

CHAPTER 3

METHODOLOGY

Research protocol had to be considered to be both a qualitative and quantitative research. The scope of study is the geographical area of Tambon Sakoo, Amphur Thalang, Changwat Phuket that are within the jurisdiction of Tambon Sakoo Administration Organization. Surveys, interviews, and research desk was initiated for data collection. This literature is to investigate the local development strategy under the authority of Tambon Sakoo Administration Organization in accordance with tourism destination development. Local satisfaction and participation will indicate the effectiveness of local development to qualify the development of tourism destination in the area especially Tambon Sakoo.

The research methodology of this report will comprise 6 components which are:

3.1 Population and Sampling

3.2 Research Design

3.3 Instruments of the Study

3.4 Data collection

3.5 Data Analysis and Statistic used in this research

3.1 Population and Sampling

3.1.1 Population

The target population of this report consists of registered residents in Tambon Sakoo recorded in Tambon Sakoo Administration Organization (TSAO), but this report also uses household data of each population within the 5 villages to reduce duplicated opinions and/or information. The staffs of TSAO who were involved in policy making or decision-making, at an operational level with reference to key issues for local development and tourism development were also considered in report and participated in structured interviews accordingly.

3.1.2 Sampling

From Yamane formula (1976) with 95% confident interval shown the minimum sample size is 315 households divided by the proportion of people in each village as following table:

$$n = \frac{N}{1+N(e^2)}$$

n = Sample size
 e = Confidence interval at 95% therefore, e = 0.05
 N = Population of 1,487 households

Village (Moo)	Men	Women	Total People	% of people to Total	Households (N)	Households sampling (n)
1 Ban Nai Yang	711	710	1,421	35	671	110
2 Ban Trok Maung	234	233	467	11	120	36
3 Ban Sakoo	455	451	906	22	265	70
4 Ban Nai Thon	136	163	299	7	142	23
5 Ban Bang Ma Lauw	488	503	991	24	289	76
Total	2,024	2,060	4,084	100	1,487	315

Source: Tambon Sakoo Administration Organization (2005)

The calculation from Yamane's formulation shows population should be 315 households in Tambon Sakoo. Besides which the classification of sampling was conducted by the percentage of people in each village with a total population in each tambon (sub-district) in order to facilitate weighted numbers of samples in village. They consist of 110 households for Moo. 1: Ban Nai Yang, 36 households for Moo. 2: Ban Trok Maung; 70 households for Moo. 3: Ban Sakoo; 23 households for Moo. 4: Ban Nai Thon; 76 households for Moo. 5: Ban Bang Ma Lauw, respectively.

3.2 Research Design

This research was considered to be a quantitative and qualitative research. The quantitative research was initiated by survey method, comprising of interviews and self-observations so as to figure out local opinion and satisfaction of local development and tourism planning and management in Tambon Sakoo undertaken by the TSAO.

The interviews were conducted while the researcher was collecting questionnaires and structured interviews with authorities of TSAO together with documents of TSAO that clarified how TSAO develop and control tourism in their area.

3.3 Instruments of Study

Questionnaires were conducted to study the level of local satisfaction on tourism and local development of TSAO and how much local people perceived or how much TSAO acknowledged people within the development process and implementation. The level of local participation and implementation in real terms together with the democratic ideal, will also considered in this report.

Furthermore interviews were used as a searching tool to find the real implementation of local development alongside tourism destination development in the tambon Sakoo area through the eyes of the authorities and local people. In addition, the documents of TSAO were explored as secondary data.

The questionnaires of this study can defined as below

The questionnaires were in Thai in order to facilitate local respondents and comfort them. Likert's scale was adapted into multiple choices for the satisfaction level together with open-ended questions as shown on appendix A. The attributes affiliated to development strategies were applied from 'the three year plan of TSAO, fiscal 2006 to 2008'. The following is a summary of the questionnaires by main topics.

