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**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.

Keywords

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

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Preface

The purpose of research title **Muay Thai and its transition to International Level**

is to analyze how the traditional combat technique transition into an international world class combat technique, competition and its transition into Mix Martial Arts. The role 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. The finding of this research study shall provide knowledge on Muay Thai and it’s Transition to International Level. This will enhance the researcher the experiences in survey research and gain knowledge to teach students of Muay Thai and Thai culture. I would like to thank you Suan Sunanadha Rajaphat University International College for giving the opportunity and funding to conduct this research. This research will contribute to the development and education of Muay Thai in Thailand.

Mr. Mohamed Darma Khairiree

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