


FUTURE SCENARIO OF FACULTY OF PHYSICAL EDUCATION THAILAND NATIONAL SPORTS UNIVERSITY IN THE NEXT DECADE (2023-2032)

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 21 April 2023</p> <p>Accepted 18 July 2023</p>	<p>Purpose: To study the possible future scenarios in educational management of Faculty of Physical Education Thailand National Sports University in the next decade (2023-2032)</p> <p>Theoretical framework: The educational management theory.</p>
<p>Keywords:</p> <p>Future Scenario; Faculty of Physical Education; Thailand National Sports University; Next Decade.</p> <div data-bbox="172 981 480 1227" style="text-align: center;">  </div>	<p>Design/Methodology/Approach: EDFR (Ethnographic Delphi Futures Research) by utilizing a mixed-method research. In the quantitative phase was characterized by an initial quantitative phase of data collection by the questionnaire with 17 participants with the purposive sampling, and analyzed through Median and Interquartile Range. In the qualitative phase, the 17 experts participated in focus group, and analyzed by the content analysis.</p> <p>Findings: The results of the quantitative phase identified the 9 aspects, and 80 components which were as follows; 1) Characteristics and competencies of graduates. 2) Curriculum and teaching and learning. 3) Research and innovation. 4) Administration. 5) Academic services. 6) Fostering art and culture. 7) Information technology. 8) Facility. 9) Excellence in sports. The qualitative data verified the result from the quantitative phase, and confirmed that the research result can be practiced in the real life situations.</p> <p>Research, practical & social implications: The study can be used for being as the guideline of the possible future scenarios in educational management of Faculty of Physical Education Thailand National Sports University in the next decade (2023-2032)</p> <p>Originality/Value: The value of the study can apply for creating the action plan of the Thailand National Sports University action.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i7.3336</p>

FUTURO CENÁRIO DA FACULDADE DE EDUCAÇÃO FÍSICA DA THAILAND NATIONAL SPORTS UNIVERSITY NA PRÓXIMA DÉCADA (2023-2032)

RESUMO

Objetivo: Estudar os possíveis cenários futuros na gestão educacional da Faculdade de Educação Física da Thailand National Sports University na próxima década (2023-2032)

Estrutura teórica: A teoria da gestão educacional.

Projeto/Metodologia/Abordagem: EDFR (Ethnographic Delphi Futures Research) utilizando uma pesquisa de método misto. Na fase quantitativa caracterizou-se por uma fase quantitativa inicial de coleta de dados pelo questionário com 17 participantes com amostragem objetiva, e analisada através de Intervalo Mediano e

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Interquartil. Na fase qualitativa, os 17 especialistas participaram do grupo focal e analisados pela análise de conteúdo.

Resultados: Os resultados da fase quantitativa identificaram os 9 aspectos e 80 componentes que foram os seguintes: 1) Características e competências dos graduados. 2) Currículo e ensino e aprendizagem. 3) Investigação e inovação. 4) Administração. 5) Serviços acadêmicos. 6) Promover a arte e a cultura. 7) Tecnologia da informação. 8) Facilidade. 9) Excelência nos esportes. Os dados qualitativos verificaram o resultado da fase quantitativa e confirmaram que o resultado da pesquisa pode ser praticado em situações reais.

Pesquisa, implicações práticas e sociais: O estudo pode ser usado para ser como a guilda dos possíveis cenários futuros na gestão educacional da Faculdade de Educação Física da Thailand National Sports University na próxima década (2023-2032)

Originalidade/Valor: o valor do estudo pode ser aplicado para a criação do plano de ação do Ação da Thailand National Sports University.

Palavras-chave: Cenário Futuro, Faculdade de Educação Física, Thailand National Sports University, Próxima Década.

ESCENARIO FUTURO DE LA FACULTAD DE EDUCACIÓN FÍSICA DE LA THAILAND NATIONAL SPORTS UNIVERSITY EN LA PRÓXIMA DÉCADA (2023-2032)

RESUMEN

Propósito: Estudiar los posibles escenarios futuros en la gestión educativa de la Facultad de Educación Física de la Thailand National Sports University en la próxima década (2023-2032)

Marco teórico: La teoría de la gestión educativa.

