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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE

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ABSTRACT

A purpose of this study was to survey sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai People. The sample consisted of 30,800 people who aged 11 years and over, selected by using the Multi-Stage Sampling technique, from 77 provinces of Thailand. Data of 400 people from each province were collected during August – September 2016. The statistics used in data analysis were percentage, mean, and standard deviation. The relationship of variables was evaluated by using the Pearson correlation coefficient.

The results showed that during the one month prior to interview, the percentage of population doing sports or exercise was 54.9. Most of the population were male (57.8%), living in the municipality (percentage 58.3), living in Bangkok (74.5 percent), aged 11-14 years (63.9 %), single status (61.6%), a career civil servant/employee pensions (65.5%). Most of the population practiced sport (20.1 percent), sports or exercise at a time over 30 minutes (39.9 %), 3-10 days per month (43.2 %), during the day (41.1 %), continued to practiced sports or exercise 1-3 months (35.0 %), practiced sports and exercise in house area (27.6 percent). The reason to practiced sports or exercise was to keep the body healthy (57.5 %), most of the population had ever got a medical examination or a doctor visit once a year (54.3 %), good health status (85.8 %) and never admitted in the hospital (70.4 %). Factors related to sports or exercise behaviors of Thai People were include gender, occupation, marital status, age and health status ($p < 0.05$). The results of this study will lead to the plan to promote sports and exercise of Thailand in further.

Keywords: sports behaviors, exercise behaviors, Factors related to sports or exercise behaviors

INTRODUCTION

Exercise or sports are important to the health of the local population and contributes to the complete physical and mental well-being. The development of human resources in promoting physical activity or sports is important. If people in the country see the importance of exercise or sports and changing behaviors to exercise or sports regularly, it will result in healthy and strong people. This is an important force in the country's development (Ministry of Tourism and Sports, 2011). Good exercise or sport behaviors contribute to health promotion and disease prevention. Each exercise or sport has different forms, processes, and criteria. The study found that most people lack of exercise due to lack of time, inappropriate physical condition or no place to exercise. The fact that people do not exercise will adversely affect their health (De Bruijn GJ, 2011). Although the government has a policy to promote health through exercise, Thais are not exercising or exercising on a very small scale. As seen by the exercise behavior survey, the population aged 11 years and

over, 2004 and 2007, slightly increased from 29.1 to 29.6 percent, respectively, but decreased in 2011, 26.1 percent (National Statistical Office, 2011).

In 2011, people aged 11 years and over mostly have the duration of exercise approximately 21-30 minutes and 31-60 minutes (34.6% and 36.6% respectively). People who have the duration of exercise for more than 60 minutes were at least 8.3%. Interestingly in 2007 population aged 11 years and over who have the duration of exercise for more than 60 minutes, were more than 14.2%. This may be due to the time that they actively promote exercise. In the study of 16.3 million by the four age groups, it was found that children (11-14 years) were 18.4 percent, youth (15-24 years) were 29.3 percent, working ages (25-59 years) were 40.3 percent and older persons (60 years and over) were 12.0 percent.

It is evident that people in working age in Thai society have low exercise behavior, especially the working-age people in Bangkok. This may be due to a number of factors, such as traffic problems in the city, the lack of exercise place, stress from work, and inappropriate environment. From the importance and the problems discussed, researchers were interested in the study of sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai people. It was intended that it could be used as a guideline to promote appropriate exercise or sports behaviors. As well as this would provide information to interest parties. It also would be useful to the plan for the promotion of public health by exercising or playing sports.

THE OBJECTIVE OF STUDY

The purpose of the study was to survey sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai People.

METHODOLOGY

This survey research was to study the factors related to exercise behaviors of 65,931,550 Thai people in 2016. Thai people aged 11 years and older sampled using multi-stage sampling from 77 provinces, 400 people in each province, totaling 30,800 people, collected from August to September 2019. Data were collected by using questionnaires, including Part 1: Personal Information, Part 2: Exercise / Sporting Behavior and, Part III Health Status. Data were analyzed by using descriptive statistics including frequency, percentage, mean, and standard deviation to describe personal factors, exercise and sport behaviors, and health status. The relationship of variables was analyzed by using Pearson's correlation coefficient.

RESULTS

1. For personal information, It was found that from the 11-year-old and older population of 30,800 households, there were 16,920 persons did exercise or play sport. Men had higher exercise or sports participation rate than women (29.65% and 25.26%, respectively). There was a higher exercise or sports activity rate inside the municipality than outside the municipality (29.05% and 25.89%, respectively). There was the highest rate of exercise at 25.13% in Bangkok (Table 1). The majority were adults (25-59 years) and the lowest were the elderly (60 years and over), 6.26%. The single persons (59.75%) had the highest rate of exercise or sports. The students (44.74%) had the highest rate of exercise or sports (Table 2).

