**Muay Thai and it’s Transition to International Level**

**Chapter 1**

**Introduction**

**1.1 Rationales**

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 learn traditional Muay Thai or the cultural and traditional belief of it.

Academic and theoretical research Social Science, Sport 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.

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.

**1.2 Objectives**

The objectives of this research are:

1. to study the strength of Muay Thai and Mix Martial Arts;
2. to describe the transition of Muay Thai to international level; and
3. to identify international community perception of Muay Thai.

**1.3 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?

**1.4 Limitation of the study**

The research study will be conducted in Thailand. The population are people who are involved in Muay Thai and Mix Martial Arts (MMA). The research study will be conducted during January until June 2017.

**1.5 Keywordsused in the research**

* Muay Thai,
* Kick Boxing,
* Mix Martial Arts,
* Combat Sport, Fitness,
* ASEAN,
* Culture,
* Tradition,
* Street Fight,
* Marketing mix,
* SWOT analysis, and SWOT Analysis Matrix Strategies.

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**Chapter 2**

**Literature Review**

The art of fighting in Southeast Asian countries are similar in each country. It is a form of hard martial art. Kickboxing is one of the self defend of people in Southeast Asian Countries. There are pradal sery in Cambodia, tomoi in Malaysia, Lao boxing in Laos, lethwei in Myanmar and Muay Thai in Thailand. Muay Thai has a long history in Thailand and Muay Thai is the country’s national sport.

* 1. **What is Muay Thai?**

Muay Thai has been recognized as the nation art and identity since the ancient time. Muay Thai can be applied in sport and fighting. Thai people have been trained to do Muay Thai in order to protect themselves and the nation. In 1774, the legendary Nai Khanom Dtom made Muay Thai famous for his battle against a group of Burmese while he was a prisoner of war in Burma. He was captured when the Burmese ransacked and burnt Thailand’s ancient capital Ayuddhaya. He legendarily defeated ten of Burma’s best boxers when, without pause, he took them on one by one through a battering and bruising contest. He illustrated one of the most favorable elements in Muay thai, an indomitable will to win for honour and willingness to face any odds. This can be summarised as: “Nothing can stand against you except yourself” (Chad, 2002).

Muay Thai had unique style of music, Muay Thai dance or “Wai Kru” and its fighting are not only arts but they are also good Thai tradition. Now a day Muay Thai is recognized and promoted worldwide.

Muay Thai is referred to as “The Art of Eight Limbs” and using eight points of contact the body mimics weapons of war. The hands become the sword and dagger; the shins and forearms were hardened in training to act as armor against blows, and the elbow to fell opponents like a heavy mace or hammer; the legs and knees became the axe and staff. The body operated as one unit. The knees and elbows constantly searching and testing for an opening while grappling and trying to spin an enemy to the ground for the kill**.** These are some basic Muay Thai that will be use and integrate into Mix Martial Arts (MMA). According to Evolve Daily (Evolve, 2018), he gave reasons why Muay Thai is the perfect martial art as follows:

* **It is widely recognized as the most effective striking art in the world;**
* It is effective in all ranges of standup fighting;
* It is highly effective for self-defense; and
* It is one of the key foundation for sport of MMA.

The late great Muay Thai Grandmaster Kru Yodtong Senanan said the art of Muay Thai toughens your mind, body, and spirit. “Muay Thai is good for your confidence and inner strength.” On top of enhancing your physical conditioning, Muay Thai builds confidence and promotes discipline of the mind through the control of emotions and feelings (Evolve, 2018). Muay Thai is by far the most effective striking art in the world. Muay Thai has been tested in competition and real-life situations for hundreds of years, refining the art to be as fast, efficient, and powerful as it can be. On top of that, its consistent testing in combat between highly skilled practitioners has developed every apect of the art to an extremely high level.

  Muay Thai is a martial art and combat sport unlike any other. The art incorporates the use of knees, elbows, shins and hands. This allows the practitioner to use all the weapons available to the human body in kicking range, punching range, and the clinch, making it effective in all ranges of standup fighting unlike most other striking based martial arts.

