

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

INTRODUCTION

“Sport, other than fun and physical health, it is a medical mind. Athlete practice more of physiological, they can be more focus, quicker decision and know lose win and forgiveness, which benefit for social and able to be roll model for the younger generation...” (His Majesty King Bhumibol Adulyadej, 1964)

Sailing sport is comparing number of sailors between Thailand, Singapore and Malaysia. The findings showed that the number of Thai sailors who are in the top ten rank in Asia is less than Malaysian and Singaporean. However, the positions of Thai sailors in many boat classes were better than both countries.

In 2009, Ms. Noppakao Poonpat (Nine) represented Thailand as the female optimist at the Optimist World Championship in Brazil. Thailand became world-renowned in this sport because of her achievement. She became the world champion at the age of fourteen. After that, she practice harder and won in more tournaments. “Next, I will win the overall world championship”. This shows competitiveness and determination among many Thai sailors. As a result, she won the Optimist World Championship in Malaysia. She won both female and overall prizes. Not only this, the Thai Optimist team won the regatta as well. The Thai sailing team produced another world champion, Kirati Buarong, who won the World Laser Radial Youth Championships in Karusu Japan. Development itself means to change step by step, or to expand dynamically to become better or more suitable (Pakorn, 1995, page 5). The development of the sailing sport at the community base was an opportunity for all local people to build networks and socialization. Provinces such as Chonburi, HuaHin and Phuket earned their recognition as “Ocean Towns”.

Thailand has supported several sailors in the sailing sports, the Yacht Racing Association of Thailand (YRAT) such as lack of skilled sailors, insufficient facilities for racing, and less-qualified trainers and knowledge of racing rule. The main significant problem has been on organizational issues arising from knowledge, and conflicting views between management, coaches and sailors.

The achievement of policy implementation on the development of sailing sport towards excellence should support both internal and external organization, together with of the works done by Yacht Racing Association of Thailand. Under ethical management, which includes values such as integrity and responsibility, stakeholders should be involved and valued. Effective management policies should be enforced both in Thailand and other countries. These would promote Thai sailors in becoming outstanding in local and international competitions. Moreover, Thai sailors will also achieve success if they obtain a well-developed of sport training system in order to become a perfect sailors.

The Eleventh National Economic and Social Development Plan (2012-2016) aim to develop Thailand in becoming the center of Asian Sports. This would help the economy and the image of the country as mentioned by His Majesty. However, the most important factor affecting the overall success in achieving the plan through the Yacht Racing Association of Thailand (YRAT) were the policies and their implementation. Therefore, this research will look at the different problems that prevent Thailand from developing the sailing sport successfully. By doing this, solutions can be proposed.

Table 1: The Predictor Variables used in Analyzing Data Obtained from the Survey

Factor	Predictor Variables
Government Policy	Asia Sailing Center
	Management Structure
	Scholarship for education
	Adapted science for sport
Sponsorships	Competition
	Equipment
	Sailor
	Media
Development Strategies	Number of Sailor
	Training arrangement
	Characteristic of Coach
Competition criteria	selection system
	KPI system
	local competition
Management effectiveness	sailor's rank
	Qualified coach

RESEARCH METHODOLOGY

This study made use of mixed methods design (Tashakkori & Teddlie, 2003) to collect, and analyzed data by “mixing” both quantitative and qualitative data. The research used qualitative data as its main source of primary data, supplemented by data obtained through quantitative methods. When used in combination, quantitative and qualitative methods complement each other and allow for more complete analysis. There were four groups of in-depth interview including Top executive manager of Sport Authority of Thailand, Staff of Yacht Racing Association of Thailand, Sailor and Sponsorship total of 12 interviews. The interview focused on current situation related to government policy together with implementation and practice of association.

The information supported with qualitative research (table 1) total of 253 samples. During the major regatta in Thailand such as Top of The Gulf, Thailand Championship, HuaHin Regatta, Phuket's King Cup etc.

RESEARCH RESULT

There were four main significant issues. Promote Yacht Racing Association of Thailand to be the world or regional sailing center. Government concern in two channels of expand sailing sport were sport entertainment and sport event. Government would use same model as Qingdao, PR China. It was the city of sailing. Qingdao targeted both tourism and athletes. This case increased GDP and number of sailors of Qingdao. YRAT focused on micro level. Majority of national Thai sailors influenced by family. However, YRAT tried to promote sailing sport in both school level and University level. Sailors thought about promote "Sport Hero" as YRAT able to created two significant sailors. The lady won two Optimist World Championships and the boy won World Laser Radial Championship.

