

## **CHAPTER 2**

### **METHODOLOGY**

This study is based on gathering primary and secondary data in order to provide a consolidated list of information to establish guidelines to develop Thailand as a senior tourist destination. In the case of primary data, questionnaires, interviews and observations were used to study the substantial demand of senior tourists towards tourism in Thailand and to study the existing situation of current operations and services of Thailand's tourism respectively while the secondary data was compiled by searching through related documents as well as researches.

#### **2.1 Type of Research**

This research design is used for mixed-method approaches, which combine quantitative and qualitative methods. Quantitative included instrument-based questions and statistic analysis while qualitative included open-ended questions, interviews and observation.

#### **2.2 Population**

##### **2.2.1 International senior tourists**

The populations of this research's questionnaire were international senior tourists at the beginning age of 55 years old and over who would like to travel and interested in visiting Thailand as a preferred traveling destination to gain more happiness in their leisure time. Therefore the international tourist arrival statistic, year 2006 of the Tourism Authority of Thailand was used as a references.

According to the information from the international tourist arrival statistic of Tourism Authority of Thailand, year 2006 which was segmented by age ranks into 7 groups including age under 15 years, 15-24 years, 25-34 years, 35-44 years, 45-54 years, 55-64 years and 65 years and over, there were 2 ranks of age involved in this research population, which were the ranks of 55-64 years and 65 years and over. In the statistic stated that there were 1,583,504 tourist

arrivals in age rank between 55-64 years and 536,171 tourists at age rank of 65 years old and over, which can conclude that there were 2,119,675 senior tourists age 55 years old and above arrived in Thailand in the year 2006 and this figures were used for sample size calculation of this research (table 2.1).

**Table 2.1** International Senior Tourist Arrivals of Age 55-64 Years and 65 Years old or Over in 2006

Regions of Residence	Population age 55-64 years		Population age 65 years and over		Total	
	N	%	N	%	N	%
East Asia	874,994	55%	290,753	55%	1,165,747	<b>55%</b>
Europe	408,535	26%	140,172	26%	548,707	<b>26%</b>
Americas	136,267	8%	54,331	10%	190,598	<b>9%</b>
Oceania	80,802	5%	26,466	5%	107,268	<b>5%</b>
Others	82,906	6%	24,229	4%	107,135	<b>5%</b>
<b>Total</b>	<b>1,583,504</b>	<b>100%</b>	<b>536,171</b>	<b>100%</b>	<b>2,119,675</b>	<b>100%</b>

**Source:** Tourist Statistic Department of Tourism Authority of Thailand, 2006

### 2.2.2 Public and private sector organizations

This research targeted to interview both public and private sector and organizations. For the public organization, this research interviewed officers in 2 office of Thailand Authority Tourism, including Bangkok and Phuket, plus 5 private organizations which related to the tourism industry of Thailand. For private organization, this research interviewed 2 hotels including Best Western Bangtao Beach Resort and JW Marriott's Phuket Resort and Spa. Beside hotel, this research also interviewed other tourism product providers such as Sukko Spa, Phuket Fantasea as well as the new project of Retirement Village in Phuket for instance.

### 2.2.3 Sampling Selection

This research adopted the figure from the international tourist arrival statistic of Tourism Authority of Thailand, year 2006 for calculating the sampling size and the Taro Yamane (1973) will be used as a tool for this calculation as occurred below:

Formula:  $n = N / (1 + N * e^2)$

Where n: Size of sample

N: Size of target population: senior tourists at age 55 years old and above who visited Thailand in year 2006

e: Inconsistency from sampling at 95% confidence level

$$n = 2,119,675 / (1 + 2,119,675 * 0.0025)$$

$$n = 2,119,675 / 5,300.1875$$

$$n = 399.9$$

$$n = 400$$

Thus the sampling size is 400.

Regarding the Taro Yamane (1967) calculation, the sampling size of this research were 400 and the 400 questionnaires were launched to international senior tourists at the beginning age of 55 years old and over who were traveling to Thailand in year 2007 which were distributed in 3 focused provinces of this research, including Bangkok, Phuket and Chiang Mai.

