



# Influences on the Muay Thai tourism industry in Thailand

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## Abstract

The goal of this research was to develop a Muay Thai competition management program in the following decade. However, the model has been implemented correctly for practical use. The analysis incorporated a combination of quantitative and qualitative methods, to fully cover all aspects of the results, and specifically visitor satisfaction with the Muay Thai market. Results were collected from 400 visitors to the Muay Thai 3-stadium event to build a template for Muay Thai rivalry for the next ten years. The first step toward data collection was a comprehensive survey with Muay Thai and tourism experts. The second and third phases of data collection were taken to validate the opinions of the experts on various elements. All data were collected for the model format after three phases of data collection. A brainstorming session took place to verify what was offered by eight experts. The results showed that high-level competition personnel, is followed by establishment, travel agency participation and product gaining ( $x=3.91$ ), and based on the quantitative research results were satisfactory for tourists. The researchers' also conducted study in high-level operations. Results show the success of the Muay Thai tourism competition involves evaluation of the game, theories, concepts and study of Muay Thai's qualitative research model.

**Keywords:** Muay Thai Competition Tour, Settling New Muay Thai Tourism, tourism products gain.

## Introduction

Promoting the enthusiasm of Thailand Tourism is a key strategy of the Action Strategy 2016-2018 for the growth of the visitor attractions for Thailand. This aims to highlight the recent aspects of Thailand and the value of tourists to Thailand. The notion of Thainess, a constant dialogue and appreciation of the beautiful picture and Thai tradition can thus be better understood (Jackson, 2011). The selection, production and supply of tourist goods and activities to enable tourists to learn stories and benefits thus promote the value of products. For innovative tourism too, concentrating on Thai items that are in line with tourists' needs and behavior is vital. Four target-market specialist classes are: leisure, travel, greenery, health and well-being. Four special groups split consumer markets. Consumer markets in Thailand offer enough products and services to reach such future target markets. Thus, awareness of goods that meet global needs and decent services and accommodation needs to be increased. Export channels can be extended to the four target markets and Thailand's global market competitiveness can be improved through the search and cooperation with local and international partners. Muay Thai which is Thailand's national combat sport, is very popular and many tourists have an voracious curiosity and love for this sport type.

Besides, this stresses the difference between Thai products and tourist services by highlighting the distinctive characteristics of Thai products, which vary from the AEC. Muay Thai also attracts some visitors interested in fitness, health, arts and entertainment, martial arts and artistic tourism. In the tourism industry, Thai culture is a new attraction through Muay Thai, a sports tourism sector. Although the Muay Thai tourism promotion is a new one for Thailand, the Muay Thai culture has been set in since old times. The tourism industry is rising as a cultural advantage. Muay Thai is known worldwide also as a boxing skill, for its fashion, professionalism and popularity. Therefore, Bangkok and its neighboring provinces might be a potential sport nexus if there is adequate knowledge and an effective decision-making strategy. This will contribute to revenue, education



and the reputation of the city. This culture is also a way to expand it to the world view which helps preserve the culture.

This paper sought to make suggestions in Bangkok and neighboring provinces for promoting the use of Muay Thai sports tourism. This study will hopefully help to settle practices to support future tourism by suitable bodies, for example tourism development agencies, and boxing centers or educational institutions. To draw more foreign tourist audiences, the findings of the study and the Visitor Board of Thailand will help to develop a Thai marketing strategy for boxing (Jurakanit, & Taweepornpatomkul, 2018).

## **Problems in the Tourism Development of Muay Thai**

### ***Understanding the development potential of Muay Thai tourism***

With over 300 million practitioners worldwide, Muay Thai is the most commonly practiced sport and 'diet' on earth. There will be large market opportunities when many practices become a combination of tourism and vacations, tourism and health care. Medical tourism is expected to gain momentum in the coming decades as travelers seek destinations abroad that are associated with wellness and affordable medical care (Nicolaidis & Zigiriadis, 2011; Nicolaidis, 2011 ) and Muay Thai can capture part of this market if careful planning is in place.