Create an accurate management structure for Yacht Racing Association of Thailand (YRAT). Government wants staff under each sport association to know their role of description. However, SAT could provide basic management structure. Associations had to adapt to their culture and society. YRAT's authority of management was in Bangkok office. However, the implementation and practice was held in Sattahip area. There was lack of communication and the authority person only focused on active outstanding sailor only. Sailor needed information all levels. Beginner sailor needed information on how to continue practice? When would be competition? How to participate in those competitions? National Thai sailor level needed information of official training. YRAT must distribute all information in different channels such as: board, email, face book etc. YRAT was not well organized yet. Sponsor looked for support individual athlete. It would promote their company more and cost less. YRAT must provide record of sailor so that they could choose right target.

Yacht Racing Association of Thailand (YRAT) or sponsorship supported the outstanding athlete. Government supported each association measure by KPI. However, the new sport association got the minimum budget only. The majority of sport association had their own sponsorship. YRAT had three main sponsorships but they sponsored only on the major events. Sailor needed more experiences aboard. As well as, participated in major event in order to continue in significant regatta such as: SEA Game, Asian Game, Olympic Game etc. Sailor needed to find their own sponsorship. However, winning in the water was one thing, to win in the board room used different skills. Sponsorship needed individual athlete to support in the world regatta. Yacht Racing Association of Thailand use science to develop physical tactic, boat handling etc. of sailors. Government provided sport scientist to each sport association. However, physical body was one thing but not make much different. The different was tactic and technologies. Each association must found specialist in typical sport and financial supported from the government. Sailing sport was unpredicted depended on many factors such as: weather, wind, wave etc. Physical body was not the most important. Sailor needed multiple task as well as psychologist to practice mind control that sailor had to concern on competitor, wind, current, sail etc. Sport nutrition was very important as sailor might have to go out on the water early in the morning and come back in the evening. Small sail boat could not carry much of food. They needed physical train as well as sport nutrition in order to stay in the sun a whole day without dehydration. Technologies were helped organization. Technology was an innovation which user needed to have certify information to use it correctly. Otherwise it would cost worst. To sponsor high cost of new technology for equipment sponsor needed to sure that user knows how to use it.

Regarded to data analysis from stakeholder in sailing industry had total of 253 people. The majority of interviewees were male 161 people of 63.6 percent with mostly age of the sample group was between sixteen to twenty five years old was 106 sample (41.9 percent). The junior sailing counted as the second number at age less than fifteen years old counted 95 samples of 37.5 percent. Most of the samples were Thai of 167 samples (66 percent). The experiences of sailing between one to two years was 119 samples of 47 percent, however the interviewees that had experiences more than ten years was 15.4 percent of the survey. Most of the interviewee had motivation to sail by 223 sample calculate as 88.1 percent. Number of sailor in Thailand was small concluded that Sport Hero in their mind counted only 10 samples calculated as 4 percent. Most of the sailor in Thailand had financial support from the family by 191 samples calculated as 75.7 percent. However, the national team had sponsor supported by 19 sample calculated as 7.5 percent.

The government policy effects to your sailing association/club showed an average level of agreement was high by 3.18 (S.D. = 1.02). The deep details of result from the highest average level of agreement were; The first was sponsor of active outstanding sailor for the top regatta affected by government policy in term of taxation etc. under the control of Yacht Racing Association of Thailand in high level of agreement by 3.69 (S.D. = 0.89). The second was Yacht Racing Association of Thailand keep the student by sponsoring with academic education in local school for more comfortable of practice and control athletes in high level of agreement by 3.63 (S.D. = 0.95). The third was believed that Thailand could be the center of sailing among Asia countries the level of agreement slightly above the middle line by 3.09 (S.D. 1.06).

The sponsorship support effect to sailing sport showed an average level of agreement was highest among other factor related to Yacht Racing Association of Thailand by 3.93 (S.D. = 0.82). The deep details of result from the highest average level of agreement were; The first was sponsor selected the top result of an active outstanding sailor to support for the internal and external competition out of control by Yacht Racing Association of Thailand in high level of agreement by 4.06 (S.D. = 0.75). The second was sponsorship supported Yacht Racing Association of Thailand for equipment, monthly expenditure, event organize etc. in high level of agreement by 4.00 (S.D. = 0.78). The third was believed that sponsor support in term of media to promote the sailing sport as well as promote sponsor's brand by 3.85 (S.D. = 0.83). Lastly with the high level of agreement by 3.80 (S.D. = 0.91) that sponsor support with the completion in Thailand in order to serve and promote the competition to other countries.

