

Assistant Professor Thawuth Pluemsamran. (2014). Thai Boxing Activity Management Model in Establishing Attitude toward Social Stability Enhancement. Bangkok: Graduate School, North Bangkok University. Advisors: Associate Professor Dr.Sowwanee Sikkhabandit and Assistant Professor Dr.Panya Theerawitthayalert.

The objective of this research was to develop a model to manage the activity of Thai boxing so as to create attitudes contributing to promote stability of the country. The components of the model are administrative factor consisting of man, material, money, and management; and administrative process consisting of planning, operation, coordinating, and control. The process involved arranging activity camp to encourage Thai youths participating in the activity to obtain knowledge and skills related to Thai boxing. They were instilled patriotism by listening and singing the national anthem as well as viewing the Thai movie entitled "SomdejPra-Naresuan Maharaja" specifying when the king freed the nation and declared freedom under the ruling of Burma. The participants were instilled the love of Thai boxing so much that they would like to conserve this heritage and with a strong desire to build up the stability of the nation. Data collection involved gathering data from attitudinal evaluation forms completed by the participants at the pre and post activity camp. Data were analyzed by comparing the average score of attitudes contributing to building the stability of the country along with the qualitative data derived from personal records of the participants and the data from interviewing those who were involved in the activity camp named "Kaa Muay Thai Huajai Kern Roi" developed by the researcher.

Findings showed that the model that the researcher developed to administer and manage Thai boxing activity aimed to create good attitude contributing to promote stability was effective and was suitable to implement. After the participation, the participants in the activity had better attitudes contributing to promote stability than before the participation with the statistical significance at .05 level. It was also found that the descriptive data of the model were beneficial and productive for further study and implementation.