

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This study is survey research in order to study marketing strategies for sustainable cultural tourism in Nakhon Si Thammarat. In case of primary data were compiled by questionnaire and face-to-face interview to evaluated potential of Nakhon Si Thammarat in being a cultural tourist attraction, and questionnaire to evaluated the factors for both Thai and foreign tourists to make a decision to select southern province of Thailand as a cultural tourism destination. In case of secondary data and general conditions of areas were compiled by search in document and concerned research. After that, it was analyzed and evaluated to be way to develop cultural tourism in Nakhon Si Thammarat. It has research elaboration as follow:

3.2 Data Collection Methods

3.2.1 Secondary Data Sources

Secondary data collection includes

- A detailed literature search on target tourist, sustainable Cultural tourism development, marketing and strategies theory from Thai & International printed matters and Internet
- A review on existing tourism marketing strategy for Southern of Thailand and Nakhon Si Thammarat from Tourism Authority of Thailand (TAT) and The Ministry of Tourism & Sport
- The tourism statistics from Tourism Authority of Thailand use to analyze the market demand
- An identification of general conditions of study area in term of physical, economies, population, social condition, cultural tourism products available for market and data, which there are concern with research
- A review on existing supply factor in Nakhon Si Thammarat

- Overview of tourism and cultural tourism in Nakhon Si Thammarat and South of Thailand

3.2.2 Primary Data Sources

This study emphasizes the demand factors of local (domestic) tourists and international tourists.

- Tourists' behavior
- Tourists' interest in cultural tourism
- Factors that influence tourists' decisions on selecting cultural tourism in southern provinces
 - The cultural tourism goals and policy established from the organization,
 - To identify the organization's perception of cultural tourism market and sustainable cultural tourism
 - To examine the expectation and result from the marketing policy of Tourism Authority of Thailand (TAT) and The Ministry of Tourism & Sport and suggestion for future tourism strategies

In supply factors, the research will emphatically analyze the potential of cultural attractions and activities in Nakhon Si Thammarat

3.3 Contact Methods

According to the required data sources, researcher reviews the literature to find the appropriate way for data collection. Sekaran (2003) clarified that the most commonly used data collection methods were interviews, questionnaires, and observation, and gave more suggestion, which each method can be most profitably used (See Table 3.1).

Table 3.1 Advantage and disadvantage of multimethods of data collection
(Sekaran,2003)

Mode of data collection	Advantages	Disadvantages
Personal or Face-to-face interviews	<ul style="list-style-type: none"> - Can establish rapport and motivate respondents. - Can clarify the questions, clear doubts, add new questions. - Can read nonverbal cues. - Can use visual aids to clarify points. - Rich data can be obtained. - CAPI can be used and responses entered in a portable computer. 	<ul style="list-style-type: none"> - Takes personal time. - Costs more when a wide geographic region is covered. - Respondents may be concerned about confidentiality of information given. - Interviews need to be trained. - Can introduce interview biases. - Respondents can terminate the interview at any time.
Telephone interviews	<ul style="list-style-type: none"> - Less costly and speedier than personal interviews - Can reach a wide geographic area. - Greater anonymity than personal interviews. - Can be done using CATI. 	<ul style="list-style-type: none"> - Nonverbal cues cannot be read. - Interviews will have to be kept short. - Obsolete telephone numbers could be contacted, and unlisted ones omitted from the sample.
Personally administered questionnaires	<ul style="list-style-type: none"> - Can establish rapport and motivate respondent. - Doubts can be clarified. - Less expensive when administered to groups of respondents. - Almost 100% response rate ensured. - Anonymity of respondent is high. 	<ul style="list-style-type: none"> - Organizations may be reluctant to give up company time for the survey with groups of employees assembled for the purpose
Mail questionnaires	<ul style="list-style-type: none"> - Anonymity is high. - Wide geographic regions can be reached. - Token gifts can be enclosed to seek compliance. - Respondent can take more time to respond at convenience. - Can be administered electronically, if desired. 	<ul style="list-style-type: none"> - Response rate is almost always low. A 30% rate is quite acceptable. - Cannot clarify questions. - Follow-up procedures for nonresponses are necessary.
Electronic questionnaires	<ul style="list-style-type: none"> - Easy to administer, Can reach globally - Very inexpensive. - Fast delivery - Respondents can answer at their convenience like the mail questionnaire. 	<ul style="list-style-type: none"> - Computer literacy is a must - Respondents must have access to the facility. - Respondent must be willing to complete the survey.

From Table 3.1, Sekaran(2003) explained advantage and disadvantage of multimethods of data collection. After review the various data collection methods, researcher select face-to-face interview and personally administered questionnaires for collecting data.

