

Research Article

MODEL OF RECREATION MANAGEMENT FOR PROMOTING ARTS IN THAI CULTURE CONSERVATION

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Abstract

This objectives of this research were 1) to study the guidelines for creating a model of recreation management to promote the conservation of arts in Thai culture, 2) to create a recreation management model to promote the conservation of art in Thai cultural, and 3) to assess the model of recreation management to promote the conservation of arts in Thai culture. The research methodology consisted of 3 steps: 1) to study the guidelines for creating a model of recreation management. It was the study of research, related theories, and interviews with 18 experts. Data were analyzed using content analysis, 2) to create and examine a recreation management model. It was the use of information obtained from the interviews to create a recreation management model, and 3) to assess the model of recreation management by 63 experts answer the questionnaire. The statistics used in data analyses were percentage, mean and standard deviation. The results showed that:

1. Guidelines for creating a model of recreation management to promote the conservation of arts in Thai culture consisted of 4 aspects: 1) planning, 2) organizing, 3) leading, and 4) controlling.
2. The model to promote the conservation of arts in Thai culture from the experts consisted of 4 components: 1) planning 2) organizing 3) leading and 4) controlling
3. The assessment of the recreation management model to promote the conservation of arts in Thai culture was found to be at a high level.

Keywords: Model of Recreation Management, Promoting Art, Thai Culture Conservation

Introduction

In order to improve the quality of life high income a developed country create happiness for Thai people social stability equal and fair and the country can compete in that economy, according to the 20-Year National Strategic Framework (2017-2036), an important guiding framework of the 20-year national strategy has been laid which can be classify into 6 areas, namely 1) create stability; 2) create competitiveness; 3) developing and empowering of people; 4) creating opportunities equality and social equality; 5) create growth on the quality of life that is environmentally friendly; and 6) Balancing and developing the government management system to achieve

the vision “The country is stable, prosperous, and sustainable. It is a developed country by developing according to the Sufficiency Economy Philosophy” This will lead to the development of Thai people to be happy and respond to the achievement of national interests (National Strategy Preparation Committee Secretariat of the Prime Minister, 2018)

Driving the 20-Year National Strategy (2017-2036) into action is therefore a development under the 12th National Economic and Social Development Plan, where the 20-Year National Strategy is the main master plan in developing Thailand to prosperous, and sustainable, which has set goals for the future of Thailand in the next 20 years along with issue strategic issues and main directions that will drive towards the long-term goals of the country that have been set the 12th National Development Plan is an important tool or mechanism in the transmission of the 20 year national strategy (2017-2036) into action to eventually drive towards achieving long-term goals. (Office of the National Economic and Social Development Board, 2016)

This research project is consistent with the National Recreation Development Plan Policy No. 3 (2017-2021), which is in the scope of human development recreation development of recreational infrastructure encourage people to participate in recreational activities to develop the environment natural resources and preserve of arts in Thai culture promote cognition. Appreciate the use of free time to benefit with recreation. Development of recreation resources, including personnel, recreational resources, places, recreational facilities, quality management system promoting the creation and development of a body of knowledge Developing recreational management to be efficient and up-to-date according to the current situation. (Ministry of Tourism and Sports, 2017)

The promote of the conservation of arts in Thai culture and traditions, there is still a lack of recreational management that will help promote this section. There is also an opportunity to develop a village or community in the form of a community for recreation management, especially local sports or local play activities This will lead to the preservation of local culture and traditions to persist. Recreational research projects that want to create a form of recreation management will be an opportunity to develop a village or community in a community-style recreation management to promote conservation Thai traditional arts and culture. This will enable people to choose appropriate recreational activities through the development of recreational infrastructure, including equipment, places, quality facilities and safety standards. Because the research project focuses on community studies, the knowledge gained will not only help develop people in the community. It also focuses on the development of recreation activities that help create recreation workers, build relationships with people in the community build strong unity between the community and the community network that can be linked to rural development as well the overall picture of the research project is therefore consistent with the National Recreation Development Plan No. 3 very well. When people organize recreation activities that are appropriate and beneficial to themselves and society, social problems will be reduced. People have good physical and mental health. As a result, society and the nation is strengthened and good developed.