Differences between Muay Thai and Thai Boxing

*Muay Thai* is a combat sport. Muay Thai is known as the art of eight limbs. Muay Thai allows stand-up striking as well as clinching techniques. It is a physical and mental discipline according to the Thai. This is because it allows the competitors to use both their fists, knees, shins, and elbows. It is usually observed that competitors combat on their opponent’s shin. The use of elbows and knees also differentiates the two.

*Thai Boxing* refers to the combat sport between two athletes who engage in a heated contest of strength, endurance, reflexes, will and so on. It is a form of wrestling but the only attack allowed in boxing is throwing punches at your opponent with special gloves worn. Using elbows and knees is not allowed in Thai Boxing although those who practice or compete in Muay Thai rely a lot on using their knees and elbows in dealing blows to their opponents Muay Thai and Thai boxing are certain characteristics that make them different from each other and unique in themselves (2018).

* 1. **Mix Martial Arts (MMA)**

[Mix martial arts](https://www.elite-mma.com/mixed-martial-arts.html), also known as MMA, is a term for the combat sport in which two competitors attempt to achieve dominance over one another by utilizing three general tactics: striking, finishing holds, and control. The rules allow the combatants to use a variety of martial arts techniques including punches, kicks, joint-locks, chokes, takedowns and throws (<https://www.elite-mma.com/>). Mix Martial Arts is a full-contact [combat sport](https://en.wikipedia.org/wiki/Combat_sport) that allows both [striking](https://en.wikipedia.org/wiki/Strike_(attack)) and [grappling](https://en.wikipedia.org/wiki/Grappling), both standing and on the ground, using techniques from other combat sports and [martial arts](https://en.wikipedia.org/wiki/Martial_arts).

**2.3 Mix Martial Arts and Muay Thai**

Mixed martial arts (MMA) is a form of combat that allows fighters to grappling and striking. The fighters need to stand on the ground using the combination of sport and martial arts. Muay Thai on the other hand is another kind of art that in the past ancient people used to prevent against enemies. (<https://ockickboxing.com/blog/muay-thai/mma-vs-muay-thai/>, 2018).

In fact, Muay Thai is generally considered the best striking art for MMA competitions. Most **Another difference between Muay Thai and MMA is the open-fingered glove used in MMA**. MMA gloves make it possible to grab and are better for grappling and submission fighting than a boxing glove.

**2.4 The Transition of Muay Thai to International Level**

Thailand won the first medal at the [1976 Games](https://en.wikipedia.org/wiki/1976_Summer_Olympics) in [Montreal](https://en.wikipedia.org/wiki/Montreal) by Thai boxer “Mr.Payao Poontarat”. [Payao Poontarat](https://en.wikipedia.org/wiki/Payao_Poontarat) took home a bronze in the [Men's Light Flyweight](https://en.wikipedia.org/wiki/Boxing_at_the_1976_Summer_Olympics#Light_Flyweight) category. In 1996 Olympic Game in Atlanta, Mr. [Somluck Kamsing](https://en.wikipedia.org/wiki/Somluck_Kamsing) won first gold medal in the [Men's Feather weight](https://en.wikipedia.org/wiki/Boxing_at_the_1996_Summer_Olympics_%E2%80%93_Featherweight) category.

(<https://en.wikipedia.org/wiki/Thailand_at_the_Olympics>, 2018 ).

There is no guarantee that Muay Thai will be selected for an Olympics-Sport in Tokyo 2020. The sports for Tokyo 2020 have already been set with surfing, skateboarding and karate all set to make their debut in Japan, but whoever gets the right to stage the games in 2024 could include Muay Thai now it has recognition. (<https://www.bbc.com/sport/38378005>).

**2.5 International community perception of Muay Thai**

How will Muay Thai change true time into the 21st century. It is also to show that MMA and Muay Thai cannot be separated in term of modern day combat sport.

