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# **FACTORS AFFECTING THE SUCCESS OF SPORTS MANAGEMENT IN THAILAND**

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## **ABSTRACT**

The sports industry in Thailand is also one of the biggest industry in the country which has social and economic development. Along with this contribution, there are various obstacles are associated with this industry. To address this issues, the current study objective was to check conditions of obstacles and enforcement for the professional sport promotion of Thailand. For this objective content qualitative analysis was done and data was collected from several journals, web sites, reports and reports related to professional sports by using a convenient and purposive sampling technique. The results shown that professional's sports industry is being gradually walked up to the industrialization along with the better growth trend as compared to other developing and developed countries, the sports industry in Thailand is still in beginning stage. The current research also described the previous obstacles which hinder the professional sports industry. And then according to these problems, the proposed enforcements to fast-track the promotion were also discussed related to professional sports industry. Thus, along with these findings this research added a body of literature from both of theoretical and empirical perspective. This research is a pioneer study which shows the obstacles and enforcement of the professional sports because the previous studies were based on specific sectors or quantitative research approach. Moreover, this study could also be a pioneer which has used the path analysis technique for analysis.

## **INTRODUCTION**

Presently, the application of organizational and managerial duties is linked to the professional responsibilities of experts in the sphere of physical culture and sports. This highlights the importance of improving professional sports activity training in the context of player development (Martínez-Majolero, Urosa, & Hernández-Sánchez, 2022). The strategic aim of sports institutions is to design and implement novel approaches to professional training in order to develop their professional competence in a continuous, methodical, and effective manner. As a result, professional players and professionals in the field of sports need to be trained (Thomas, 2022). The demand for this specialty reflects sports professionals' desire to advance their careers in a variety of sports-related fields. This demonstrates that sports activities are valued as crucial in enhancing professional professionalism (Sukdee, 2021). The Professional Sports Commission of Thailand finally recognized and declared professional sports as a professional sport, similar to other professional vocations, after just a long delay. This official accreditation provides enterprises and players in the industry with real protection and legal requirements (Astorino, Baker, Brock, & Dalleck, 2021).

The Sports Authority of Thailand (SAT) voted in 2017 to formally authorize sports as a category of sport that can be registered as a sports association. Despite this decision, real processes and strategies for dealing with many parts of the sports sector were lacking, particularly for the protection of professional sports players' welfare and working circumstances, as it was not recognized in the same way as professional sports.

(Choengklinchan, 2021( Professional Sports Commission Notification re: Designation of Types or Categories of Professional Sports (sports are ultimately recognised as professional sports under the Promotion of Professional Sports Act B.E. 2556 (2013)), ("Professional Sports Act") (Khaowanna, 2021). Stakeholders inside the sports sector will be subject to the same protection and duties as pertain to traditional professional sports. This is one of the reasons why Thailand's sports sector is expanding with the passage of time. In comparison to other industries, the sports industry's revenue has increased (Kittikumpanat, 2021).

In line with previous discussion, it could be seen that revenue from sports industry is being projected to reach USD152 million in 2022. The further expected revenue could be annual growth from 2022 to 2025 is 12.77 which could be resulting market volume of \$218 USD million by 2025 (Mckenzie, 2022). The average revenue from the individual user could be \$18.43 million. These contributed figures have shown that Thailand sports industry played an important role in the development of Thailand. Along with these contribution, the professionals in the sports are still on early stages due to the mismanagement of resources and still had limited literature on sports industry of Thailand (JANSUKWONG & Sungkawadee, 2022).

Keeping the importance of Thailand sports for professionals, the previous researches still have some gaps. For instance, the research in the fields of sports were mainly accompanied on the developed nations (Mckenzie, 2022) while had limited attention on the developing nations such as Thailand land sports (PWC, 2021) which had various obstacles in the development of professional behavior in the sports industry. It was argued the various issues associated with the such as sports industry is doping and the adverse publicity is being causes, the pressures is on individuals to perform better, the withdrawals of the fund suddenly from the sports industry and financial viability of professional team and sports club (PWC, 2021). There are various other obstacles which are associated along with sports professionals (Kulwanich, 2022). Therefore, the current study purpose is to check those obstacles and enforcement of professional sports of Thailand. Despite the fact that Thailand's professional sports industry (PSI) is quickly growing, there's few associated studies. Furthermore, the studies mostly mentioned the situation and provided growth plans in part, while only a few methodically outlined current barriers to the implementation of the PSI and recommended full solutions. To solve this issue, we thoroughly assess its challenges in this article and do their best in suggest effective ways from businesses, government, as well as society based on the current scenario in Thailand.

