

C541264 : MAJOR PHYSICAL EDUCATION

KEY WORD : EXPECTATION / MANAGEMENT OF EXERCISE SERVICES /

HEALTH AND FITNESS CENTER

WEERAWAT PANYABURAPA: EXPECTATION OF HEALTH AND FITNESS
CENTER MEMBERS ON MANAGEMENT OF HEALTH PROMOTING EXERCISE
SERVICES IN BANGKOK METROPOLIS. THESIS ADVISOR :- ASSOC. PROF.
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The purposes of this research were to study and compare expectation of health and fitness center between male and female members on management of health promoting exercise services in Bangkok Metropolis. Questionnaires were sent to 360 health and fitness center members. All questionnaires were returned and the obtained data were analyzed in term of percentage, means, standard deviation and then calculated the different means by using t-test.

The major results were as follow :

1. Health and fitness center male and female members had a expectation on management of health promoting exercise services at the high level on the preferred exercising time was in the evenings on working days and the preferred physical activities was running and swimming. In terms of knowledge of exercise, facilities and equipment, and exercise activity leaders were mostly at the high level.

2. The comparison mean of expectation on management of health promoting exercise services between male and female members showed that there were mostly no statistically significant difference at the .05 level.