

## SPORTS DEVELOPMENT AND INNOVATION OF PUBLIC POLICY

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### ABSTRACT

This research aims to study sports development and innovation of public policy to present that sports is not just a game, competition, entertainment for individual or group but sports are innovation of development about Health, Culture, City, Economic system. Sport is connected with "set of relation" about value in society as sample case studies of sport Race Road, Tourism Bike. The Research Methodology uses Books, Documentary and In-depth interview. Research found that sports are innovation of public policy bringing the causes development in various fields 1) Support a health campaign of government policy, 2) Bring the development of primary cities, secondary cities and culture, 3) sports make developing and create value of economic systems, 4) Sports can create distinctive culture.

### Keywords:

Innovation, Social Capital, Sports, Public Policy

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### INTRODUCTION

The Sports and Development on Public Policy Innovation are about sports that are related to the social science sector. The sports discussed in this article are not just for fun or play of a person or a group of people, but sports are associated with good health. Sports cause urban development, access to culture, and promotion on the country's economy to be agile. In AD 1300, the word sport comes from the oldest meaning in English language of "recreation" or "Take pleasure in" or anything that humans find amusing or enjoyable. Sport was bound to human from decades to centuries. Frish George Kapra (1992:3) divided the development into two parts. The first one was in the Western view of the world mechanically or the development of only materials. The second one was the Eastern view on all things with interaction and linkage. Therefore, in terms of "sports", the Western sees that sport is a challenge often in a competitive form as can be seen from the sport of humanity, the Olympic Games. For the Eastern world, sport is a matter of subtlety. "Sport is not just about competition". It is something that is related to various structures in the society. Cha (2009, pp. 2-3) said that 1) Sport is a foreign policy action, 2) Sport can restore

international relations, 3) Sport can enhance the image of society, and 4) Sport contributes to the development. It can be said that sport is an important force in policy action. Sport has made the social image more modern. Especially in the country, sport or physical education was distinctive during the reign of King Rama V. Chan Phanarat (2014: 34) said that playing sports is a joint production of the Thai perspective. Playing sports was based on the discipline, patience and diligence. It was not the miracle or something supernatural.

For example, in 2018, sports created new transport routes in Indonesia. Organizing the Asian Games that year caused Indonesia as the host to prepare in many ways such as locations, roads, landscape, including travel lines. The budget of 22,300 million baht was spent to build a mass transit light rail to transport the candidates to travel to Jakarta and Palembang for attending the competition conveniently. In 1972, the superpowers like the United States and China were united by holding the tournament of table tennis or "table tennis ambassador". North and South Korea became friends with the Sunshine Policy.

Similarly, to Thailand, nowadays sports have been implemented to create various developments

especially in economy and tourism. From National Sports Development Plan No. 5 (2012-2016) of Thailand, many problems and obstacles were found including 1) Lack of connection system among many agencies responsible for sports in the central, regional and local areas. Therefore, the movement of sports was not coherent and lacked a clear direction of sports development. 2) Lack of organized sports events that generated economic value. Some activities were organized but were not popular or remarkable. 3) Lack of implementation following the guidelines of National Sports Development Plan No. 5 (2012-2016) to concrete implementation. 4) Infrastructure problems such as locations, equipment, knowledge of sports personnel insufficient for supporting sports. 5) The provisions of the law on sports do not cover sports contexts. 6) Local government organizations or provinces had no direct authority to manage sports. The budget was also inadequate and was not thorough for organizing the sport events both in terms of excellence and recreational sports for the policy to be consistent. The government cooperated with the Ministry of Tourism and Sports to create the National Sports Development Plan No.6. The budget was also allocated to promote the policy of “tourism sport activities”. Thomas R Dye (1978) said that public policy was what governments chose to do or not to do. The policy must be consistent with the situations to solve any problem that arose. The tourism sport policy had the following strategies; 1) Promotion of sports for exercise, 2) Group activities or mass sports, 3) Use of recreational sports activities and sports cities to generate economic value, 4) Promote sports industry, 5) Build and maintain public exercise facilities, 6) Develop human resources to build knowledge on sports science correctly for playing sports effectively and establishing the sports development center to promote sports for people with disabilities. The key to the policy was health campaign, promotion on the economic system, development of primary

and secondary cities, and creation of distinctive culture.