Muay Thai in the World Games 2017; in 2013 [International Federation of Muaythai Amateur (IFMA](https://www.youtube.com/channel/UCJfoE7xvY5TSee7WOh2sMbw)) became a member of the International World Games Association at the annual General Assembly of IWGA in St.Petersburg at the Sport Accord Convention 2013. History was made in this year when Muay Thai was included into the Official Sports Program amongst 29 other sports participating in 2017 World Games in Wroclaw, Poland. In 2017, IFMA host the biggest Muay Thai event just for the Youth, because the youth is the future of Thailand we must invest them (IFMA, 2017). The tournament was held from 3-10 August 2017 in Bangkok, Thailand.

(http://www.ifmamuaythai.org/muaythai-in-the-world-games-2017/)

* 1. **SWOT Analysis of Muay Thai**

According to Albert Humphrey (2015) SWOT stands for strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal SWOT factors. Opportunities and threats are external SWOT factors. A strength and opportunity is a positive factor while a weakness and a threat is a negative factor.

* 1. **Marketing Mix strategy of Muay Thai**

The basic meaning of the word “market” that the marketers learn as they start out in the market is putting the right product in the right place at the right price and at the right time. Marketing was define as a process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing definition is based on the concepts of needs, wants, demands, marketing offers exchange, transaction and relationship, value and satisfaction, products, services and experiences (Kotler & Armstrong, 2004).

The marketing mix is one of the most famous marketing terms. According to Kotler & Armstrong (2006) the marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The possibilities variables can be grouped into four variables known as the “four Ps or 4Ps”: product, price, place and promotion. Kotler & Armstrong (2006) explain that **P**roduct, the first ***P*** means the goods and services combination the company offers to the target market. The second ***P***, **P**rice is the amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having the product. The third ***P***, **P**laceis the location where the service is actually going to be delivered. The product should be available from where your target consumer finds it easiest to shop. The final ***P***, **P**romotionincludes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products.

The researcher employs Marketing Mix strategy of Muay Thai and SWOT analysis as a tool to analyse the strength and weakness of Muay That to international level. The results of SWOT analysis shall provide the information to turn the weaknesses into strength and threats into opportunities. The findings will give the important part of the planning and looking at the existing position of Muay Thai in the future.

**Chapter 3**

**Research Methodology**

The purposes of this survey are to study the 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. Research Questions consist of “What are the international community perception of Muay Thai?” and “What are the factors effects the transition of Muay Thai to international level?”. The researcher shall employ the quantitative and qualitative method in this study. The detail of the methodology of this research study are as following.

**3.1 Population and Sample**

Since we do not know the size of population who possess knowledge on Muay Thai and MMA. The researcher employs the Taro Yamane’ table of finding sample size. The sample size in this study will be 100 participations with error (e) ± 10 %. 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 , Thailand.

**3.2 Research Instruments**

3.2.1 Questionnaire

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.

3.2.2 Structured Interview

The structured interview questions will be constructed by the researcher in order to answer the research questions. The structure interview consists of 10 questions.

3.2.3 Open-ended questions

The open-ended questions will be constructed by the researcher in order to answer the research questions. The open-ended consists of 10 questions.

**3.3 Data Collection**

The researcher shall administer the questionnaire through mail and interview the sample by face-to-face or by telephone. The oobservation 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

**3.4 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.

**Chapter 4**

**Research Findings and Results**

As stated in Chapter 1, the purposes of this survey were 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. The researcher employed the quantitative and qualitative method in this study. The research finding of this study are as following.

**4.1 Sampling Size and Sampling Technique**

Sample size: The population were Thai people and foreigners who involved in Muay Thai and Mix Martial Arts (MMA). 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. The sample size in this study were 100 participations with error (e) ± 10 %.

Sampling Technique:

The stratify simple random sampling were employed in this study. The sample in this study will be Thai people and foreigners who stayed in Bangkok, Thailand. The sample size in this study will be 100 participations. There were two strata involved in this study, they were Thai people and foreigners. The subjects in this research consisted of:

1. Gender: There were 71% male and 29% female participated in this sample.
2. Nation: There were 27% foreigner and 73% Thai citizen participated in the sample.

