

GUIDELINES FOR DESIGNING AREAS FOR RELAXATION AND PRACTICING MUAY THAI

Waritnan Kasiloek *, Somboon Vess **, Chanokporn Phathaisittikul***
*, **, *** College of Architecture, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: *s62132523086@ssru.ac.th, ** somboon.ve@ssru.ac.th,
*** chanokporn.ph@ssru.ac.th

ABSTRACT

The guidelines for designing projects that are residential and areas for practicing Muay Thai combined in similar proportions. As for the residences, there will be a long layout of rooms with a single corridor allowing each residential room to fully receive the best view from the project area including dividing the proportion of the area for practicing Muay Thai but they can also be connected by using space for jogging by designing as a garden with shade trees as a divider for the proportion of the area, usability, and distance to protect the noise practicing Muay Thai to affect the residential area.

Keywords: Relaxation Area, Muay Thai, Sport Tourism

INTRODUCTION

Muay Thai sport was officially certified by the U.S. Olympic & Paralympic Committee (USOPC) on January 11, 2023, it affected the increasing trend of interest in Muay Thai sport from both national and especially foreigners to come to practice Muay Thai in Thailand for self-protection and exercise for developing physical health, mental health, society, and the response on various aspects (Matichon online, 2023).

Cultural tourism is one of the industries that attract tourists with cultural capital as a selling point. Muay Thai is defined as a part of sports tourism in Thailand by the Ministry of Tourism and Sports in Thailand's Tourism Strategic Plan 2015-2017 that affected bringing Muay Thai as a part of the accommodation business. The statistics revealed that the sports tourism of Muay Thai was valued at 1 hundred billion baht in 2018 and 1.2 hundred billion baht in 2019, and most Muay Thai products are best-sellers such as boxing shorts, boxing oil, etc. That attracted tourists who require both practicing Muay Thai and relaxation as these target groups have high spending that is highly earned in Thailand (Bangkokbiznews, 2023).

As mentioned, the researcher is interested in the possibility of combining the area for relaxation and the area for practicing Muay Thai as the guidelines for adapting the area for practicing Muay Thai and the area for relaxation in the accommodation or resort perfectly.

OBJECTIVES

1. To be one of the mechanisms to stimulate the country's sports tourism economy.
2. To be the guidelines for designing projects that are residential and areas for practicing Muay Thai.
3. To promote the preservation of Muay Thai on the international level and cultivate for further era.

The guidelines for designing projects that are residential and areas for practicing Muay Thai have gathered data from the concepts, theories, and related literature as follows;

1. Entering the international level of Muay Thai

To study the significant issues of the types of Muay Thai including the official certification by the U.S. Olympic & Paralympic Committee (USOPC).

2. Marketing value of Muay Thai

To study the marketing value of Muay Thai both original and additional issues including the being promoted as the soft power of Thailand.

3. The lifestyle of foreigners who come to practice Muay Thai

To study the opinions on various aspects of the foreigners who come to practice Muay Thai to perceive the lifestyle, type, and behavior of the specific target groups.

4. Tourist behavior

To study the tourist behavior to perceive the gender, age, expense, and type of tourism activities affecting the area design.

5. Types and characteristics of sports tourism

To study the characteristics of transportation types for playing sports and watching sports matches.

6. Types and characteristics of accommodation

To study the types of law and characteristics of different types of accommodation.

7. Characteristics of Muay Thai practicing area and Muay Thai stadium

To study the standards of Muay Thai such as the size of the boxing ring, and the area for practicing Muay Thai, etc.

RESEARCH METHODOLOGY

The research is qualitative research by gathering data from literature, theories, documents, research, and related academic articles as secondary sources, using a conceptual framework and objectives, emphasizing a survey of current conditions, activities, transportation, and in-depth interviews. Data is synthesized by classifying and presenting the guidelines for designing areas for relaxation and practicing Muay Thai.

DISCUSSION

A study of guidelines for designing areas for relaxation and practicing Muay Thai revealed that there is a lack of support areas in Thailand including knowledge and understanding of a design to respond to the tourists and the general public who are interested in both Muay Thai and tourism.

The findings created guidelines for designing areas for relaxation and practicing Muay Thai to respond to the general public who are interested in Muay Thai and the expansion of marketing value of Muay Thai in the sport tourism form in Thailand by reflecting the concept of designing areas and revealed that designing areas for relaxation and practicing Muay Thai should be adequate for the requirement of users and relevant activities that lead to the guidelines for designing areas for relaxation and practicing Muay Thai combined both parts leading by the sport tourism.

Designing areas for relaxation and practicing Muay Thai will separate 2 areas; the residential area and the practicing Muay Thai area with similar proportions.

