

**The Sustainability of Academic Service for Elders In The Community,
Faculty of Liberal Arts, Thailand National Sports University,
Chiang Mai Campus**

Nattapol Nantapanuwat*, Aunnaporn Suriyo, La-ortip Indee and Alonggon Numboonjit
Faculty of Liberal Arts, Thailand National Sport University, Chiang Mai Campus
E-mail: natcpe@hotmail.com

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Abstract

The research aimed to study the efficiency and the level of sustainability of people in the community toward the academic service including suggestions in order to take them to be the guideline for the instructors for providing efficient and effective academic service. The sample was 28 elders in Yang Noeng Community. The purposive sampling was implemented. Frequency, Mean, Percentage and Standard Deviation were implemented. The Validity of IOC was 0.858. Reliability (Cronbach Coefficients Alpha) was 0.895. It was found that the level of sustainability of academic service for elders in the community in overall was at high level (\bar{X} as 3.91, S.D. as 0.635). While considering each item, it was found that Pak Tong Chai Activity had the highest level of sustainability (\bar{X} =4.09, S.D. as 0.659), Rhythmic Activities being at high level of sustainability (\bar{X} = 3.89, S.D. as 0.712) and Local Sport Games Activities being at high level of sustainability respectively (\bar{X} as 3.75, S.D. as 0.588). While having in-depth interview, it was found that the academic service for the elders could be applied in their daily lives such as Local Sport Games leading harmony and entertainment in the special day events in the community. Besides, Rhythmic Activities were developed to be the exercise in the community and Pak Tong Chai Activity could make the career in the community. Those mentioned created the sustainability of academic service for elders in the community. The suggestions were that the elders needed to have the academic service continuously and would like to have the project organizer create further projects.

Keywords: Sustainability, Academic Service, Elders

Introduction

Education was the important tools for country development including the development in the area of economy, politics society and culture. Human resources were the key factors in the development. Human resources would be efficient if there were effective education organizing. Univesity was the education instistute which influenced the higher education organizing in order to increase the quality of life and income.

Education Institute was the unit which had important role in human resources development to be smart, kind and had values. Human resources should have both cognitive skills and social responsibility. (Suwankul. K. (1987) The education institute both in Thailand and abroad st the desirable characteristics of the graduates for 5 areas including 1) the area of ethical and morality 2) the area of knowledge 3) the area of cognitive skills 4) the area of



interpersonal skills and responsibility skills 5) the area of numerical analysis, communication and information technology.(Institute of Physical Education, 2019)

Academic service for communities was an important role of the university which could create good image of the university. Therefore, the academic service mission was needed as equal as other missions. As it reflected the image of participation in the communities among the need of communities (Srikalasin S. and et al, 1998). Thailand National Sports University, Chiang Mai campus realized the academic service for the communities following the outstanding of the university in Physical Education, Sports, Recreation and Health. Therefore, the university did the research to meet the need of the community, develop the knowledge and integrate with a lot of experiences of people in the communities in order to increase the efficiency and the strength to people in the communities. The academic service had the allowance and provide the service free of charge. The local sports competition was the sport activity which reflected the symbol of cultures of each community. It also preserved the national and international culture. It was the activity which should be placed for children, youths, and citizens and for beneficial leisure time spending. It was one of the activity promoting exercising and building the physical and mental strength. As nowadays, Thai people received information from various media, it caused Thai people know only international sports and absorbing international cultures via the international sports much more. So, there was less chance to absorb Thai cultures from Thai local sports. If this still happened in a long run, local sports would disappear from Thai society.

Therefore, the researchers realized the academic service for communities and were interested in studying on the sustainability of academic service of Faculty of Liberal Arts, Thailand National Sports University, Chiang Mai campus in the area of local sports competition, rhythmic activities/Yoga/Social Dance and Making Lanna Tung in order to be the guide for developing the academic service for the communities and building the participation to preserve local sports to be with our Thai society forever.

Research Objectives

1. To study the level of sustainability of people in the community toward the academic service of Sports Management Program, Faculty of Liberal Arts, Thailand National Sports University, Chiang Mai campus
2. To know suggestions in order to take them to be the guideline for the instructors for providing efficient and effective academic service.