Diseño/Metodología/Enfoque: EDFR (Ethnographic Delphi Futures Research) utilizando una investigación de método mixto. En la fase cuantitativa se caracterizó por una fase cuantitativa inicial de recolección de datos por medio del cuestionario con 17 participantes con el muestreo intencional, y analizados a través de Mediana y Rango Interquartil. En la fase cualitativa, los 17 expertos participaron en grupos focales y analizados por el análisis de contenido.

Hallazgos: Los resultados de la fase cuantitativa identificaron los 9 aspectos, y 80 componentes que fueron los siguientes; 1) Características y competencias de los egresados. 2) Plan de estudios y enseñanza y aprendizaje. 3) Investigación e innovación. 4) Administración. 5) Servicios académicos. 6) Fomentar el arte y la cultura. 7) Tecnología de la información. 8) Instalaciones. 9) Excelencia en deportes. Los datos cualitativos verificaron el resultado de la fase cuantitativa, y confirmaron que el resultado de la investigación se puede practicar en las situaciones de la vida real.

Investigación, implicaciones prácticas y sociales: El estudio se puede utilizar para ser como la línea de referencia de los posibles escenarios futuros en la gestión educativa de la Facultad de Educación Física de Thailand National Sports University en la próxima década (2023-2032)

Originalidad/Valor: El valor del estudio puede aplicarse para crear el plan de acción de la Acción de la Thailand National Sports University.

Palabras clave: Escenario Futuro, Facultad de Educación Física, Thailand National Sports University, Próxima Década.

INTRODUCTION

There are many institutions for teaching and focusing on the physical education in the world class level for example, In the the United States, there is the Sports Academy called the United States Sports Acaemy which is an independent, non-profit, accredited sports university which creates to serve the nation and the world with programs in instruction, research, and service. The role of the Academy is to prepare men and women for careers in the profession of sports using modern technologies and traditional teaching methodologies. The vision of USSA

is to be the leading sports education institution preparing students from all backgrounds to careers in sports industry and providing quality sports education worldwide. It aims to advocate for better training for coaches, trainers, and sports managers in all sports. We also aim to become the leading institution in the world to connect sports and arts. The institutions values are 1) Supporting students all the way. 2) Quality instruction with quality faculty. 3) Leading with instructional technology. 4) Integrity and ethical behavior in all that we do. (United States Sports Academy, 2023)

In Europe, the association named "European University Sports Association" is the non-profit making and does not pursue commercial objectives. The objectives of EUSA are a) to maintain and develop regular communication between the national federations; b) to coordinate competitions, conferences, mass-sport-events and other activities both at university and national level; c) to represent university sport in general and the member federations in particular in relation to European organisations; d) to encourage and support the promotion of ethics, Fair Play, gender equity and good governance in sport as well as education of university students through sport e) to encourage and support measures protecting the health of the athletes f) to act against doping in sport and any other kind of manipulation g) to disseminate throughout Europe the ideals of university sport in close collaboration with the International University Sports Federation (FISU) and other European organisations (European University Sports Association, 2023).

In Japan, Nippon Sport Science University is the most famous sport institutions which has the Mission for the Social undertaking: institutional roles, ultimate purpose of existence. The University strives to accomplish the following mission in order to manifest its founding spirit that is to help build a society and develop citizens that are of sound health and content through physical education, physical activity, and sport which is 1. To explore the truth of what constitutes a vital human body through pioneering and practical research in physical education and sports, education, and health and medicine. 2. To develop competent talents that will play the role of leaders in the global and local communities and help build a fulfilling and content society as is the hope of all humanity. 3 To strive to develop and advance the culture of sports, promote the practice and dissemination of the spirit that is at the core of the Olympic and Paralympic movement, and leverage the power of sports that manifests in various ways to help achieve world peace, and 4. To develop superb athletes that possess advanced ability to compete on a global stage while serving as role models to others, explore the potential of the human

mind and body (life vibrancy and lively physical movement), and contribute to creating a society that is overflowing with vigor. (Nippon Sport Science University, 2023)

In Thailand, the national famous physical education university named Thailand National Sports University has the vision for being the best sport university in Asean which the missions are as follows; 1. To produce and develop the sport personnel. 2. To research and develop the knowledge, the innovation in Sport. 3. To serve the academic to the society. 4. To preserve the art and culture, and to support the student for having the most individual's potential. (Thailand National Sports University, 2023)

