeable sports personnel international talent, especially trainers as a result, the potential of athletes could not be developed same as the standard as other countries, and there was no clear and continuous management system to develop athletes from the basics to the excellence. (National Sports Development Plan No. 6, 2016).

## 3. Review Of Related Studies

**David (2011)** conducted study on the title of “The strategic development of the U-Tect, Jamaica sport program. In his study, he found out that the producing some of the world’s best student athletes, coach should be considered to have the long contract in order to prepare the team for the competition. **Raymund and Vermeulen (2017)** conducted a study on sport science, they said that either “useful” or “very useful” in athletic training and performance. Coaches and athletes demonstrated similar views in areas of sport performance. **Iversen and Cuskelly (2014)** conducted study on effects of different policy approaches on sport facility utilization strategies. They found that the public and private sectors should play an important role in increasing the utilization of sports facilities. **Horch and Schütte (2011)** conducted study on Mindfulness to Enhance Athletic Performance: Theoretical Considerations and Possible Impact Mechanisms. They found that fundraising, budget supporting was necessary. **Field, Holden, and Lawlor, (2000)** conducted study on Effective Subject Leadership. The study found that the leaders should have self-confidence, have morals and ethics, including having a good personality and the ability to communicate. **David (2011)** conducted study on the title of “The strategic development of the U-Tect, Jamaica sport program found that there should be train student athletes to be the best student athletes by encourage them to compete at the national level. **Edwards and Jonathon., et al., (2013)** conducted study on Managing a Sport Organization: The Impact of Recruiting, Selecting, and Retaining Elite Level Coaches. They said that the recruiting, selection of the most qualified sport personal can maintain successful sporting conditions. **Birrer and Röthlin., et al., (2012)** conducted study on Mindfulness to Enhance Athletic Performance: Theoretical Considerations and Possible Impact Mechanisms found that Athletes with higher levels of mindfulness and consciousness enhance their levels of many essential psychological skills through patterns and mechanisms. **Bateman and Snell (1999)** conducted study on Management: Building Competitive Advantage. They said that the key motivation technique includes money, participation and quality of working.

## 4. Objectives Of The Study

- To study components of the management model of Trang Provincial Sport Association.
- To develop the management model of Trang Provincial Sports Association.

## 5. Hypotheses Of The Study

- Sports associations should promote and develop sports management in order to strengthen the provincial sports associations to achieve excellence by implementing a complete sports management model.
- Conduct discovered and developed a management model to help develop sports associations to excellence.
- Creation athletes to represent the national team was the main goal for the development of the whole management system to upgrade and develop the potential of sports associations to excellence.

## 6. Population And Sample

The research study was qualitative research, which were consisted of an in-depth interview method, Delphi Technique and focus group.

- In-depth interviews from 5 experts by purposive random sampling
- Delphi technique, the sample group in the research was obtained by a method of purposive random sampling of 18 people as follows: (1) Two representatives from the sports policy management group of Thailand (2) Five groups of the experts were consisted of one representative of the executive director at the policy level of the Tourism and Sport Department, three representatives those who were the executive committee from sport associations, two representatives those who were the secretary, or the sport club

president, four representatives those who experts in administration, and six representatives those who were the stakeholders.

- Focus Group was obtained by purposive random sampling all total 9 people those who were examined for suitability and feasibility of implementation with three persons of the club's executive committee, three persons of the club secretary, three persons of the sports professionals or athletic trainers.

### 6.1.Statistical Techniques Used in the Present Study

A 5-level estimation of rating Scales, and Median statistical represents the answer form the expert, and Interquartile range to express the corresponding opinions which calculated and analyzed the data.

### 6.2.Data Analysis and Interpretation

From the qualitative phase found that there were nine components considering as the management model of Trang Provincial Sport Association.

Component 1. The trainer component which was comprised of the criteria for selecting the specific trainer in each sport. Allocating the physical teacher and sport trainer to fit with the number of students. The physical teacher and sport trainer should be an expert in developing the specific excellent skill student. Furthermore, the trainer should be certified, and had the authority for controlling, monitoring, coordinating, and setting the rule and regulation toward the team and the student. The title of “The strategic development of the U-Tect, Jamaica sport program in producing some of the world’s best student athletes”, the result found that coach should be considered to have the long contract in order to prepare the team for the competition **(David,2011)**.

Component 2. The sport science component which was comprised of the sport science person, the sport medicine person, the sport psychologist, the sport nutritionist. Those persons need to develop the athlete together with the person in component 1. Sport science either “useful” or “very useful” in athletic training and performance. Coaches and athletes demonstrated similar views in areas of sport performance **(Raymund and Vermeulen, 2017)**. Component 3. The sport facility component which was comprised of the stadium, the sport facility includes the use of technology, that Trang Provincial Sport Association needs to have the international standard sport facility for practicing and competition. For example, providing the sufficient, modern and safety equipment, and also have the indoor and outdoor stadium. The public and private sectors should play an important role in increasing the utilization of sports facilities **(Iversen and Cuskelly, 2014)**.