Many government departments and companies have still not seen the promise of this subdivision market. Although Henan has done a good job in this area, the coverage is far from satisfactory, particularly lacking in a practical and concrete project layout and future strategic planning of value. Many Muay Thai training camps exist in Thailand and many foreigners are interested in to learning Muay Thai. Muay Thai training camps re on offer and many foreigners register for training when they come back Thailand so there is huge potential.

### ***Lack of organizations from Tourism Department***

Muay Thai is a sport and the Muay Thai competition is usually licensed and watched by the Sports Office. Therefore, it is often a problem to secure the ticket source in organizing a large Muay Thai competition. Even if it is a large competitive activity, the Tourism Department cannot receive information or information. The result is that most tourists come and places in the countryside are not ready enough, plans are ineffective, business opportunities are missed and problems are created. The 8th and 9th International Muay Thai Trade Competitions in Henan, Jiaozuo, are worthy of promotion and should directly be part of the organization and management of the Tourism Department.

### ***Lack of travel agency participation***

To become a tourist brand with Chinese features and international influence, it is not enough to rely solely on the Department of Sport and the Department of Martial Arts. Other tourism departments, especially travel agencies, must be involved as should all stakeholders as this is essential for sustainability (Nicolaidis, 2015). The development and designment of tourism goods are one of the main tasks of tourist agencies. In addition, major travel companies have to travel abroad to sell special products for tourism every year. Some major travel agencies and foreign agencies have to organize completely with tourism agencies to bundle and commercialize Thai tourism goods across convenient channels of sale, so more tourists can be drawn to the country.



## Literature review

### Muay Thai Competition Tour

The Muay Thai operations of various nations have been carried out in Thailand, such as Bangkok, Phuket, and Chiang Mai. Muay Thai began to be held everywhere and took in over 100,000 tourists to the Muay Thai exchange center. Thailand was toured by the traditional martial arts fans and adherents comprising 11,219 British and 6,800 Australian citizens in 2016 and by 5,852 French tourists. Certain key figures include 4,689 Germans, 4,253 Swedes, 2,183 Russians, 1,855 Danes, 1,841 Japanese, 1,781 New Zealanders, and 1,633 Spaniards. 38% of all Muay Thai students chose Phuket as a place to study, 28% chose Bangkok and 16% chose Surat Thani. The Rajadamnern stadium and the Lumpini stadium are considered by every stadium champion to be the best of its class in Thailand. Both are well skilled, and a similar weight of men and women fighters usually pack out the stadiums. Women will fight in Rajadamnern, as they do in most Thai stadiums, but women are still barred from fighting in Lumpini (Mason, 2015).

The research company needs to identify certain factors promoting business progress (Tongdhamachart, 2017). Market conditions have much to do with the ability to support businesses in difficult times from this perspective. It's best to start a company as soon as possible. Yingprayoon, (2019) claims this is an important aspect in the success of their company. One can only use the telephone or email to inquire for shopping room or sports event fees and for nutrition or entertainment on offer. The overwhelming number of promotions will allow one to see all that is on in the entertainment world. Therefore, it is recommended to sell a start-up, since the core of the business is how an organization works well. In the leisure industry, it is important to give your customers entertainment and leisure, not "I offer services": Community support for the Thai community is not a matter of supporting it; therefore, the proper declaration of public or private support is important.

Financing not only effects producing money, but also the business characteristics and stock dividends in a company. This is a critical support. Investors always want to know how the company works, and help can develop it and can always then be more successful. The investment press influences the views of companies, which contribute to the internal success of any organization. Corporate behavior is another dimension of the business that can impact a company's performance. Sure, any company will profit from the way it does the job, but running the company is the challenge. The effectiveness of an internal company is the focus and focus on managing activities like fitness, event advertising and sponsorship. A company like a boxing group should have a conservative approach and be focused to support its niche or the industry in general.