Research Framework

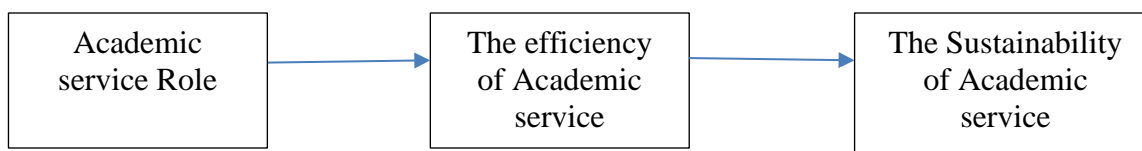


Figure 1 Research Framework



Research Methodology

Population and Sample group

The population was 28 elderlies at Yang Noeng Sub-district, Saraphee District, Chiang Mai Province. The Purposive Sampling was implemented.

Research Instrument

The research tool for qualitative research was Focused Group and the questionnaire was for the quantitative research asking opinion on the sustainability of academic service divided into 3 parts as following.

Part 1: General information of the respondents having the checklist

Part 2: The opinions on the sustainability of academic service of the elderly in Yang Noeng Sub-district, Saraphee District, Chiang Mai province being 5 Rating scale (Likert's scale)

The interpretation of expectation score level and efficiency level was 5 levels (Best and Khan)

Part 3: Opinions and suggestions toward the sustainability of academic service for the elderly by Sports Management Program, Faculty of Liberal Arts, Thailand National Sports University, Chiang Mai campus.

The questionnaire was implemented and checked the Validity of IOC by the experts which was as 0.858. The sample of 20 was used for Reliability (Cronbach Coefficients Alpha) which was 0.7. Thus, the variable in the study was reliable.

Data collection

The researchers collected 28 questionnaires, checked the correctness and completeness and took the data for Code Book and then analyzed data by using Social Science Package Program.

Statistic use in data analysis

Descriptive Statistics was implemented for describing personal characteristic of the sample and the sample behavior for categorizing data to fundamental information of the sample using Percentage, Mean and Standard Deviation.

Research Results

1. To study the level of sustainability of people in the community toward the academic service of Sports Management Program, Faculty of Liberal Arts, Thailand National Sports University, Chiang Mai campus

Table 1 The demographic characteristic of the sample

General information	N (28)	Percentage
Gender		



General information	N (28)	Percentage
Male	7	25.0
Female	21	75.0
Age		
60 – 65 years old	9	32.1
66 – 70 years old	10	35.7
71 – 75 years old	5	17.9
76 – 80 years old	3	10.7
More than 80 years old	1	3.6
Job		
Househusbands/Housewives	11	39.3
Civil Servant/State Enterprises	1	3.6
Merchant/Own business	4	14.3
General Contractor	2	7.1
Retried Civil Servant	9	32.1
Others	1	3.6
Education level		
Lower than Junior higher	8	28.6
Junior high school	2	7.1
High school, Vocational certificate	3	10.7
Advanced Diploma/High Vocational certificate	2	7.1
Bachelor Degree	12	42.9
Higher than Bachelor Degree	1	3.6
Monthly Income		
Less than 5,000 Baht	6	21.4
5,000-10,000 Baht	4	14.3
10,001-15,000 Baht	5	17.9
15,001-20,000 Baht	7	25.0
20,001-25,000 Baht	4	14.3
More than 25,000 Baht	2	7.1
Length of living in the community		
Less than 10 years	1	3.6
From 10 years – 20 years	1	3.6
From 21 years – 30 years	3	10.7
From 31 years – 40 years	4	14.3
From 41 years – 50 years	5	17.9
More than 50 years	14	50.0

Table 1 showed that the respondents were female with the percentage of 75.0 (N=21), aged 66 – 70 years old with the percentage 35.7 (N=10), being Househusbands/Housewives with the percentage of 39.3 (N=11), having education level of Bachelor degree with the



percentage of 42.9 (N=12), having monthly income from 15,001-20,000 Baht with the percentage of 25 (N=7), having length of living in the community more than 50 years with the percentage of 50 (N=14).

Table 2 The sustainability of the utilization of knowledge behavior, effects and the publicity of people who participated in the academic service and the local sports competition

Item	Number	\bar{X}	S.D.	Sustainability Level
Local sport competition				
- The utilization of knowledge behavior and effects	28	3.86	0.632	High
- The publicity	28	3.64	0.561	High
Total	28	3.75	0.588	High

Table 2 showed that the sustainability of local sports competition in overall was at high level (\bar{x} = 3.75 S.D. = 0.632). The utilization of knowledge and effects were at high level (\bar{x} = 3.86 S.D. = 0.632) and the publicity was at high level (\bar{x} = 3.64 S.D. = 0.561).

