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SUFFICIENT ECONOMY PHILOSOPHY PROCESS AND EXERCISE PERCEPTION OF FEMALES AT COMMUNITY, UBON-RATCHATHANI PROVINCE

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ABSTRACT

The Sufficient Economy is a philosophy based on the fundamental principle of Thai culture. It is a method of development based on moderation, prudence, and social immunity, one that uses knowledge and virtue as guidelines in living. Significantly, there must be intelligence and perseverance which will lead to happiness in leading one's life and happiness associated with health, current health recommendations focus on four things: avoid obesity, eat right, don't smoke, and **exercise**. The processes of sufficiency economy according to King Bhumibol's Sufficiency Economy Philosophy and exercise perception are the keys to developing the full potential of the individual and is regarded by policy makers as instrumental in the crisis.

The objectives of this qualitative research design(content analysis) were to describe the processes of females at community organization collaboration centers at Bungwai Sub-District, one of the rural areas, Ubon-Ratchathani Province and to describe the exercise perception of females at community organization collaboration centers .

Methodology:

This content analysis used focus group and many documents from outstanding community organization collaboration centers' documents recorded by 27 researchers of the association of researchers in 2510-11. The documents consisted of observational, in -dept-interview, focus-group, non-participant observation and Bungwai-Sub-District documents.

Data were analyzed by content analysis and sought regarding critical concerns of Sufficiency Economy Philosophy and females' exercise perception for health. The instruments were : Check list, recording schedule, In-depth Interview guidelines (semi structure questions), Focus group discussion questions guidelines and documentary synthesis guidelines .

Results: Thematic analysis of all documents covered 3 major findings of exploring the processes of community at community organization collaboration centers according to King Bhumibol's Sufficiency Economy Philosophy and exercise perceptions as followed.

The themes consisted of : 1) **Understanding** the meaning of this philosophy : "taking middle-path into consideration using technology appropriately, making reasonable decisions based upon knowledge should be built in order to take full benefit and cope up with any risk and eliciting good morals or ethics in proper management underpinning strength together with a proper value system as well as maintaining immunity against the vigorous-waves of change" . 2). **Doing for upgrading** by collaboration and commitment . 3). **Undertaking** and eliciting activities that came from the mindset which are derived from **understanding** and teaching the sufficient economy philosophy to next generation . However, datum was one of the limitations in some- part from youths and males. Their exercises perceptions were the form of physical activities but these were not planned , structured and done to improve at least one aspect of physical fitness. Their exercises ignored the strength, flexibility or aerobic endurance. Females' physical activities included many activities, these were parts of daily life. Household, workplace and lifestyle physical activities were three of the most common types of physical activities of females at community .

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Key words: Sufficient Economy Philosophy, Exercise, Physical Activity.

INTRODUCTION

The Sufficient Economy is a philosophy based on the fundamental principle of Thai culture. It is a method of development based on moderation, prudence, and social immunity, one that uses knowledge and virtue as guidelines in living. Significantly, there must be intelligence and perseverance which will lead to happiness in leading one's life.¹ But **nowadays**, the way of life is undoubtedly in crisis with even a worsening trend in spite of the apparent modernization and mainstream economy. Asia is experiencing the rapid changes of **globalization** and modernization. Consequently, health and disease patterns also change over time in Asia's societies. Asian societies are undergoing a "life cycle" in which infectious diseases and nutritional deficiencies dominate rural societies, whereas in the 'grown-up' and 'urbanized' societies, non-communicable diseases have become more prevalent. Health need to be part of all government policies, but how does policy develop and prioritize sustainable strategies to promote health in response to this rapid pace of change?² So his Majesty king Bhumibol Adulyadej said that " Being a tiger is not important, the important thing is for Thai-people to have a sufficient economy. The sufficient economy means to have enough to support Thai-selves...so to take a careful step backward...Each village or district must have relative self-sufficient."^{1, 3} The sufficiency economy as a means to alleviate poverty and crisis has recently been recognized by the United Nations in the presentation of the UNDP Human Development Lifetime Achievement Award. His Majesty King Bhumibol Adulyadej has, since 1974, stressed the importance of economic self-reliance which is based on the Buddhist belief in the middle path to conduct ways of life to overcome poverty and worsening trend. Thailand learned many lessons from a financial crisis that followed the devaluation of the Thai- baht in July 1997. The King's philosophy of self-reliance has gained new credence, reflected in government development policies aimed at improving the country's economic well being. Health and care are being promoted as vital tools in line with an understanding of the sufficiency economy which implies moderation of aspirations and a balance between success and fulfillment.⁴ **According to above content** , the Sufficient Economy is a philosophy based on the fundamental culture, one that uses knowledge and virtue as guidelines in living, there must be intelligence and perseverance which will lead to happiness.¹ **As it is widely known, happiness** associated with **health**, The overwhelming majority of research-studies support the conclusion that happiness is associated with health and longevity. Current health recommendations focus on four things: avoid obesity, eat right, don't smoke, and **exercise**. The processes of sufficiency economy according to King Bhumibol's Sufficiency Economy Philosophy and exercise perception are the keys to developing the full potential of the individual and is regarded by policy makers as instrumental in this crisis. This paper explored the process of this philosophy and exercise concept as a strategy in the rural area of Thailand.