## **RESEARCH METHODOLOGY**

The investigation was based on content analysis qualitative research. Content analysis is a methodology for determining the existence of specific words, topics, or concepts in qualitative data (X. Xie, Huo, & Zou, 2019). Researchers can quantify and analyses the presence, meanings, and relationships of specific words, themes, or concepts using content analysis (Lindgren, Lundman, & Graneheim, 2020). Researchers, for example, can assess the language used in a news story to look for prejudice or partiality. Scholars could then deduce information about the documents' messages, the researcher, the audience, and even the culture and time period in which the text was written. Interviews, open-ended inquiries, field study notes, dialogues, or literally any occurrence of communicative language could be used as data sources (such as books, essays, discussions, newspaper headlines, speeches, media, historical documents) (Roller, 2019). As a result, the researcher in this study collected data for the research objective using secondary sources such as reports, articles, websites, and other secondary sources.

## **Research Findings**

The research findings consists of two phases. In first it was seen about the obstacles which are associated with the sports professionals and in other phase it was found the enforcements for the sports professionals.

## **Obstacles for Thailand's Professional sports industry**

As a growing sector in Thailand, PSI are beset with challenges, with a slew of issues surfacing as the industry grows. Under this article, we primarily study and determine such issues as they relate to themselves, businesses, society, and civilization

## **Professional Sports Enterprises Defect**

### ***Lack of operational professionals and deprived operational efficiency***

Though the organized economy's influence is concerned, Thailand's sports endeavors have been dedicated to the public good, and state intervention seems to have become weather vanes in formulating sports development strategies. The existing system in Thailand has still been centered on sports can set up and arrange resources, and the lack of response to customer demands of professional sports divides the interoperability between sports as well as the sports sector inside the development cycle to some extent. Because of government action, businesses lack adequate autonomy inside this course of its operations. As a result, any associated business strategy has fallen behind, and proper market orientation or innovation strategy is no longer possible. PSI firms employed an outmoded way of organization, controlling the components of a singular, as well as advertising methods that had fallen behind and innovation that would have been lacking, making it extremely difficult to fulfil consumer expectations and demands when participating in sports activities. Simultaneously, a scarcity of operational experts has hampered the PSI growth. It is challenging for operational professionals in the PSI in Thailand to attain the needed level of quality or quantity in the PSI (The Ministry of Tourism and Sports Thailand, 2022). Nowadays, the majority of sports management teams seem to be athletes as well as coaches who, while possessing a certain degree of fitness ability, complete absence knowledge of strategic management and marketing capabilities, as well as an awareness of market operating and economic wealth, finding it tough to develop and market sports goods and services to customers. However, many investors and entrepreneurs were familiar to operational abilities but lack comprehension of market characteristics and market norms connected in professional sports as well as their goods, making it difficult to integrate professional sports to market-oriented operations. Presented with the present competitive marketplace, one of the obstacles limiting the growth of the PSI in Thailand was a dearth of operating experts in the PSI (The Ministry of Tourism and Sports Thailand, 2022).

### **The Obstacles in the Government and Social Supports**

#### **The Misallocation of professional Sports Source through the Government**

Despite the fact that the government has developed numerous PSI in various cities and has supplied sports exercise classes across our countries, those who are still unable to fulfil public demand. As per data, just 44.1 percent of stadiums are fully open, 21.3 percent are half-open and 34.6 percent are not open (The Ministry of Tourism and Sports Thailand, 2022). Furthermore, the professional sports capacity must be utilized. Thailand is a multicultural country with a wide area and abundant natural resources; every country will have its own sociocultural characteristics (The Ministry of Tourism and Sports Thailand, 2022). When these factors are determined and utilized wisely. Professional sports would be plentiful, eliminating signal markets, a shortage of inventiveness, and uniqueness.

