

## Project Evaluation of Participatory Sports Management for youth: A case study of Nong Long local government , Wiang Nong Long district, Lamphun province

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### Rationale/Background and importance of the research problem

Nowadays, Thailand has 17 million adolescences or equal to 27% of total population. Development of Children and youth is the major process in human resources. According to the development of the country, which has the potential to consider “people” as the important basics? Promoting population’s health by promote sports to create opportunities for people to play sports and exercise, to make them healthy without illness in both physical and mental ways, accord with the government policy, that has used sports as a tool for development. One of the most important activities in the development of children and youth is sports health management. Currently, this strategy is considered by all the sectors. However, most of the promotion and management of local sporting events focus on play-to-win, which only a few people could join the event.

Sport competition management is the essential strategy to access sporting opportunities for all children and youth, which is the fundamental right that all the children should receive. Currently, the sport competitions are provided for only children who had excellent sport skill and often found that the competitions, which organized by organization mentioned above, has been using the same kids or group of kids in the competitions. The other general kids have no opportunities to participate in the competition, which means the right of playing sport has been limited for the children who have poor sport skill. Therefore, the considered of rights and equality of sport competition management must be emphasized and study the results and

impacts of activities, by creates the chances for the children who never participate in the sport competition to have opportunities to play sports.

Nonglong municipal district, T.Nonglong, Wiang nong long district, Lampon province consists of 5,915 populations. There were 405 children and youth in education system, which are studying in 4 schools and 1 childcare. The main problem in community was drugs, during years 2556 there were 54 drugs cases in community; therefore Nonglong district management team focused on the promotion of youth sports activities to improve the health of young people, and not to get involve with the drug. The municipality has a policy of promoting health and mass sport activities plans, in order to makes people get healthy in all aspects (Nonglong municipal district, 2556). However, the weakness was found in the cooperation of associate members and people in community, especially the opportunity to participate in activities belong to the target group of children who have abilities in sports. Furthermore, there was no assessment of satisfaction of the sport management. Even the sports have been managed continuously, but there wasn't any assessment to be used for a better process development or suggest the policies for the national organization. Following the evaluation covered on; 1.Equality and fairness for youth sports management policy 2.Sports Management Structure 3.Process management 4.Participation and satisfaction of associate

Researchers were interested to find the answers for the research: "How was the assessment result in participatory sport management for youth in Nonglong municipal district, Wiang nong long district, Lampon province?" which covered project inputs, project process and project outputs/project outcomes. The aim of the evaluation is to obtain useful information for an effectively process to response people's demands and for the further

preparation of policy recommendations.

#### Contribution of research finding

The assessment results of this project can be applied to the decision of the district administration and can be used for the policy suggestions to develop local management process. This will create durability and maximum benefits for youths and people in the community. In addition, the assessment can be expanded to use with other evaluation projects in Nonglong district and included other districts as well.

This research used CIPP model to evaluate all elements of the system: included project inputs, project processes, project outputs/project out comes. Useful information were anticipated from the assessment, to be used to improve the working proceed.

**The assessment tools, methods used to collect the data, guidelines for data analysis and explicit standard evaluation. In summary, the evaluation aimed in 4 issues;** 1.Context: for policy or goal planning 2.Inputs: for the operation structure setting, tactics, methods and action plans 3.Process: for direct and track the operation to improve operation methods and report furtherance of the project 4.Outputs: for making decision to stop, postpone or expand the project. At the end of the study, the researchers aim to get policy, management and academic suggestions for youth sport project in Nonglong district as they could be used as a model for other areas.

**Study area:** Nonglong municipal district, T.Nonglong, Wiang nong long district, Lampon province. Process by evaluate the Youth sport management.

**The study of consisted population:** 1) 18 people in the management team of Nong District 2) 100 of youth in the community 3) 90 people in the community (group conversation).

( D.L. Stufflebeam, 1997, P. 261-265)

**Tools / Instruments:** interview, questionnaire, project assessment, group conversation and participatory observation

**Data collection:** 1) interview the Nonglong administrator team 2) collect details from project document 3) investigate from ordinance and three- years development plan 4) making groups conversation with Nonglong district team and associate network 5) participatory observe in each issue in the project activities.

