

# **GUIDELINES OF DEVELOPMENT AND PROMOTION IN SPORTY TOURISM FOR HEALTH AND RECREATIONS: A STUDY OF RUNNING FOR HEALTH AND RECREATIONS OF HIGHER-EDUCATION STUDENTS.**

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## **ABSTRACT**

The objectives of research aimed 1) To study the geographic of Thailand that appropriated with sporty tourism in running 2) To study guidelines of development and promotion in sporty tourism for health and recreations. The qualitative research approached on in-depth interviewing and participative observation, the research instruments represented in the forms of questionnaire and observation. The research population represented the higher-education students, running coaches and running organizers. The 30 participants of sample group who came from every area of Bangkok and perimeter, were selected by purposive sampling method. The data collection was obtained by interviewing and observation forms with joining and observation in the running tournament. Data distribution and extraction of unrelated data were made for data analysis that reached to answer research questions.

The geographical characteristics of Thailand, especially Bangkok and its perimeter consisted of mostly community areas and also with horrendous traffic, lack of specific areas for running activities. Therefore, the running activity should be organized on holidays and closed roads for the tournament to promote the running activities to participants.

Guidelines of development and promotion in sporty tourism for health and recreations of higher-education students were found that 1) To encourage students to love the running 2) To provide increased activities during running 3) To provide rewarding incentive in joining 4) To cultivate consciousness of running exercise with reduced cost.

## **INTRODUCTION**

To develop the country to be a new industrializes country that influenced people pay more attention to exercise in order to contribute maximize healthy benefits with short time exercising, because modern technology replaced human labor that could be considered an exercise in working.

In addition, being aware of various illnesses versus exercise influenced the white-collar alerted to exercise. However, exercise may in addition be a double-edged sword, so exercisers must know how to practice correctly with the most benefit.

Thailand promoted sport tourism and launched the press conference of The 1<sup>st</sup> Thailand Marathon on February 4, 2018 with the concept of SAW Tourism that derived from the word "Sport and Wellness" with the ends of healthcare sales program, not included many sports that were developed to support sports tourism in Thailand including linkage with foreign countries as well running, spinning and Thai boxing sporting activities groups which indicated Thailand organized sports in many forms such as marketing, business promotion, tourism and health, recreation and charity by focusing on both of Thai and foreigners. To brief, sport tourism represented a form of tourism that was appropriated for the geographic of Thailand with the advantages in diversity of natural resources including sports venue, tourist

attractions. But the readiness of sports equipment and personal including coordination in sports tourism management might until now be managerial problems and obstacles. Therefore, to create opportunities for the development of sports tourism in Thailand and meet the sports tourists' needs according to their interests, sport activities, boxing, running that enhanced the tournament to be national and international events and looked for opportunities for increasing income, tourism development and linked to tourism resources in the area. The development guidelines and strategies approached integrated management model to collaborate between agencies that have potential and responsibility and made sports tourism management successful which the benefits were belonged to the public whether Thai and foreign tourists who were participants in sport tourism activities in Thailand.

The researcher proposed the Guidelines of Development and Promotion in Sporty Tourism for Health and Recreations: A Study of Running for Health and Recreations of Higher-Education Students with the research objectives as following.

- 1) To study the geographic of Thailand that appropriated with sporty tourism in running.
- 2) To study guidelines of development and promotion in sporty tourism for health and recreations.

## **LITERATURE**

Division of Physical Education and Health Promotion, Department of Physical Education, Ministry of Education conducted research on "Sports and exercise of the people in Bangkok" with objectives of studying the condition of playing sports and exercise of the people in Bangkok. The results gained from the participants were obtained that 1. Football was the most interesting sports 2. Visiting sports stadium once in a while 3. Television represented the influencing media. 4. Jogging was the most preferable sport 5. Exercised time at evening with one or one and half-hour of once or twice a week without any fixed day 6. Health and strength represented the reasons 7. No available time remained the reason for denying sports.

In addition, the research found that running represented a good exercise, the more research found that running was a good exercise but the latest study indicated interesting information of running did not need to do a lot like aerobics, cycling, yoga, callisthenics, Chinese boxing, etc. and add jogging each week or alternately repeating to contribute injury reducing from exercise. For healthy people without joint diseases such as heart disease, osteoarthritis should exercise the gentle aerobic such as brisk walking for 150 minutes per week or 30 minutes per day, 5 days per week. Another option represented hard aerobic exercise like running 75 minutes a week or 15 minutes a day, 5 days a week and abled to exercise twice as much in the same way for a better effect on health.

In addition, the benefits of exercise by running contributed the body weight and reducing risk of type 2 diabetes, high blood pressure, acute heart attack, cancers, other types of cardiovascular disease, improving movement, strengthened bones, movement and mental health. However, statistics indicated that longer life or a reduced incidence of the heart attack did not significantly influence with exercise. A recent study found that how much the running should be good for the heart and longevity, the adult population of 55,000 people divided into two groups of runners and non-runners for 15 years monitoring and comparing the data. The finding found that joggers had 30% lower risk general than non-joggers and 45% fewer cardiovascular deaths than non-joggers, the greatest benefits were belonged to people who ran consistently. Therefore, running influenced with the heart and life should not more than 45 minutes and walking represented the similar results but took 3-4 times the time of

walking. The five minutes of running equaled 15 minutes of walking, 25 minutes of running caused the similar effect as 105 minutes of walking.

The joggers' guidelines

(1) The elders who suffered chronic illness and had never done other sport, should consult a doctor before running.

(2) To prepare running shoes especially to prevent foot injuries, choose wearing fit clothes with good heat dissipation and not recommended to wear warm-up clothes.

(3) To begin with slow to fast walking to achieve fitness from the knees, walking until the fitness was done and then increased the speed as required.

(4) When running, first suggestion represented to put body weight on the toe of the little finger and moved towards the big toe then went down to the heel. This method did not strike the knees as much as the previous method.

(5) To prevent damaged osteoarthritis from running by protective equipment.

Pichit Muangnapho (1991: 76-77) discussed ways to create athletes gain experience with completely success in sports.

1. The sports environment should be provided athletes obtain success and increased motivation for sports.

2. To provide athletes the opportunity to be responsible for setting rules for decision making and opportunity for controlling their behavior and achieve success.

3. To often honor both of words and gestures and be aware of the team supporting and empowering people.

4. Goals setting might be realistic that could be achieved with effort, behavioral self-controlling, evaluations and improvements.

5. To change to training influencing caused to be fun and discover novel things.

## **METHODOLOGY**

The qualitative research approached on in-depth interviewing and participative observation, the research instruments represented in the forms of questionnaire and observation. The research population represented the higher-education students, running coaches and running organizers. The 30 participants of sample group who came from every area of Bangkok and perimeter, were selected by purposive sampling method. The data collection was obtained by interviewing and observation forms with joining and observation in the running tournament. Data distribution and extraction of unrelated data were made for data analysis that reached to answer research questions.

## **RESULTS**

The geographical characteristics of Thailand, especially Bangkok and its perimeter consisted of mostly community areas and also with horrendous traffic, lack of specific areas for running activities. Therefore, the running activity should be organized on holidays and closed roads for the tournament to promote the running activities to participants.

Guidelines of development and promotion in sporty tourism for health and recreations of higher-education students were found that 1) To encourage students to love the running 2) To provide increased activities during running 3) To provide rewarding incentive in joining 4) To cultivate consciousness of running exercise with reduced cost.

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