*H1a: The Muay Thai Competition Tour has a significant impact on Muay Thai Tourism products acquisition.*

*H1b: The Muay Thai Competition Tour has a significant impact on establishing New Muay Thai Tourism.*

### Muay Thai Study Tour

Muay Thai Study Tours are selling well. Muay Thai expanded its international recognition, and is currently one of the world's most popular martial arts disciplines with many fighters coming to Thailand each year to follow their craving. A resource can be real or intangible, and in that case a revenue service is a material benefit. The entire product strategy is important in how much revenue a company can create and we live in a world that understands the problem solved by the product. As each consumer's taste communicates with the product, the boxing stadium company has to adapt itself to be an efficient brand. How the company works and the promotional mix is put together is important. The ideal emphasis for a business is important because it influences



the enterprise's market. The feature will nevertheless not be normal but will need to feature the wishes of the consumer. Web companies are online because they want to serve their customers and have no space for themselves. Muay Thai is different and is known around the world for being one of the most forceful and physical martial arts. On the study tour and its training camp the consumer gets to experience authentic and traditional boxing classes. Here they learn the basics and also advanced procedures of Muay martial arts sport. The boxing stadium sites whether urban or suburban sites should be based in Thailand as the home of the discipline. The reason is also because the tourists and trainees can spend time and relax in towns and suburban settings (Hengpoom & Weerasophon, 2019). Some service providers provide their customers with souvenirs to show their company physically. The key to the success of the sports industry is customer loyalty. This is part of the combination that needs less attention. Therefore, the customer is important for a boxing or stadium company. Analysis has shown that companies are redefining who their customers are and how they can produce revenue from different target markets. The happiness of customers is directly proportional to the profits of a company involved in the discipline.

*H2a: Muay Thai Study Tour Has Significant Impact on Establishing New Muay Thai Tourism.*

### **Travel Agency Participation**

The demand is actually focused on results in the contemporary era and the suggestions are therefore relevant. One would look at the people's views and what they think of the place and events before they tend book a hotel or go to a stadium. Feedback that should be important for a sports stadium or a gym is usually a representation of the company performance. In Thailand, this focus is enormous, since it is a third world nation. This ensures the results of clients are important to assessing business success. Growing business must produce demand on the target market, which attracts customers and recommends the sport to other customers. This means creating interest (Abidin, Ooi & Chen, 2018).

*H3a: Travel Agency Participation has a significant impact in establishing New Muay Thai Tourism.*

*H3b: Travel Agency Participation has significant impact on Muay Thai Tourism products acquisition.*

### **Establishing New Muay Thai Tourism**

The business environment is an important factor for corporate success. Considering building a fitness center where people have little fun or relaxation is strategic. Many companies are struggling because of the wrong way they are being managed. Thailand's business environment has been seen as promoting sports success in a way that increases a client's potential. Boxing is practiced, processed and discussed in daily life, starting with a wish for an understanding of methods of ethnic boxing. Nevertheless, this purpose cannot be limited to disclosing a set of interactive system routines. For illumination on the daily training work to be done on the boxing phenomenology (Gonen, 2019). There is, therefore, a network of organizational skills that is more important than an important web which at once trains boxers to meet their combat demands.

The organization that we have considered is the first suggests that a disciplinary order is implemented, but the latter also infers a network of connections between novice and professional. Once we have followed this chain, we will see the linked routines that include gymnastics in boxers bodies. Ethnography shows how these movements and their limited rituals govern relations, facing the challenges and confrontations to the superiority of their fellow human beings and the blows dealt.



H4: Establishing New Muay Thai Tourism has significant impact on Muay Thai Tourism products acquisition.

### Methodology

Statistics from 400 visitors and experts enrolled in a Muay Thai activity program at a large camp in Thailand were obtained. The course was a choice for the apprentices and the graduates relied on it. The apprentices willingly participated in the analysis and accepted to partake. A questionnaire was received at the end of the academic term. The questionnaire contained the following statement: "Please provide various sources of Muay Thai Tourism Products Acquisition in the following space to participants in Muay Thai activity classes." The surplus of the page was then given to the participants to provide their different sources. Further data was not obtained. The answers of the participants were written and the text coded into individual subjects. The coding was a process that broke down, divorced and identified or information in manageable portions. Feedback was received to ensure correctness of the themes described. Around the thematic info generation, the latest literature was reviewed on Muay Thai Tourism Products Acquisition and physical activity.