Research Objective

1. Guidelines for creating a model of recreation management to promote the conservation of arts in Thai culture.
2. Create the model to promote the conservation of arts in Thai culture
3. The assessment of the recreation management model to promote the conservation of arts in Thai culture

Research Methodology

A model of recreation management by using research and development of 3 steps, details as follows:

Step 1: Guidelines for creating a model of recreation management to promote the conservation of arts in Thai culture.

1. Content scope

Guidelines for creating a recreation management from research papers, and interview

2. Data source

The population consisted of experts in creating a form of recreation management to promote the conservation of arts in Thai culture, classified into 3 groups: 1) community leadership group, 2) recreation group, and 3) cultural group, total 63 people.

The sample group included experts in creating a model of recreation management to promote the conservation of arts in Thai culture by choosing specific type of 18 people, namely: 1) community leadership group, 7 people, 2) recreational group, 5 people, and 3) cultural group, 6 people.

3. The variables studied

Guidelines for a model of recreation management to promote the conservation of arts in Thai culture

4. Data Collection Tools

Characteristics of the tools used a structured interview form. Guidelines for creating a recreation management model.

Tooling

1. Study of documents, concepts, theories and research related to guidelines for creating a recreation management model.
2. Define structured interview issues and questions. Guidelines for creating a recreation management model; 2.1) planning, 2.2) organizing, 2.3) leading, 2.4) controlling how are the operations
3. Interview to get guidelines for creating a recreation management model. consider checking content validity by 5 experts.
4. Interview to improve according to the recommendations of 5 experts, analyze the concordance index between the questions and the research objectives with the IOC value between 0.8 - 1.0

5. Data Collection

Content analysis creating a recreation management. The researcher used a formal interview method. The informants were: 1) community leaders, 2) recreation groups, and 3) provincial culture.

Step 2: Creating a recreation management model to promote the conservation of arts in Thai culture. It consists of 2 parts as follows.

Part 1 Draft a recreation management model Proceed as follows.

1.1 The researcher uses the data A study of guidelines for creating a recreation management mode. From step 1 to draft a recreation management model.

1.2 The researcher drafted a form of recreation management. It consists of four approaches: 1) planning, 2) organizing, 3) leading, and 4) controlling.

Part 2 Check the recreation management model. By organizing a Focus Group Discussion, experts and researchers proceed as follows:

1. Data source

Qualified persons with knowledge and experience of recreation management model. Obtained by choosing a specific (Purposive Selection) number of 9 people with the following qualifications: 1) community leader group 1 person, 2) recreational group 2 people, and 3) cultural group 6 people

2. The variables studied appropriateness of recreation management model.

3. Data Collection Tools

3.1 Characteristics of the tools as follows: 1) questionnaire, 2) draft a model of recreation management, and 3) group discussion issues an assessment form for the form of recreation.

3.2 The process of creating a tool is as follows: 1) synthesize guidelines for creating a model of recreation management, 2) determine the scope of questionnaire construction to be consistent with the research objectives, and create a questionnaire to cover the research body and objectives.

4. Data collection

4.1 The researcher making a letter to experts inviting them to join the group discussion.

4.2 The researcher sends a letter with the experts, attaching 1) a research outline 2) a draft of the model of recreation management, and 3) issues in the group discussion.

4.3 The researcher coordinated the experts.

4.4 Conduct group discussion.

5. Data analysis

The researcher analyzed the data by analyzing the content, group chat of qualified persons to consider the consensus and improve the form of recreation management.

Step 3: Assess the feasibility of a model community of recreation management to promote the conservation of arts in Thai culture.

1. Data source

Experts include tourism and provincial sports, Provincial culture provincial chamber of commerce provincial development social development and human security in the province academics in higher education institutions.

2. The variables studied

The Possibility of recreation management model.

3. Data Collection Tools

3.1 The characteristics of the tools consisted of a 5-level questionnaire to assess the feasibility of a recreation management, divided into 3 parts as follows:

Part 1 The information about the general status of the respondents, including to 3 items. The nature of the questionnaire was a multiple choice (Check list)

Part 2 The possibility of a recreation management model to promote the conservation of arts in Thai culture, 29 items. The nature of the questionnaire was a multiple choice (Check list)

3.2 Create Research Instrument

1) The researcher brought the details. According to the resolution after the group discussion that concluded a model of recreation management and then to set it up as a question.

