The Critical Success Factors That Should Be Influenced Alternatives to Improve Thailand National Swimming Sport to Gain the Medals for the Olympic Games

Abstract
The purpose of the research is to explore the critical success factors that should be influenced alternatives to improve Thailand national swimming sport to gain the medals for the Olympic Games. The data for the paper were collected through the three factors based on the five successful countries in the world regarding with learning from experience of (1) the USA, (2) Germany, (3) Australia, (4) Japan, and (5) Hungary and Great Britain. The paper starts by seeking the articles, documents and records related that enhanced a competitive advantage in a relatively narrow range of swimming sport. The major findings of the paper are as follows: (1) the funding support based on from government and sponsorship in which the top five successful countries have a relative competitive advantage remains crucial for the continuing success of swimming sports; (2) the expert coach of the top five ranking countries relative position in the number of medals; (3) the sports sciences increasing concern with providing from the top five ranking countries which have potential challenge and success for the swimming sports in the Olympic Games. For the further research in terms of familiarity with physical body of athletes. The majority of next exploration should be in the Asian countries where success in swimming sport at the Olympics Games regarding the Japan and Singapore.

Keywords: Swimming Sport, Global Standard, Olympic Games, Swimming Competitive Advantage, the Olympic Games Medals, Top Five Ranking Countries, Swimmer Performance, Improve Swimming Sport