The Availability of Thailand Long Distance Running Events in 2012
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1) Abstract:

Purpose: To investigate the public running events in Thailand for year 2012 using various descriptive statistic and provide useful information for various stakeholders.

Method: The primary running event data from as many websites as were available online were gathered and synchronized. The total number of events was calculated. All events were arranged based on weekday pattern and discussed. Then, the number of races and their distances were investigated. Finally, the maximum number of events and distances that a runner could participate were identified.

Result: With all 537 events around the year, 347 events were hold on Sunday, 162 on Saturday and others on weekdays. Almost half of all events, 256 out of 537 events, provided 2 races. On average, each event contained 1.72 races. 10km was the most popular race provided. As the duplicate events were eliminated, the number of distinct events was 119 with the maximum of 2,475.32 kilometers running distance plus 34 hours from 2 comrade marathon events.

Discussion: Among 7 weekdays, most events are held on the weekend. Each individual can participate running event about twice a week. Quarter marathon was the most popular race provided. There was always a big competition among organizers on Sunday. This difficulty was reduced on Saturday and hardly found on other weekdays. Organizers should provide more races in 15km, 20km, 25km, and 30km distance so they can encourage more runners with standard records from IAAF. For running league each runner could collect their meters up to 2,475.32 kilometers running distance plus 34 hours from 2 comrade marathon events. An individual can participates up to 26 of 31 marathon races. This number is much lower than that of Germany.

Conclusion: Due to a limitation of resource, this study focus only on 1) Public, 2) Road race, 3) Thailand, 4) Year 2012, and 5) Posted Distance. Further research may extend, but not limit, to trend, number of participants, price of participation, and location.

Keywords: Thailand, Road Races, Industrial Analysis

2) Introduction:

Year 2012 is another big year of Thai sport. There were many issues in the Sport industry that got intention from Thai people. "7 Something", the Thai movie from GTH which devoted one third of time to modern Thai Marathon runners, was first released on July 26 and earned ฿70.25 million eventually. After London Olympic 2012 in August, at least ฿50 million, from business and citizen, were spent to athlete who earned a medal. On September 6, Bangkok Post (2012) reported the failure of Cable television operator TrueVisions to resolve its dispute with Euro 2012 Football Championship broadcast rights holder GMM Grammy, which impact about 2 million True subscribers. On November 18, more than 50,000 peoples participated in Standard Chartered Bangkok Marathon 2012.

Although there are many sports available nowadays, running is still a common one. It has been scheduled in the Olympic since 1896. In USA, the number of Road Race finishers has been increased since 1990. (Running USA, 2013). Likewise, the number of Marathon events in Germany has been increased since 1999. (Statista GmbH, 2012). In Thailand, there have been Charity runs for 30 years already. (Thairath, 2010)

On the virtual world, technology also provided many supports to the running society. With the availability of technologies, including information pages, tracking system, and social network, runners have more opportunities to gain useful information and improve their records.
There were at least 3 websites provided the list of running events in Thailand. One of them also offers a running league which participants can accumulate their running through the year. Another one is an organizer who also affiliated with foreign website that provides the database of running events for the EU runners.

Garmin registered the name "Forerunner" with the United States Patent and Trademark Office in August 2001 but released the first watches — the 101, 201, and 301 — in 2003. As Qualcomm announced successful tests of assisted GPS for mobile phones in November 2004, many tracking applications were emerged such as Runkeeper, Endomondo, and Runtastic. (Wikipedia, 2012)

All these factors encouraged Thai people to participate more in Running Sport.

3) Literature Review & Purpose of Study:

Sport is also an interesting topic in the academic as many researches can be obtained.

Khosla (1978) and Khosla (1985) discussed about the physiological aspects of male and female runners, respectively. Hallmann (2012) use the logistic regression analysis to show that the intention of participants to revisit is determined by the length of the trip, the daily spending in the city, and the satisfaction with the event.

Karp (2007) focus on the training characteristics of the 2004 U.S. Olympic Marathon Trials Qualifier.

Due to the huge number of athletes, technologies were invented to resolve the difficulty. Maltz (1983) discussed about using a simple graphical technique to reduce work of preparing and improve the accuracy of the result, including order and time to finish.

In addition, many researches study the relationship between Sport and Society. Wicker (2012) suggested that the availability of sport facilities, including swimming pools and parks, is especially important for residents’ sport activity. Saayman (2012) shows that Ultra Marathon has a significant impact on the provincial economy of KwaZulu-Natal, South Africa.
While traditional researches focus on Olympic events, modern researches focus on mass participation running events.