### Results

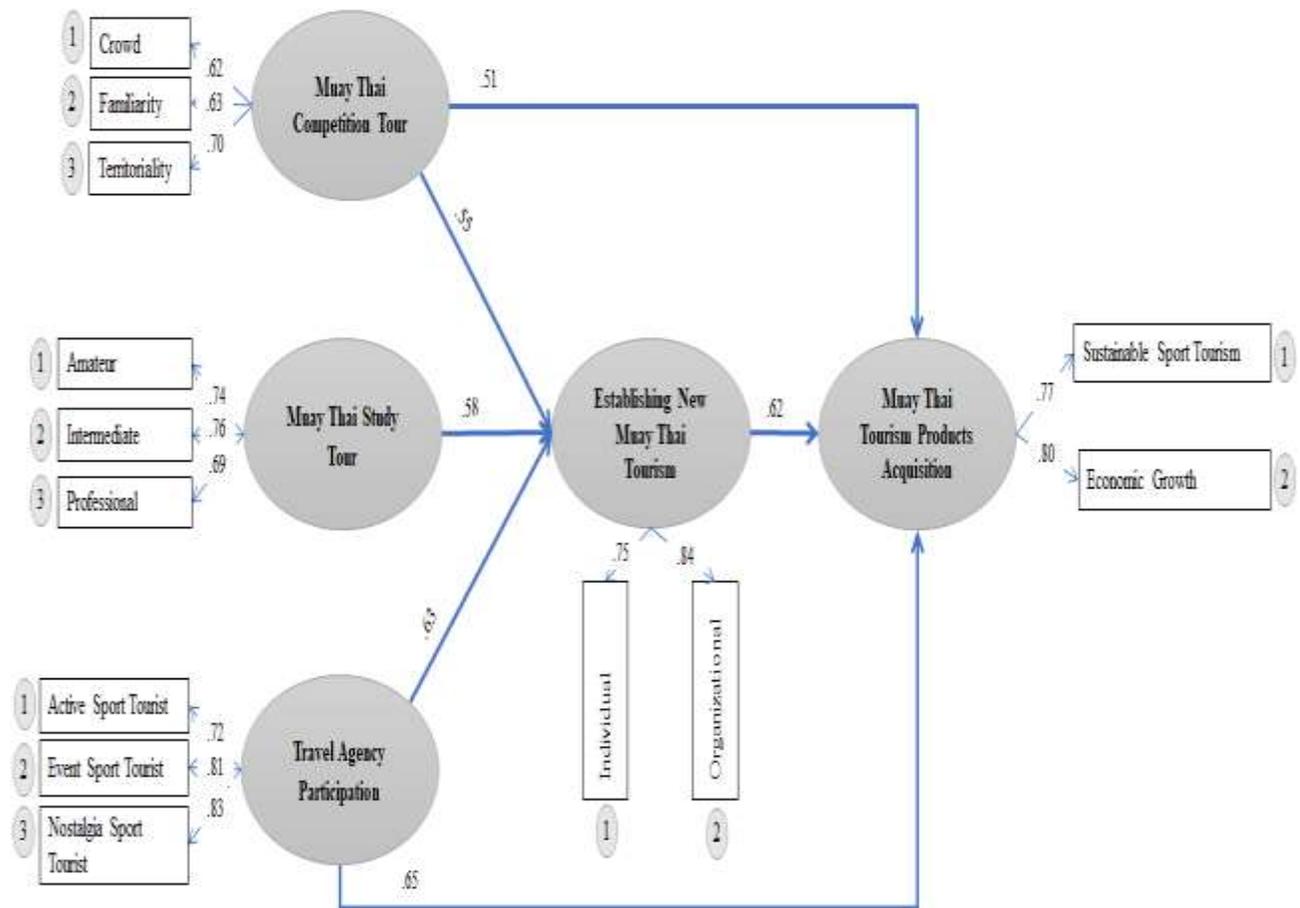


Figure 1. Framework Research Elements of Influences on Muay Thai Tourism industry in Thailand