Face to face interview are best suited method for this research which provide rich data, offer the opportunity to establish rapport with the interviewees, and help to explore and understand complex issues. Many ideas ordinarily difficult to articulate can also be brought to the surface and discussed during interviews. On the negative side, face to face interviews have the potential for introducing bias and can be expensive if a large number of subjects are involved.

And personally administering questionnaires are best suited method for this research which helps to establish rapport with the respondents while introducing the survey, provide clarifications sought by the respondents on the spot, and collect the questionnaires immediately after they are completed. In that sense, there is a 100% response rate. On the negative side, administering questionnaires personally is expensive, especially if the sample is geographically dispersed.

In summary, researcher select face-to-face interview and personally administered questionnaires for examining the potential of Nakhon Si Thammarat in being a cultural tourist attraction and the factors for both Thai and foreign tourists to make a decision to select southern province of Thailand as a cultural tourism destination.

3.4 Face to face Interview

A face-to-face interview with Tourism Authority of Thailand: Region 2 and an association of tourism business in Nakhon Si Thammarat. The purpose of these interviews and plan reviews are

- To determine the cultural tourism goals and policy established from the organization,
- To identify the organization's perception of cultural tourism market and sustainable cultural tourism
- To develop an understanding of why the product is presented and marketed in each area

- To examine the expectation and result from the marketing policy of Tourism Authority of Thailand (TAT) and The Ministry of Tourism & Sport and suggestion for future tourism strategies

All interviews were tape recorded and subsequently transcribed. Content analysis was use to analyze the data.

3.5 Questionnaires

3.5.1 A Questionnaire for examining the potential of Nakhon Si Thammarat in being a cultural tourist attraction from concerned officer group. It comprises 4 component factors, which are physical condition, management of cultural tourism, activity and process of cultural tourism, and participation of the community in being a cultural tourist attraction and suggestion for potential cultural tourist product, limitation, and developed marketing (Questionnaire in Thai version).

All of factors, there are 3 rating levels for the personal to give to each factor.

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

Score from rating score, research range it on interval level. All of these, in order to facilitate on important factor level divide which are 3 level since data have lowest distribution score are not over 1.00 and highest score are not over 3.00

$$\text{By the interval level} = \frac{\text{the difference of the highest and the lower points}}{\text{Number of levels}}$$

$$= \frac{(3-1)}{3} = 0.66$$

Thus researcher can range average cultural tourism potentiality level of each sub-factors as follows:

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

3.5.2 A Questionnaire for examining the factors for both Thai and foreign tourists to make a decision to select southern province of Thailand as a cultural tourism destination. (Questionnaire in Thai and English version).

The target population of this study is the tourists who travel in South of Thailand. And the sample population is the tourists who travel in Nakhon Si Thammarat, Surat Thani, Phuket . The SPSS software package was used for data analysis.

The important variables

Primary data from the questionnaire consist of 5 main variables:

1) Demographic of population

For example nationality, region, gender, age, marital status, occupation, income

2) Tourist behavior

It comprises the preference of traveling with, purpose of visit, frequency in visits to the South, the provinces that ever visited in the south, interest in cultural tourism in the South, interest in cultural tourism in Nakhon Si Thammarat and the preferable cultural tourist attraction.

3) The access to information of cultural tourism

4) The factors that influence tourists' decisions on selecting cultural tourism in southern provinces of Thailand are as follows;

Marketing mix (Booms and Bitner, 1981)

- | | | |
|---------------------|----------|-----------|
| - Product | - Price | - Place |
| - Promotion | - People | - Process |
| - Physical evidence | | |

Among these, there are 5 rating levels for the personal to give to each factor.

The most important factor	5	points
Highly important factor	4	points
Medium important factor	3	points
Lowly important factor	2	points
The least important factor	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 3 level since data have lowest distribution score are not over 1.00 and highest score are not over 5.00

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

Thus researcher can range important factor level as follows:

Score 1.00 – 2.33 points	low important factor level
Score 2.34 – 3.66 points	moderate important factor level
Score 3.67 – 5.00 points	high important factor level

- 5) Other comments and suggestions for cultural tourism in Nakhon Si Thammarat and the South. This information is compiled from open-ended questions on various aspects of cultural tourism.
- 6) Reasons for no interest in cultural tourism in southern provinces of Thailand for those whose answers are no interest

3.6 The Pilot study

Research material must be tested before data compilation as content validity in this research. When those materials had been used on data compilation, it gave correctly and trusts result. Researcher will create questionnaire and interview list. Next, the researcher consults with thesis advisors in order to improve this questionnaire to be consistent research objectives. After that, use 20 questionnaires to pre-test and interview list. Finally, analyze the results and apply it to improve to high quality questionnaire.

