

# Factors Affecting on the Preserving Thai Culture of Undergraduate Students in Thailand National Sports University

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## Abstract

Purpose to Study Factors Affecting on the Preserving Thai culture of Undergraduate students in Thailand National Sports University. The Subjects of 210 were Stratified Random Sampling from undergraduate students of Thailand National Sports University Chonburi Campus in Academic Years 2019. The Data were then analyzed in terms of Pearson Correlation and Stepwise Multiple Regression Analysis.

The factors which could the Preserving Thai culture of Undergraduate students in Thailand National Sports University comprised these 4 variables: Participating in Cultural activities with educational institutions, Cultural data sources, Attention and valuableness of culture and Cultural information perception. These 4 factors could predict the Preserving Thai culture of Undergraduate students in Thailand National Sports University about percentage of 72.30. The significantly predicted equations were as follows:

In term of raw scores were:

$$Y' = -.593 + .398 (X_6) + .318 (X_4) + .273 (X_3) + .166 (X_5)$$

In term of standard scores were:

$$Z'_Y = .392 (ZX_6) + .258 (ZX_4) + .254 (ZX_3) + .143 (ZX_5)$$

**Keywords:** preserving Thai culture, undergraduate students

## 1. Introduction

Economic growth and globalization affect original cultures and traditions. Both domestic communications and travelling lead to fast cultural exchanges between regions and nations. In these conditions, cultural conflicts and domination can occur. Preserving the nation's culture to strengthen the society, preventing it from being absorbed into globalization, is a way to preserve the good culture of the country (Thongsri, 2014). Culture is a community's lifestyle. It is a stream of intelligence. It is valuable and spiritually noble. It is a deep happiness from freedom and an integrated knowledge of every aspect of human life. Moreover, culture has long been the foundation of the society. Country development without cultural and arts foundations cause several negative impacts (PhutthiRoongrote, 2014). Cultural heritage is one important thing about the existence of a society. Therefore, now it's become increasingly important to preserve many valuable cultural heritage. (Hani, et al., 2012) Thailand is currently a developing country focusing on economic development. This results in gaps in the society, obsession with money, commerce, and state-of-the-art technology. Providing cultural information will help increase positive feelings towards the society and culture. This positive emotion will cause students to participate more in cultural activities that help promote social behaviors. Also, the use of images promoting preservation of culture in various locations in the university and on the website can create familiarity, resulting in sustainable cultural preservation and social preservation. This is thanks to visual communication being a language that can be easily understood. Inserting cultures and traditions in learning is a strategy to convey them to the youths, making them recognize cultural values (Chng & Narayanan, 2017; Goodarzarparvari & Camejo, 2018; Jackson & Heath, 2017). This agrees with Ahmed (2017) found that they could organize also cultural competition between students in order to raise their cultural level. In fact, these efforts proposed will spread the message of heritage awareness to more people in short period of time. It could be an open

day at every semester to make an exhibit of heritage products manufactured by local craftsmen in the region. At each region, the administration of education are required to assign a heritage awards granted to schools, local organization or individuals which contributed effectively to raise the awareness of local residents about the national heritage. At the end, curricula have to be revised in order to include the heritage elements in educational programmes in an effective and efficient manner. Therefore, academies should give high importance and instill the conservation of cultures in order to preserve the Thai culture to the next generation, helping the Thai culture last in the society (Atawongsa, 2017; Lumby & Foskett, 2016).

Thai sports are unique Thai culture and art forms. They are beautiful and valuable. The ancestors invented, carried on, developed, and passed them on to today. They both science and art. They reflect life, lifestyle, and Thai cultures and can be absorbed through playing. Some of the sports became legends and memories. Some are still being played, albeit modernized. Nevertheless, Thai morals encourage the establishment of private and government organizations promoting Thai sports, in order for later generations to recognize and conserve in Thai society. This is especially true for Thai swords contests and Thai boxing. Not only does playing sport help moving muscles, build strength, and prevent illness, it also lets players practice focus, creativity, resourcefulness, problem-solving, and avoiding opponents. Some sports are played in teams. They help players recognize the importance of unity and responsibility to one's task while united as one, as well as sportsmanship, knowing how to win, lose, and forgive (Raksiri & Ratanarajanaku, 2017; Simcharoen, et al., 2008; Thavornsawat & Bunthawee, 2012)