2) The researcher created a questionnaire to assess the feasibility of a recreation management model. It is a 5-level (5 = the most, 4 = a lot, 3 = moderate, 2 = little, 1 = minimal) estimation and recommendations. It is an open-ended questionnaire.

3) The researcher examines the possibility. To assess the feasibility of a recreation management model to consider the feasibility and use of language

4) Determine the scope for creating the questionnaire to be consistent with the research objectives and create a questionnaire to cover the research.

5) Take a questionnaire, a model of recreation management. Consider checking the quality of content validity (Content Validity) by 5 experts.

6) The results of the experts' consideration were to find the IOC values and analyze the IOC: Index of Item Objective Congruence between the question and research objectives. The value is between 0.6-1.0.

7) The questionnaire was tested (Try Out) with 30 non-sample community leaders Sukhothai. The experimental tool was used to calculate the confidence value (Reliability) by using Cronbach's Alpha Coefficient calculation method (Inlai, 1999, p. 277). It appears that the confidence value is 0.92.

8) Improve publish a complete questionnaire to be used for further data collection

4. Data collection

4.1 The researcher send to the informant group along with a feasibility assessment form of a recreation management model for permission to store information

4.2 The researcher sent 63 letters to the target informant group and received the questionnaire back 100 percent.

5. Data analysis

5.1 The status of the respondents the statistics used in the data analysis were percentage.

5.2 The researcher used the data of the feasibility assessment Data were analyzed using a ready-made computer program. the statistics used to analyze the data were mean (\bar{x}) and standard deviation (SD)

Result

A recreation management model to promote the conservation of arts in Thai culture.

Planning: 1) Plan a recreation management model to promote, 2) Plan to develop the ability of people, 3) Make a public relations plan for a recreation management model, 4) Make a budget plan for recreation management, 5) Plan marketing and trade opportunities, 6) Plan the development of the system in the form of recreation management, 7) Plan the use of materials, equipment, resources, facilities, 8) Plan for the evaluation of recreation management models, and 9) The private sector is involved in planning the management model.

Organizing: 1) There is a community leader structure, 2) Leaders have knowledge and abilities, 3) Personnel/ training seminars are prepared, 4) follow a participatory management plan, 5) Tax deduction for community, 6) Establish a fund and increase profits, and 7) Organizational operations are managed.

Leading: 1) There is a management of operational facilities, 2) There are many forms of communication and use of public relations media, 3) There is a meeting to discuss together, everyone is involved, 4) Solving problems together, 5) There is a format for organizing recreational activities, 6) There are marketing principles for trade opportunities to upgrade community products in the new normal era to be used to earn business income, and 7) There is publicity through various media.

Controlling: 1) There is a comprehensive monitoring system, monitoring and evaluating performance, 2) The effect of the change is applied for improvement and development, 3) There is a recreation management model, 4) There is a manual on the form of recreation management, 5) Appropriate restriction guidelines are in place, and 6) Recreational leaders are certified by the Association of Recreation Professionals used to improve and develop

Table 1 The level of opinion towards the feasibility of a recreation management model to promote the conservation of art in Thai culture

Model of recreation management for promoting arts in Thai culture conservation	Qualified (N=63)		
	\bar{x}	SD	Comment level
1. Planning	4.02	0.74	High
2. Organizing	4.04	0.69	High
3. Leading	4.10	0.68	High
4. Controlling	3.94	0.83	High
Total	4.03	0.74	High

Table 1 Opinion level to assess the feasibility of a recreation management model. There was an overall opinion (\bar{x} = 4.03, SD = 0.74) The most likely opinion, average with the highest probability of action (\bar{x} = 4.10, SD = 0.68) were at a high level.