### RESEARCH'S QUESTIONS

From the introduction part, sports are linked to a variety of social variables. Therefore, one research question is what developments do sports result in? Secondly, does sport have any relation to the social sciences? For the preparation of government policies to be more concrete, the third research question is how sport is a public policy innovation and social capital?

### RESEARCH'S OBJECTIVES

To study sport as “Sports tourism is the result of past developments in sports.” in order to present that the sport is not just a matter of play or competition but sport is the “innovation of development: relevant to society, culture, ethnic, and economic system.

### LITERATURE REVIEW

As Cha (2009, pp. 2-3) stated in 4, sports caused development linked with the social science by resulting in the development in the following areas.

**1) In citizenship:** The way of life, citizenship, and the form of Thai society in the reign of King Rama V changed from playing sports. Chan Phanarat (2014: 34) stated that playing sports is a joint production of the Thai perspective. Playing sports was based on discipline, patience and diligence, not miracle or supernatural things. Sport made people stronger, not aggressive. It was the image of being “social”. Playing sports showed that Thai society was not inferior to the civilized country. To cultivate sportsmanship, Elliott (2000) said that playing sports gave fairness in sport the spirit of Citizenship or public mind as said by Kiti Lopetcharat (2018: 132).

**2) In society:** Coakley (2003) said that sport created a “social space” enabling group activities between males and females. Especially at present, it is found that women are more popular to play sports for exercise. According to the National Statistical Office, in 2017, it was found that the age group of 25-59 was divided into 40% male and 48% female. This indicated that sport created

gender equality in society. Women are more outside to society and have a greater role in society. The duty of women is not just a matter of childbirth or housework. However, women today can be businesspeople, politicians, and athletes.

**3 ) In services:** Ken Green (2011, p.149) mentioned that sport is the social service provision.

**3.1 In economic:** According to the statistics from Thai Health Promotion Foundation, in 2017, it was found that recreational sports activities such as running on the road created the economic value of 5400 million baht and the touring bicycle was for 7,500 million baht. This did not include revenue from “sports city”.

**3.2 In logistics:** Building a light rail at the 2018 Asian Games in Indonesia and several stadiums in Indonesia after the Asian Games ended was to create the green spaces or public parks for the public to exercise.

**3.3 In International relations:** Asian Games of the year 1998 in Thailand was the beginning of the term “Friendship Beyond Frontier”. In 1971, the table tennis ambassador during the period of Field Marshal Pibulsongkram showed that the joint power ended. Whether they were tall, short, black, white, public or private officials, the athletes could help the nation. In that year, Thailand sent Thai table tennis athletes to strengthen ties with China. The sport could promote the Followership. The followers could participate in the support or opposition on the activities of the government. Anek Laothamatas (2013: 38) said that the coalition of powers had been demolished since 1932. Our society had increasingly distributed the rights to all classes of people. The 2002 World Cup helped improving the relations between Japan and Korea towards the better direction. In the 2014 Asian Games, the ancient culture and the modernization of South Korea was prominently disseminated as a phenomenon known as the “Korea Wave”. As a result of the development that took place in Thailand, in 2017, the government had the policy in using sports as a medium for economic and