Part I: Summary of development projects of fiscal year 2006 to 2008, and completed projects of fiscal year 2005 with percentage to budgeting of fiscal year.

Likert's scale was adapted in part II, III, and IV in order to know the level of local satisfaction and participation, and opinion of the people in Tambon Sakoo according to the local development direction of TSAO. The meanings of satisfaction levels using Likert's scale and put into attributes concerned were shown as follows: -

1 = Strongly Disagree

2 = Disagree

3 = Fair

4 = Agree

5 = Strongly Agree

Part II: Local satisfaction about benefits from development strategies of TSAO was adapted from the development strategies in 'the three year plan of TSAO', and they included ten attributes.

Part III: The degree of participation of local people about the development processes and associated elements involved in achieving sustainability of local development and tourism destination development to desirable goals, and to see whether it was genuine implemented, consisted of twelve attributes.

Part IV: Local opinions upon the local development and tourism of TSAO with respect to sustainability was prepared using open-ended questions for additional opinions of the respondents, this comprised of fifteen attributes.

Part V: General information about the respondents included:

a) Domicile;

b) Gender;

c) Age;

d) Education;

- e) Religion;
- f) Occupation;
- g) Family revenue per month;

Likert's scale was also applied to know the satisfaction and/or opinions of local people in the part II, III, and IV of questionnaires so as to categorize performance and participation of TSAO from literary reviews with interval level calculations as follows:

$$\begin{aligned}
 \text{Interval level} &= (\text{Highest score}-\text{Lowest score})/ \text{Number of levels} \\
 &= (5-1)/5 \\
 &= 0.8
 \end{aligned}$$

Therefore the ranging of level of participation and opinions can define as follows:

Score	1.01	-	1.80	Points	Means	Very unsatisfied / Strongly disagree
Score	1.81	-	2.60	Points	Means	Unsatisfied / Disagree
Score	2.61	-	3.40	Points	Means	Fair or neutral
Score	3.41	-	4.20	Points	Means	Satisfied / Agree
Score	4.21	-	5.00	Points	Means	Very satisfied / Strongly agree

3.4 Data Collecting

3.4.1 Primary Data

The respondents who were interviewed were local residents of each village who accidentally met the researcher. The respondents were also interviewed about relevant issues of tourism and development in destination, Tambon Sakoo, whilst answering questionnaires. The interviewees or respondents were the household leaders or adults who live in that house in case of household leaders were absent.

Survey was conducted between August to September 2006 which touching the starting of the high season, however it was in low season with respect to tourism in Phuket province or even Tambon Sakoo itself. Thus, there were few entrepreneur respondents from Nai Yang beach and Nai Thon beach. Indeed, some of them were unemployed, and can be simply defined as part of the seasonal characteristics of tourism.

3.4.2 Secondary Data

Tambon Sakoo Administration Organization had to set their local development framework with respect to higher authorities. Adaptation of the decentralization and/or the centralization of main government policies together with the three years plan were the way that TSAO was to facilitate local development into budgeting and projects at an operational level. Thus, the researcher considered using this plan together with the strategic development plan of TSAO.

The documents selected from the Tambon Sakoo Administration Organization for this research comprises of the 'completed projects of 2005', and the 'three year plan for 2006 to 2008', and the 'strategic development planning'. This was because of TSAO will propose the next three year plan based upon October 2006 project achievements together with the reports from fiscal years 2005 and 2004. Other recorded data from TSAO such as census, infrastructure, geographic or map of area, etc. will also be included in the next three year plan.

Secondary data from other sources related to this thesis are compiled from articles from the internet, journals, newspapers, magazines, textbooks, etc.

3.5 Data Analysis and Statistics Used in this Research

This research uses the SPSS version 13.0 for Windows to analyze questionnaire data together with the adaptation of descriptive statistics to describe significant data regarding relationships to others and factors concerned as follows:

- a) Frequencies
- b) Percentage
- c) Mean
- d) Standard Deviation
- e) Cross tabulations
- f) One way ANOVA