**4.2 Data Analysis: Descriptive Methods**

The descriptive statistics were employed to analyze the data. The statistics used percentages, mean, and standard deviation. The data from structured interview were analyzed using qualitative method. The SWOT analysis are strength, weakness, opportunity and threat are marketing mix were 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 data analysis are as following.

**4.3 Results and Findings**

4.2.1 Research Question 1:

What are the international community perception of Muay Thai?

The researcher constructed questionnaire order to answer the research question 1. The questionnaire on the International community perception of Muay Thai consists of 10 questions. The researcher constructed the questionnaire by using a 5-point Likert scale:

**5:** Strongly agree; **4**: Agree;  **3**: Undecided

**2**: Disagree; **1**: Strongly disagree

The subjects were asked to indicate their level of agreement to each item of the questionnaire. The subjects were informed that the questionnaire was for the research purposes only.

The percentage of the responses to each of the ten items on the questionnaire are presented in Table 1 below.

Table 4.1 Show the percentage of community perception of Muay Thai.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Topics** | **Level of your perception** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| **%** | **%** | **%** | **%** | **%** |
| **1.** | Muay Thai is a form of combat that allow fighters to grappling and striking. | 92 | 87 |  |  |  |
| **2.** | Muay Thai is another kind of art that people used to prevent against enemies. | 83 | 17 |  |  |  |
| **3.** | I think Muay Thai is effective in a street fight. | 85 | 15 |  |  |  |
| **4.** | Muay Thai considered a good martial art for street fighting. | 81 | 19 |  |  |  |
| **5.** | I can learn martial arts by myself but I cannot do in Muay Thai. | 65 | 33 | 2 |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **6.** | I think Muay Thai is the most devastating strike. | 19 | 31 | 38 | 12 |  |
| **7.** | I have to learn Muay Thai before mix martial arts (MMA). | 42 | 35 | 23 |  |  |
| **8.** | The rules of Muay Thai are the same as kick boxing. | 71 | 23 | 6 |  |  |
| **9.** | Now Muay Thai is one of the most well-known and practiced martial arts in the world. | 69 | 29 | 2 |  |  |
| **10.** | I think Muay Thai can be an Olympic sport. | 46 | 37 | 12 | 2 |  |

Based on the finding from Table 4.1, the highest strongly agreed item of the questionnaire were 92 % showed that “Muay Thai is a form of combat that allow fighters to grappling and striking”. The lowest strongly disagreed item of the questionnaire were 2 % that “ I think Muay Thai can be an Olympic sport.” 85% of the sample had strongly agreed with the item stated that “ Muay Thai is effective in a street fight.” Only 46% of the sample had strongly agreed that Muay Thai can be an Olympic sport.

4.2.2 Research Question 2:

What are the factors effects the transition of Muay Thai to international level?

In order to answer the Research Question 2, the researcher employed the structured interview and open-ended questions. The structured interview questions constructed by the researcher in order to answer the research questions.

The examples of interview findings are as following.

1. What are the factors effects the transition of Muay Thai to international level? Please describe in your opinion?

* The limitation of using English communication. There are many Thai trainers cannot communicate and cannot teach the foreigners using English language.
* 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.
* There are more foreigner who interested in Muay Thai but they have to stay in Thailand longer.
* All Thai citizen have to support Muay Thai.
* It is unique identity and cannot copy.

2. Do Muay Thai trainers have problems in teaching the foreigners?

* Yes, because of the language. There are many Thai trainers cannot communicate and cannot teach the foreigners using English language.
* Yes because of language and also resistances from older generation of Muay Thai practitioner that don’t want foreigner to learn the traditional art.

3. Why Muay Thai and Mixed Martial Arts (MMA) become popular in recent years?

* Because Muay Thai and Mixed Martial Arts happens to be the combat sport closed to real fighting. That is also world famous.
* Movie, competition, gym and marketing .
* When MMA became popular, the champions tended to have strong backgrounds in certain arts like Muay Thai.
* Some of MMA classes or Muay Thai classes taught their students how to fight and spar than a traditional martial arts gym.
* It is easy to learn, is a whole body work out and is fun.

