

## CHAPTER III

### RESEARCH METHODOLOGY

This part of the research describes details of the data required, the methods of data collection and the process of data analysis so all readers can understand how the researcher achieved the purpose of the study. This part consists of 4 sections as follows:

1. Data Required
2. Data sources
3. Research instrument
4. Data collection technique
5. Data analysis

#### **Data Required:**

The research requires information as follows:

**1. The number of tourists both foreigner and Thai who visit Pai in each year** in order to compare if Pai is popular for Thai tourists or Foreigner tourist. Also, to study how many percentages Pai has growing. Moreover, this number will show how attractive Pai is.

**2. The number of people in Bangkok, especially teenagers group with age of 18 – 25 years old.** This group will be a sample group who will answer the questionnaire. Due to huge population in Bangkok with variety of jobs, needs, educations and so on, this group is considered as a very good sample group to be used to explore and investigate the motivation to visit Pai.

**3. The number of hotels/resorts in Pai** from the past to present to calculate how many of tourists are suited per stay. If the number of tourists is over than the number of room accommodation so this will lead to many negative impacts. Also, this number will show how Pai has changed from agricultural community to business and hospitality community.

**4. The evidence to prove the positive impact and negative impact.** Most people believe that uncontrolled increasing number of tourists will bring negative impact more than positive impact. So, the evidence needed to use for discussion.

### Data Sources

The research focuses on teenager group in Bangkok who will be asked to complete the questionnaire. So, one source of data is the person with age of 18-25 years old who stay in Bangkok. Another source of data is local people in Pai who will be the key informants related to the impacts in community.

The first objective of this research is to identify the factors motivate tourists to travel to Pai. The teenager group in Bangkok was selected as the representative group of tourists who visit Pai, so one source of population who will answer the questionnaire is the people in Bangkok with age of 18 – 25 years old. As the number of people in the sample group is about 617,930 people the researcher calculated the size of sample group by using Yamane (1967), a simplified formula for proportions as follows:

Where as:

$$n = \frac{N}{1 + N(e)^2}$$

n = Sample size

N = Elements of population, in this study was 617,930.00.

e = Error of sampling, in this study was 5 percent or 0.05 proportion.

Substitution in the formula:

$$n = \frac{617,930}{1 + 617,930 (0.05)^2}$$

$$n = 399.74$$

Another easy way to calculate the sample size is using the table of sample size

**Table 8 Sample size for  $\pm 3\%$ ,  $\pm 5\%$ ,  $\pm 7\%$  and  $\pm 10\%$  Precision Levels Where Confidence Level is 95% and  $P=.5$ .**

| Size of Population | Sample Size (n) for Precision (e) of: |           |           |            |
|--------------------|---------------------------------------|-----------|-----------|------------|
|                    | $\pm 3\%$                             | $\pm 5\%$ | $\pm 7\%$ | $\pm 10\%$ |
| 500                | a                                     | 222       | 145       | 83         |
| 600                | a                                     | 240       | 152       | 86         |
| 700                | a                                     | 255       | 158       | 88         |
| 800                | a                                     | 267       | 163       | 89         |
| 900                | a                                     | 277       | 166       | 90         |
| 1,000              | a                                     | 286       | 169       | 91         |
| 2,000              | 714                                   | 333       | 185       | 95         |
| 3,000              | 811                                   | 353       | 191       | 97         |
| 4,000              | 870                                   | 364       | 194       | 98         |
| 5,000              | 909                                   | 370       | 196       | 98         |
| 6,000              | 938                                   | 375       | 197       | 98         |
| 7,000              | 959                                   | 378       | 198       | 99         |
| 8,000              | 976                                   | 381       | 199       | 99         |
| 9,000              | 989                                   | 383       | 200       | 99         |
| 10,000             | 1,000                                 | 385       | 200       | 99         |
| 15,000             | 1,034                                 | 390       | 201       | 99         |
| 20,000             | 1,053                                 | 392       | 204       | 100        |
| 25,000             | 1,064                                 | 394       | 204       | 100        |
| 50,000             | 1,087                                 | 397       | 204       | 100        |
| 100,000            | 1,099                                 | 398       | 204       | 100        |
| >100,000           | 1,111                                 | 400       | 204       | 100        |

**Note: a = Assumption of normal population is poor (Yamane, 1967).**

**The entire population should be sampled.**

From the table the sample size for precision levels at  $+-5\% = 400$  which is the same number as above formula. Therefore the number of 400 respondents who will be asked to complete the questionnaire was used as the sample size for this research.

The second and third objective of this research is to identify tourism impact and to assess perception of local people. The method used to collect data for this purpose is qualitative method by interviewing the key informant. The key informant can be from both sides, business side and government side. The businessmen who run their own business, heads of hotels or local tour associations, heads of local guides, president of SGA airline are some examples of key informants in terms of business side while head of district officers, director of Tourism Authority of Pai, Tourist Police are some of illustration of key informants in term of government side. The researcher divided the population in Pai into six groups as follows:

1. Community leaders including NGO, religious leaders, village council members, the elderly knowledgeable individuals etc.
2. Business operators and stakeholders in tourism in community
3. Local residents in various ages
4. Tourists visiting the destination
5. Local state officers including tourist police, member of Pai district etc.
6. Others such as owner of tour operators in Bangkok, head of the foundation, head of a club of tourism in Pai etc.

The estimated number of key informants for this research is about 15 - 20 people.

### **Research instrument**

The research instrument used in this research consists of questionnaire for teenagers in Bangkok, checklist and interview form for local people in community, survey form for observation, map and town plan of Pai.