Most of the previous papers focused on many areas in this issue, for example, the first one, Li and Deng studied the innovation and development of college physical education from the perspective of strengthening the country through sports strategy. Then they analyzed the problems existing in Chinese university physical education. Then they analyzed the problems existing in Chinese university physical education. Finally, they proposed the strategies to optimize the innovation and development of college and university physical education in order to promote the double development of college and university physical education and strengthen the country through sports strategy (Li and Deng, 2022). The second one, Sukdee investigated the problems surrounding the use of information technology in education at Thailand National Sports University Chon Buri Campus and determined the university's information technology needs. The study's findings indicated that the priority was placed on the design of educational technology that aided in teaching and learning. Following that, there was a need in designing educational technology to support research and educational technology designed to support academic services (Chankuna et al., 2022).

The current study attempted to fill this gap in the literature by focusing on the future scenarios of Faculty of Physical Education Thailand National Sports University in the next decade (2023-2032).

DATA AND METHODOLOGY

This study utilized a EDFR (Ethnographic Delphi Futures Research) by using the quantitative research and the qualitative research.

Quantitative Study

Participants

The 17 participants completed the questionnaire. The sample was comprised of the two Vice-Presidents of Thailand National Sports University, the three Deputy Deans of the Physical education, Thailand National Sports University, the four lecturers of the course, the 4 experts, and the 4 stakeholders were selected by using the purposive sampling.

Instrument

The researchers developed a questionnaire based on the previous literature about the educational management. The SWOT analysis and the in-depth interview. The content validity of this survey was determined through Item – Objective Congruence (IOC).

Analysis

The quantitative data was analyzed through Median and Interquartile Range.

Qualitative Study

Participants

The 12 experts which were consisted of the administrator of Sport Authority of Thailand, the director of the Physical department, the deputy of dean of the Education department of Thailand National Sports University, the lecturer of the Physical education, Thailand National Sports University. The experts were again recruited using purposive sampling.

Procedures

The research proposed the handbook of the Future scenarios of Faculty of Physical Education Thailand National Sports University in the next decade (2023-2032) to the experts, and questioned the experts regarding to the verification. Then, the inductive content analysis was used in the process of analyzing the qualitative data.

RESULTS AND DISCUSSION

Quantitative Finding

The result found that there were 9 aspects, and 80 components of the Future scenarios of Faculty of Physical Education Thailand National Sports University in the next decade (2023-

2032). The highest comment from the experts were the Median (4.00 – 5.00), and the Interquartile Range (0.00 – 1.00) which were as follows;

Aspect 1 Characteristics and competencies of graduates which found that the 10 components in this aspect was approved by all the experts.

Aspect 2 Curriculum and teaching and learning which found that the 11 components in this aspect was approved by all the experts.

Aspect 3 Research and innovation which found that the 9 components in this aspect was approved by all the experts.

Aspect 4 Administration which found that the 10 components in this aspect was approved by all the experts.

Aspect 5 Academic services which found that the 9 components in this aspect was approved by all the experts.

Aspect 6 Fostering art and culture which found that the 6 components in this aspect was approved by all the experts.

Aspect 7 Information technology which found that the 9 components in this aspect was approved by all the experts.

Aspect 8 Facility which found that the 8 components in this aspect was approved by all the experts.

Aspect 9 Excellence in sports which found that the 8 components in this aspect was approved by all the experts.

Qualitative Finding

All of the issues were verified, and can be described as follows;

1. Characteristics and competencies of graduates: graduates have English skills and ability in teaching sports skills and have a variety of sports skills with good attitude towards teaching profession, professional ethics for teachers, morality, and technology skills. It is in line of Đorić which found that the knowledge of an English language is one of the crucial skills for any person in the field of sport (Đorić, 2021). It is also relevant to Yıldız & Gulle. which found that it is important to determine the attitudes of physical education teacher candidates who will carry out physical education courses in secondary and high schools (Yıldız & Gulle, 2019).
2. Curriculum and teaching and learning: the curriculum must be consistent with locality and can be developed to become international curriculum, based on new form of degree

program and non-degree program, with cooperation with international networks according to global social changes. It is in line of Prøitz. The literature attests that the consistency of program plans between learning activities, defined learning outcomes and assessments are important for student learning (Prøitz, 2021). It is also relevant to Hou. The results of this study provided that cooperation and coordination are crucial for the quality of any joint degree program. (Hou, 2020)