Table 2 Levels of opinion towards the possibility of a recreation management model to promote the conservation of art in Thai culture planning

Model of recreation management for promoting arts in Thai culture conservation	Qualified (N=63)		
	\bar{x}	SD	Comment level
Planning			
1.The community has a recreation management plan. to promote the conservation of arts in Thai culture in a concrete way	4.06	0.72	High
2. The community has a plan to develop people's abilities. Encourage executives and community leaders to use the recreation management model.	4.11	0.60	High
3.The community has a public relations plan. by using online social media in the form of recreation management	4.14	0.74	High
4.The community has budget planning. project is written and tourism reform in the form of recreation management.	4.00	0.80	High
5. The community has a marketing plan. Trade opportunities to upgrade community products in the new normal era in the form of recreation management	3.97	0.78	High
6. The community is systematically planned. to develop a recreation management model	3.98	0.75	High
7. The community has planning for the use of materials. Resources and facilities in the form of recreation management.	4.05	0.58	High
8.The community has an evaluation plan. Recreation management model	4.00	0.82	High
9. The private sector participation in planning a recreation management model.	3.92	0.83	High
Total	4.02	0.74	High

Table 2 opinion levels towards the possibility of a recreation management model planning There was an overall opinion (\bar{x} = 4.02, SD = 0.74.) The most likely opinion, average with the highest probability was that the community had a public relations plan. by using online social media in the form of recreation management and traditions (\bar{x} = 4.14, SD = 0.74) was at a high level.

Table 3 Opinion levels towards the possibility of a recreation management model to promote the conservation of arts in Thai culture organizing

Model of recreation management for promoting arts in Thai culture conservation	Qualified (N=63)		
	\bar{x}	SD	Comment level
Organizing			
1. The community has a community leadership structure and community management committees. A policy was planned. have a marketing plan Responsibilities are divided into all areas according to knowledge, skills, and expertise.	4.02	0.58	High
2. The community has community leaders who have the knowledge, ability and potential to develop an effective model and recreation management.	4.08	0.60	High
3. The community has prepared personnel for lecturers in training seminars. study Take short courses and follow community consensus on working together in the community.	4.06	0.74	High
4. Communities must follow community plans and manage with participatory management, such as personnel planning. Budget allocation, materials, equipment and facilities	4.02	0.67	High
5. The government offers tax breaks for corporate entities. or people who come to support the budget for the community in recreational management.	3.84	0.97	High
6. The community has established a village and community fund. by asking for adequate budget support from the government for management and profitable operations	4.14	0.69	High
7. The community has to deal with the operations of the organization. Community leaders and community personnel with knowledge and experience in the development of the model.	4.10	0.59	High
Total	4.04	0.69	High

Table 3 opinion levels towards the possibility of a recreation management model, organizing There were overall opinions (\bar{x} = 4.04, SD = 0.69) The most likely opinion, average with the highest probability, the community had established a village and community fund. by asking for adequate budget support from the government for management and profitable operations (\bar{x} = 4.14, SD =0.69) was at a high level.

Table 4 Opinion levels towards the possibility of a recreation management model to promote the conservation of arts in Thai culture Leading

Model of recreation management for promoting arts in Thai culture conservation	Qualified (N=63)		
	\bar{x}	SD	Comment level
Leading			
1. Community Leader or Community Board Community operations facilities are managed.	4.03	0.59	High
2. Community Leader or Community Board There are many communication and use of public relations media. Forms through community members, agencies or organizations related	4.16	0.63	High
3. Community leaders or community committees hold meetings to get everyone involved in coordination. and can operate	4.17	0.66	High
4. Community Leader or Community Board can solve problems that occur within the community	4.21	0.65	High
5. Community Leader or Community Board There is a model of recreation management.	4.02	0.75	High
6. Community Leader or Community Board Apply marketing principles of trade opportunities for upgrading community products in the new normal era to use in earning business income in recreation management.	3.98	0.79	High
7. Community and Community Board Recreation management is publicized. through various media such as print media Radio, TV, Internet, Website, Line, Facebook, Magazines, Broadcasting and Billboards.	4.16	0.68	High
Total	4.10	0.68	High

Table 4 opinion levels towards the possibility of a form of recreational activities leading There is an overall opinion ($\bar{x} = 4.10$, $SD = 0.68$) The most likely opinion, average with the highest probability community Leader or community Board. Able to resolve problems occurring within the community ($\bar{x} = 4.21$, $SD = 0.65$) was at a high level.