This research needs to collect the data of the factors that motivate teenagers to travel to Pai and survey the perception of local people about tourism in the community in order to identify the tourism impacts. So, there are two methods that the research used to collect the data for this research.

The first method is quantitative research method and the second one is qualitative research method. The data collected from both methods are called as “primary data or raw data”

Questionnaire was used for quantitative research method. People in Bangkok who were 18 – 25 years old comprised the sample group to answer the questionnaire. As the number of people in the sample group was about six hundred thousand people, the researcher planned to have 400 sample size for precision of +-5% according to Yamane (1967). The questionnaire was designed to cover the objective of the study and easy to read and answer in the same time. Therefore, the questionnaire survey is only with multiple choices and consists of only two parts as follows:

Part 1 : General information of the tourists consisting gender, age, education level, status, occupation and income.

Part 2 : Information of making decision. This part consisted of two sections. The first section is the general information of making decision to travel to Pai which comprises the objective of traveling to Pai, source of information used in planning the trip. Another section is the most important section of the questionnaire, rating the motivation factors affecting decision-making in traveling to Pai. There are 46 items of the motivation factor affecting decision-making in traveling to Pai which can be divided to 6 groups. The respondents can rate all factors by measuring into 5 scales of the important level;

|                |   |
|----------------|---|
| Not important  | 1 |
| Less important | 2 |
| Neutral        | 3 |
| Important      | 4 |
| Very important | 5 |

Interviewing the key informants was used as qualitative research method. The check list and questions were designed by using previous studies and related researches as a guideline for creation of context and questions. To avoid bias and save time, a checklist neutrally worded, short and concise was prepared as well. Both semi-structure interview and unstructured interview were used in this research. As some questions concerned about the relationship, attitude and belief of the people in the community, the researcher needed to study background of the area and their business.

Clear explanation of the objective of the interview, informing the key informants about interview timing and how the information given will be used are very necessary as well.

Besides face to face interview, the researcher used telephone interviews to save time and cost of traveling. However, there was no personnel interaction during the interview and the researcher did not know or meet some of the key informants before, so more time to explain to them about the objective of this research was needed.

Another way for qualitative research method is observation. There are 2 types of observation, Participant observation in which the researcher participates in the activities and Non-participant observation in which researcher observes from the outside. The observation is one of the best ways to understand and update the situation. Even if there are 7 Tambon in Pai district, the main area of observation is Tambon Viang Tai, Pai district because this Tambon is the centre of tourism in Pai.

The secondary data were from academic journals from Southern Cross University's database and books from Naresuan and Kasetsart Universities. The information is mainly used in literature review and discussion parts.

### **Data Collection technique**

Questionnaire was used for this research to collect data from 400 teenagers in Bangkok. As the time to collect data was approximately 2 months only, the sample random sampling technique was used for this research. First, questionnaire in English version was distributed to friends, colleagues of the researcher who live in different areas in Bangkok. However, the problem was most of the respondents were limited in understanding English, so it took time for the researcher to explain all of them. About 2 weeks, the researcher collected only 40 questionnaires. So, the questionnaire in both English and Thai version were prepared and distributed again. As the researcher has a good relationship with many university lecturers in Bangkok such as Kasetsart University, Srinakharinwirot University, Chulalongkorn University, questionnaires were distributed to students in the mentioned universities. It saved a lot of time and about 300 questionnaires returned to the research in about 1 month. From observation,

the entire process for each respondent to finish the questionnaire was about 5 – 7 minutes.

Additionally, the researcher also conducted an in-depth interview with 15 – 20 informants in Pai. They are Vice President of SGA airline, the small air plane fly from Chiang Mai to Pai and v.v., head of Pai district, owner of hotels and restaurants, local tour guide, operation manager of tour operator, sales manager of some small resorts, owner of guest house, head of community, for example. Name list of all key informants and the date of interview are shown in the appendices for reference. There are many steps the researcher had to prepare before starting the interview and all steps are as follows:

1. Find the name, position, email address and telephone number of the key informants as much as possible.
2. Make phone call or send email address to the key informants to ask for permission for interview.
3. Make appointment with the exact date and time with the key informants
4. Prepare the check list before interview
5. Send the thank you email/letter to all key informants for their kindness and good co-operation for the interview.

As the researcher live and study in Bangkok while the area of study is Pai in Mae Hong Son, which takes time to travel to so well preparedness in all aspects such as schedule of the trip, timing with each key informants and etc is needed before the researcher starts the trip. However, the researcher works for a travel agency for more than 10 years so there are a lot of friends who work in Pai willing to be the assistants during the trip in Pai. This can save a lot of time and budget.

There are some tips for interview that the researcher used for this research as follows:

1. Introduce yourself and explain your objective of the interview
2. Inform the key informants for interview timing
3. Inform the key informants to know what you will do with their information
4. Inform the key informants to know why you choose this place, business and them.

5. Inform the key informants to know what they will receive from this study

### **Data Analysis**

Both quantitative and qualitative data analyses can be done from data collected by primary and secondary data sources. The tool to be used for data analysis is SPSS program (Statistic Package for the Social Science) – computer based software system. The researcher checked what respondents fill in and the data will be interpreted by using SPSS program which can analyze and evaluate results. Also, descriptive statistics is used for quantitative analysis in order to answer the first objective, to analyze factors that motivate tourists to visit Pai.

Content analysis and case study analyses are used for qualitative analysis. The researcher needs to answer the second and third objectives, to identify tourism impact and to assess perception of local people, so presenting real data by focusing what, when, who, where, how, relation, cause-effect, outcome, impacts problem and solution is needed.

