

## CHARTER III

### RESEARCH METHODOLOGY

The objective of this research is to study domestic tourists' satisfaction towards homestay accommodations in Chiang Mai Province. The researcher has proposed several steps of research methodology as follows:

#### 1. Population and Sample Size

The populations of this study are domestic tourists who stay overnight at Ban Mae Kampong Homestay, Ban Pha Nokkok Homestay, and Ban Tamtabtao – Nongbear Homestay. The numbers of population per year in this study are quite low and not exact numbers, so the researcher will use the Quota Sampling Design. Furthermore, the sample size in this study will be divided as shown in table 5.

Table 5 Quota Sampling Design

Homestays	Sample Size		Total
	1 August – 30 September	1 October –30 November	
Ban Mae Kampong Homestay	70	70	140
Ban Pha Nokkok Homestay	70	70	140
Ban Tamtabtao – Nongbear Homestay	60	60	120
Total	200	200	400

From above, it can be concluded that the totals of sample size will be 400 persons. The researcher has calculated this sample group following Taro Yamane's formula (Yamane, 1973: 727). This formula determined that the sample size should be at

least 400 persons in order to get the reliable information. Consequently, the sample size of this research is 400 persons.

## **2. Research Instrument**

The researcher will use a questionnaire as the research instrument to collect the data. The researcher will provide 140 questionnaires for both Ban Mae Kampong Homestay and Ban Pha Nokkok Homestay and 120 for Ban Tamtabtao – Nongbear Homestay (total 400 questionnaires) to the domestic tourists from 1 August 2005 to 30 November 2005.

There are four parts of questionnaire as follows:

Part 1 (Check List): General information of domestic tourists who visit Ban Mae Kampong Homestay, Ban Pha Nokkok Homestay, and Ban Tamtabtao – Nongbear Homestay. This part consists of as follow:

- 1) Personal information of domestic tourists: There are questions asking about the subjects' gender, age, education level, occupation, and income.
- 2) Traveling characteristic of domestic tourists: There are questions asking about the travel duration, travel arrangement, and travel information of domestic tourists.

Part 2 (Rating Scale): The factors of the service, e.g. facilities, food, and activities. The ranking level of satisfaction will be measured into 5 levels: very good, good, average, low, and very low (see appendix D).

Part 3 (Rating Scale): The domestic tourists' satisfaction level towards homestay accommodations in Chiang Mai Province. The rating scales were used to measure service sections that include tangibles, reliability, responsiveness, assurance, and empathy. The ranking level of satisfaction will be measured into 5 scales: very good, good, average, low, and very low (see appendix D).

Part 4 (Open End): The commendation and suggestion of domestic tourists regarding the service accommodations in term of facilities, food, activities, and other service in homestay accommodations in Chiang Mai Province.

### 3. Data Collection

In order to achieve the objectives of the study, the researcher will collect data as the following stages.

3.1 The researcher will send a letter endorsed by the Dean of the Faculty of Graduate School, Naresuan University to visit Ban Mae Kampong Homestay, Ban Tap Tao Community, and Ban Mae Jae Homestay in Chiang Mai Province to ask permission to distribute the questionnaires to domestic tourists in order to collect data at those homestays.

3.2 The researcher will distribute 400 questionnaires to the domestic tourists who visit Ban Mae Kampong Homestay, Ban Pha Nokkok Homestay, and Ban Tamtabtao – Nongbear Homestay in Chiang Mai Province. The questionnaire will be distributed in the following manner; 140 in both of Ban Mae Kampong Homestay and Ban Pha Nokkok Homestay and 120 in Ban Tamtabtao – Nongbear Homestay.

- Explaining the objectives of the study to the domestic tourists, and asking them to answer questions at their convenience before they leave the accommodations.

- The researcher will distribute questionnaires to all domestic tourists who stay overnight at Ban Mae Kampong Homestay, Ban Pha Nokkok Homestay, and Ban Tamtabtao – Nongbear Homestay in the period of low season (1 August – 30 September) and high season (1 October – 30 November) continually.

### 4. Data Analysis

The researcher will interpret the information as follows:

4.1 Descriptive statistics are used for grouping on a nominal scale and explain the general data by showing frequency and percentage.

4.2 Rating scale is used for part 2 and 3. The score is translated into the period of interval score and then descriptive statistics, frequency, mean, and standard deviation are used for analysis the results. The translation of level ranking is analyzed following criteria of tourists' satisfaction design by Best (1977: 174) and it is divided into 5 levels as can be seen in the formula (appendix D).

4.3 To test the first hypothesis, a T-test will be used to analyze whether the domestic tourists who have different genders will have different satisfaction levels towards homestay accommodations in Chiang Mai Province.

4.4 To test the second hypothesis, a one way analysis of variance (ANOVA) will be used to analyze whether the domestic tourists who have different ages will have different satisfaction level towards homestay accommodations in Chiang Mai Province.

4.5 To test the third hypothesis, a one way analysis of variance (ANOVA) will be used to analyze whether the domestic tourists who have different education levels will have different satisfaction level towards homestay accommodations in Chiang Mai Province.

4.6 To test the fourth hypothesis, a one way analysis of variance (ANOVA) will be used to analyze whether the domestic tourists who have different occupations will have different satisfaction level towards homestay accommodations in Chiang Mai Province.

4.7 To test the fifth hypothesis, a one way analysis of variance (ANOVA) will be used to analyze whether the domestic tourists who have different incomes will have different satisfaction level towards homestay accommodations in Chiang Mai Province.

For the first through fifth hypotheses, if the ANOVA test reveals a significant result, the researcher will later conduct a post hoc analysis to investigate the difference between each pair of groups.

The researcher will conduct the content analysis of the subjects' suggestion regarding the homestay accommodations in dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Finally, the results of the study will analyze the demands of tourists toward the homestay accommodations in Chiang Mai Province in order to provide a guideline and suggestions for improving such accommodations.