3.7 Sample Selection

The population of this study is the tourists who travel in south of Thailand with limited time and budget in data collection, a target population has been designated to be more specific. Therefore, the target population becomes more suitable. So the sampling frame is the tourist who travels in Nakhon Si Thammarat, Surat Thani, and Phuket whose main purpose of traveling is tourism in cultural site.

The sample areas for collecting studying data chosen from intensity of cultural tourism form, which happens in present by selecting 3 provinces:



Phuket is a province where there are Mass tourism and main tourist destinations in the south of Thailand

Surat Thani is a province where there is multi-tourism between cultural tourism and Mass tourism.

Nakhon Si Thammarat is a province where the main activity is cultural tourism, in order to get data from various tourism groups

Figure 3.1 South of Thailand map
Source www.tat.or.th/thailand/destination_Guide

Table 3.2 Target Population

Province	Tourists				Total	
	Thai	%	Foreign	%	Tourist	%
Nakhon Si Thammarat	559,661	98.5	8,293	1.5	567,954	100
Phuket	1,087,704	28.2	2,766,350	71.8	3,854,054	100
Surat Thani	785,377	44.3	985,600	55.7	1,770,977	100
Total	2,432,742		3,760,243		6,192,985	100

Reference: The domestic tourist statistics of TAT Year 2002

Sample population of this study is the tourists who travel in Nakhon Si Thammarat, Surat Thani and Phuket whose purpose of traveling is tourism in cultural site. However, the tourist statistics of Tourism Authority of Thailand do not have the data about cultural tourists. However, for this research same-day visitors or excursionists who make day visits to other destinations away from the places where

they are staying overnight be tourists. Because most tourists in Nakhon Si Thammarat and Surat Thani often spend more than one day visiting the destination but they use accommodation in other province or sleep on coach.

By used Taro Yamane (1973)'s found size of sample group from the tourist statistical population formulary as followed:

(At the confidence level of 95%, 0.05 population variable)

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

When n : Size of sample group

N : Size of target population which is the number of tourists in Nakhon Si Thammarat, Surat Thani, and Phuket , according to the annual statistic report of Tourism Authority of Thailand, with deduction of non-tourism purposes.

e : Inexactness from sampling at confidence level at 95%

$$\begin{aligned} n &= \frac{6,192,985}{1+ 6,192,985 (0.05)^2} \\ &= 399.97 \end{aligned}$$

Thus the sample size was 400.

The 400 questionnaires were distributed in 3 provinces (Nakhon Si Thammarat, Surat Thani and Phuket) by rationing with percentage from total sample questionnaires. So researcher divides questionnaires for collecting data in 3 provinces; 160 questionnaires in Nakhon Si Thammarat, 140 questionnaires in Surat Thani and 100 questionnaires in Phuket. Then researcher allots the questionnaires in each province for Thai and foreign tourists with the tourist proportion from the domestic tourist statistics of Tourism Authority of Thailand Year 2002, which the detail will be shown below.

Province	n=400	Quota	Tourists			
			Thai	%	Foreign	%
Nakhon Si Thammarat	160	40%	112	70	48	30
Phuket	100	25%	30	30	70	70
Surat Thani	140	35%	70	50	70	50
Total	400	100%	212		188	

Table 3.3 The questionnaires' distribution

The questionnaires' distribution was ration in 3 provinces that quota depend on the intensity of cultural tourism form, which happens in these provinces (see more explanation in the selection of sample areas). And in each province the questionnaires' distribution followed the proportion of Thai and foreign tourists from the domestic tourist statistics of TAT Year 2002, except the distribution in Nakhon Si Thammarat. The research expand the proportion of foreign sample group from 1.5 percent to 30 percent because the research want to study more of this group for planning to increase the number of foreign tourists.

And the population for examining the potential of Nakhon Si Thammarat in being a cultural tourist attraction and determine the cultural tourism goals and policy are provincial tourism committee of Nakhon Si Thammarat, (which include the representatives from 15 public sectors, 2 private sectors, 4 educational institutes) and tourism experts. From the population, the research selected the 14 representatives to respond the questionnaires and 2 representatives to interview which are the directors of Tourism Authority of Thailand: Region 2 and an association of tourism business in Nakhon Si Thammarat.