The objectives of this content analysis were to :

1. to describe the processes of females of community at community organization collaboration centers at Bungwai Sub-District, one of the rural areas, Ubon-Ratchathani Province.
2. to describe the exercise perception of females at community organization collaboration centers .

METHODOLOGY:

This content analysis used focus group and many documents from outstanding community organization collaboration centers' documents recorded by 27 researchers of the association of researchers in 2510-11.

Those documents consisted of observational, in -dept-interview, focus-group, non-participant observation and Bungwai-Sub-District documents.

Data were analyzed by content analysis and sought regarding critical concerns of Sufficiency Economy Philosophy and females' exercise perception for health.

The instruments were : Check list, recording schedule, In-depth Interview guidelines (semi structure questions), Focus group discussion questions guidelines and documentary synthesis guidelines

Operation definition.

Community means Community Organization Collaboration Centers at Bungwai Sub-District, Ubon-Ratchathani Province, Thailand.

Exercise perception means action of female at community that relevance to health benefit.

Data were analyzed by content analysis and sought regarding critical concerns of Sufficient Economy Philosophy process and females' exercise perception.

RESULTS

Result 1 : Thematic analysis of all documents covered 3 major findings of exploring the processes of community at community organization collaboration centers according to King Bhumibol's Sufficiency Economy Philosophy as followed.

The themes consisted of " Understanding , Doing, Undertaking (U.D.U) as follow:

- 1) At first : **Understanding** the meaning of this philosophy : Mrs. A ,B " taking middle-path into consideration using technology appropriately, making reasonable decisions based upon knowledge should be built in order to take full benefit and cope up with any risk and eliciting good morals or ethics in proper management underpinning strength together with a proper value system as well as maintaining immunity against the vigorous-waves of change.

2). **Doing for Upgrading** : Mrs. B,C “ we help community and collaborate in a cause that made us stronger ” like the enlist-process of understanding the way of life.

3). **Undertaking** and eliciting activities coming from the mindset which are derived from **understanding** . (Miss D “ Sufficient Economy is not only on the upgrade but also support neighbor country too , it is the responsibility for all. ” , Mrs.A,B ,E “We teach Sufficient Economy Philosophy to my daughter and son too .”)

However, data had limitation in some- part from youths and males.

Results: 2

The **exercise perception of females** were the form of physical activities but these were not planned , structured and done to improve at least one aspect of physical fitness.

The exercise perception of females ignored the strength, flexibility or aerobic endurance.

The **physical activities of female** included many activities these were parts of their daily life. Household, workplace and lifestyle physical activities were three of the most common types of physical activities of them.

DISCUSSION

Thematic analysis of all documents covered 3 major findings of exploring the processes of community at community organization collaboration centers according to King Bhumibol's Sufficiency Economy Philosophy⁵.