4. What is more devastating Muay Thai or MMA?

* I think both Muay Thai and MMA are devastatingly effective. Both have total bad assess training them.
* Muay Thai is a well-tested method for the standing phase of a fight.
* Mixed Martial Arts is a form of combat that allows fighters to grapping and striking. The fighters need to stand on the ground using the combination of sport and martial arts.
* MMA is more complete art, incorporating ground work. Muay Thai does not have ground work but Muay Thai has amazing punching, clinch and kicking.

5. Why Muay Thai is the perfect martial art?

* Because Muay Thai used just only body without any weapon. That ‘s amazing.
* Muay Thai used punching. They used part of attack methods of punch, elbows, knee, kick, hold and throw.
* Muay Thai is a martial art and combat sport unlike any other. The art incorporates the use of knees, elbows, and hands.
* Muay Thai fighters will standup and fighting.
* It is easy to learn, is a whole body work out and is fun.

6. How to promote Muay Thai as a sport for female?

* Promote it as a fitness class and it could be a weight lost program for female.
* Increased the number of female trainers and showed what they can do.
* Use female movies stars to promote Muay Thai boxing.
* Use Muay Thai as part of exercises and promote healthy.
* Put in the advertisement that Muay Thai help you burn 1,000 calories an hour.
* Muay Thai is the standard of a perfect total workout. It is fun and efficient way to burn fat and lose weight.
* Use movie star to promote Muay Thai as an aerobic and anaerobic workout.
* Contest from female fighter.

7. How to raise the students’ awareness of the importance and value of the Thai culture, especially Muay Thai?

* Muay Thai is a Thai traditional sport and it awareness must be raised true movie, promotional tour and most importantly must be learn and teach to new generation.
* Thai Government must support Muay Thai competition and promote this sport to be widely recognized and preserved as a cultural heritage
* Add more trainers and free lessons.
* Included Muay Thai education in the curriculum in schools or university.
* Add Muay Thai as a compulsory subject in schools or university.
* Create more Muay Thai clubs and trainers to train every students.
* More Muay Thai teachers and boxing camp.
* The university have to organize International Muay Thai Camp and Competition.

8. How to promote Muay Thai widespread internationally?

* By using MMA as an international platform to put Muay Thai into a mainstream fighting style.
* Thai government should support more financial in Muay Thai club and school.
* Using famous actors such as Tony Jaa starring in Ong-Bak, it will attract international audiences as he appeared in his action films.
* Thai government should help in supporting Muay Thai film and marketing abroad.
* Promote it through film, MMA fight, gym and fitness center.
* Promote Muay Thai as a part of cultural tourism.
* 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.
* Muay Thai School must have a certificate from Thai Government Sector and credible standards for international level.

9. What are the constraint in promoting Muay Thai internationally?

* The main constrains are language barrier, traditional believe that no foreigner should be taught the traditional art.
* The cost of promotion Muay Thai to internationally is very expensive.
* Thai government did not help in supporting Muay Thai film and marketing abroad. Thai producers could not risk investing a large amount of money for making a movie.

**4.4 SWOT Analysis and marketing Mix Strategy of Muay Thai**

The data from structured interview were analyzed using qualitative method to describe the transition of Muay Thai to international level, and to identify international community perception of Muay Thai. 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 4.2 SWOT Analysis of Muay Thai Transition to International level

|  |  |
| --- | --- |
|  | **Muay Thai** |
| Strengths | 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. |

|  |  |
| --- | --- |
| Weakness | 1. The limitation of using English communication. There are many Thai trainers cannot communicate and cannot teach the foreigners using English language. 2. 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. 3. There are many foreigners who interested in Muay Thai but there are no English classes and they have to stay in Thailand longer time. 4. Muay Thai kick boxers sometime had injury occurred during the fight. |
| Opportunities | 1. By using MMA as an international platform to put Muay Thai into a mainstream fighting style. 2. 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. 3. Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. 4. All Thai citizen have to support Muay Thai. |
| Threats | 1. There are kick boxings techniques in many countries. 2. The main constrains are language barrier. 3. The traditional believe that no foreigner should be taught the traditional art. 4. The cost of promotion Muay Thai to internationally is very expensive. 5. Thai government did not help in supporting Muay Thai film and marketing abroad. Thai producers could not risk investing a large amount of money for making a movie. |

