

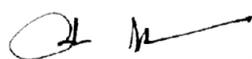
Sanya Ratanapaiwong 2006: The Opinion of Foreign Tourists towards Muay Thai Viewing. Master of Arts (Physical Education), Major Field: Physical Education, Department of Physical Education. Thesis Advisor: Mr. Dejsak Chansawas, M.B.S. 99 pages.
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The objective of this research was to study the opinion of international and asian tourists towards Muay Thai viewing.

The sample of this research was divided into two groups which were the group of 150 males and 150 females of international tourists and the group of 150 males and 150 females of Asian tourists . In conclusion, the sample was totally 600 people.

The instrument used in gathering data developed by the researcher. The statistics that was used in this research were percentage, arithmetic mean, standard deviation, and t-test.

The results were that: the majority of tourists who answered the questionnaires received general information about Muay Thai from friends, relatives or someone they know. The majority of tourists who answered the questionnaires have neutral awareness of general knowledge and history about Muay Thai. The majority of tourists who answered the questionnaires decided to watch Muay Thai because of the fact that Muay Thai is an interesting martial art, it is a good exercise and can build up body strength, it could be developed to an international level and body weapon fighting is their favorite. Comparing the opinion of Asian male and female tourists, they had difference statistically significant on media channel to receive general information about Muay Thai, on general knowledge and history about Muay Thai, on the opinion towards the decision of Muay Thai viewing and on the value and personal opinion after watching Muay Thai. At the same way, the opinion of international male and female tourists was also different on those items. On the other hand, the comparison of the opinion between international and Asian male tourists was not different at 0.5 level.



Student's signature



Thesis Advisor's signature