

Muay Thai and it's Transition to International Level

Mohamed Darma Khairiree

*International College,
Suan Sunandha Rajabhat University
Bangkok, Thailand.
darma.khairiree@gmail.com*

ABSTRACT

This research is a survey research. The purpose of research is to analyze how the traditional combat technique transition into an international world class combat technique, competition and its transition into Mix Martial Arts. In general many people do not understand that foreigner come to Thailand and learn Muay Thai is to enhanced their ability of Mix Martial Arts and not only learn traditional Muay Thai or the cultural and traditional belief of it. Academic and theoretical research Social Science, most sample data will be collected true reports and conferences paper. Both Quantitative and Qualitative methods will be used to analyze the data collected. Further studies about this combat sport will be studied and improve Muay Thai for international audiences. By using MMA as an international platform to put Muay Thai into a mainstream fighting style. Based on the research findings, in order to Muay Thai to international level, they should anticipate benefit such as journal publication, patent and sections using the research result to improve and modernize the traditional combat sport of Muay Thai. It is also to show that Muay Thai is not only for combat but also for sport and a way of life. Winning fight is also an indicator that MMA fighter that use Muay Thai have more advantages to winning tournament.

Keywords: Muay Thai, Kick Boxing, Mix Martial Arts, Combat Sport, Fitness, ASEAN, Culture, Tradition, History, marketing mix, SWOT analysis, and SWOT analysis matrix strategies.

INTRODUCTION

This research is a survey research. The purpose of research is to analyze how the traditional combat technique transition into an international world class combat technique, competition and its transition into Mix Martial Arts. In addition, this survey aims to study the strength of Muay Thai and Mix Martial Arts, to describe the transition of Muay Thai to international level, and to identify international community perception of Muay Thai. In general many people do not understand that foreigner come to Thailand and learn Muay Thai is to enhanced their ability of Mix Martial Arts and not learn traditional Muay Thai or the cultural and traditional belief of it. Most sample data will be collected true reports and conferences paper. Further studies about this combat sport will be studied and improve Muay Thai for international audiences and using MMA as an international platform to put Muay Thai into a mainstream fighting style. The roles of International College, Suan Sunandha Rajabhat University are to serve community in academic knowledge base on the research study and real. The researcher' duty is to provide students with the direct experiences.

RESEARCH METHODOLOGY

This research was a survey research and conducted in Thailand. The population were people who were involved in Muay Thai and Mix Martial Arts (MMA). The research study was conducted during January until June 2017. The researcher employed the quantitative and qualitative method in this study. Since we do not know the size of population who possess knowledge on Muay Thai and MMA the researcher employed the Taro Yamane' table of finding sample size to determine the sample size. The sample size in this study will be 100 participations with 5% error. The stratify simple random sampling will be employed in this study. The sample in this study will be Thai people and foreigners who are in Bangkok and Phuket, Thailand.

Research Questions

Research Question 1. What are the international community perception of Muay Thai?

Research Question 2. What are the factors effects the transition of Muay Thai to international level?

Research Instruments were questionnaire and open-ended questions for structure interview. The questionnaire will be constructed by the researcher in order to answer the research questions. The questionnaire on the International community perception of Muay Thai consists of 30 questions. The structured interview questions and open-ended questions were constructed by the researcher in order to answer the research questions.

Data Collection

The researcher shall administer the questionnaire through mail and interview the sample by face-to-face or by telephone. The observation fields study and white papers. Research will be conduct mainly in Bangkok, Thailand; Phuket and it will be done true:

- Mix Martial Arts observation
- Muay Thai Tournament
- Online resources
- Personnel interview
- Academic Journal,
- Case Study, and
- Video tape record

Data analysis

The descriptive statistics will be employed to analyze the data. The statistics to be used are percentages, mean, and standard deviation. The data from structured interview will be analyzed using qualitative method. The SWOT analysis are strength, weakness, opportunity and threat are marketing mix will be used in the data analysis. The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyzed data.

FINDINGS

Research findings

The data from structured interview were analyzed using qualitative method. The SWOT analysis are strength, weakness, opportunity and threat are marketing mix will be used in the data analysis. The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyzed data. The research finding are as follows.

Table 1: SWOT Analysis of Muay Thai

	Muay Thai
Strengths	Popular, Cheap to learn and practices, cultural tradition of Thailand, good for health, teach discipline,
Weakness	Ability of instructor to teach in English, no text or manual in English
Opportunities	Growth of popularity of Muay Thai could make a big market for sport product and also new movies about the art of Muay Thai.
Threats	Due to its popularity uncertified teachers and fake Muay Thai gym tarnish the good name of the traditional art of Muay Thai.