tourism development. The policy was called “Tourism sports”. Playing sport is the loss and the gain. Our loss is Our gain. We might have to waste time and costs but it resulted in good health. Krit (2002) said that sport was about integration. It was about exercise, leisure travel, and a matter of policy. It could be said that sport was innovative. Geoff Mulgan (2006, p.146) said that Social Innovation (SI) was an activity organized to solve problems and bring benefits to society as a whole. For policy, Thomas Dye (1989) stated that it was about the activities that governments did or did not do that affected the people. Thus, “tourism sport” was the “Innovation of Public Policy”. The related foreign research titled Sport and Social Capital in the United Kingdom: Statistical Evidence from National and International Survey Data studied the sport as social capital. It was found that the top two most popular sports activities for exercise were running and cycling. The document of Strategic Research and Innovation Agenda 2016-2021 mentioned that the sport was Dynamic. In creating the economic system, the Green space, and health, Ministry of Tourism and Sports of Thailand supported this approach and policy to use sports to develop various sectors in society. Sports had “Set of Relation”. Apart from being the innovation and policy, sport was social capital. Jame coleman (1988) defined the term of social capital as a matter of trust, hope, and shared values. In this respect, the policy of “tourism sport” created the good values of wellness among Thai citizens at the family, community and national levels. “Tourism sport” was a collaborative effort to “integrate” between the public and private sectors. The Ministry of Tourism and Sports established the plan and policy by virtue of Section 71 of the Constitution of the Kingdom of Thailand, “Let the family be the foundation for the cultivation of sports in the youth.” The Ministry of Tourism and Sports was the policy operator according to the Sports Development Plan B.E.2560 as well as allocating the budget thoroughly. In 2017-2020, the road running activities and tourism cycling

were very popular. Patiphat Sukanan (2015: 18) said that cycling 15 km / h taking 30 minutes to 1 hour a day could help the body burn about 200 to 300 kilocalories of energy. Apart from Thailand, cycling was also popular in Europe. Patiphat Sukanan (2015: 16) said that Europe was a continent that support the people's cycling in the field of fitness from cycling. From many studies such as the study in the Netherlands finding that people turned to cycling in their daily life at least 3 kilometers a day, 4 days a week, it was sufficient to increase the fitness of the body as compared to entering an exercise program or course. Road running was another popular sport from the fashion trend that popular celebrities ran for exercise or for fundraising (charity) like in the case of P'Toon Bodyslam. Running is a sport that does not require a lot of equipment. Just one pair of shoes, we can run both in Bangkok and in other provinces giving us access to nature, water, forests, mountains, sea, cold weather, including local culture and have made more new. Sports made us see the geosocial." Sumet Tantivejkul (2016: 12-13) said that the geosocial was to honor between cultures and popular culture. McQuail (1994) noted that sports allowed us to see ethnic diversity. Anek Laothamatas (2019-40) mentioned that Assimilation was a combination of the races. Sathaworn Chanphonsri (2018: 60) said that running was "to build the relationship". It was not only the exercise but it was also to open up the world. The core of exercise was "safety". Watcharin Saengsamritphol (2013: 2-3) said that good exercise must consist of the principles of safety, accuracy and suitability whether in the place, sports equipment, entrance-exit to the area, the ground, the parking lot, the hospital, the proportion of the separate field between children and adults, etc. The 900-1200 activities were arranged for the average of 13 activities per week. In 2017, the National Statistical Office stated that today 15 million people do some exercises by running and cycling divided into 8 million urban people, 6 million teenagers, and 2 million elderly people. The tourism sports activities must be

supported by International Association of Athletics Federations (IAAF) and Union Cyclist International (UCI) in an organization or company whether it is public or private. The paradigm was changed from an emphasis on work to also pay attention to the health of the workers. Sporting activities create participation and unity in the organization to make the organization become "Happy Organization". (Sirinan Kittisuksathit et al, 2012: 27-28) said that the Happy Organization consisted of Happy Home, Happy People, to create Happy Team Work at all levels. Sports caused the development of a city as Concentric Zone or a city center. A good city did not depend solely on population density or boundary. Harold Carter (1972: p18) had different opinion saying that China and India were denser than Australia but were less urbanized because of better economy, technology, and social structure. What made the "tourism sports" succeed was "knowing how to use human resources" in line with the right, time and duty including volunteer groups, staffs, nurses, police, service stations, cooks, water distribution workers, cleaners. Sport was sovereignty as said by Anek Laothamatas (2020: 72) that sovereignty was a matter of the majority. In this sense, it could be said that Sport was at the heart of most people in shaping reconciliation.