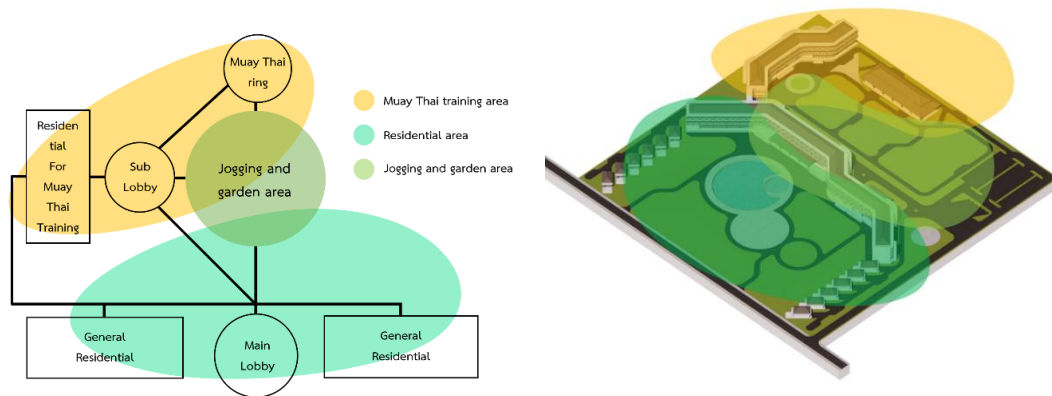


Figure 1: Space layout diagram

Residential area – The guidelines for designing the residential area with a long layout of rooms with a single corridor dividing the proportion of the area for practicing Muay Thai and allowing each residential room to fully receive the best view from the project area for the worth of area utility and value-added of the project area.

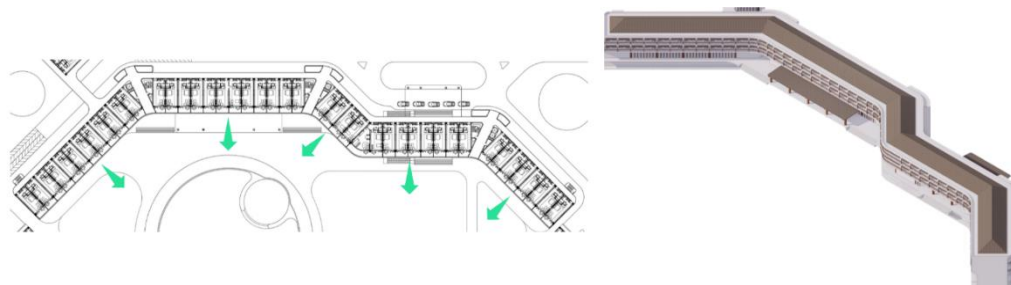


Figure 2 : Area for residential

Practicing Muay Thai area – The guidelines for designing the practicing Muay Thai area are the characteristics of a difficult area as the important area of the project separated from the residential area but can also be connected by using space for jogging by designing as a garden with shade trees as a divider for the proportion of the area, usability, and distance to protect the noise practicing Muay Thai to affect the residential area.

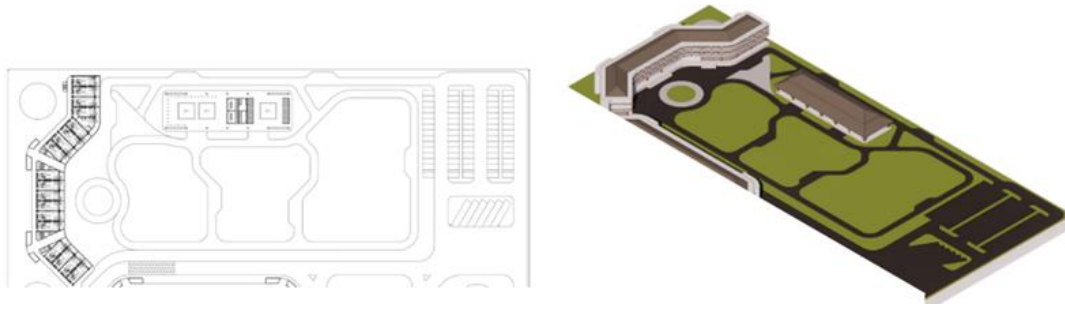


Figure 3 : Area for practicing Muay Thai

Architectural characteristics – The concepts for designing the architectural characteristics are from the characteristics of being Muay Thai; the combination of Thainess, colors, and materials to connect the proportions of two areas.

Figure 4 : Building characteristics



SUGGESTIONS FOR THE PROJECT

This research is a design concept to promote Muay Thai as a popular sport that interests the general public combined with the architectural design in the residential form to create usability that supports each other and leads to a model for other interesting sports.

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