

CHAPTER 3

METHODOLOGY

Introduction

To find number of institutes/universities and size of graduate output in the discipline of hospitality and tourism management at bachelor degree level and above as well as problems and obstacles in producing graduates in this field of study, the researcher designed to use questionnaire survey sending to all universities/institutes in Thailand, both public and private universities/institutes. Sources of names and addresses of universities/institutes are found from secondary data, the Ministry Education and Ministry of universities Affairs website, Tourism Authority of Thailand, Thai Tourism Research Website, and Thailand Research Fund (TRF). A sample of 194 questionnaires from a total population of the institutes, colleges and universities in Thailand (194) were distributed in February to May 2004.

3.1 Methodology

This research has involved studying number of institutes, colleges, universities in Thailand where offer hospitality/tourism in Baccalaureate and Graduate Degree. The stages of this process are as follows.

1. 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 Population

The total population of this study covers both public and private institutes in Thailand in 2003 at 194 institutes.

3.3 Sample Size

To collect the primary data, the researcher used a questionnaire survey covering the total population of the institutes, colleges and universities in Thailand those offering or might be offering tourism and hospitality programs as follow:

3.3.1 21 Public Universities

3.3.2 29 Private Universities

3.3.2 41 Rajabhat Universities

3.3.3 38 Rajamangala Institutes of Technology

3.3.4 65 Public and Private Educational Institutes/Colleges

Total population = 194

3.4 Tools of Research

A structure questionnaire was adopted as a tool for study. Questionnaire was designed according to general information of each universities/institutes and deeply information about programs offering in hospitality and tourism. It was divided to 2 sections.

Section 1 includes general information of name and address of each universities/institutes, program offering, number of student inputs and outputs and number of teaching staffs.

Section 2 includes the information about number of researches and projects completed and problems and suggestion of the program.

Types of Questions

- Fill in the blank
- Checklist
- Open-ended

3.4.1.1 Fill in the blank

This is one, which let the respondent to answer the general information of the universities/institutes.

3.4.1.2 Checklist

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

3.4.1.3 Open-Ended

This is one, which leaves it to the respondent to answer according to the reality problems and constraints running and the suggestions from him/her.

3.4.2 Scales of Measurement Use in the Research

- Nominal
- Ordinal

3.4.2.1 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 categorizes Private University, Public University,

Private Educational Institute, Rajabhat University, and Rajamangala Institute of Technology. Moreover, the nominal scale variable can be used to do cross tabulations, one of the most popular methods of routine analysis. To repeat, simple tabulations (also called frequency tables) and cross tabulations can be done with nominal scale variables.

3.4.2.2 Ordinal Scale

Ordinal Scale variables are ones, which have a meaningful order to them. For example, in the research, the researcher ranked to academic rank of teaching staffs. These ranks are not interchangeable, as nominal scale labels are, so the statistics, which can be used with the ordinal scale.

3.5 Set up and Determination Tools of Research

3.5.1 Source of Data

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

3.5.1.1 Primary Data

Primary data were collected by surveying from all universities, institutes and educational institutes in Thailand. The questionnaires asked about the current program offering in hospitality and tourism program, number of student input/outputs, number of teaching staffs, number of research completed, and the problems and constraints in running the program. The purpose of this research is to recommend for producing graduates in hospitality and tourism fields of study that meet the human resource requirement sufficiently in both quality

and quantity, that can find work in different parts of the world under international economy.

3.5.1.2 Secondary data

- Searching data from Internet and related web sites that show names and addresses of universities and institutes in Thailand.

3.6 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 hospitality and tourism education and who are in hospitality and tourism industries. Most of data from hospitality and tourism educational institute are from questionnaire surveying and interviewing.

3.6.1 Data Analysis

The research involved collecting 194 questionnaires and using The Statistical Package for Social Science for Windows (SPSS Program) to analyze and conclude the result for this research. This program can be categorized to:

3.6.1.1 Simple Frequency

Measure the distribution of the data to describe Frequency Statistics to find out number of universities and institutes and program offering in hospitality and tourism.

3.6.1.2 Joint Frequency Distribution (Cross Tabulation)

To find out the majors and programs provides by different types of universities and institutes, where offering hospitality and tourism program.

3.6.2 Manual Tabulation

To analyze the open-ended questions such as the question which ask about problems and constraints running and the recommendations.

3.7 Limitation of Data Collection

Sending questionnaire survey to universities and institute a time-consuming and had low responding rate. The researcher continued to use fax and telephone interviewing, which are better but more expensive. Some of information is confidential for private universities, for example wage and salary for teaching staffs.

In summary,

Objectives	Methodology (Population: 194 institutes) (Sample size:194 institutes) Tool, Data Analysis	Expected Outputs
To know the numbers of institutes and size or level of graduate output in the discipline of hosp.& tour. management at bachelor degree level and above.	Tool: Questionnaire Surveys Data Analysis: 1) Frequency Statistics 2) Joint Frequency Distribution	1. To find out number of universities and institutes and program offering in hosp. & tour. 2. To find out the majors and programs provides by different types of universities/institutes, where offering hosp. & tour. program.
2. To see the problems and obstacles in producing graduates in the hosp. & tour. fields of study.	Tool: Questionnaire Surveys, Interviewing from hosp. & tour instructors and students, and entrepreneurs who were in hosp. & tour. industries. Data Analysis: Manual Tabulation	To find out problems and constraints running in hosp. & tours. study.
3. To propose recommendations for producing graduates in hosp. & tour. fields of study,	Tool: Analyze the given information from open-ended questions and information from interviewing Data Analysis: Manual Tabulation	Recommendations that meet the human resource requirement needs sufficiently in both quality and quantity.