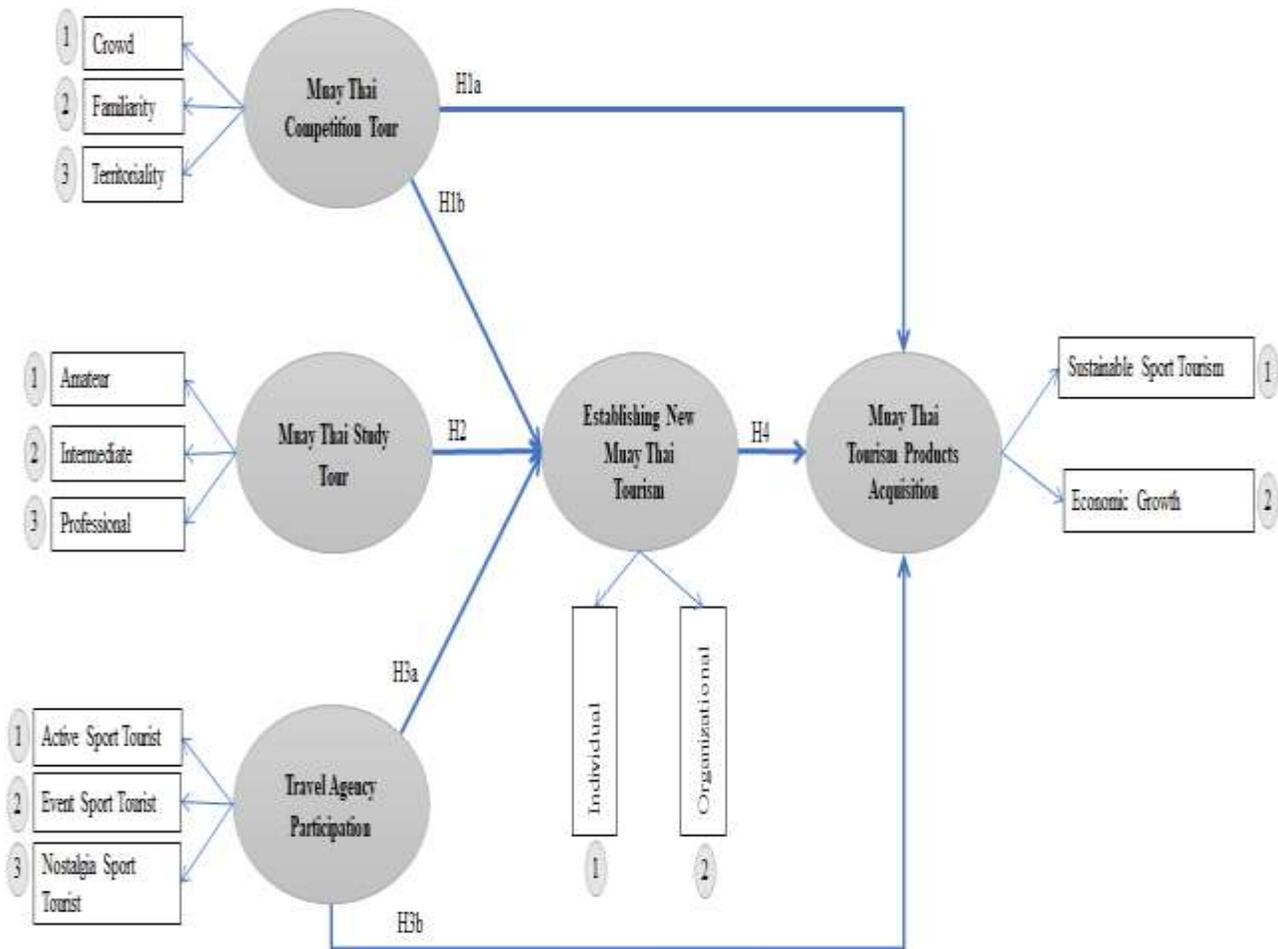


Figure 2. Framework research elements of Influences on Muay Thai Tourism industry in Thailand

