

KEY WORD : SPORTS POLICY/SPORTS DEVELOPMENT PLAN/THEORY DRIVEN EVALUATION

SAKCHAI PITAKWONG : A STUDY OF THE CONGRUENCE POLICY, PLAN AND OUTCOME OF SPORTS AUTHORITY OF THAILAND ACCORDING TO THAI GOVERNMENT SPORTS POLICY AND THE SPORTS DEVELOPMENT PLAN I. THESIS ADVISOR : ASSOC. PROF. ANAN ATTACHOO, Ed.D., THESIS COADVISOR : PROF. VORASAK PIENCHOB, P.E.D., PROF. SOMWANG PITIYANUWAT, Ph.D. 532 pp. ISBN 974-639-033-3

The purposes of this study were : (1) to study the congruence between Thai government sports policy and the Sports Development Plan I with policy and action plan of Sports Authority of Thailand (SAT) ; (2) to evaluate the outcome of implementation of the SAT action plan according to Thai government sports policy and the Sports Development Plan I, (3) to propose the strategy of the SAT action plan according to Thai government sports policy and the Sports Development Plan II. The study procedures were : (1) to study the congruence between Thai government sports policy and the Sports Development Plan I with policy and action plan of SAT , (2) to develop the evaluative criteria according to Chen's theory driven evaluation by means of Delphi Technique so that the outcome of implementation of SAT action plan could be evaluated , and (3) to propose the strategy of the SAT action plan in accordance with Thai government sports policy and the Sports Development Plan II. The samples were purposively selected from the SAT stakeholders. The instruments used were : data recording form, checklist form, and interviewing form. The data were analyzed by means of content analysis and descriptive statistics.

It was found that : (1) Thai government sports policy and the Sports Development Plan I were congruent with policy and action plan of SAT except the SAT action plan in the areas of the sports nutrition, and the developing sports to be professionalism in the Sports Developments Plan I, and in the areas of Thai government sports policy, athlete's welfare, and to promote private sector into subsidize sports. (2) It was found that the outcome of the implementation of the SAT action plan on basic sports development program and four selected projects almost met the evaluative criteria. (3) It was proposed that, in order to be congruent with Thai government sports policy and the Sports Development Plan II, academically plan, SAT implementation action plan, and Chen's theory driven evaluation should be integrated .

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