**Data analysis:** using a combination of both quantitative and qualitative analysis.

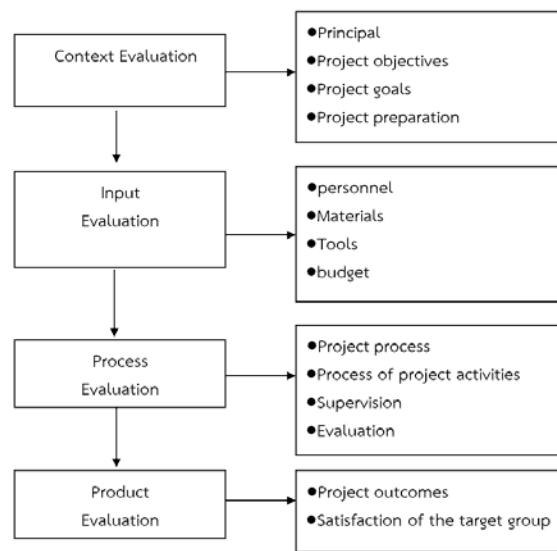
### Objectives of study

General purpose is to evaluate the management of youth sports project. Particular purpose: 1) to study inputs of the sports project for the youth in Nonglong district 2) to study the process of management of youth sports project in Nonglong district 3) to study outputs and outcomes of the project in Nonglong district 4) to make the policy, management and academic suggestions of youth sport competition under Nonglong municipal's principal of fairness and equality.

### Contribution of research finding

The results of this project can be applied to the decision's issue of the district administration and used the policy suggestions to develop local management processes in order to create sustainable and benefits for youth and people in community. In addition, the project can be expanded to evaluate other important projects of Nonglong municipal district and other districts.

In brief, this research applied the sport for masses concept as tools for community under the framework by used CIPP model as project evaluation.



### Discussion

The evaluation of the participatory sport management for youth in Nonglong municipal district, Wiang nong long district, Lampon province found that

**Context Evaluation:** the issues, principal, project objectives, Project goals and project preparation had set up the budget in ordinance annual budgeting in 2557-2558. Nonglong municipal district, Wiang nong long district, Lampon province Community and Social Services, Religion Culture and recreation program had been assigned in the 3-years development plan (2557-2558): 1) the 19th sport participation project of student, youth and people to against drugs abuse (3-years development plan 2557-2559: ;page 84, 50,000 baht) 2) the 8th sport competition project of municipal employees and local public relations (3-years development plan 2557-2559: ;page 81, 50,000 baht) 3) the 14th sport competition project of municipal sports and public relation in Lumphun province, Nonglong games 8 (3-years development plan 2557-2559: ;page 83, 600,000 baht) 4) the sport competition in Nonglong district (3-years development plan 2557-2559: ;page 84, 188,000 baht) 5) Lan Plern project for community health promotion (3-years development plan 2557-2559: ;page 90,

50,000 baht). The objective is to promote the sports in Nonglong district and youth and people can make use of their time. Furthermore, the results were set that the district sports potential will increase and youth are promoted to make use of their time and be healthy. However, the municipality did not evaluate the objectives and the defined results of project in the written form, which the municipality should have done in the project evaluation. Besides, we found that the project activities focused on sports competition, but not to sports management for masses.

**Input Evaluation:** personnel, materials, tools and budget found that there were not enough personnel and the responsibility belonged to education division. Results from group conversation found that there was only 1 P.E. academician in district, which was not enough to drive the. The suggestions were given from group conversation that the process should be integrated and co-operated by relevant departments such as; sports provincial office, school teachers, community leaders, local politicians, public and etc. The equipments and tools have been apportioned for only 15,000 baht, which was not sufficient for the needs of the target population (group conversation result, 2558). Also in the budgets part, found that the sports have been apportioned for almost 1 million baht, which was covered for all children and youth.

**Outputs evaluation:** The results of the target satisfaction study found that the village sport clubs were formed such as; futsal, football, volleyball, muaythai and etc, where they have training places such as; futsal field, football field, volleyball court and boxing. Satisfaction from group conversation found that children and youth in Nonglong district were very satisfied with the youth sport project. However, there

was lots of remaining youth, who had not been motivated to participate in the sport activities.

**Conclusion:** The project evaluation was the important activity to drive the project to achieve its objectives. The systematic evaluation was needed to create the effective project evaluation; promptly, accomplishment, capital and labors value. Therefore, there should have the project evaluation reports and meeting to know if the processes were on target or not, and the evaluations results must be improved, adjusted and improve the processes for the project effectiveness in further.

#### Recommendations for evaluation uses

1. The policy should be written more about sports for the masses by not focus on the competition to provide equal opportunities to access the activities for youth in the community.
2. The management team and the accomplices in sports management should set up the budget that is consistent with the concept of sports for the masses without only focus on the competition for superiority.
3. Supply sports equipment that meets the requirement of children, youth and people in all ages.
4. Provide and recondition places to suit the community context.
5. Promote and publicize acknowledgement about sports for the masses to all people.

#### Suggestions for the next evaluation topic

1. The next evaluation should cover the sports for the masses, according to the project plans and activities.
2. There should use the participatory evaluation from people as the key to create the continuously development process and to meet the needs of the target group.
3. There should have the value cost evaluation of the project, and should give the

information back to people in community meeting forum.

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