Table 5 Levels of opinion towards the possibility of a form of recreation management to promote the conservation of Thai arts and culture controlling

Model of recreation management for promoting arts in Thai culture conservation	Qualified (N=63)		
	\bar{x}	SD	Comment level
Controlling			
1. Community and Community Board There is a comprehensive monitoring system, monitoring and evaluating the community's performance, and the community committee can be transparently audited by internal and external assessments.	3.92	0.85	High
2. Community and Community Board The results of the changes were applied to improve and develop recreational activities to promote the conservation of arts in Thai culture.	4.02	0.87	High
3. Community and Community Board There is a recreation management model that is appropriate and consistent with community standards.	3.95	0.79	High
4. Community and Community Board There is a manual on recreation management model.	3.84	0.90	High
5. Community and Community Board There are appropriate regulatory guidelines for community committees and community members.	4.03	0.74	High
6. Community and Community Board There is a recreation leader who has been standardized by the Recreation Professional Association of Thailand.	3.86	0.84	High
Total	3.94	0.83	High

Table 5 opinion levels towards the possibility of a form of recreational activities controlling side There is an overall opinion ($\bar{x} = 3.94$, $SD = 0.83$). The most likely opinion, average with the highest probability community and community board. There are appropriate regulatory guidelines for community committees and community members ($\bar{x} = 4.03$, $SD = 0.74$) was at a high level.

Summary and Discussion

1. A model of recreation management to promote the conservation of arts in Thai culture provides four aspects of Thai traditions: 1) planning, 2) organizing, 3) leading, and 4) controlling.

2. Create and inspect a recreation management model to promote the conservation of arts in Thai culture in 4 aspects.

2.1 Planning; 1) plan a recreation management model to promote, 2) plan to develop the ability of people, 3) make a public relations plan for a recreation management model, 4) make a budget plan for recreation management, 5) plan marketing and trade opportunities, 6) plan the development of the system in the form of recreation management, 7) plan the use of materials, equipment, resources, facilities, 8) plan for the evaluation of recreation management models, and 9) the private sector is involved in planning the management model.

2.2 Organizing; 1) there is a community leader structure, 2) leaders have knowledge and abilities, 3) personnel/ training seminars are prepared, 4) follow a participatory management plan, 5) tax deduction for community, 6) establish a fund and increase profits, and 7) organizational operations are managed.

2.3 Leading; 1) there is a management of operational facilities, 2) there are many forms of communication and use of public relations media, 3) there is a meeting to discuss together, everyone is involved. 4) solving problems together, 5) there is a format for organizing recreational activities, 6) there are marketing principles for trade opportunities to upgrade community products in the new normal era to be used to earn business income, and 7) there is publicity through various media.

2.4 Controlling; 1) there is a comprehensive monitoring system, monitoring and evaluating performance, 2) the effect of the change is applied for improvement and development, 3) there is a recreation management model, and 4) there is a manual on the form of recreation management.

3. Assessing the feasibility of a recreation management model, it was found that there was a probability level of opinion of the respondents to assess the level of opinion towards the possibility of the model. Recreation management model to promote the conservation of arts in Thai culture Overall opinion ($\bar{x} = 4.14$, $SD = 0.85$) with a high level of opinion.

3.1 Opinions on the possibility of a recreation management model to promote the conservation of Thai arts and culture planning with the highest level of opinion, i.e. the community has a public relations plan by using online social media in the form of recreation management and traditions ($\bar{x} = 4.14$, $SD = 0.74$), there was a high level of opinion which is consistent with Piyawanichphong (2011) conducted research on Environmental Tourism Public Relations Strategies, Pai District, Mae Hong Son Province. The objective of research is to study strategies for using public relations media to restore ecotourism, Pai District, Mae Hong Son Province. The sample consisted of 400 Thai tourists traveling to Pai District, Mae Hong Son Province. The research instrument was a questionnaire created by the researcher and inspected the tools by using the results obtained for statistical analysis and interviews with experts. Research results from the analysis of tourists' opinions towards public relations for ecotourism in Pai District. Tourists have a high level of opinion about promoting ecotourism. To summarize the public relations strategy for the restoration of ecotourism, Pai District, Mae Hong Son Province, according to the principles of eco-tourism, 7 items are as follows: 1) use public relations strategies using various types of media such as mass media, print media, personal media and website media, 2) use public relations strategies through personal media such as guides, 3) use public relations strategies through specific media such as signs or symbols and public relations strategies through the mass media or organizing activities, 4) use a special event strategy or tourism promotion projects, 5) use online public relations strategies and award prizes to establishments, and 6) use public relations strategies through television, community radio, and community-related activities.

