

CHAPTER 3

METHODOLOGY

3.1 Introduction

This study is a survey research in order to assess the potential and prospect of supply side, which conclude with supporter parts and provider parts. In addition, follow to evaluate the present situation with SWOT analysis and analyze the potential of tourism industry for Songkhla province as a guideline to develop marketing plan in the future. In case of primary data, they were compiled by questionnaire and face-to-face interview to evaluate potential of Songkhla for future development plan, and the questionnaire to evaluate the supply factors about present potential situation and prospective to develop the marketing plan in future. In case of secondary data and general conditions of areas, they were compiled by searching document and related research.

3.2 Sample Selection

3.2.1 Population

A population of this study is a tourism supply sector in Songkhla province. The total number of supply side, which divided into two groups, which are 30 of supporters and 465 of providers. For supporter parts, the population was people who were involved to serve or support visitors in tourism market at Songkhla. For provider, the population in this study was person who had served to visitors directly.

Total number of populations

Supporters/Controllers (30)

1. Educational Institute: The education institutes, which have tourism or hotels management, teach in their institutes. The questionnaire had launched to the lecturer in that institutes. The total numbers of education institutes are seven institutes in Songkhla.
2. Tourism police station: There are two of tourism stations in Songkhla. The questionnaire had launched to the police officers.
3. Local government: There are sixteen of local governments, which have involved in tourism. There were municipal of each districts, Songkhla city hall, and Customhouse at Sadao district. The questionnaires were launched to officers.
4. Financial institutes: There are five of banks, which served currency exchange and international business service. The questionnaires had launched to officers of each banks.

Providers (465)

1. Accommodation businesses: There are 69 accommodations businesses had register to the TAT zone one. The questionnaires had launched to the accommodation officer or manager.
2. Restaurants, Pubs and Entertainment places: There are 249 of restaurants, pubs and entertainment places had register to the TAT zone one. The questionnaires had launched to the server or manager.
3. Travel agents and tour operators: There are 90 of travel agents and tour operators had register to the TAT zone one. The questionnaires had launched to the officer, tour guide, or manager.
4. Transportation businesses: There are 59 of transportation businesses had register to the TAT zone one. The questionnaires had launched to the officer, or manager.

3.2.2 Sampling method

For both two parts, the Uma (2003) was used greatly to simplify size decision by providing a table that ensures a good decision model. The results from the table, Sample size for provider is about 200 samples from 465 of total populations. For supporters, there are about 28 samples from 30 of total populations (Figure 3.2).

Figure 3.2: Sample table for a Given Population Size

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

(Source:Uma,2003)

3.3 Research design

This study emphasizes the supply factors that are supporter part and provider part. The present situation which is focusing the potential of Songkhla province by use of the marketing mix and market potential positioning to analyze.

1) Face-to-face interview: The researcher had interview the vice-head officer TAT zone1, Mr. Kritsada Rattanapreuk. The information includes with three main questions was the present situation, the marketing plan and the problem of tourism at Songkhla.

2) A questionnaire for examining the potential of Songkhla province for marketing development plan, which is potential to develop the product, price, place, promotion, people, process and physical evidence from asking the supply factors.

3.4 Research instrument

The questionnaire is the common research instrument and the research selected the personally administered questionnaire after reviewing the advantage, disadvantages, and the limitations in finance and time. This instrument could establish relationship, motivate respondent, the doubts could be clarified, less expensive and almost 100 percent response rate ensured. (Sekaran, 2003) In this study, the personally administered questionnaire was used for research the tourism market in supply side of Songkhla province. This research had focused to ask only supply side because the researcher wants to know what the supplier served visitors. It comprised of five parts in Thai version for local supply side as the followings (Appendix C).

3.4.1 Part 1: Demographic Characters

There are eight questions in this part related to the demographic characters and some personal information of the respondents. It consisted of a checklist and opened-end question. It also combined the question of gender, age, domicile, education level, type of supplier, position, and work period.

3.4.2 Part 2: Evaluation of current tourism situation in Songkhla

This research had followed the factors of 7Ps marketing mix, which included Product, Price, Place, Promotion, People, Process, and Physical evident. Moreover, The questions in this part added more in macro economic impact on price factor and the factors which influence to the promotion plans.

3.4.3 Part 3: Factors effected to tourism in Songkhla

This part included only two questions. First is macro-economic factor which will has effect to growth rate of tourism in Songkhla in the future. Second, how tourism-marketing development plans will have effect to local people.