## RESEARCH METHODOLOGY

This is Qualitative Research. The data collection was from 1) Documents obtained from Report of the National Reform Steering Committee on Sports, Arts, Culture, Religion, Morality and Ethics, National Reform Steering Council on "Prescribing measures for sports development according to the Constitution of the Kingdom of Thailand B.E.2560 Section 71" and Strategic Research and Innovation Agenda 2016-2021, 2( Books which were collected by the researchers. The books were related to the research topic with the ideas on sports including Turning point Development of centuries, Social innovation Entrepreneurship, Key Themes in Youth of Sports, research on Sport and Social Capital in the

United Kingdom: Statistical Evidence from National and International Survey Data (2005) by Liam Delaney.

## RESEARCH SCOPE

5<sup>th</sup> May, 2019 – October, 2020

The types of sports used in the study are as follows road running and tourism cycling.

Research area: Bangkok, Phayao, Buriram, Samut Prakan

The data was collected from the in-depth interview used as a face-to-face interview between the interviewer and the interviewee. It was flexible. The questions could be modified and revised at any time. It was a direct communication. The interview was started from September 3, 2019 - June 15, 2020, totaling 11 people divided into executives and those who participated in tourism sports activities both types of road running and cycling as follows; 1) Police General Suraphong Ariyamongkol, Secretary-General and Vice President of Thai Athletics Association, 2) General Deja Hemkrasri, President of the Bicycle Association of Thailand, 3) Police General Supawanat Ariyamongkol, Chairman of Thai Athletics Trainer, 4) Fuengwich Anirutthewa, cyclist for health, 5) Teeradet Ratchanee, 6) Tiwat Inma, 7) Areeya Chanpipattanakun, 8) Muanprae Kusalanupab, 9) Kasinee kumsuk, 10) Chanchai Suksuwan, 11) Phong Kerdlapee.

**Data management:** Processing of interview transcription and record.

The data analysis was processed into 4 issues; 1) Health, 2) Development of primary cities and secondary cities, 3) Economic promotion, and 4) Culture.

## RESEARCH RESULTS

### 1.1 Health

Sport was not just a matter of competition, it was also a leisure activity or exercise for the body to have movement in different muscles. The statistics from the Bureau of Demography, Mahidol University, showed that in 2017, the sports players for exercise were all divided into three groups - 8

million urban people, 2 million elderly people, and 5 million teenagers. The people participated in road running exercise for 18.2% and tourism cycling for 11.5% in the age group of 25-59 years divided into 40% male and 48% female. According to Thai Health Promotion Foundation, it was found that in 2017-2019, sports activities were for recreation. Compared with foreign countries in the year 1977-2007, Scandinavian women in Norway increased exercise rates in the age group 15 years and over from 31% in 1985 to 42%. In 2003, the Norwegian exercise participation rate increased by 50%. The age group of 20-24 years cycled 15 km / h taking 30 minutes to 1 hour a day to help the body burn about 200 to 300 kcal of calories. This included road running or walk-run. According to the research of 2005 Sport of Social capital in United Kingdom, running was one of the most popular sports with the statistical results of 22%. The Mean of 8.72 ranked first followed by cycling. Nowadays, everyone does not run to compete at the national team level. They run for exercise. The road running activities are popular in secondary cities because they are both exercising and traveling at the same time. On Saturday and Sunday, people took their family to do the activities contributing to both healthy body and clear mind from fresh air in the provinces. This allowed us to experience nature, forests, sea water, mountains, and spend our leisure time to benefit and become closer to our family. No matter what sport you play, the key is to dedicate time. Doing the exercising, whether running, cycling, or swimming for 30 minutes or more, the objectives can be achieved in burning. Apart from promoting strength and physical health, it was also to travel and relax in various locations. Sports make travel. When traveling, there is a cost. The economic system, urbanization, and wellness occur altogether with sport as a starting point.

