

Phuchong RUNG-IN 2014: Development of Sports and Recreation Promotion Model for Provincial Administration in Thailand. Doctor of Philosophy (Sport Science), Major Field: Sports Science, Faculty of Sports Science. Thesis Advisor: Mr. Issadee Kutintara, Ph.D. 199 pages.

Development of Sports and Recreation Promotion Model for Provincial Administration in Thailand is the Purpose: Study of condition and problem in order to find a way in the work operation and to develop department of work operation to promote Sports and Recreation Development Model for Provincial Administration in Thailand.

Methodology: This is mixed research between quantitative research and qualitative research which the researcher has collected the information from literature review and survey for collecting the data in Sports and Recreation Development Model for Provincial Administration in Thailand which uses multistage Random Sampling in 4 regions in the amount of 352 people. there are The sample groups are divided into 3 groups including provincial administrative organization executives in the number of 16 people, the heads of sports and recreation work in the amount of 16 people, groups of people who used the service in the amount of 320 people and data analysis by using the mean and standard deviation, Phase II, development of sports and recreation promotion by Focus Group Discussion. There are 9 qualified people in order to verify and propose the department of Sports and Recreation Development Model for Provincial Administration in Thailand by letting related agencies to evaluate the suitability.

Result: Regarding this research result, for the basic sports development, there would be volunteer teachers on sports development of the province. As for sports development or people and exercise promotion equipment more. As for sports development for excellence, there should be continuous sports competition in every level. As for sports development for occupation, the provincial sports should be made more professional. As for sports science and technology development, there should be sports science center in the province in order to develop athletes and service users and regarding sports administration, the sports and recreation promotion work should be separated into the format of sports and recreation division with the new sports and recreation work structure. The highest executive is the head of the provincial administrative organization that has sports and recreation committee. The committee would consist of representative committee from the Sports Authority of Thailand, Ministry of Tourism and Sports, Ministry of Public Health, representative from the Ministry of Interior Affair, representative of Sports club in the province and representative in the local area and the committee might be from appointing of the chairman. The head of the sports and recreation promotion department will be committee and secretary and general managing officials and assistant secretary. As for the work operational structure, it should consist of sports and recreation promotion department and the general managing department.

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Thesis Advisor's signature