3.4.4 Part 4: Evaluate the potential support and prospect for development of tourism market in Songkhla

This part followed the 7Ps of marketing mix to shows the potential of support and prospect of tourism in Songkhla. In addition, the questionnaire comprises of 22 questions for respondent to rank the potentiality score. The tourism plans or activities are come from the marketing plans of TAT zone one and IMT-GT (Indonesia-Malaysia-Thailand Growth Triangle) organization which will develop in the near future. Therefore, the researcher wants to study how the suppliers have potentiality to support this prospect of tourism development. Moreover, the research put six indicators to order the importance in each indicator to guide the successful of tourism marketing development in Songkhla.

3.4.5 Part 5: Problems threats and recommendations for tourism marketing development in Songkhla

There were 10 open-end questions to examine the tourism problems and recommendations for tourism development in Songkhla. Moreover, there was a special question to ask only providers sector about the benefit of intermediary after tourism marketing development plans.

3.5 Data analysis

The data was analyzed by SPSS version 13 for Windows. The statistics used in this research were related to the objectives of analysis and the characteristic of the data. The researcher decided to use the Frequencies, Percentage, Means, Independent Sample T-Test, One-way ANOVA, and Principle Component Analysis.

Principle Component Analysis

Principal component analysis (PCA) is a mathematical procedure that transforms a number of (possibly) correlated variables into a (smaller) number of uncorrelated variables called principal components. The objective of principal component analysis is to reduce the dimensionality (number of variables) of the dataset but retain most of the original variability in the data. The first principal component accounts for as much of the variability in the data as possible, and each succeeding component accounts for as much of the remaining variability as possible.

A different part of questionnaire was used for the appropriate statistic to analyze for the uncomplicated interpretation. There were as following:

Part 1: Demographic Characters data was the analyzed by descriptive statistic, those were frequency and percentage.

Part 2: Evaluation of current tourism situation in Songkhla data were ranged by the interval Scale from 1 to 5, and 0 for no comment. Interval scale was used when responded to the various items that measure a variable could be tapped on a five point (or seven points or any other number of points) scale, which could subsequently be summated across the items. (Sekaran, 2003)

The descriptive statistics were used, those were frequency and percentage. The researcher also used means comparison, One-Way ANOVA, Independent T-Test and Principle Component Analysis to get the statistic results.

The means scores were classified into 3 interval scales, calculated as following:

The most important level	5	points
Highly important level	4	points
Medium important level	3	points
Lowly important level	2	points
The least important level	1	point

Score from rating score, research range it on interval level. All of these, in order to facilitate on important factor level divide, which are 5 levels since data, have lowest distribution score are not over 1.00 point and highest score are not over 5.00 point.

$$\begin{aligned}
 \text{****By the interval level} &= \frac{\text{the difference of the highest and lowest point}}{\text{Number of levels}} \\
 &= \frac{(5-1)}{3} \\
 &= 1.33
 \end{aligned}$$

Thus, the researcher can range average present situation and tourism impact of each sub factors as following:

Score 3.67 – 5.00 points	have high potentiality level
Score 2.34 – 3.66 points	have moderate potentiality level
Score 1.00 – 2.33 points	have low potentiality level

Part 3: Factors effected to tourism in Songkhla data was analyzed by the same method as part two. The descriptive statistics were used, those were frequency and percentage. The researcher also used means comparison, Independent T-Test and Principle Component Analysis to get the statistic results.

Part 4: Evaluation of the potential support and prospect for development of tourism market in Songkhla was ranged by the interval Scale from 1 to 3, and 0 for no comment. The descriptive statistics were used, those were frequency and percentage. The researcher also used means comparison, Independent T-Test and Principle Component Analysis to get the statistic results.

All of factors, there are three rating levels for personnel to be given to each factor.

High potentiality	3	points
Medium potentiality	2	points
Low potentiality	1	point

Score from rating score, research range it on interval level in order to facilitate on important factor level divide in 3 levels. Therefore, the lowest distribution score is not over 1.00 and the highest score is not over 3.00

$$\begin{aligned} \text{By the interval level} &= \frac{\text{the difference of the highest and lowest point}}{\text{Number of levels}} \\ &= \frac{(3-1)}{3} = 0.66 \end{aligned}$$

Thus, researcher can range average potential of Songkhla province for potentiality level and prospect of tourism market in Songkhla of each sub-factor as following:

Score 2.34 - 3.00 points	have high potentiality level
Score 1.67 - 2.33 points	have moderate potentiality level
Score 1.00 - 1.66 points	have low potentiality level

Part 5: Problems, threats and recommendations for tourism marketing development in Songkhla were analyzed by descriptive statistics. Those were frequencies and percentage.