3. Research and innovation: enhancement should be given to cooperation on research and innovation with external organizations or domestic or international leading university. It is in line of Arroyave et al. which indicated that to enhance firms' performance, firms have sought to acquire knowledge and implement operational flexibility by cooperating with different agents such as universities. Results show that firms that value cooperation with universities develop a wider range of environmental innovations and increase their sales and benefits (Arroyave et al., (2020). It is also relevant to Hsieh et al. The results showed that the level of innovation novelty is associated with the type and geographic location of partners. This study differentiates among noninnovating firms, incremental innovators, and radical innovators and demonstrates that the role of partners changes as the number of countries in which a firm collaborates with each partner type increases (Hsieh et al., 2018).

4. Administration: university ecosystem should be created to embrace the information technology. Emphasis is placed on information technology platforms and database for further development in the administration of digital system. It is in line of Bock et al. which studied on the question whether the university ecosystem stimulates students' innovation capacities. the studied reveal that factors such as functional experiences (e.g., resources and physical spaces within the university) and connecting experiences (e.g., practical application of skills learned during courses) have a significant impact on students' innovation capacities (Bock, 2021).

5. Academic services: academic services should be integrated to connect to educational management in the form of modules that meet social requirements and acceleration is given to branding in becoming a leader of academic services in sports at national and international level. It is in line of Ghavifekr & Rosdy which found that integration of Information, communication, and technology (ICT) will assist teachers to the global requirement to replace traditional teaching methods with a technology-based teaching and learning tools and facilities (Ghavifekr & Rosdy, 2015). It is also relevant to Parent

& Seguin. The purpose of this study was to develop a model of brand creation. The importance of each aspect is suggested to vary depending on the situation. For example, the lack of an initial event brand will result in the leadership group having the greatest impact on the event's brand creation process (Parent & Seguin, 2008).

6. Fostering art and culture: promotion is given to restoration, conservation, and research on folk games and Thai sports or cooperation on knowledge exchange, leading to national and international publication. It is in line of Borowik which found that Many countries and regions struggle with utilization of knowledge assets and they developed over the years research and innovation infrastructure to enhance innovation in the private sector (Borowik, 2014). It is also relevant to Maryuni & Nasrulloh. The findings indicated that traditional sports are sports that come from cultural heritage or ancestral heritage that involve physical activity and movement. Traditional sports in each region have various types and ways of implementation. Traditional sport is one of the wealth and heritage that must be maintained and developed properly (Maryuni & Nasrulloh, 2022).

7. Information technology: electronic media must be created, such as textbooks, books, research journal, and sport judgment manual, etc. Information technology for the administration of the faculty should be developed to be modern and stable to serve 24 hours service and one stop service. It is in line of Bond et al. which revealed that digital technology has become a central aspect of higher education, inherently affecting all aspects of the student experience (Bond et al., 2020). It is also relevant to Saarikko et al. The results revealed that digital transformation should be a top management priority and a defining trait of corporate business strategy, and that by becoming digitally conscious, firms may get a head start on their transformation (Saarikko et al., 2020).

8. Facility: creating and developing the infrastructure of the faculty, such as building, classroom, instructional media, equipment, and learning tools that will lead to the faculty that produces knowledge and teaching of physical education and sports ready and supportive for being a learning source of students. It is in line of Firdausy et al. which found that the contribution of student activity and learning facilities to learning outcomes indirectly through learning independence (Firdausy et al., 2019). It is also relevant to Zurainan et al. Results indicated that good management of the facilities in an educational institution can affect students' learning process and subsequently impact the students' academic (Zurainan et al., 2021).

THE RESEARCH SUGGESTIONS

1. The research result should be applied to create the Thailand National Sports University action plan in order to assess the situation for adjusting to the changeable situation.
2. The further study should study the administration of the Physical education, Thailand National Sports University in order to aim the organization to the Asian level.

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