CHAPTER 3

METHODOLOGY

3.1 Methodology

This research has involved studying longstay market possibility in Phuket by using survey-based research. The stages of this process are as follows.

1. Scope of the study
2. Population
2. Sample Size
3. Tools of Research
4. Set up & Determination Tools of Research
5. Data Collection
6. Data Analysis
7. Limitation of Data Collection

3.2 Scope of the study

3.2.1 The international tourists who are now in Phuket.

3.2.2 The area of the study covers Phuket province, the second destination of income generation from tourism next to Bangkok.

3.3 Population

The population of this research is International tourist arrivals to Phuket. From TAT, region 4, the International tourist arrivals in 2003 were 2,688,499.

3.4 Sample Size

Using the formula of Yamane (1973) to find the number of sample as follow:

$$n = \frac{N}{1 + Ne^2}$$

When
n = sample size

N = the number of the population

e = significance level (In this case the researcher use 5% for significance level)

$$n = \frac{2,688,499}{1 + (2,688,499 * 0.05^2)}$$

$$= 399.94$$

$$= \sim 400$$

The number of sample is 400

3.5 Tools of Research

This research process was used a questionnaire, which was designed according to previous research theory of Faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand (2002). It was divided to 2 sections.

Section 1 includes general personal data about each respondent, for example country of residence, gender, age.

Section 2 includes the information about needs and preferences during a longstay visit for example activities, related products and services, and facilities/services on the premise available.

Types of Questions
- Ratings
- Open-ended

Ratings

In this case, giving number by putting in order. For example 1 = Very unimportant, 2 = Unimportant, 3 = Neither important nor unimportant, 4 = Important, and 5 = Very important.

Open-Ended

This is one, which leaves it to the respondent to answer it as he/she chooses.

Scales of Measurement Use in the Research

- Nominal
- Ordinal
- Interval

Nominal Scale

A nominal scale is one of which numbers are only used as tables and have no numerical sanctity. For example, in the research, the researcher categorises male and female respondents. Moreover, the nominal scale variable can be used to do cross tabulations, one of the most popular methods of routine analysis. The chi-square test can be performed on a cross tabulation of nominal scale data. To repeat, simple tabulations (also called frequency tables) and cross tabulations can be done with nominal scale variables.

Ordinal Scale

Ordinal Scale variables are ones, which have a meaningful order to them. A typical marketing variable is ranked given to brands by respondents. These ranks are not interchangeable, as nominal scale labels are, so the statistics, which can be used with the ordinal scale, are the median, various percentiles such as the quartile and the rank correlation.

Interval Scale

An interval scale variables can be used to compute the commonly uses statistical measures such as the average (arithmetic mean), standard deviation, and the Pearson Correlation Coefficient. Many other advanced statistical attests and techniques also require interval-scaled or ratio-scaled data.

Most of the behavioural measurement scales used to measure attitudes of respondents on a scale of 1-5 can be treated as interval scales, these types of scales also known as Ratings Scales.

3.6 Set up & Determination Tools of Research

3.6.1   Source of Data

In this research, the researcher use both primary data and secondary data.

3.6.1.1 Primary Data

Surveying collected primary data from International tourists (Questionnaire) from Phuket International Airport, Phuket. The questionnaires will ask about their opinion during a longstay visit in Phuket. The purpose of this research is to develop a good understanding on how Phuket could provide facilities and services to satisfy the longstay visitors. Their opinion and comments are very important in being able to meet and exceed the tourist's expectations.

3.6.1.2 Secondary data

❖ Searching data from internet and related web sites that announce press releases or new campaign related with longstay tourism.

❖ Searching documents from TAT about development plan of tourism organization.

❖ Searching statistics of International tourist arrivals from TAT.

❖ Collecting information of regulations and immigration in terms of longstay visa from Immigration Office.

3.7 Data Collection

Qualitative and Quantitative methods of study will be used for this study. The data collection will cover documents, data, statistics and interviewing people, who are in the tourism industry, International tourists who are now in Phuket. The best location to get the most responses is Phuket International Airport because the majority of international tourists visiting Phuket use Thailand's international airport. Most respondents were willing to complete the questionnaire because they were waiting in the airport's departure lounge for at least 1 hour before getting their flight (usually to Bangkok).

3.8 Data Analysis

The research involved collecting 400 questionnaires and using the Statistical Package for Social Science for Windows (SPSS Program) to analyse and conclude the result for this research. This program can be categorized to:

3.8.1   Simple Frequency

Measure the distribution of the data to describe Descriptive Statistics for both Measures of Central Tendency and Measures of Dispersion.

3.8.2   Joint Frequency Distribution (Cross Tabulation)

To find out the expectations of the tourists who come from difference areas. From this method, the exactly tourists' needs can be easily seen. Therefore these will be the important issues in order to develop appropriate marketing strategies for the longstay market.

3.8.3   Manual Tabulation

To analyse the open-ended questions such as the question which ask about the visitors' opinions, comments or recommendations.

3.9 Limitation of Data Collection

The timing of data collection was restricted to May 2004. This may have limited the potential sample groups of foreign tourists to only those specific markets, which could take holidays at that time. This was because the month of May was at the end of the tourism season.