The results of this research studies included three parts as following:

Table 1. Statistic of Influence Analysis

Output Variable	Muay Thai Tourism Products Acquisition			Establishing New Muay Thai Tourism		
	TE	IE	DE	TE	IE	DE
Muay Thai Competition Tours	0.615*	0.103*	0.512*	0.551*	-	0.551*
Muay Thai Study Tour	0.142*	0.142*	-	0.580*	-	0.580*
Travel agency participation	0.719*	0.098*	0.621*	0.633*	-	0.633*
Establishing New Muay Thai Tourism	0.655**	-	0.655**	-	-	-

$\chi^2$ (Chi-Square) = 284, df = 202, P-value = 0.00074, GFI = 0.99, AGFI = 0.97, IFI = 0.95, TLI = 0.99  
 CFI = 0.97, RMR = 0.031, RMSEA = 0.033

Structure Equation	MTPA	ENMTT
R <sup>2</sup> (Coefficient of determination)	0.68	0.53

\*p<0.05, \*\*p<0.01



The result of the consistency check in the overall model of the structural equation. It was found that the values were statistically significant, with values  $\chi^2/df$ , = 2.273, P-value =0.001, GFI =0.95, AGFI = 0.91, IFI = 0.98, The results of the other statistic tests indicated that they meet the criteria. Therefore, it is concluded that the modified model is consistent with the empirical data. It can be used to describe relationships between variables as Table 1.

**Table 2.** Factor loading for Success Factor

Fit index	Value	Acceptance area	Acceptability
Chi-square fit (P-value)	0.00088	Less better	+
CMIN/df (related $\chi^2$ )	1.54	<5.0	+
GFI	0.95	>0.9	+
AGFI	0.91	>0.9	+
IFI	0.98	>0.9	-
TLI	0.98	>0.9	+
CFI	0.99	>0.9	+
RMR	0.032	<0.05	+
RMSEA	0.030	<0.05	+

**Table 3.** Results of the testing of hypotheses

Hypotheses	Supported
H1a: Muay Thai Competition Tour Has Significant Impact on Muay Thai Tourism Products Acquisition.	Yes
H1b: Muay Thai Competition Tour Has Significant Impact on Establishing New Muay Thai Tourism.	Yes
H2a: Muay Thai Study Tour Has Significant Impact on Establishing New Muay Thai Tourism.	Yes
H3a: Travel Agency Participation Has Significant Impact on Establishing New Muay Thai Tourism.	Yes
H3b: Travel Agency Participation Has Significant Impact on Muay Thai Tourism Products Acquisition.	Yes
H4: Establishing New Muay Thai Tourism Has Significant Impact on Muay Thai Tourism Products Acquisition.	Yes

The 5 percent average production covered a broad range of products. Many units were reduced in size, but they remained unchanged for transport, funds and advanced businesses. In general, most the growth is in game and relaxation, with a strong social approach to sport. Within libraries, led by the resource movements of the local authorities, rapid development has also taken place. –Several parts continue to face unregulated innovations from sluggish but unmodified resource movement, including phrases offices, network centers, bars and natural security.

## Discussion

We look forward to the growth of strength in network housing, encompassing economic and financial stability and a strong latency for the conventional capital regeneration from the sport. Research shows that people prefer stadiums to gymnasiums because stadiums provide entertainment. Peoples' concern for leisure rather than exercise draws from man's current existence and suggests the cost of expenses should consider an activity rather than an action. An economically important item is the market and its needs. There are several businesses in some discussions where others cannot thrive. Because of that people take part in certain learning sessions to help the network fulfill its needs by different needs and procedures.