### 1.2 Development of primary cities and secondary cities

The recreational sports, road running, and cycling activities contribute to urban development

unexpectedly in terms of the number of population, various prosperity including roads, water, and electricity. The sports lead to tourism and tourism is considered an important career in the global level. The urban development activities occurring from sports are divided into two main categories. The sports can make the urban development as “Concentric zone” with the city as the center of development.

**1. Primary cities:** Development with Sports Project 2 is to restore the wasteland area under the expressway at the Urupong Intersection to become a place for exercising. The inquiries were well-made from the public and Zoning was done to divide the place into proportions. The Active zone is the area for exercise with the badminton courts, running fields, bicycle courts, etc. The Passive zone is the area for resting, meeting, and chatting. In such areas, various kinds of trees and plants are also grown to help alleviating and absorbing the pollution.

Jaroensuk Mongkolchit Stadium is a one-stop exercise facility in the Samut Prakhon Province where people often go to exercise on Saturdays and Sundays in groups and families. Inside there is a running field and cycling ground certified with the standard from UCI (Union Cyclist International). There are hospital, cafeteria, park to sit and relax, dressing room for visitors in accordance with the principles of safety, accuracy and suitability. The “Ruang Phueng Bangkok Run” held on 29<sup>th</sup> November, 2019, was a road running in the distance of 5-10 km on Srinakarin - Romklao Road in the policy project of “1 Province 1 Chalerm Phrakiat Road”. Srinakarin - Romklao Road is the new road in a width of 6-10 lanes, a distance of 12 kilometers. After finishing running, the runners joined in growing the Ruang Phueng trees symbolizing the celebration of coronation. “Run for Nature” held by the Ministry of Natural Resources and Environment, in collaboration with the Thailand Athletics Association could reduce the waste amount by 51700.

Chao Phraya Sky Garden is another policy of developing the primary city cooperated with the Town and Provincial Development Office to create an old bridge that is not used as an exercise place. It is an improvement of the thoroughfare landscape on the structure of bridges across the Chao Phraya River in the middle of the Phra Pok Klao Bridge or the Duan Bridge to become a new landmark of Bangkok. In foreign countries such as Japan, every year the Tokyo Marathon is organized with a minimum of one hundred thousand participants including cycling with seven thousand or more participants. Compared to Thailand in the primary cities, in each activity, we only have thousands of participants. For running, the maximum is five thousand people. For cycling, the maximum is from three hundred to two thousand people. This reflects the difference of “city plan” between Japan and Thailand. Thailand has more complex urban planning than Japan, especially for the bridges and the turns causing the organization of the events must control the number of participants. However, the same thing of these two countries is that no matter how the cities change, Japan still preserves the uniqueness and charm. Japan and Tokyo are artistic of “Edo”. Thailand also has Thai styles such as temples, ancient sites, palaces, and sports to create urban development in the landscape. When the city plan changes, the charm of the city must not change.

## **2. Secondary cities**

The Local alike “To travel and to run” in Phayao was another activity held by the government in cooperation with Tourism Authority of Thailand and Thailand Athletics Association in the form of complete tourism sport. In running, there was no timing. The runners could run slowly or quickly. It was to let the urban people to experience the natural atmosphere. The running route went through the houses of people in the communities, fields, and forests where the villagers used in doing their occupation. Those places were important for the locality as the sources of history and archeology. The tourist attractions in the

secondary cities could be more known. Phangnga could recover from the tsunami incident with the government to hold the competition of “Le Tap Thailand by Le Tour de France”. Or even the event of “Two castles” in Buriram, the locality, art, and culture of the community could be accessed well.