### 2.2.4 Sampling Method

Stratified random sampling has been adopted as the research sample method. Therefore, the proportion of sampling has been designed according to the statistic of international senior tourist arrivals in year 2006 of Tourism Authority of Thailand. The sampling proportion of this research was designed by regions of sample resident as below:

East Asia	= 220 (400*55%)
Europe	= 104 (400*26%)
America	= 36 (400*9%)
Oceania	= 20 (400*5%)
Others	= 20 (400*5%)

**Table 2.2** Adjusted Sample Size Segmented by Regions

Regions	Percentage of Population (%)	Calculated Sample Size	Targeted Sample Size
East Asia	55	220	➔ 180
Europe	26	104	➔ 120
Americas	9	36	➔ 70
Oceania	5	20	====> 30
Others	5	*20	0*
Total	100	400	400

**Note:** ➔ = Adjusted sample size for appropriated proportion for the research, East Asia has been decreased from 220 to 180 samples, while Europe has been increased from 100 to 120 samples as well as The America has also been increased from 44 to 70 samples as Europe and The Americas are the most interesting and potential markets for Thailand tourism, even there was only a small percentage of arrivals in year 2005.

====> = Sample size that is too small for statistical analysis

\* = Sample size reduced to zero due to low importance of the population.

However, the total sampling size of this research is still remained as 400, including 180 from East Asia, 120 from Europe, 70 from the Americas, 30 from Oceania. And for more efficiency on the results of the study, this research is designed to target prioritizing onto important countries of each focused regions, which are outstanding on numbers of arrivals as well as the higher spending according to the statistics of the Tourism Authority of Thailand in year 2006 and the important countries can be explained that East Asian regions targeted to Japan, South Korea, Singapore, China, Hong Kong and Taiwan. The America regions targeted to United States, Europe regions targeted to United Kingdom, Germany and Scandinavia while Oceania regions targeted to Australia and New Zealand.

As mentioned previously, the questionnaires of this study were designed to distribute into 3 focused provinces in Thailand, including Bangkok, Phuket and Chiang Mai as these 3 provinces are the ones that are interesting as tourist destinations, which are in the top five preferences (see table 2.3), as well as each of them is offering different types of tourism. For example Bangkok is offering city tourism while Phuket is offering beach tourism and Chiang-Mai is offering mountainous and cultural tourism. Therefore, to study in these different areas, the research would receive more efficient results as well.

The data of this research was collected at the tourist attraction and airport in each focused provinces which indicated more details as follows:

#### **Bangkok**

- Suvannabhumi Airport
- Sanam Luang
- Wat Prakaew
- Chatuchak Market

#### **Phuket**

- Phuket International Airport

- Nai Yang Beach
- Japanese Travel Agents
- Jungceylon Department Store
- Central Phuket Festival Department Store

#### **Chiang Mai**

- Chiang Mai International Airport

**Table 2.3** Statistic of International Tourist Arrival in Top Five Provinces in Year 2005

<b>Provinces</b>	<b>Number of international tourists</b>
Bangkok	10,519,754
Chonburi	3,412,543
Chiang-Mai	1,623,653
Suratthani	1,164,302
Phuket	1,146,851

**Source:** Tourist Statistic Department of Tourism Authority of Thailand, 2005

From table 2.3, the number of international tourist arrivals to Phuket in year 2005 has dropped as a result of the disaster Tsunami hit at the end of 2004, which decreased reliability and emotions of traveling to Phuket from worldwide countries. This situation also motivated more tourists to travel to Chonburi and Suratthani which are also beach destinations in Thailand but located on another side which had not been affected by the disaster. When looking back to the statistic of international tourist arrivals in the years before the disaster, Phuket was the biggest proportion beside Bangkok, which is Thailand's capital. However, this research was designed to distribute the questionnaire equally in each focused provinces as shown in the following explanation (see table 2.4).

**Table 2.4** Targeted Sampling Collections in each Focused Provinces

<b>Regions</b>	<b>Bangkok</b>	<b>Phuket</b>	<b>Chiang-Mai</b>	<b>Total</b>
East Asia	60	60	60	180

Europe	40	40	40	120
The Americas	24	23	23	70
Oceania	10	10	10	30
Total	134	133	133	400

## 2.3 Research Instruments

### 2.3.1 Questionnaire

This research uses two versions of questionnaires including English and Japanese version as the instrument to collect primary data by investigating the demand, behavior, motivation as well as experience of senior tourists about tourism in Thailand.

