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Guidelines for the development of sports association management of Trang Province

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Abstract---The purpose of this research were to study the actual and the expected condition in developing the administration of sport association of Trang province, and to present the guidelines of managing the sport association in Trang province. This study employed a mixed-method design. In the quantitative phase was characterized by an initial quantitative phase of data collection by the questionnaire with 400 participants (37 administrative committees and the club, and the 363 athletes) by selecting through probability sampling, and analyzed with the descriptive statistic. In the qualitative phase, the three administrative committees from sport association of Trang province, and the two practitioner personnel participated in semi-structured interviews. The result of quantitative found that the highest actual and expected condition of managing the sport association in Trang province was the planning ($\bar{x} = 4.20$), (SD = 0.72) and ($\bar{x} = 4.42$), (SD = 0.63) respectively. The qualitative data obtained the concrete guidelines of developing the administration of sport association of Trang province.

Keywords---sport association, management, development, Trang province, Thailand.

Introduction

The global context of the sports associations is to develop many strategies which aimed for developing the athlete's health, and reducing the chance of getting the injuries. Associations have a good global vision, and also provide advice for those athletes who really need (Maestro et al., 2020). The area of most of the sports associations are dealing with , such as the lifestyle education, increasing the sports participation, disrupting physical inactivity and sedentary behavior, implementation of corporate social responsibility activities, enhanced cardio-respiratory fitness, proactive preventive care model, controlled cardiovascular risk profile, a culture of health and wellness, and promotion of healthy food and drink consumption (Vishal et al., 2021).

In Asia context, one of the outstanding examples is "The Japan Sport Association" which is committed to the equally accessible to all concept. Not being confined simply to participating in the Olympics, it took on the roles of the "promotion of national sports" and "improvement of international competitive advantage" from its inception, and the National Sports Festival. It has been advancing a wide range of various enterprises such as cultivating sports leaders, promoting sports for life, international sports exchanges, research of sports medicine and science, etc (SPO, 2022).

To reality, only the effective internal management is able to drive the organization drive to the achieve goals, such as, a strong management structure, a good management process are needed for that achievement. There were many problems in managing the sports organizations in Thailand, for example, the management system problem which cause the developmental delay (Suttijittakun, 2016). Also, the timing of managing the sports organization committee is inappropriate (Pannak et al., 2017). There were not many researches doing in the aspect of developing the sports organizations in Thailand.

Most of the previous papers focused on many areas in this issue, for example, the first one, Coalter studies about the the politics of sport-for-development. This article explores the almost evangelical policy rhetoric of the sports-for-development 'movement' and the wide diversity of programmes and organizations included under this vague and weakly theorized banner (Coalter, 2010). The second one, Sobreiro et al. studied about the approach to management by processes in a sports department of a local government organization. This study uses the Business Process Management to support the strategy operationalization using improvement actions according to the existing circumstances of each organization. This finding highlight how the proposed approach can be used in nonprofit sports organization to develop an action plan to engage their business objectives according to its environment. (Sobreiro et al., 2018). The third one, Hartmann and Kwauk studied about sport and development, an Overview, critique, and reconstruction. The objective of this research is to show that practitioners interested in using sport for development however defined must recognize these theoretical issues and create appropriate programming if their intended outcomes are to be achieved (Hartmann & Kwauk, 2011). The last one, Xin and Jingjing studied about the dilemma and outlet for the development of college students sport association. This paper analyzed the reality of the dilemma of the development of university sports associations, and then put forward relevant countermeasures (Xin & Jingjing, 2017).

The current study attempts to fill this gap in the literature by focusing on the dimension of the concept about the sports management theory for studying the actual and the expected condition in developing the administration of sport association of Trang province, and to presenting the guidelines of managing the sport association in Trang province.

Materials and Methods

This study utilized a mixed method research by using the quantitative research for studying the actual and the expected condition in developing the

administration of sport association of Trang province, the qualitative research for presenting the guidelines of managing the sport association in Trang province.

Quantitative Study

Participants

Four hundred people completed the quantitative survey. The sample was comprised of the 37 administrative committees and the club, and the 363 athletes those who related to the sport association of Trang province. All were selected through probability sampling by simple random sampling.

