

CHAPTER 3 METHODOLOGY

This study is an explanatory research to evaluate the potential and viability of Lampam sub-district to be developed as a conservation tourist destination.

3.1 Population and Sample Size

This study covered both supply and demand of tourism product in Lampam sub-district. In terms of demand, the researcher studied population of domestic tourists who visit the tourist destinations in the district. The demand side of the study is only the domestic tourists who visit the district for leisure purposes. The Traveling Domestic Statistic Record of Tourism Authority of Thailand (TAT) stated that Phatthalung Province had the following total of tourists in the year 2003.

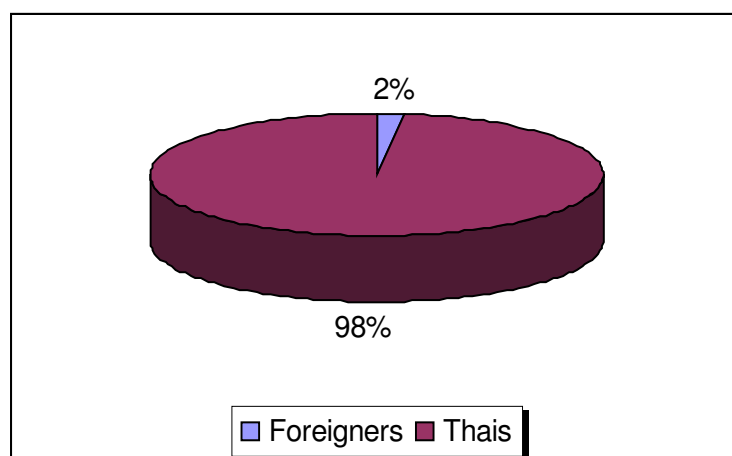
Table 3.1: Visitors' Statistics of Phatthalung from January to December, 2003

Purpose	Visitors					
	Thais	%	Foreigners	%	Total	%
1. Leisure***	148,952	98.2	2,715	1.8	151,667	100
2. Business	31,177	100	-	-	31,177	100
3. Government Sector	7,249	94.5	423	5.5	7,672	100
4. Seminar	10,436	100	-	-	10,436	100
5. Visual education	44,720	100	-	-	44,720	100
6. Others	116,568	99.6	473	0.4	117,041	100

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Source: www.tat.or.th

Table 3.2: Percentage of Thai and Foreign tourists of Phatthalung Province from January to December 2003.



Visitors' Statistics of Phatthalung Province (see tables 3.1 and 3.2) illustrates that from period January to December 2003, there is a relatively few number of foreign tourists compare to Thai tourists. Thus, this study focuses on Thai or local tourists only.

Table 3.3: Percentage of Thai tourist who visited different tourist destinations in Phatthalung Province from January to December 2003.

Tourist Destination in Phattalung Province	Percentage of Thais tourist (%)
Sommanoh Cave	4.3
Priwan Waterfall	7.1
Hot Spring	1.6
Banton Waterfall	0.4
Lampam Beach***	38.3

Talay Noi	41.7
Koa-Poo Koa-Ya national park	1.2
Hand made Village	4
Preatong Waterfall	0.5
Hoo Rea	0.9
Total	100

Source: www.tat.or.th

The populations of this study are local or Thai tourists who travel to Phatthalung for leisure purposes. There are a total of 148,952 tourists who visited the province in the year 2003. Out of this number, 38.3% or 57,048.6 (see table 3.3) tourists went to Lampam Beach, the main tourist destination in Lampam sub-district, which is the subject of this research.

To find sample size, the formula of Taro Yamane (1973) was applied:

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

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

Where n = size of sample group

N = size of target population

E = inexactness from sampling at confidence level of 95%

$$n = \frac{57,048.6}{1 + 57,048.6 (0.05)^2} = 400$$

Thus, the sample size is 400.

The tourist destinations in the area include places with historical and cultural value as well as natural and agricultural importance. Certain factors and features must be present in order for a place to be considered a conservation-based tourism. As explained by Agenda 21, the place must have a historical and cultural importance and a natural and

agricultural significance. All of these features are presenting in Lampam sub-district.

1. Historical and Cultural Attractions. Wang Temple, Yang-Ngam Temple, Pa- Khom Temple, Pa Lilai Temple and Wang Koa-Wang Mai.
2. Natural Attractions. Hat Seansuk Lampan or Lampam Beach.
3. Agricultural Attraction. Huge Floating Basket Village.

After interviewing some local people, government member, and tourism suppliers, it was concluded that the most frequented tourist destination in the area is Lampam Beach. This was followed by “Wang Koa - Wang Mai”, the four temples and the “Huge Floating Basket” village. As a general rule, data collections should be distributed among different places thus limiting the number of participating tourists in a particular place.

Table 3.4: Percentage of tourists in each tourist destinations in Lampam sub-district

Tourist Destination	No. of percentage	N=400 (number of respondents)
Lampam Beach	50%	200
Wang Kao-Wang-Mai	20%	80
Four Temples	20%	80
A Huge Floating Basket Village	10%	40

In terms of supply, the district can provide diverse attractions, different activities, basic infrastructures and facilities, means of transport, and institutional elements. Total populations of supply side of study were two groups. The first group was Lampam sub district government organization members. From fifteen members, three persons were selected as a sample, these are the chief and the deputy chief of Lampam sub-district government organization and the chief engineering of Lampam sub-district government organization. The second

population group were tourism experts, these were selected as a purposive sample, there are: director of agro-tourism association of Phattalung Province, director assistant of Sangkla development Project, director of Phattalung Chamber of Commerce and two local tourist authority.