The sample populations of this study are international tourists at age 55 years old and over who travel in 3 targeted provinces in Thailand including Bangkok, Phuket and Chiang-Mai. The questionnaire contained a combination of closed and open ended questions which comprise four parts as the following (Appendix):

#### **Part 1: Personal Information**

There are seven questions in this part related to some personal information of the respondents. It is a checklist question which consists of gender, age, marital status, regions of residency, education, occupation, and house hold income.

#### **Part 2: General Information about the Trip**

There are 16 questions remained in this part including 10 checklist questions to examine the opinion, booking behavior and travel behavior of the senior tourists who visited

Thailand this during the distribution time plus 6 additional questions with blank answers. They included (1) Visiting frequency (2) Length of stay (3) Spending (4) Top three preferred destinations (5) Attractiveness in Thailand and (6) Weakness of Thailand tourism.

### **Part 3: Service Quality of Current Tourism in Thailand and Travel Motivation of Senior Tourists**

There are two main questions included in this part. The first question comprises 16 attributes for respondents to rank the opinion score of their experience toward current Thailand tourism. The rate ranged from (5) strongly agrees to (1) strongly disagree to examine tourist's satisfaction and to show the potential part of current tourism in Thailand additionally. The second question was developed to gain an insight in travel motivation of respondents which comprises of 6 reasons for travel, including to relax physically and mentally, to gain knowledge and experiences, to seek recreation and entertainment, to meet more people and make friends, to do some treatment and medical therapy or to be adventurous. The respondents are asked to select only one attribute as their prioritized reason.

### **Part 4: Comments**

This part is including three open-end questions to examine the opinion of senior tourists for both strength and weakness of current operation and service of Thailand tourism as well as to get the recommendation in order to develop for more pleasure on their next trip.



### **2.3.2 Interview**

An in-depth interview has been used to get related information through the public and private sector of tourism and hospitality industry as well as a direct opinion of senior tourists. For the public sector, the researcher has interviewed officers at the Tourism Authority of Thailand Southern Regions 2 Office as well as the Bangkok office while the semi-structured interviews were designed to be used to interview private sectors including 2 hotels and 3 activity providers as well as 20 senior tourists to study the current situation of service and the opinion of senior tourists (See interview questions in appendix).

All data collected in this research will be analyzed according to the research objectives, and the data can be categorized into 2 categories as below:

#### **Primary data**

Qualitative and Quantitative data are both required in this research. To collect the data, the research was designed to use the following methods.

#### **Qualitative**

- Semi-Structured interview
  - Tourism Authority of Thailand officers
  - Senior tourists
  - Private organizations involved in tourism industry including hotels and activity providers

#### **Quantitative**

- Questionnaire
  - The questionnaires will be launched directly to the senior tourists in Thailand

### **Secondary data**

- Online research
- Statistical information
- Previous related research

## **2.4 Data Collection**

Both primary and secondary data were collected in order to investigate existing senior tourism as well as to gain insight in travel motivation, behavior and needs of senior tourists. Therefore, the primary data was collected by using the questionnaire and an interview together with the observation while the secondary data was collected by searching in related documents.

### **2.4.1 Primary Data**

Primary data of this research will be including the questionnaire, in depth interview and observation. The questionnaire will be launched to international senior tourists at tourist's attractions and international airports of 3 sampling provinces in Thailand which are Bangkok, Phuket and Chiang-Mai. Moreover, the questionnaire will be distributed by regions of resident. The respondents will be requested to fill in the questionnaires with their personal information, current trip information, trip arrangement behavior, traveling motivation, traveling behavior, traveling preferences as well as their perception of tourism in Thailand.

### **2.4.2 Secondary Data**

Secondary data will be collected via online research, statistical information and previous related documents, which aim to understand the senior tourism as well as the traveling motivation, behavior and pattern of senior tourist.

## **2.5 Data Analysis**

All collected data was analyzed by following methods:

- Statistical Analysis
- Content Analysis

Results of the questionnaire were analyzed by following methods:

- Descriptive statistics
- Chi-square

Moreover, SWOT analysis was conducted to summarize the main points related to the offer of senior tourism in Thailand.