Instrument

The researchers developed a questionnaire based on the previous literature. The survey used the concept and theory of management which are comprise of 8 aspects 1. Planning 2. The organizing 3, The leading 4. The controlling or assessment 5. The personnel 6. The financial 7. The equipment, and 8. The management. The final survey comprised 79 items. The content validity of this survey was determined through Item – Objective Congruence (IOC) (Perez et al., 2019). Furthermore, the reliability were in the standard criteria in every items.

Analysis

The quantitative data was analyzed through descriptive statistics including frequency, mean, standard deviation. Modified Priority Need Index (PNI_{modified}) was used for prioritizing the needs assessment.

Qualitative Study

Participants

The 5 key informants included the three administrative committees from the sport association of Trang province, and the two practitioner personnel. Participants were again recruited using purposive sampling.

Table 1
Example of Interview Coding

I = Interviewer, P=Participant		Unique Codes
I	What do you think about which policy could be the guidelines of developing the sport personnel of the sport association of Trang province?	3
P	We made the agreement with Thailand National Sports University of Trang three times per year, we need them to practice more often, and get ready to replace the previous generation	
I	What do you think about the potential development in the dimension of the sport association of Trang province organizing?	

P	We focus on the sport excellent, and we have the working organization which are consisted of the provincial sport committee and the provincial of sport association which was divided into three parts (The office, the sport committee, the coach development and the athlete).	2
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Procedures

The researchers discussed the findings from the quantitative process with 5 key informants, then question the informants regarding the questions which the researcher has shown few examples of the interviews conducted, with the code specified for each as shown in the table above with A semi-structured interview protocol guided the interview. Then, the inductive content analysis was used in the process of analyzing the qualitative data. Before the data collection, ethics approval was obtained from Thailand National Sports University for Research Ethics.

Results and Discussions

Quantitative finding

Analyzing the actual and expected condition of managing the sport association in Trang province by using frequency, mean, standard deviation, and $PNI_{Modified}$ can be described as follows;

Table 2
The average, the standard deviation in the actual and expected condition of managing the sport association in Trang province

Item	The actual condition		The expected condition				$PNI_{Modified}$	The need assessment order
	Mean	SD	Interpretation	Mean	SD	Interpretation		
1. Planning	4.20	0.72	High	4.42	0.63	High	0.05	4
2. Organizing	4.11	0.75	High	4.40	0.68	High	0.07*	2
3. Leading	4.09	0.70	High	4.40	0.65	High	0.08*	1
4. Controlling	4.09	0.73	High	4.37	0.65	High	0.07*	2
5. Personnel	4.11	0.66	High	4.39	0.64	High	0.07*	2
6. Financial	3.93	0.76	High	4.17	0.68	High	0.06*	3
7. Equipment	3.97	0.79	High	4.25	0.64	High	0.07*	2
8. Management	4.08	0.74	High	4.31	0.62	High	0.06*	3

Overall	4.07	0.7 3	High	4.34	0.6 5	High	0.06
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*The urgent need assessment

The table found that the overall actual condition of managing the sport association in Trang province was in the high level ($\bar{x}$ = 4.07), (SD = 0.73). The highest was the planning ($\bar{x}$ = 4.20), (SD = 0.72), the second highest was the organizing ($\bar{x}$ = 4.11), (SD = 0.75), and the least was the financial ($\bar{x}$ = 3.93), (SD = 0.76).

The overall expected condition of managing the sport association in Trang province was in the high level ($\bar{x}$ = 4.34), (SD = 0.65). The highest was the planning ($\bar{x}$ = 4.42), (SD = 0.63), the second highest was the management ($\bar{x}$ = 4.31), (SD = 0.62), and the least was the financial ($\bar{x}$ = 4.17), (SD = 0.68). The overall need assessment of managing the sport association in Trang province by $PNI_{Modified}$ was 0.06. The highest was the leading ($PNI_{Modified}$ = 0.08), the second highest was the organizing, the controlling, the personnel, and the equipment ($PNI_{Modified}$ = 0.07), and the least was the planning ($PNI_{Modified}$ = 0.05). This result related to the work of Petkovic et al. in the title of "Significance of strategic planning for results of sport organization". The analysis showed that strategic planning activities are itemized, the process of their analysis should include distinguishing the main activities that would cover other more detailed ones (Petkovic et al., 2016).