Exposure to Thai sports cultures in the current society involves predetermined shows in parties and sports events. They are important in encouraging the conservation of Thai sports of culture and art among the masses. They are also informative and educative. Therefore, Thailand National Sports University, which is responsible for principles of Thai sports development, has given importance to conserving the Thai culture, according to the 6<sup>th</sup> National Sports Development Plan (2017-2021), strategy 5, which emphasizes development of knowledge and innovation related to sports and promotes the image of knowledge from Thai local wisdom internationally (Office of the Permanent Secretary of Ministry of Tourism and Sports, Thailand, 2016). Therefore, the researchers are interested in studying the factors affecting on preserving Thai culture of undergraduate students in Thailand National Sports University as a guideline in preserving the Thai culture.

## 2. Method

### 2.1 Objectives

1) To study the Preserving Thai culture of Undergraduate students in Thailand National Sports University. 2) To create an equation to predict the Preserving Thai culture of Undergraduate students in Thailand National Sports University.

### 2.2 Sample

The subjects are undergraduate students of Thailand National Sports University Chonburi Campus in Academic Years 2019. The sample size needs to be considerably large using the rule of thumb suggested by Hair et al. (2013) that factor analysis should set the groups to variables ratio at no less than 10:1. This research determined the sample size of 30:1 sample size is 210 students selected as a sample of the study by using a stratified random sampling

### 2.3 Variables

Predict variables

1. Cultural knowledge ( $X_1$ )
2. Cultural experiences ( $X_2$ )
3. Attention and valuableness of culture ( $X_3$ )
4. Cultural data sources ( $X_4$ )
5. Cultural information perception. ( $X_5$ )
- 6 Participating in Cultural activities with university ( $X_6$ )
7. Motivation for joining Thai culture ( $X_7$ )

Dependent variables: Preserving Thai culture (Y)

### 2.4 Research Tools

The instrument was a related questionnaire of Factors Affecting on the Preserving Thai culture of Undergraduate

students in Thailand National Sports University, consisting of 8 sets ,45 items, with a 1-5 rating scale, IOC index of 0.60 - 1.00, Cronbach's alpha coefficient of 0.86 - 0.90

### 2.5 Data Analysis

The Data were then analyzed in terms of descriptive statistics, Pearson Product Moment Correlation and Stepwise Multiple Regression Analysis.

### 2.6 Hypothesis

At least 1 Predict variables can predict the Preserving Thai culture of Undergraduate students in Thailand National Sports University.

## 3. Results

1. The Cultural knowledge, Cultural experiences, Attention and valuableness of culture, Cultural data sources, Cultural information perception, Participating in Cultural activities with university, Motivation for joining Thai culture and Preserving Thai culture were at a high level.

**Table 1.** Mean, Standard Deviation of the Preserving Thai culture of Undergraduate Students in Thailand National Sports University

Factors	X	S	level
1. Cultural knowledge (X <sub>1</sub> )	4.02	0.34	high
2. Cultural experiences (X <sub>2</sub> )	3.93	0.33	high
3. Attention and valuableness of culture (X <sub>3</sub> )	4.06	0.36	high
4. Cultural data sources (X <sub>4</sub> )	4.11	0.32	high
5. Cultural information perception. (X <sub>5</sub> )	4.12	0.33	high
6 Participating in Cultural activities with university (X <sub>6</sub> )	4.15	0.38	high
7. Motivation for joining Thai culture (X <sub>7</sub> )	4.08	0.28	high
8. Preserving Thai culture (Y)	4.16	0.39	high

As shown in Table 1, as a whole, the factors were at a high level.

2. The result of the correlation of Factors affecting on the Preserving Thai culture of Undergraduate students in Thailand National Sports University all aspects with statistical significance at the level of .05.