Muay Thai is the most favorite martial arts of the Thai and has numerous types of blows, and its coordinated utilization of all hard parts of the body with effectiveness and agility. Blows common to Muay Thai are forward and backward elbow strikes, knee strikes, swing and reversing kicks, and foot jabbing. Essentially "...Muay Thai is different from Western boxing in the diversity of offensive and defensive blows, thus making the art more taxing and challenging to the boxer.



Moreover, cultural and psychological elements are added to Muay Thai, as the boxer has to perform a traditional “paying respect to the teachers” ritual or Wai Khru ceremony, complete with rousing Thai music accompaniment. Watching Thai boxing is, then, an entry into the psychological world of the Thai where values such as respect for elders, love of grace, bravery, creativity and adaptability are encapsulated in one short event. This whole mix of a unique form of martial arts and cultural elements is what makes for the fascination with Muay Thai and explains its popularity worldwide...” (<http://www.thailandtoday.in.th/culture-and-society/elibrary/article/485>)

The typical Thai game is infolding as the manner in which people treat the game as a part of their customs. Therefore, boxing is a confusing choice in Thailand but this is because various factors influence the entire corporate portfolio.

The first thing that should be made clear is that you do not have to be a professional fighter to train in Thailand, or even anything close to that. I trained (an amateur at best) alongside men and women of all ages and skill levels, some who were there to chase a title fight dream and others simply there for the exercise. Next week I will discuss the various gyms, accommodation types, hydration and food suggestions, and so on to hopefully provide at least a basic outline of what is available for those of you who are interested. (Schatz, 2010)

## **Conclusion**

In essence even religion is strongly interlaced in day-to-day Thai life and also securely combined into Muay Thai culture. The headpiece (mongkorn), armband (prajioud), and even the shorts worn all have deep cultural and spiritual significance (Culture Trip, n. d.).

Muay Thai is an important element of tourism, and additional events from the Muay Thai community will entice more Muay Thai trainees and fighters and enthusiasts to come back to Thailand. Thailand’s tourism authorities should not neglect the value and offer needed backing to the Muay Thai community to enhance the tourism value of the sport and promote this vigorously.

The main work opportunities in Thailand have been provided by sports. Sport is an exercise in practice. The boxing game is fun for many and based to an extent on the traveling industry, when the report specifies precisely to what degree such are carried out and in using the deciding factors for the achievements that result. There are many people who engage in sport in Thailand, making the level of sport excellence in Thailand a data gap. The study needs to consider all variables and isolate them alone with the basic condition model. The model has been designed to link each of the variables to affect the overall performance of the Thailand branding industry and many of those elements. Factors including foundations, variable industry, Muay Thai Tour System, performance gymnastics and boxing camps have an influence on Thailand’s stadium administrator’s confinement results. At the corporate level, the fundamental factor tests must calculate and break down these components.

## **Future study on Muay Thai tourism products**

While events such as the Muay Thai Study Tour and the Muay Thai Tournament have occurred, the brand’s form is still not strong enough. Exploring more sectors such as Muay Thai tourism, Muay Thai rural tourism, Muay Thai films and TV tournaments for Muay Thai tourism and media convergence is necessary. Nowadays, Malaysia and the United Arab Emirates use “health tourism” characterized by medical treatment and education. Hence, to ensure that the life of the city is not crowded and polluted, visitors seek simple, healthy living conditions. Muay Thai has several roles, including personality development, health among combatants, and all in the philosophy of yin and yang. Muay’s preventive assessment in many areas is noticeable, such as



for example in medicine, physiology, biochemistry, anatomy and mechanics, ageing disorders, high blood pressure, heart conditions, influenza, arthrosis, digestive disease, neurasthenia, and other chronic diseases. Muay Thai has good and good curative effects. In nearly every cancer class, Muay Thai is taught. Tourism centers and nursing houses are built for Muay's Thai wellness abilities.

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