#### **Lack of the Synergistic Push Mechanism**

Instead of being a self-contained business, the PSI remain a system engineering who enables and collaborates with certain other enterprises, including a wide range of upstream and

downstream industries and sectors, including education, tourist, economic, medical, protection, and culture. As a result, in preferring to pay more attention on its own growth, the PSI needs collaborative development with other departments to accomplish quick growth. Although our country has relied on the hot expenditure of the holiday economy for fuel domestic consumption in latest days, industrial development has been disrupted. Catering disasters, heavy traffic, and insufficient service are difficult to resolve; education and findings in the PSI are relatively limited, despite significant investment in education, resulting in misunderstanding with in PSI; professional sports and amusement initiatives insufficient innovation and are classified by nonstandard administration and performance. Furthermore, due to our nation's lack of healthcare monitoring, researchers are unable to conduct frequent inspections as well as physical examinations of participants, resulting in a paucity of scientific data on people participating following initial body-building workouts. Overall, we still need a framework that takes into account as whole and planning purposes in order to encourage the growth of the PSI (Sukdee, 2021).

### **Low Standard of Market and Defective Market Systems**

The industry is still in disarray, and the acceptable level is not sufficient, because PSI in our nation was in its infancy. Due to the reduced obstacles to entry in PSI, an influx of investors has flooded the market, resulting in market saturation throughout many areas and increased competitiveness. Utilizing price like a selling factor, on the other hand, prevents market standardization as well as fair growth; many businessmen utilize unfair competitive tactics to maintain their own privileged position, gravely weakening market order. Such occurred primarily as a result of the development of a supervisory framework, and a lack of oversight and relating to the administration on the component of business groups. Furthermore, regulations governing PSI are not flawless, with poor legislative standards, an unformed legal structure, and an absence on systematism and completeness, and they are unable to keep up with the industry's rapid growth. Like a consequence, the proper implementation of a limitation mechanism is becoming a critical and effective incentive for the growth of PSI (Boonchutima, Sukonthasab, & Sthapitanonda, 2020).

### **Enforcement Analysis on Professional sports industry in Thailand**

However the PSI in our nation has demonstrated a quick growth trend and a promising future, it has also revealed a number of issues that are substantially hindering its progress. The study will pay more attention on the policies that will drive its development after analyzing its current challenges.

### **Social aspect Policies**

#### **Polices on the development of sports association**

Numerous sports organizations are now engaged in the creation of sports in Thailand. Whereas in control of a wide range of professional activities, sports organizations need to focus more on popularizing every sport within the organization, as well as managing different professional sports exercise classes using scientific rising popularity and methodologies, which will not only enhances the performance of professional sporting events, and also deepen their multi-understanding, speed up their popularization, and enhance skills and experience in management and operation (Foopanichpruk & Pathranarakul, 2022). Often these sports organizations in our region were also governed through the government; as a result, sports organizations should take proactive steps to improve their activities and performance, such as interacting and collaborating with innovative organizations with extensive experience in other countries through cross-cultural communication (Santirojanakul, 2018). Enhancing sports organizations boosts the popularization of professional sports and activities, hence encouraging the PSI development (Somphong & Rattamanee, 2019).

ncourage their development.

## CONCLUSION

The study objective was to check the Conditions of Obstacles and Enforcement of the Professional Sports in Thailand. For this purpose, the secondary data qualitative content analysis was done. The key has shown that Thailand's professional industry is still inside of its infancy, experiencing several challenges and stresses, it also has a lot of room for growth by assessing current challenges and implementing the strategies identified in this study. Well with advancement of social and economic life, as well as the enhancement of living, we think it would become a cornerstone business that will drive Thailand's economy forward for the coming years, and an unavoidable consumer trend. Thus, along with these findings this research added a body of literature from both of theoretical and empirical perspective. This research is a pioneer study which shows the obstacles and enforcement of the professional sports because the previous studies were based on specific sectors or quantitative research approach. Moreover, this study could also be a pioneer which has used the content analysis technique for analysis. In other words, the research will also help to the policy department, sports industry and also to the coaches to know about the importance of professional sports to enhance the social and also economic development. The study was also have several limitations. The study was limited on qualitative research design and future research could be explored along with both of qualitative and quantitative mixed research approach to know about the research results variations. The study was also limited on Thailand nations, the further research could be done on other countries to know about the results variations.

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