**Table 2.** The Correlation of Factors Affecting on the Preserving Thai Culture of Undergraduate Students in Thailand National Sports University

Factors	r	p
1. Cultural knowledge (X <sub>1</sub> )	0.501	0.000*
2. Cultural experiences (X <sub>2</sub> )	0.543	0.000*
3. Attention and valuableness of culture (X <sub>3</sub> )	0.710	0.000*
4. Cultural data sources (X <sub>4</sub> )	0.688	0.000*
5. Cultural information perception. (X <sub>5</sub> )	0.700	0.000*
6 Participating in Cultural activities with university (X <sub>6</sub> )	0.687	0.000*
7. Motivation for joining Thai culture (X <sub>7</sub> )	0.570	0.000*

\*p < .05

As shown in Table 2, the correlation of Factors Affecting on the Preserving Thai culture of Undergraduate students in Thailand National Sports University all aspects with statistical significance at the level of .05.

3. The result of the analysis of the variance found that there are 4 factors that affect the Preserving Thai culture of Undergraduate students in Thailand National Sports University with statistical significance at the level of .05

**Table 3.** Analysis of Variance of Factors Affecting on the Preserving Thai Culture of Undergraduate Students in Thailand National Sports University

Anova	SS	df	MS	F	p
Regression	23.000	4	5.750	137.111	0.000*
Residual	8.597	205	0.042		
Total	31.597	209			

\*p &lt; .05

As shown in Table 3, analysis of the variance found that there are 4 factors that affect the Preserving Thai culture of Undergraduate students in Thailand National Sports University with statistical significance at the level of .05.

4. The factors which could the Preserving Thai culture of Undergraduate students in Thailand National Sports University comprised these 4 variables: Participating in Cultural activities with university, Cultural data sources, Attention and valuableness of culture and Cultural information perception. These 4 factors could predict the Preserving Thai culture of Undergraduate students in Thailand National Sports University about percentage of 72.30.

**Table 4.** Factors Affecting on the Preserving Thai Culture of Undergraduate Students in Thailand National Sports University

Predictors	b	Std. Error	$\beta$	t	p
Constant	-0.593	0.208	-	-2.855*	0.005
1. Participating in Cultural activities with university (X <sub>6</sub> )	0.398	0.043	0.392	9.149*	0.000
2. Cultural data sources (X <sub>4</sub> )	0.318	0.065	0.258	4.908*	0.000
3. Attention and valuableness of culture (X <sub>3</sub> )	0.273	0.062	0.254	4.397*	0.000
4. Cultural information perception. (X <sub>5</sub> )	0.166	0.068	0.143	2.426*	0.016
Adjusted R <sup>2</sup> 0.723					

\*p &lt; .05

As shown in Table 4, The factors which could the Preserving Thai culture of Undergraduate students in Thailand National Sports University comprised these 4 variables: Participating in Cultural activities with university, Cultural data sources, Attention and valuableness of culture and Cultural information perception. The coefficients of the Predictors can be written as follows:

In term of raw scores of were:

$$Y' = -.593 + .398 (X_6) + .318 (X_4) + .273 (X_3) + .166 (X_5)$$

Linear regression shows that the constant of Thai culture preservation is -0.593. If participation in cultural activities with the university increases by 1, it is expected that Thai culture preservation will increase by 0.398. If cultural data sources increase by 1, it is expected that Thai culture preservation will increase by 0.318. If attention and valuableness of cultures increase by 1, it is expected that Thai culture preservation will increase by 0.273. Lastly, if cultural information perception increases by 1, it is expected that Thai culture preservation will increase by 0.166.

In term of standard scores were:

$$Z'_Y = .392 (ZX_6) + .258 (ZX_4) + .254 (ZX_3) + .143 (ZX_5)$$

Standard linear regression shows that if participation in cultural activities with the university increases by 1 standard score, it is expected that Thai culture preservation will increase by 0.392 standard score. If cultural data sources increase by 1 standard score, it is expected that Thai culture preservation will increase by 0.258 standard score. If attention and valuableness of cultures increase by 1 standard score, it is expected that Thai culture preservation will increase by 0.254 standard score. Lastly, if cultural information perception increases by 1 standard score, it is expected that Thai culture preservation will increase by 0.143 standard score.