### **1.3 Sources of culture**

Apart from being a matter of competition, sport is also a matter of way of life and lifestyle of people in the society. Robert (1999) said that sport was a culture of Life Style whether from the perspective of health, inspiration, or image of the nation. Sports originated many cultures. First of all, “Popular culture” is a culture that shows encouragement, stimulation, and empowerment from cheering supporters. It can be said that different sports will be successful through background work like cheering. Playing sports allows us to see Popular culture. In 2019 in Germany, the Hamburg Marathon was arranged. Hamburg is the city with the band of “The Golden Turtles” which began to become famous and well-known all over the world and become an exciting city for tourism sports activities. Up to 15,000 participants lined up along the way. There was a shout in German, “You can do it.” all the time. Cheering or this popular culture is the spirit of marathon running. There were whistle-blowers and trumpet blowers. Some brought their pans from their homes to hit and cheer making the 42-kilometer running a feast. The water was prepared to be distributed at every two kilometers and the energy drink was distributed at every 5 kilometers. The water bowl was also provided for runners to dip their cups to be cool. Apart from running, you could also experience the atmosphere of the largest port. There were clean canals, market, church, and panoramic lake that provide a landscape for athletes to take pictures of. The second one is “organizational culture”. Nowadays, the organizations whether public or private do not only concern on the work efficiency but they also concern on the health of the workers. Sports cause “Happy Organization” with a

friendly atmosphere (Happy Home), generosity between individuals and groups (Happy People), and reconciliation (Happy Teamwork). Sports make us see that the organization is not just a workplace but it is rather the family or the clan culture. The BBG Club of Her Royal Highness Princess Bajrakitiyabha Narendiradebyavati has the concept and plan to use sports to promote unity in the organization and the health of employees by cycling, supporting general people to play sports at the level of excellence (competition level) as well as promoting the sports for people with disabilities to create opportunities and value for these people to have more space in society. This includes the sports project to improve quality of life of the inmates in the prison too.

The third thing is the culture of safety and sports activities for recreation. Without rules, the road running and cycling sports will become only local sports. The tourism sports of road running and cycling both in Thailand and in foreign country in the matter of “culture of safety” must be certified by the regulations of the International Association of Athletics Federations (IAAF) and the regulations of the “Union Cyclist International” or UCI for safety. The principles on safety must be correct and appropriate; 1. Safety, life and property of the participants such as the checkroom or metal inspection, 2. Environment and standardized race route such as non-bumpy path, smooth field in beautiful colors, 3. Facilitation for the participants such as the accommodation, food, water, doctors - nurses, police officers, 4. Some creative activities may be performed to promote local culture. The provincial animals may be brought to create “Mascot” in the activity for children to enjoy taking photos with.

### **1.4 Economic value promotion**

According to the statistics of the Thai Health Promotion Foundation, in 2017, it was found that recreational sports activities of road running created the economic value of 5,400 million baht and tourism cycling created the economic value of 7,500 million baht. The Sport City of Buriram

gained the revenue from selling tickets to the race for 40-50 million baht and the prize money from winning the championship would be not lower than 5,600 million baht. The revenue gained from selling souvenirs amounted to more than 250 million baht. Regarding the revenue of sports city in 2019, Buriram continued to dominate the champion with the increasing cycling money of 4,108.682,347 million baht. Each local alike activity earned approximately 270,000 -2,055,000 baht. This could be reflected in 2018 with the number of Thai tourists traveling across the country for 228.94 million people per time (increasing by 5.02%) with the revenue of 1.08 trillion baht. The proportion of Thai tourists traveling in 55 provinces were at 83.92 million people per time (increasing by 5.16%) with the revenue of 2.30 billion baht. In 2019, the tourism cycling created the value of 1,500 million baht. Each year, the growth rate was 10%. In 2018, the figure grew to 1,700 million baht while the number of foreign tourists traveling to cycle in Thailand increased by 10% resulting in revenue from this segment of 270-280 million baht. This resulted in the overall value for tourism cycling to be worth 2,000 million baht in Tokyo, Japan.