3.2 Level of opinion towards the possibility of a recreation management model to promote the conservation of arts in Thai culture in organizing community organizations the highest level of opinion was that the community had set up a village and community fund. by asking for adequate budget support from the government for management and profitable operations and traditions ($\bar{x} = 4.14$, $SD = 0.69$), the opinions were at a high level. This corresponds to Noiwan et al. (2012) conducted a research on a study of the management approach

of the Community Learning Center, Sam Khok District, Pathum Thani Province. In terms of personnel, budget, materials, equipment, buildings, places, and management, it was found that the sample group had opinions about the approach to organizing a community learning center was divided by 4 aspects: personnel, budget, materials and equipment and the management aspect is at a high level in terms of personnel, there should be staff with local knowledge to develop personnel regularly. Budget should be appropriately allocated by the state and community. in terms of materials and equipment should be sufficient to meet the needs Management It should be in the form of a committee chosen by the community and structured in a systematic way to manage recreation that promotes arts and culture.

3.3 The level of opinion towards the possibility of the form of recreational activities to promote the conservation of Thai arts and culture implementation aspect the highest level of opinion is community leaders or community committees. Able to resolve problems occurring within the community ($\bar{x} = 4.21$, $SD = 0.65$). The opinions were at a high level. This corresponds to Sawangsuk (2009). Guidelines for organizing activities in child development centers of local administrative organizations in the metropolitan area was found that parents had opinions about the activities promoting child development in the child development center of the local administrative organization. divided into time aspect of recreational activities in terms of place for recreational activities in terms of equipment for organizing recreational activities Leaders in organizing recreational activities Participants in recreational activities and safety in all aspects of recreational activities at a high level and there are results of analysis of problems and obstacles that users receive from using the service at the stadium, Phitsanulok Province The problems and obstacles that the service users received were at a moderate level. The most problematic thing is that the stadium is still outdated. not developed Moreover, there are no teachers or knowledgeable people to advise on how to play properly and there is also a lack of sports equipment for serving the people and the community.

3.4 Level of opinion on the possibility of the model of recreational activities to promote the conservation of Thai arts and culture control side the highest level of opinions were community and community committees. There were appropriate guidelines for community committees and community members ($\bar{x} = 4.03$, $SD = 0.83$). The opinion level was at a high level. This corresponds to Thiamphet et al. (2014). Assessing the management potential of community enterprises in San Sai Ton Kok area, Fa Ham Subdistrict, Mueang District, Chiang Mai Province, found that the management assessment of the group 1. Sleeping Jai Kaew Kwang Handicraft Group Management assessment results by comparing before and after the project implementation, it was found that the planning aspect Operation side inspection side in terms of improvements, it was found that the group's potential was at a good level. Operation side found to be at a moderate level in terms of inspection, it was found that it was at a good level. In terms of improvements, it was found that before the project implementation was at a moderate level. The latter part of the project is at a good level. As for the marketing evaluation results, it was found that the overall potential was at a moderate level. As for the production evaluation results, it was found that the overall potential before project implementation was at a moderate level and after the project implementation was at a good level.

Suggestions

1. Suggestions for applying the research results

1.1 The community should adopt a form of recreation management to promote the conservation of arts in Thai culture for the benefit and efficiency of management.

1.2 The community should implement the model of recreation management to promote the conservation of arts in Thai culture.

2. Suggestions for future research

2.1 Should study the form of recreation management to promote the conservation of arts in Thai culture in other regions

2.2 Should study the factors of budget support from the public and private sectors that influence the form of recreation management in order to promote the conservation of arts in Thai culture.

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