Table 4.3 Marketing Mix Matrix Strategies and SWOT Analysis of Muay Thai Transition to International level

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Strength** | **Weakness** | **Opportunities** | **Threats** |
| **P**roduct | 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. | 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. | 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. | 1.The main constrains are language barrier.  2. Old Thai people believe that Muay Thai traditional should not teach foreigner and traditional art. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **P**rice | 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. | 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. | 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. | 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. |
| **P**lace | 1.The Institute of physical Education and some University in Thailand offer Muay Thai classes in their universities.  2.Muay Thai School should have a certificate from Thai Government Sector. | 1. There are Muay Thai Schools but they did not use English as a media in their classes. 2. There are many foreigner who interested in Muay Thai but they have to stay in Thailand longer. | 1.Thai Government and University can teach Muay Thai in Schools.  2.Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. | 1.The are many foreigners set up Thai Fights and boxing schools in their countries.  2.There are kick boxings techniques in many countries. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **P**romotion | 1.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.  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. | 1.The cost of promotion Muay Thai to internationally is very expensive.  2.Thai government did not help in supporting Muay Thai to go abroad. | 1.Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level.  2.All Thai citizen have to support Muay Thai. | There are kick boxings techniques in many countries. |

Based on the data analysis from Table 4.2 SWOT analysis and Table 4.3 Marketing Mix Matrix Strategies and SWOT Analysis of Muay Thai Transition to International level strategiesthe 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.

**Chapter 5**

**Research Finding, Conclusions and Recommendation**

The purposes of this survey were 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. The researcher employed the quantitative and qualitative method in this study. The research finding of this study are as following.

The researcher distributed 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. The data collection were collected through the Mix Martial Arts observation, Muay Thai Tournament, Online resources, Personnel interview , Academic Journal, Case Study, and from website.

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.

**5.1 Research findings**

Research Question 1:

What are the international community perception of Muay Thai?

The researcher constructed questionnaire in order to answer the research question 1. The questionnaire on the International community perception of Muay Thai consists of 10 questions. The researcher constructed the questionnaire by using a 5-point Likert scale:

**5:** Strongly agree; **4**: Agree;  **3**: Undecided

**2**: Disagree; **1**: Strongly disagree

The subjects were asked to indicate their level of agreement to each item of the questionnaire. The subjects were informed that the questionnaire was for the research purposes only. The finding from Table 4.1 showed that the highest strongly agreed item of the questionnaire were 92 % on item “Muay Thai is a form of combat that allow fighters to grappling and striking”. The lowest strongly disagreed item of the questionnaire were 2 % that “ I think Muay Thai can be an Olympic sport.” 85% of the sample had strongly agreed with the item stated that “ Muay Thai is effective in a street fight.” Only 46% of the sample had strongly agreed about international perception that Muay Thai can be an Olympic sport.

Research Question 2:

What are the factors effects the transition of Muay Thai to international level?

In order to answer the Research Question 2, the researcher employed the structured interview and open-ended questions. The structured interview questions constructed by the researcher in order to answer the research questions. 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.

Based on the research finding the factors effects the transition Muay Thai to International level consisted of the following factors:

1. *Language:* 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.
2. *Budget:* 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.
3. Not enough supporting from Thai Government even though Muay Thai products are unique and well known to international level.

The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

**5.2 Recommendation**

Based on the benefit from the research findings, the lecturers and university should do all of the following:

* 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 Muaty 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
* Distribute the 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; and
  + Help Thailand to achieve fame true Muay Thai.

**5.3 Research Conclusions**

With a centuries long history, Muay Thai has progressed and is now recognised in many countries worldwide, creating a new era of a proud world history. In recent years Muay Thai, both amateur and professional, has swept across the world like wildfire and developed into a premier ring sport – a fighting art with no equal in terms of unarmed combat and spectator appeal, as well as being a form of self defense and a fitness programme.

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