Understanding the meaning of this philosophy : “taking middle-path into consideration using technology appropriately, making reasonable decisions based upon knowledge should be built in order to take full benefit and cope up with any risk and eliciting good morals or ethics in proper management underpinning strength together with a proper value system as well as maintaining immunity against the vigorous-waves of change like the sufficiency emphasizes Buddhism's principle of following the middle path, which refers to a person fully satisfied with what one has and is at peace with the self as the sufficiency economy is conditioned by basic need, not greed, and restrained by a conscious effort to consume moderately.⁶ This philosophy was composed of three components and two underlying conditions. The three components were moderation, reasonableness, and a system of self-immunity (i.e., the ability to cope with life's uncertainties). The two underlying conditions that were necessary to achieve sufficiency were knowledge and morality. A successful sufficiency economy required planning that was broad and thorough, had the careful application of knowledge, and demonstrates the successful implementation of these plans. In terms of morals and ethics, a sufficiency economy required that all individuals lived their lives honestly, peacefully, generously, and with integrity and perseverance.⁷ **This was an upgrading** the enlist-process of understanding the way of life. The two conditions of the philosophy of sufficiency economy were focused on mental and spiritual development. This development provided mental and spiritual satisfaction for individuals and creates

an ethical culture at the organizational and national levels ⁸ (Mongsawad, 2009). Indaratna (2007) ⁹ suggested that the philosophy of sufficiency economy encouraged ethical self-improvement that increases the capacity of the individual . This might be an upgrading their life (improvement). Undertaking and eliciting activities coming from the mindset which were derived from the up-and-up by collaboration and commitment. It means accessing the core of philosophy , The Idea of upbringing shown into their next generation because of unrest-less feeling of their parents (sufficient-happiness).^{10,11} However, data were not collected from the youths and males at community.

The exercise perception of females was the form of physical activities but these females were not planned or structured and not done to improve at least one aspect of their physical fitness. The activity ignored the strength, flexibility or aerobic endurance. They were physical activities which were parts of their daily life. Household, workplace and lifestyle physical activities were three of the most common types of physical activities of them.¹² The health benefits of regular exercise and physical activity were hard to ignore. The benefits of exercise were the taking, regardless of the age, sex or physical ability. It need more convincing to exercise¹³ and more informing about the difference between exercise and physical activities.

Physical activity is defined as any bodily movement. Examples included doing housework, carrying buckets or laundry, walking up stairs and raking. Physical activity was positively correlated with overall fitness of an individual. Physical activity could range between light, moderate and vigorous types of activity. For example doing the household chore of washing dishes would be considered a light physical activity but Exercise was any movement that was planned, and done purposely to maintain or improve physical fitness. Examples of this type of movement include running, yoga, spinning and cycling. Performing regular exercise could improve aerobic capacity, muscle strength and bone strength, and exercise was also positively correlated with overall fitness of an individual. In this population concept , They thought that physical activity was exercise , they did not know the difference.¹⁴ The females thought that physical activity was exercise , they did not know the difference. Their exercise perception was not a specific form of physical activity that was not planned, not purposeful and not performed with the intention of gaining specific adaptations in the body such as improved cardiovascular function.¹⁵ But they perceived that dancing, swimming, cycling, and running were all examples of exercise. The concept of physical activity was defined as any bodily movement produced by skeletal muscles that resulted in energy expenditure. The energy expenditure could be measured in kilocalories. Physical activity in daily life could be categorized into occupational, sports, conditioning, household, or other activities so exercise was a subset of physical activity, exercise must be planned, structured, and repetitive and had as a final or an intermediate objective the improvement or maintenance of physical fitness. The degree to which people had these attributes could be measured with specific tests. The difference of definitions were comparing in many studies that relate physical activity, exercise, and physical fitness to health.¹⁶

It was the different subcategories of physical activity likely that had different determinants, might be related to very specific aspects of physical fitness and health, and might required different intervention and promotion strategies.¹⁷

Conclusion : The processes of females of community at community organization collaboration centers at Bungwai Sub-District, Ubon-Ratchathani Province according to King Bhumibol 's Sufficiency Economy Philosophy had 3 dimensions (Understanding , Doing, Undertaking) and these might be associated with the present generation feeling (sufficient-happiness). Sufficiency Economy Philosophy served as a guiding light for Bungwai Sub-District but the opinions or feelings of next generation and males should be further explored.

The exercise perception of females at community organization collaboration centers was only physical activity but these process and perception might give their health benefits.

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