

Amphorn Sriyabhaya 2014: Managing Sport in Educational Institute for National Sports Development. Doctor of Philosophy (Sports Science), Major Field: Sports Science, Faculty of Sports Science. Thesis Advisor: Associate Professor Supitr Samahito, Ph.D. 319 pages.

This research aimed to study, analyze the structures and strategies as well as proposing the management guidelines in educational institutes for the national sports development. Its study covers two dimensions i.e. organizational management and activity arrangement in connection with education and sport in institutions for basic and higher education. The sample groups comprised of the executive members of educational institutions, administrators from sport organizations, professors who experts in sport and management career from P.R of China, Republic of Korea, Japan, Chinese Taipei and USA., members of FISU/EduC Commission, and top athletes from national teams who are now studying in educational institutes were included. The total of 101 samples were selected by means of purposive sampling. Four questionnaires of structured interview were developed by adopting management principles initiated by Fayol (1916) and Chelladurai (2009). All of those instruments were verified by IOC for the content validity and reliability information was tested on the ground of triangulation technique while the information analysis was conducted on the basic of descriptive analysis.

Regarding this research results, the structure of institutions are aligned with the national standard determined by Ministry of Education. The educational institutes must have strong and serious managing sport in five functions of management; planning, organizing, staffing, leading and evaluating. The government should set the national sport development as “National Agenda”. In order to prepare the quality of life for students and embed the ideas of being good citizens. In educational institutions where there are the talented athletes, should give them a very strong in fostering, supporting and developing to achieve their maximum potential both in academic and sport for their excellence career and professional in sport. From this point of view, Thailand needs to establish “National Sport University” as a strong foundation of national sports development.

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Thesis Advisor's signature