Table 2 Marketing Mix Matrix Strategies and SWOT Analysis of Muay Thai Transition to International level

	Strength	Weakness	Opportunities	Threats
Product	<ol style="list-style-type: none"> 1. Muay Thai is a combat sport of Thailand that uses stand-up striking along with various clinching techniques. 2. Muay Thai used just only body without any weapon. 3. Muay Thai is referred to as the “Art of eight limbs” because it make use of punches, kicks, elbow and knee strikes. 4. Muay Thai allows strikes to all three body regions, namely head, body and legs. 5. Muay Thai style is unique identity and cannot copy. 	<ol style="list-style-type: none"> 1.English Literacy: The limitation of using English communication. 2. Many Thai trainers cannot communicate and cannot teach the foreigners using English language. 3. The resistances from older generation of Muay Thai practitioner that don’t want foreigner to learn the traditional art such as “Mae Mai Muay Thai”. They believed that Muay Thai is a culture heritage. 4. Muay Thai kick boxers sometime had injury occurred during the fight. 	<ol style="list-style-type: none"> 1. By using MMA as an international platform to put Muay Thai into a mainstream fighting style. 2.Muay Thai style is unique identity and cannot copy. 3.Using Thai kick boxers such as Somrak Kumsing, Tony Jaa to promote Muay Thai. They are very famous and well-known Thai boxers in International market. 	<ol style="list-style-type: none"> 1.The main constrains are language barrier. 2. Old Thai people believe that Muay Thai traditional should not teach foreigner and traditional art.
Price	<ol style="list-style-type: none"> 1. The cost of setting Muay Thai Classes are not expensive because Muay Thai used just only body without any weapon. 2. Muay Thai is referred to as the “Art of eight limbs” because it make use of punches, kicks, elbow and knee strikes. 	<ol style="list-style-type: none"> 1.The cost of promotion Muay Thai to internationally is very expensive. 2. Thai government did not help in supporting Muay Thai to marketing abroad. 	<ol style="list-style-type: none"> 1. Thai Government and University can provide budget to Muay Thai Schools. 2. Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. 	<ol style="list-style-type: none"> 1.Thai producers could not risk investing a large amount of money for supporting Muay Thai film and marketing abroad. 2. The are many foreigners set up Thai Fights and boxing schools 3.There are kick boxings techniques in many countries.
Promotion	<ol style="list-style-type: none"> 1.Using Thai kick boxers such as Somrak Kumsing, Tony Jaa to promote Muay Thai. They are very famous and well-known Thai 	<ol style="list-style-type: none"> The cost of promotion Muay Thai to internationally is very expensive. 2.Thai government did not help in supporting Muay 	<ol style="list-style-type: none"> 1.Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. 	<ol style="list-style-type: none"> There are kick boxings techniques in many countries.

	boxers in International market. 2. Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. 3. All Thai citizen have to support Muay Thai.	Thai to go abroad.	2. All Thai citizen have to support Muay Thai.	
--	--	--------------------	--	--

Based on the data analysis from Table 1 SWOT analysis and Table 2 Marketing Mix Matrix Strategies and SWOT Analysis of Muay Thai Transition to International level strategies the researcher found that Muay Thai products are unique, but the weakness were English Literacy and the limitation of using English communication of Many Thai trainers. Many of the trainers cannot communicate and cannot teach the foreigners using English language. The prices to go international were expensive. This condition made the owners of Muay Thai schools have no proper place to sell the products, and not enough budget to promotion. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

CONCLUSIONS

Muay Thai will change your life from your physical conditioning, to your health and wellness, and even your confidence and concentration, martial arts has many benefits to the human mind, body, and spirit. Muay Thai can specifically impact and change who you are — from your physical appearance, down to your mental aptitude. For those looking to get in shape and build muscle, Muay Thai training is a great place to start. Muay Thai will provide you with enough cardio to really maximize your energy expenditure. It is one of the toughest workouts you will ever experience, but you'll emerge much stronger and fitter because of it. Another benefit of training in Muay Thai is that you will develop heightened awareness and sharper focus.

As it teaches you how to defend yourself, Muay Thai toughens you from the inside and helps boost your immune system, as workouts tend to do. Not only does it make your muscles strong, but it also gives you endurance and brings you to your peak physical condition. Of course, when the body is strong and fluid, the mind is also enhanced.