3.8 Data Collection

3.8.1 Face to face interview and a Questionnaire for examining the potential of Nakhon Si Thammarat in being a cultural tourist attraction from concerned officer group. Interviewees were interview (20 minutes/ per person) with interview list. All interviews were tape recorded and subsequently transcribed.

3.8.2 A questionnaire for examining the potential of Nakhon Si Thammarat in being a cultural tourist attraction with by using a potential analysis' manual for understanding the meaning of each question. When finished, the questionnaire was verification of a validity of each questionnaire information. And lastly, data was encoded for analysis.

3.8.2 A Questionnaire for examining the factors for both Thai and foreign tourists to make a decision to select southern province of Thailand as a cultural tourism destination. (Questionnaire in Thai and English version).

Purposive sampling was done to 400 outgoing 212 Thais and 182 foreign as the sample group of Thai and foreign tourists in cultural tourism areas as designated

- Wat Pramahatat (Nakhon Si Thammarat)
- Chino-Portuguese buildings' area (Phuket)
- Wat Pratat Chai Ya , Suan Moke (Surat Thani)

Data collection was done at different time of different day to maximized the variation of time, meaning that the maximum variation of destinations.

Respondents were purposively sampled while they were traveling in the cultural tourism areas in May 2004. To ask a respondent to fill up a questionnaire, the purpose of research was explained at first and used maps and photos to explain the cultural tourism in Nakhon Si Thammarat. If the respondent fitted to the criteria as Thai or foreign tourist, he or she was asked to fill up the questionnaire. When finished, the questionnaire was verification of a validity of each questionnaire information after data collection for each field trip. And lastly, data was encoded for analysis

3.9 Data Analysis

3.9.1 Questionnaire for examining the factors for both Thai and foreign tourists to make a decision to select southern province of Thailand as a cultural tourism destination.

A researcher processes information by quantitative and qualitative methodology in accordance with data features or variables in each aspect by using SPSS software program (version 11) for analyzing and concluding the study result that concern with study factors in three aspects

1) Sample frequency analysis

It is information processing to obtain frequency distribution that shows basic features of collected data of every variable. For interval scale variables, statistical values will be processed for descriptive statistics both Measures of central tendency and measures of dispersion

2) Joint frequency analysis

This is for important variables that are relevant to the factors that influence decision-making in cultural tourism of tourists by doing a data processing and analyze the relation to demographic of sample population in order to consider whether differences in demographic of population affect decision-making factors. This will make it clear of the factors that influence decision making in cultural tourism of tourists which will contribute to a strategically development of marketing to conform with the factors that influence tourists' decision making.

3) Manual Tabulation analysis

This is for variable of open-ended questions or questions that instigates comments and suggestions. A manual data processing will be questions will be undertaken to obtain essential summary.

3.9.2 Questionnaire for examining the potential of Nakhon Si Thammarat in being a cultural tourist attraction

A researcher processes information by quantitative and qualitative methodology in accordance with data features or variables in each aspect by using rating score for each factor to analyze the potential of Nakhon Si Thammarat in being a cultural tourist attraction by analyzing the total factor and the separated factors in each following component of cultural tourism:

1. Physical condition factors
2. Management of cultural tourism factors
3. Activity and process of cultural tourism factors
4. Participation of the community in being a cultural tourist attraction factors

The factors calculate by using formula that was adapted from Tourism Authority of Thailand and Forestry faculty, Kasetsart university (2538: 6-11) which was quoted by Suriyavarakul (2003) as follow

$$EP = (R_1+R_2+R_3+\dots+R_n) /n$$

When EP : Level of potential to be a cultural tourist attraction

R_{1...n} : Potential score of 1st-n factors

Rating score from questionnaire was analyzed following Suriyavarakul (2003) by potential formula and range cultural tourism potentiality level as follows:

Score 2.51 – 3.00 points have high important factor level

Score 1.51 – 2.50 points have moderate important factor level

Score 0.00 – 1.50 points have low important factor level

And suggestion for potential cultural tourist product, limitation, and developed marketing will be questioned will be undertaken to obtain essential summary.

3.9.3 Face-to-face interviews

The face to face interview analyzes by using content analysis.

3.10 Conclusion

This chapter focused on the methodology used for this research. In this study, the main purpose of the research are to determine for guideline a marketing strategy for cultural tourism in Nakhon Si Thammarat. Secondary data was collected from various textbooks, article from different journals, and concern tourism websites are online. Primary data was obtained from respondents (tourists, concern government and private sector and experts) who had completed questionnaires and interview. The aim was to enable the researcher to gain greater or deeper information that could not be found from the secondary data sources. These data provide very useful information in achieving the two main objectives of this study. The next chapter, findings of this study, will be presented.