Unfortunately there are only a few researches on running events, especially in Thailand. Therefore, the purpose of this research is to investigate the availability of running events.

4) Methodology:
The primary running event data from as many websites as was available online were gathered and synchronized. The total number of events was calculated. The event dates were classified as 7 weekday pattern for 52 weekly buckets. The total, mean and standard deviation were calculated for each weekday.

Then, the number of races and their distances were investigated. Finally, the maximum number of events and distances that a runner could participate were identified.

All analysis was performed by Microsoft Excel.

5) Result:
There were 537 events in year 2012. The total number of events for each weekday was shown in the following pie chart.

The mode is on Sunday while the second most is on Saturday. Average number of events per week and standard deviation are shown in the following table.

Table 1: The Average and Standard of Events in each Weekday

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Average</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>347</td>
<td>6.63</td>
<td>2.32</td>
</tr>
<tr>
<td>Monday</td>
<td>15</td>
<td>0.25</td>
<td>1.44</td>
</tr>
<tr>
<td>Tuesday</td>
<td>5</td>
<td>0.10</td>
<td>0.41</td>
</tr>
<tr>
<td>Wednesday</td>
<td>2</td>
<td>0.04</td>
<td>0.19</td>
</tr>
<tr>
<td>Thursday</td>
<td>4</td>
<td>0.08</td>
<td>0.27</td>
</tr>
<tr>
<td>Friday</td>
<td>2</td>
<td>0.04</td>
<td>0.19</td>
</tr>
<tr>
<td>Saturday</td>
<td>162</td>
<td>3.12</td>
<td>1.71</td>
</tr>
<tr>
<td>Total</td>
<td>537</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
From the table, the high variation of data is presented on Monday. Further investigation on the variation of Monday was performed.

**Figure 3: Number of Events on each Monday in Year 2012**

There was an outlier on religious Visakha Bucha day which added 10 events on one Monday.

All 537 events were investigated in term of number of races provided. The ratio was presented in the following pie chart.

There were 181 of them provided one race, 256 provided 2 races, 79 provided 3 races, 20 provided 4 races and only one event provided 5 races. Consequently, there were 1,015 races in total which resulted in 1.72 races per event.

The following graph showed the details of race distance available.

**Figure 4: The number of Races available in each Distance**
There were 186 10.5km races, 157 5km races, 118 10km races, 92 3km races, 79 3.5km races, 68 4km races, 55 half marathon and 27 full marathon races.

Lastly, the maximum distance in each day was plotted.

An individual can participate up to 26 of 31 marathon races. Runners can participate up to 119 events with the maximum of 2,475.32 kilometers running distance plus 34 hours from two comrade marathon events. These distances came from the following races.

6) Discussion:
For runners, an amateur should be benefit from running as most events are held on the weekend. Runners would enjoy the availability of quarter marathon the most. An individual also had difficult time to make decision in some weeks as the number of events, especially on Sunday, was very high. Each runner can use the maximum number to plan their activities.

There was always big competition among organizers on Sunday. The difficulty was reduced on Saturday and hardly found on other weekdays. The popular race was quarter marathon. The running league can use the maximum distance as a guideline to assert its participants. Organizers should provide more races in 15km, 20km, 25km, and 30km distance so they can encourage more runners with standard records. (IAAF, 2012)

The number of Full Marathon events in Thailand is 31 which is lower than 189 that of Germany in 2011. (Statista GmbH, 2012)

7) Conclusion:
There are many limitations in this research, including 1) Public, 2) Road Race, 3) Thailand, 4) Year 2012, and 5) Posted Distance. First, all events were public opened, not the private closed events. Second, all events were road races, not vertical race, relay, nor triathlon. Third, all events were held in Thailand, not in other country. Next, only events in year 2012 were involved. Finally, race distance was collected from brochure, not from GPS measurement.

This research was designed to provide fundamental figures for further applied and action research. It would be of interest for future research to analyze the yearly trend of events and their cyclical pattern. Number of participants is also critical information for most organizers as they want to reduce the gap between planned and actual number participants. Too few participants were inefficiency while too much participants incurred lots of problems. Price for participation is another key factor to the number of participants. Together with the cost of events, the break even point can be determined. Finally, the location analysis would be helpful for further investigating in competitive situation.
8) Reference:


"Road Race Finishers." Retrieved January 9, 2013 from Running USA Web Site: http://www.runningusa.org/statistics