The development strategy effects to sailing sport showed an average level of agreement was high by 3.89 (S.D. = 0.84). The deep details of result from the highest average level of agreement were; The first was key person to pusher Yacht Racing Association of Thailand forward or keep update the situation to the top executive in high level of agreement by 3.96 (S.D. = 0.78). The second was Yacht Racing Association of Thailand for intent to the top regatta in high level of agreement by 3.95 (S.D. = 0.79). The third was believed that pathway or planed of training would maximize the value of athletes in high level of agreement by 3.93 (S.D. = 0.81). The fourth was Yacht Racing Association of Thailand must published the selection system before the try out in high level of agreement by 3.87 (S.D. = 0.83). The fifth was increased number of sailor from previous year in high level of agreement by 3.83 (S.D. = 0.89). Lastly with the high level of agreement by 3.80 (S.D. = 0.92) that coach qualification and experience must above the standard of International Sailing Federation (ISAF)

The competition efficiency effect to sailing sport showed an average level of agreement was high by 3.98 (S.D. = 0.82). The deep details of result from the highest average level of agreement were; The first was Yacht Racing Association of Thailand selected aboard competition to increase sailor's experience in highest level of agreement among

the survey by 4.05 (S.D. = 0.79). The second was Yacht Racing Association of Thailand organize sailing activities for the beginner to improve their skill in high level of agreement by 4.00 (S.D. = 0.77). The third was KPI to review the sailor performance as well as other sector performance in high level of agreement by 3.91 (S.D. = 0.91).

The Management effectiveness to your sailing association/club showed an average level of agreement was high by 3.76 (S.D. = 0.90). The deep details of result from the highest average level of agreement were; The first was Thai sailor under Yacht Racing Association of Thailand had improve to become a better rank by International Sailing Federation (ISAF) in high level of agreement by 3.88 (S.D. = 0.78). The second was Yacht Racing Association of Thailand over result greater than previous year in high level of agreement by 3.83 (S.D. = 0.87). The third was coach or staff qualify more in international standard qualifications by attend many coursework and received certificate by the Sport Authority of Thailand in high level of agreement by 3.81 (S.D. = 0.87). The fourth was employee of Yacht Racing Association of Thailand satisfaction of compensation and fright benefit in high level of agreement by 3.77 (S.D. = 0.90). Lastly with the high level of agreement by 3.49 (S.D. = 1.09) that budget of your sailing association/club is increase from previous year.

The result analysis of equation for structure SEM in The Achievement of Policy Implementation on Development of Sailing Sport by Yacht Racing Association of Thailand (YRAT), researcher had modify model regarding to latent variable for the accurate model. The model structure able to explain latent variable from the management p-value of .088 , Chi-square of 148.03 , df of 126 , CMIN/df of 1.175 (the standard < 3) **the result passed the standard**, GFI of . 944 (the standard > 0.90) **the result passed the standard**, RMSEA of .026 (the standard < 0.08) **the result passed the standard**.

CONCLUSIONS AND RECOMMENDATIONS

Regarded to researcher's experienced in Asian Game 2014 at Incheon, Republic of South Korea. There were three main significant factors to an achievement of policy implementation to develop sailing sport. Firstly, the knowledge of Thai sailor and coach regarded to racing rule and negotiation skill in the protest room. There were seven protested case in this event. Thailand lost all cases even knows some case that exactly same as another nation but they able to won the case. Researcher had an extra interview with an International jury; he said there was several numbers of related factors such as: Thai team lost of responsibility after the race as a case of Thai team did not wait for the official result. There was a protest case and Thai sailor was not at the area, this case mean Thai failed for the protest. Secondly were the explanation and interpretation skill as well as knowledge of racing rule. Lastly it was important to support by coach and staff to record during the race to be evident in order to investigate as 360 degree of sailing competition.

The influence and motivation were very importance as every team had taken group photo after prize giving. However, Thailand got the most medals but did not have group photo or media to inference sailor themselves.

The creation of new sailors; YRAT did not around UN potential medalists sailor to join or practice in the event. Even know sailors would sponsor themselves to earn experiences in practice with other Asian countries.

Media communication and marketing was important for Sport Center as the project did not focus only on training national team. Instructor/Coaching & Course Providers, Success in the implementation of training schemes is dependent to a large extent on competent and professional delivery of the courses by the instructors (teaching basic skills), coaches (teaching competition skills) and course providers.

The future research would be how to create center of water sport by support from government and private investor. Regarded to project there would be included of Yacht Racing Association of Thailand, Windsurfing Association of Thailand, Rowing, wakeboarding and Jet Ski. This project would increase GDP of the country and create hundred job opportunities to the local. The skill of the athlete would naturally increase by practice daily as well as coach skill.

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