#### 4. Discussion and Conclusions

1) Participating in cultural activities with the university is the most important factor in predicting culture preservation of students in Thailand National Sports University. The university has a policy to hold activities to conserve the Thai

culture such as, Wai Khru (paying respect to one's master), Thai boxing, internal competitions for sports such as Takraw, promoting participation in traditional activities on holidays. These are done to help students understand and recognize the value of Thai culture. This agrees with Kanchanapiboon, Suk-er & Somtrakoon (2018), who found that the university has held activities related to cultures and traditions on holidays. Those students learned in real environment through projects collaborated with external organizations. Thai to ASEAN cultural learning activities consist of three main aspects; curriculum, culture and arts, and field trips. Edwita et al, (2019) found that students' cultural enculturation through cultural acquisition, cultural merging, and cultural internalization had predictive effects on student art appreciation described by the variables for student aesthetic pleasure, emotional appreciation, cognitive appreciation, aesthetic fascination, and art awareness.

2) Cultural data sources are the 2<sup>nd</sup> factor in predicting culture preservation of students in Thailand National Sports University. This is due to the fact that students can learn to conserve cultures through data sources. Currently, access to data is convenient and fast. Information access is a way to search and received desired information. There are tools to sort information access and resource information provided by the university and internet resources. Samuelsen, Chen & Wasson (2019) found that the number of information sources in college learning is essential to students' learning. Professors and students should contribute access to data sources in order for existing information to be made use of. Rooney (2018) stated that cultural data sources that are effective operation of universities are essential. Identifying contemporary cultural property, cultural diversity, and cultural flexibility during transitions are helpful in improving management to be more effective. Influences from cultural activities in communities create cultural values in leadership for academy development. Chanthangsu (2016) found that community culture is a crucial knowledge in teaching and educational exchanges both in and out of the system. It is important that communities are initiators, gather information, and prioritize data through various activities that are cooperatively held by communities. This is to reflect and provide data to participants in order for them to share the data with those who did not participate. Documentary series can also be lent in order to provide data and drive the projects continually as materials for activities in communities.

3) Attention and valuableness of cultures are the third factor in predicting culture preservation of students in Thailand National Sports University. This is due to giving values to culture affecting preservation of culture. Attention in awareness can change with varying degrees according to necessities, desires, expectations, interests, and emotions. This agrees with Sirivichayaporn, Srisuantang & Tanpichai (2018) who stated that attention and values in culture are a factor associated with cultural awareness among students. Wang (2018) found that the lack of awareness and insufficient fundamental knowledge in culture is a hindrance to learning abilities. Therefore, it is highly important to raise cultural awareness among students and develop fundamental knowledge on target cultures.

4) Cultural information perception is the fourth factor in predicting culture preservation of students in Thailand National Sports University. This is due to communication playing important roles in spreading the Thai culture and effectively creating understanding on Thai culture between professors and students. It is necessary to convince students to perceive and understand Thai culture more, especially when there is a stimulus on conscience or awareness in culture. Providing cultural information to students in learning and activities are essential for students to perceive information and make use of them later. This agrees with Lovedahl (2017) who stated that cultural perception among teachers help learners respond to their needs and understand culture, as well as facilitate the relationship between teachers and learners in cultural perception. When preparing to provide information to satisfy learners' needs, teachers should insert cultural information and necessary skills to promote preservation of culture. Madrid, Thapa & Halladay (2020) found that cultural preparation, perception, and understanding are essential elements to teaching by professors and usually recognized by schools in Nepal.

## 5. Recommendations

Research found that participating in cultural activities with the university, cultural data sources, attention and valuableness of culture, and cultural information perception are cooperative factors in predicting culture preservation of students in Thailand National Sports University, Chon Buri Campus. The results of this research can serve as a guideline for stakeholders including management officials, professors, university employees, and others involved as information for consideration in policy planning regarding Thai culture conservation. In order for students to recognize the importance to preserve Thai culture, keeping it alive in the society, priorities should be given to developing these factors.

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