3.2 Instrument

To properly evaluate the potential and viability of Lampam sub-district for development as a conservation tourist destination, four (4) dimensions and twenty-nine (29) factors were used as illustrated at 2.7, chapter 2 (p.33). In addition, the research applied three (3) methods of data gathering: (1) written questionnaires, (2) personal interviews and (3) site inspection /field survey. Each method and instrument was designed to interpret different factors.

(1) Questionnaires

In analyzing the potential and viability of establishing a conservation tourism in the area, the researcher handed out written questionnaires to four hundred (400) tourists. The format of the questionnaires is almost the same as the one used in studying the potential of establishing a conservation-based tourist attraction, a case study of Tambon Koh Yor in Songkla Province by Suriyavakul Narongsak (2003). The questionnaires include close-ended and open-ended questions and divided into two parts. First part includes personal information (age, gender, occupation, income and educational background) and a number of open-ended questions. Part two consists of questions regarding the community and tourists' awareness about the environmental changes or effects of developing a conservation-based tourism.

(2) Personal Interview

Interviews were conducted to two groups of people: (1) government sector and (2) local tourism expertise in the tourism industry. The main objective of the interview is to know

the perception of the two groups regarding tourism development.

Government Sector, the goal is to have an overview of the policy of the local government regarding tourism in general (i.e. marketing strategy, budget allocations). For local tourism expertise, the aim is to understand the general attitude of the community regarding tourism.

(3) Observation and Field Survey

The researcher conducted a field survey in the area of Lampam sub-district particularly its tourist destinations. The main objective is to have a first hand knowledge about the area (i.e. geographic location, history, social features, means of transport, present infrastructures, and tourists' services).

3.3 Data Source and Collection

(1) Primary Data

The primary data were collected through: site observation, interviewing different groups of people, and analyzing the answers on the written questionnaires.

(2) Secondary Data

Other data came from available literatures like magazines, brochures, tourism journals, government and private studies and internet. Also, some secondary data were provided by TAT, Local and Provincial Government of Phatthalung (See table 3.5).

3.4 Data Analysis

To analyze the data from the written questionnaires, the researcher used the SPSS Program (Statistical Package for the Social Science). The some descriptive analyses were applied to interpret the following:

- a. Frequency
- b. Percentage
- c. Mean

A formula which was modified from the Tourism Authority of Thailand and Forestry Faculty of Kasertsat University was also utilized to evaluate the potentiality factor:

- a. High Potentiality = three (3) points
- b. Moderate Potentiality = two (2) points
- c. Low Potentiality = one (1) point

The formula to calculate the potentiality level of all factors is:

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

Where **EP** = Expected potential

R₁... R_n = level points of factor from the first factor to n factor

n = number of factors

Formula range: 2.51 to 3 = high potential
 1.51 to 2.50 = moderate potential
 0 to 1.50 = low potential

For the 29th factors, the awareness of community members and tourists about environmental effects. To evaluate the potential level the range from the study of Suriyavarakul (2003) was applied.

Range: 8 to 9 points = high potentiality
 4 to 7 points = moderate potentiality
 0 to 3 points = low potentiality

Table 3.5: Data Source

No.	29 factors for analyzing the potential of establish a conservation tourist destination	Source of Data (Instrument)
1.	Identify and attraction	Secondary data, Observation and Field Survey, Interview
2.	The diversity of art	Secondary data, Observation and Field Survey, Interview
3.	The diversity of the activities for culture and ways of life	Secondary data, Observation and Field Survey, Interview
4.	The tradition that attracts tourists	Secondary data, Observation and Field Survey, Interview
5.	Carrying capacity for changes in ecosystem and culture	Observation and Field Survey, Interview
6.	Access to tourist attraction	Secondary data, Observation and Field Survey, Interview
7.	Agricultural activities	Secondary data, Observation and Field Survey, Interview
8.	The quantity and safety of water supply	Secondary data, Observation and Field Survey, Interview
9.	Physical conditions of area	Observation and Field Survey Filling questionnaire by tourists
10.	Adequate area for activities	Filling questionnaire by tourists
11.	Solid waste management	Observation and Field Survey Filling questionnaire by tourists
12.	The management of noise	Observation and Field Survey

		Filling questionnaire by tourists
13.	Water management	Secondary data, Observation and Field Survey, Interview
14.	Appropriate facilities	Observation and Field Survey Filling questionnaire by tourists
15.	Safety	Observation and Field Survey, Interview
16.	The management of zoning	Observation and Field Survey, Interview

Table 3.5: Continued

No.	29 factors for analyzing the potential of establish a conservation tourist destination	Source of Data (Instrument)
17.	Carrying capacity	Interview
18.	Measurement for preventing environment impacts	Interview
19.	Quality of service	Observation and Field Survey Filling questionnaire by tourists
20.	Utility and worthiness of learning	Filling questionnaire by tourists
21.	Means and methods of interpretation	Observation and Field Survey Filling questionnaire by tourists
22.	Contents of the interpretation	Observation and Field Survey Filling questionnaire by tourists
23.	Diversity of activities	Secondary data, Observation and Field Survey, Interview
24.	The appropriateness of activities to promote conservation awareness.	Observation and Field Survey, Interview
25.	Benefit for the community in term of environment resource conservation	Interview
26.	Benefit for the community	Observation and Field Survey, Interview
27.	Support from government and private agencies	Observation and Field Survey, Interview
28.	Participation and acceptance of community	Observation and Field Survey, Interview
29.	The awareness of community members and tourists about environmental effects	Filling questionnaire by tourists