Table 1

The rate of exercise or sport of the population aged 11 years and over by sex, area, and region in 2016

Sex, area, and region	The rate of exercise or sport of the population
Total	27.46
Male	29.65
Female	25.26
Area	
Inside the municipality	29.05
Outside the municipality	25.89
Region	
Bangkok	25.13
Central (exclude Bangkok)	16.53
North	20.31
North East	19.87
South	18.15

Table 2

The rate of exercise or sport of the population aged 11 years and over by sex, area, and region in 2016

Age, status and occupation	The rate of exercise or sport of the population
Age	
11-14 years	18.09
15-24 years	35.97
25-59 years	39.69
60 years and over	6.26
Status	
Single	59.75
Merit	35.34
Widow	4.91
Occupation	
Student	44.74
Government officials / pensioners	5.23
Contractors	13.21
Employee (Production Dept.)	4.01
No occupation	3.85
Government officials / employees	9.50
Business Owner / Business	8.63
Farmer / Farmer (fishing / animal husbandry)	6.16
Employee Office	4.07
Others	0.60

2. For behavior in exercising or playing sports during the 1 month before the interview, most people liked to play sport (20.13%), followed by walking (16.39%), swimming (15.12%) and exercising or aerobics (14.74%). For the duration of exercising or playing sports, most of them did more than 30 minutes (39.91%) followed by 21 - 30 minutes (28.69%), and 10 - 20 minutes (24.18%). Most of them did exercise or play sports in

the range of 3 to 10 days per month. The continuation of exercise or sports activities was mostly 1-3 months (34.98%). The time spent in exercising or playing sports was highest during the day, at 41.07%, followed by evening, morning and leisure time at 35.47, 13.18, 7.43 and 2.85 respectively. The place to exercise or play sports was highest in the home (27.65%) followed by parks / health, private playground / private fitness center/ playground, and the area within the academy, accounted for 23.04%, 12.30%, and 11.13%, respectively. Most of them (57.54%) needed physical strength, followed by relax, weight loss and persuading friends (13.01%, 9.57% and 8.87%, respectively). As many as 54.33% of the respondents did not do checkup or visit a doctor in the past year. For the health condition, most of them were healthy (85.76%). For the medical treatment, in case of illness, it was found that 70.20% of them were not hospitalized.

3. For analysis of factors relating to sporting or exercise behavior of Thais, It was found that factors relating to sporting or exercise behavior of Thai people were sex, occupation, status, age and health status ($p < 0.05$).

DISCUSSION

The study was divided into 2 parts: 1) personal information, behavior in exercise or sports, and the health status of the persons playing sport or exercise, and 2) the analysis of the relationship of factors related to sports or exercise behavior of the Thai people. It found the following key points:

1. The population who played sport or exercised increase more than doubled from 26.1 percent in 2011 to 57.8 percent in 2016. This may be due to the time taken to collect the questionnaire was during the 2016 FIFA World Cup. This was accordant with the data that the sport that people wants to play is football. People living in the metropolitan area and Bangkok had a exercise rate of over 50 percent. This may be due to easy access to exercise facilities. There are private fitness facilities such as fitness, football fields and various commercial centers. Those who exercise or play sports were mostly infancy and under 24 years of age. This may be due to a free time from studying. It is noteworthy that exercise behavior is better. Most of the participants spent more than 30 minutes playing sports or exercising (39.9%), playing sports or exercising for 3-10 days per month (43.2%).

2. Most people exercise or play sports with the main reason that they need to be physically strong (57.5%), which is consistent with the study of health status, exercise or sports, found that most of them did not do checkup or see the doctor in the past year (54.3%), healthy (85.8%) and never hospitalized (70.4%). However, the relevant agencies should encourage more and more regular exercise, which can be achieved by extending or arranging space for exercise or sports close to the community. Within the village park area, they should add more sport machines or types of sports than ever before to accommodate the various ages, especially the elderly. This is accordant with the study of Kaewmak N. (2005) and Pender (1996) that lack of institutional support in place and equipment, people will not have access to sport facilities, and have to pay. As a result, the demand for exercise services face problems and obstacles.

3. Factors relating to sporting or exercise behavior of Thai people were sex, occupation, status, age and health status ($p < 0.05$). This means that in promoting physical activity or sports, planning are required to plan activities, taking into account the regions where people live, sex, occupation, status, age and health status. For example, activities such as physical activity or sports do not again the religious norms. Event alignment with terrain. Utilization of geographic features and climate support are helpful for spot events, such as water sports in the south or walking or running in the north. In addition, the news to stimulate more exercise or sport. It was seen from the information gathered during the World Cup. There were a lot of media relations and sport news. It results in more exercise or sports as well. This is accordant with the study of Kaewta, R. (2008) that getting information about health is associated with exercise behavior. So people who are involved should import exercise or sports information through more public media.

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