Component 4. The budget management, due to Trang Provincial Sport Association received the limited budget from the provincial sports development fund and other organizations. On the other hand, they had much expenses. Therefore, fundraising, budget supporting are necessary. **(Horch and Schütte,2011)**.

Component 5. The organization management which was comprised of planning, implementing and controlling. Trang Sports Association must have the organization’s structure and hand out responsibilities to personal to implement management plan to be in line with Sport Association’s plan and to achieve the target goal. Leaders should have a vision, creativity, the ability to manage, including the potential to motivate the creativity bonds among participants. The leaders should have a self-confidence, morals and ethics, including having a good personality and the ability to communicate **(Field, Holden and Lawlor, 2000)**.

Component 6. The training includes the athlete training, and the training plan preparation. The training assessment should integrate of sport science knowledge. The studied in the strategic development of the University of Technology Jamaica found that there should have trained the student athletes for being the best student athletes by encouraging them to compete at the national level **(David, 2011)**.

Component 7. The recruiting which was consisted of the recruiting process, the determining the qualifications of athletes by considering the selection of athletes and the physical examination of athletes. Due to Trang Provincial Sport Association must have the selection process for selecting the talented athlete. The selection process base on the selecting process standard, for example, the physical examination by sport science process. The recruiting, selection of the most qualified sport personal is able to maintain the successful sporting conditions **(Edwards and Jonathon et al, 2013)**.

Component 8. The performance which was consisted of both the physical performance and the mental health, also having the responsibility and a good attitude because such qualities will help enhancing the ability of athletes to be more effective. The top athletes face a variety of challenges in their careers both on and off the field, so sports psychologists provided the techniques to help the athletes in order to cope with these challenges. Athletes with higher levels of mindfulness and consciousness enhanced their levels of many essential psychological skills through patterns and mechanisms **(Birrer and Röthlin et al, 2012)**.

Component 9. The supporting to motivate athletes by providing the welfare and honoring the athletes, coaches and personnel since those who are encouraged and motivated will be developed themselves continuously. The key motivation technique includes money, participation and quality of working **(Bateman and Snell,1999)**.

**Table.1.** Results of the opinion analysis in the 3<sup>rd</sup> round of Delphi technique

compon ents	Management (N=17)	M dn.	Interpretation	LR	Correla tion
1	Trainers	5.0 0	Highest	1.00	Related
2	Sport Science	5.0 0	Highest	0.50	Related
3	Sport facility	5.0 0	Highest	1.00	Related
4	Budget	5.0 0	Highest	0.50	Related
5	Organization Management	5.0 0	Highest	1.00	Related
6	Training	5.0 0	Highest	1.00	Related
7	Recruiting	5.0 0	Highest	0.50	Related
8	Performance	5.0 0	Highest	0.00	Related
9	Supporting	5.0 0	Highest	1.00	Related

### Interpretation of table-1.

From the quantitative phase could be analysis the management of the Trang Provincial Sports Association. The data were analyzed for the median and interquartile ranges, which experts considered the level of the importance and level of the conformity by reviewing the opinions in 2<sup>nd</sup> round of Delphi technique, comparing them with the consensus opinions of the group. Experts are able to consider the group median and self-opinion level in 2<sup>nd</sup> round of Delphi technique which was different from the consensus opinion of the group. The researchers asked the experts to state the reason for the new opinion. The results of the opinion analysis in the 3<sup>rd</sup> round of Delphi technique according to all 9 components was able to be summarized in the table 1.

The evaluation of the management model of the Trang Sports Association found that it was possible according to the opinions of club's executive committee representative, the club secretary, and the sports professionals or athletic trainers. To concluded that, those model was practical in use.

### 7.Recommendations

- Sports development policy model that affects the success in the international competitions, it consists of corporate budget support and sports policy structure, participation, recruiting talented athletes and developing systems. Moreover, supporting the athlete path way career after retiring from the sports career, training and equipment for coaching are significant for developing the national' sport, which it could be achieved goal at the international competitions level.

### 8.Conclusion

The basic information for building a management model of the Trang Provincial Sports Association from the management information both at local and international level. The study was able to synthesise the management components of the Trang Provincial Sports Association which can be divided into 9 areas: 1. Trainers 2. Sports Science 3. Sport facility 4. Budget 5. Organization Management 6. Training 7. Recruiting 8. Performance 9. Supporting.

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