Table 3 The sustainability of the utilization of knowledge behavior, effects and the publicity of people who participated in the academic service and rhythmic activities

Item	Number	\bar{X}	S.D.	Sustainability level
Rhythmic activities				
- The utilization of knowledge behavior and effects	28	3.67	0.663	High
- Publicity	28	4.11	0.789	High
Total	28	3.89	0.712	High

Table 3 showed that the sustainability of rhythmic activities in overall was at high level (\bar{x} = 3.89 S.D. = 0.712). The utilization of knowledge and effects were at high level (\bar{x} = 3.67 S.D. = 0.663) and the publicity was at high level (\bar{x} = 4.11 S.D. = 0.789).

Table 4 The sustainability of the utilization of knowledge behavior, effects and the publicity of people who participated in the academic service and teaching Pak Tong Chai

Item	Number	\bar{X}	S.D.	Sustainability level
Teaching Pak Tong Chai				
- The utilization of knowledge behavior and effects	28	4.37	0.606	High
- Publicity	28	3.81	0.719	High
Total	28	4.09	0.653	High



The Table 4 showed that sustainability of teaching Pak Tong Chai in overall was at high level (\bar{x} = 4.09 S.D. = 0.653). The utilization of knowledge behavior and effects was high level (\bar{x} = 4.37 S.D. = 0.606) and Publicity was at high level (\bar{x} = 3.81 S.D. = 0.719).

Table 5 The sustainability of the utilization of knowledge behavior, effects and the publicity of people who participated in the academic service in overall

Item	Number	\bar{X}	S.D.	Sustainability level
Local sport competition	28	3.75	0.588	High
Rhythmic activities	28	3.89	0.712	High
Teaching Pak Tong Chai	28	4.09	0.659	High
Total	28	3.91	0.635	High

Table 5 showed that the opinions toward the sustainability of academic service for the elderly in the community in overall was at high level (\bar{x} = 3.91 S.D. = 0.635) which teaching Pak Tong Chai was at high level (\bar{x} = 4.09, S.D. = 0.659), the Rhythmic activities was at high level (\bar{x} = 3.89, S.D. = 0.712) and Local sports competition was at high level (\bar{x} = 3.75, S.D. = 0.588) respectively.

Suggestions for open-ended questions.

1. The elderly were joyful with the activities especially the rhythmic activities and would like to have various activities continuously.
2. The elderly would like the activities organizer to create further activities in the future.
3. The elderly would like to more types of local sport competitions in order to promote the leisure activities for the families.
4. The elderly would like to have activities which could make the money from that activities.
5. The elderly could be able to take the activities to develop to be the competition of their communities.

For the in-depth interview, it was found that

The academic service for the elderly was applied to their daily life such as local sports competition creating the harmony and entertainment in the event days in the communities. Besides, the rhythmic activities were developed to be the exercising to the communities and teaching Pak Tong Chai was developed to be the job of the people in the communities. These activities created the sustainability of academic activities for the elderly in the communities.

Discussion

The sustainability of the academic service of Sports Management Program, Faculty of Liberal Arts, Thailand National Sports University, Chiang Mai University in overall including Local sports competition, Rhythmic activities and Teaching Pak Tong Chai was at high level. The sustainability of academic service of Teaching Pak Tong Chai was at high level, Rhythmic



activities and Local sports activities respectively. There was the sustainability in academic service which the elderly were satisfied with the activities and could apply the activities to their daily life and share with others until it led to be the job making money to the communities. Duangchan C.,Taeochantuek S., Suksamran A.(2018). The outcomes of the community participation in the elderly health promotion projects were health outcomes such as exercise, food, drugs and stress management. And other outcomes are friendships, pleasure, self-esteem, and good relationship.

Research Recommendations

It should take the findings to plan the strategic ways and set the way to promote and support sport management in order to make it suit with the need of the service receivers and to lead to the sustainability to the communities.

Suggestions for further research

There should have the study of the need of the communities by setting events in the communities to brainstorm together creating academic service to suit with the need of the communities much more.

There should be the comparison of the current sustainability of activities for elderly and other ages receiving academic service.

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