

**AN ACHIEVEMENT OF POLICY IMPLEMENTATION TO DEVELOP
SAILING SPORT BY YACHT RACING ASSOCIATION OF THAILAND (YRAT)**

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ABSTRACT

This paper studied the relationship among policy, strategy, private sponsor, competition efficiency and association efficiency in development of sailing sport by Yacht Racing Association of Thailand (YRAT). A total of 253 validated respondents, the study conducted a confirmatory factor analysis and evaluated the direct and indirect weights path coefficients among the latent variables at 5% level of significance. The results using path analysis indicate that strategy is strongly related to policy ($r = .86, p = .00$) and policy is strongly related to association efficiency ($r = .80, p = .00$) as well as private sponsor related to competition efficiency ($r = .76, p = .00$). There is slight positive relationship between competition efficiency and association efficiency ($r = .23, p = .00$). Knowledge is a prominent feature to develop sailing sport as well, including knowledge from racing rule, technology, negotiation skill, multiple tasks. An important part of knowledge assessment is the actual measurement of an achievement in sailing sport. The new organization, pathway and effective model were created, based on the findings and outcomes of this research, to encourage sailing industry.

KEYWORDS: Policy Implementation, Sailing Sport