## DISCUSSION

From all of the above, during the research period, it could be seen that tourism sports have resulted in many different developments. As it is the main Government agenda, the sport policy of “tourism sports” is a form of “social innovation”. According to Geoff Mulgan (2006, p. 146) from Social innovation Entrepreneurship, sport is an activity that is associated with society in regard to health, urban development, and economic system. It also generates the international friendship and various cultures according to Ken Green’s key themes in youth of sports. In the UK, the sport is used for citizenship integration in various fields. It can be said that sport that is public policy innovation is related to set of relation. According to Jame Coleman’s Social Capital in the Creation of Human Capital (1988), sport is about trust,

value, concept, social structure and common culture of Good will. It can build friendship, compassion, and social relations or social capital. The research entitled Sport and Social Capital in the United Kingdom: Statistical Evidence from National and International Survey Data by Liam Delaney\* and Emily Keaney, the Dublin Economic and Social Research Institute and the London Institute of Public Policy, is the study on the participation in sports correlated with social capital. The case study is United Kingdom. The second process is the data collection from the number of participants in sports activities. The third process is to categorize the sports category. The most popular activities for exercise are walking-running for 22% with the Mean of 8.72 and cycling for 19.07% with the Mean of 3.84. Sport is the most popular group activity in the UK. The sport organizations are more remarkable than other organizations. Liam Delaney and Emily Keaney divided the levels of playing sports into Participation (P) which is an exercise sport, Membership (M) which is a serious sport playing. Playing sport has significant correlation level at 0.01 (2 areas). A country with a high Sport Membership level will also have high social capital level. The research results of Liam Delaney and Emily Keaney found that the trust people of  $M = 0.8^{**}$  and  $P = 0.7^{**}$ , in the legal area,  $M = 0.3$ , the  $P = 0.1$ , in the life satisfaction  $M = 0.7$   $P = 0.6$ , in the democracy satisfaction =  $M 0.5$   $P = 0.3$ . Compared to the Dissertation on “Sports Development and Innovation of Public Policy” written by Na Karn Thanachit, “Tourism Sport Activity” is a policy of the Ministry of Tourism and Sports. It is a matter of social capital at the P level. The sports style does not focus on professionalism but it is a sport for improving the quality of life, promote health, economic system, engagement and culture-society together with the urban development (Smart City). Sport is the fifth factor crucial for life as mentioned in the sports lyrics ‘Sport is a wonderful medicine’. Firstly, Bonding Social Capital is that sports are the means to spend free time altogether in the family



causing the family to become closer and bonded altogether among adults and children. Secondly, Bridging Social Capital is that sport is the “bridge to connect the world” and international relations. It is a combination of ethnicity or “Assimilation”. Thirdly, Link Social Capital is a link or “access” of things. The research results reveal that sport has given rise to the development of primary cities and secondary cities. Travel for sports makes us amazed with strange locations. It gives us both physical health and good mental health. When traveling, the costs occur in purchasing and using various things resulting in the more flexible economy. Tourism allows us to access more cultures to see the way of life and living conditions. We can feel the spirit of kindness which is the charm and local goodness. It can be summarized that the first group considers sport as the Development, Policy, Social Capital, and Innovation. The second group considers sport as entertainment. The third group considers sport as Blur which is the group that is lazy and will play sports when being forced. They will play sports because there is nothing to do. Therefore, in order to inspire the third category of people, the researchers have made the following recommendations to the government.

### RECOMMENDATIONS

E-sport should be promoted to attract persuasion to the third group who see sports as a nonsense. They will be attracted more in sports because E-sport is a video game format making those who love to stay at home not have to travel. They can play sports at home through the video game system.

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