Qualitative finding

From the in-depth interview with the three administrative committees from sport association of Trang province, and the two practitioner personnel which the issues can be divided into 5 issues which were as follows.

Planning

The result found that the sport association of Trang province has made the agreement with Thailand National Sports University of Trang in order to create the event for the athletes to attend as the statements from one key informant "We made the agreement with Thailand National Sports University of Trang three times per year, we need them to practice more often, and get ready to replace the previous generation." Another one also said that "We support the student, and the youth to play the fundamental sport by increasing the athlete to attend in the national level".

This finding related to the research of Awosika and Olusola in the title of "Personal Attributes as Determinants of Sport Participation among Undergraduates in Selected Nigerian Universities". This study focuses on personal attributes of undergraduates as determinants of sport participation in selected Nigerian universities. The results derived from the study reveal that students' personal attributes significantly determine their sport participation (Awosika & Olusola, 2014).

Organizing

The result found that the sport association of Trang province was established to “Trang Sports City” by the authority of Thailand. They have the well organization, includes the roles and responsibilities are clearly defined as the statements from one key informant “ We focus on the sport excellent, and we have the working organization which are consisted of the provincial sport committee and the provincial of sport association which was divided into three parts (The office, the sport committee, the coach development and the athlete).

This finding related to the work of Pye et al. in the title of “The social benefits in sport city planning: a conceptual framework”. This paper proposes a conceptual framework that integrates concepts from the fields of urban planning and sport. The social benefits of sport cities framework provide a research structure through which to explore whether, and to what extent, social benefits have been considered in sport city planning (Pye et al., 2015).

Controlling

The result found that the sport association of Trang province have 6 indicators which are consisted of the personnel operation, the budget management, the athlete creation, the athlete performance, and the tournament management as the statements from one key informant “We were the national winner two years in a row, and what we gained was the offensive administrator, and the athlete’s benefit.” Another informant also insisted that “The personnel, equipment, and budget management were under the sport authority indicator, which implied that if the sport association manage well, it will be the good consequence, and leads to the increasing budget”.

This finding related to the work of Chen et al. in the title of “Constructing the Corporate Social Responsibility Indicators of Professional Sport Organization”. The purpose of this study was to construct the CSR indicators of professional sport organization. Results indicated that CSR of professional sport organization contained 4 dimensions, 13 sub dimensions and 56 sub indicators (Chen et al., 2015).

Personnel

The result found that the sport association of Trang province developed and promoted the sport personnel by assigning the athletes to the conference for increasing the various skills as the statements from one key informant “All administrative committees and athletes will be sending to attend the workshops and the conferences in order to improve the experiences and skills.” Another one insisted that “We have 37 clubs which its duty is to create the athletes, and send them to the tournament. In the part of the referees, we also send them to attend the seminar and the conference for having the licenses.”

This result related to the work of Kokko et al. in the title of “Health promotion activities of sports clubs and coaches, and health and health behaviours in youth participating in sports clubs: The Health Promoting Sports Club study”. This

study design employs cross-sectional multilevel and multimethod research with aspirations to a prospective cohort study in the next phase (Kokko et al., 2015).

Equipment

The result found that the sport association of Trang province is ready in term of the facility and the venue as the statements from one key informant “Our facility and all equipment are standard. We also have the plan for asking the budget to replace and the maintenance cost.” Another one insisted that we gain the budget form the sport authority of Thailand, and we also have other financial plan for increasing our income, such as hosting the concert.” This finding related to the research of Barget and Chavinier-Rela in the title of “The Analysis of Amateur Sports Clubs Funding: A European Perspective”. The study offers a better understanding of the relationships among the structure of clubs’ funding and its direct (clubs’ strategic conduct) and indirect (clubs’ performance) consequences (Barget & Chavinier-Rela, 2017).

Conclusion

From the result can be identified that the planning was the most necessary issue for driving the organization to the achievement which was relevant to the National Sport Development Plan (NSDP) is regarded as the development direction of the country with the aims of endorsing exercise and sports properly, in order to promote healthy lifestyles, good ethics, and sportsmanship. As the author tried to point out the pain point area of developing the sport association in Thailand in the introduction part, it hopes that these research result could fulfill some gaps. And it would be benefit for the sport association, more or less.

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