Practicing your techniques while making sure they are properly executed is a tremendous mental exercise as much as it is physical. There is a science to Muay Thai, as you will quickly learn in your first few training sessions. You'll be hooked on learning more as you go along.

Thus by training in Muay Thai, your mental psyche is greatly improved, empowering you with supreme self-confidence, tenacious discipline, and absolute focus — all of which combined put you into your optimum mental and spiritual state.

Not only will Muay Thai enhance your physical well-being and relieve stress, but it will also improve your social life. Meet new friends and build lasting relationships with your gym mates. Have loads of fun in each session, learning and experiencing new techniques. One of the added benefits of training in Muay Thai is that it will definitely have you looking your absolute best. After just a few weeks of training, you will start to notice major changes in your physical appearance. You will be a lot leaner and trimmer, and if you practice Muay Thai long enough, you will inevitably be blessed with a beautifully sculpted figure.

Based on the research findings, in order to Muay Thai to international level, they should:

- Anticipated benefit such as journal publication, patent and sections using the research result to improve and modernize the traditional combat sport of Muay Thai. It is also to show that Muay Thai is not only for combat but also for sport and a way of life. Winning fight is also an indicator that MMA fighter that use Muay Thai have more advantages to winning tournament.
- Show the strength of Muay Thai and integrate it into MMA
- Help Muay Thai reach much wider audiences and modernize the traditional combat sport.
- Publish about Muay Thai and MMA in an academic Journal with SCOPAS rating.
- Plan of building a new generation of researchers who have already gotten the experience from conducting the research program
- Have knowledge for the productions (output) and indicators to:
 - Bring knowledge of other Muay Thai to international setting and also to enhanced knowledge of Muay Thai
 - Improve MMA and Muay Thai fighter fitness level.
 - Improve international community perception of Muay Thai
 - Help Thailand to achieve fame true Muay Thai.

REFERENCES

- ASEAN 2013, ASEAN Integration 2015, [www. ASEAN.org.com/integration](http://www.ASEAN.org.com/integration)
- Belmar, Peter (2006), *Thai Kickboxing for Beginners*, New York, NY: Lulu Press.
- Boykin, Chad (2002), *Muay Thai Kickboxing - The Ultimate Guide to Conditioning, Training and Fighting*, Boulder, CO: Paladin Pres
- Evolve, MMA. (2018). EVOLVE: Muay Thai is the Most Effective Striking Martial Art on the Planet. Retrieve date March 20, 2018. From <http://www.bjpenn.com/tutorials/muay-thai/evolve-muay-thai-is-the-most-effective-striking-martial-art-on-the-planet/>
- Humphrey, A. (2018). albert humphrey's tam@ model (team action management). From <http://www.businessballs.com/alberthumphreytam.htm> [Accessed: January 12, 2018].
- IFMA, (2017). Muay Thai in the World Games 2017. Retrieve date 23 December 2017. From www.ifmamuythai.org/muaythai-in-the-world-games-2017
- John Bessant & Keith Pavitt 2001, *Managing Innovation: Interacting Technological, Market and Organizational Change*, Wiley, West Sessex, England.
- Khairiree, D. (2016). ASEAN Economic Community 2016: A Progression Study. 4th International Conference Proceeding. Actual Economy Local Solutions For Global Challenge, Copenhagen.
- Kotler, p. & Armstrong, G. (2006). *Principles of Marketing*. NJ: Pearson Education Ltd.
- Kraitus, Panya (1992) *Muay Thai The Most Distinguished Art of Fighting*, Phuket: Transit Press
- Prayukvong, Kat (2006), *Muay Thai: A Living Legacy*, Bangkok, Thailand: Spry Publishing Co., Ltd,
- Phalaunnaphat Siriwongs (2012). Thai Social and Ethical Behaviour, *Thailand Social Science Journal*, Bangkok Thailand.

Setta Sasanan (2010) 'The Replacement of PC: Case Study of Tablet and Smartphone', *Thailand Science & Technology News Journal*, Bangkok, Thailand. <https://www.elite-mma.com/>
<https://www.bbc.com/sport/38378005>
<http://www.ifmamuaythai.org/muaythai-in-the-world-games-2017/>

Thep Pongparnich (2007) 'The role of Science and technology for Thailand', *Maejo International Journal of Science and Technology*, Chiang Mai, Thailand.