

CHAPTER 3

METHODOLOGY

This study was designed as qualitative research. In this chapter, there were the results as follows:

- 1) Population;
- 2) Sample size;
- 3) Data collection;
- 4) Research design;
- 5) Research instrument; and
- 6) Data analysis

3.1 Population

The targeted population of this study refers to local authorities and local residents in Tambon Cherngtalay Local Administration Organization, Amphur Thalang, Changwat Phuket.

3.2 Sample size

Sample size was obtained from Yamane formula (1973) as follows:

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

n was Sample size

N was Population size

e was Confidence interval at 95% therefore, e = 0.05%

Then

$$n = 9,274 / [(1) + 9,274(0.05)^2]$$

$$n = 383.46$$

The result of applying the Yamane is a sample size of 383.46 respondents. Nevertheless, the researcher decided to adjust upwards to 385 respondents as a sample size in a population of 9,274 people within 6 villages of Tambon Cherngtalay LAO. The researcher endeavored to get a proportional sampling of each village; the exception being village 1 which only has a population of 15 such that all members were surveyed. Finally, the sample size was 399 respondents. It was calculated into percentage in order to get sample size for each village (Table 3.1). Therefore, sample size for each village was shown as follows:

Table 3.1 Calculation of sample size in each village

| | Village | No. of population | Percentage | Sample size |
|---|------------------|-------------------|------------|-------------|
| 1 | Baan Cherngtalay | 15 | 0.16% | 15 |
| 2 | Baan Bang Tao | 3,701 | 39.90% | 153 |
| 3 | Baan Had Surin | 1,920 | 20.70% | 80 |
| 4 | Baan Pasak | 1,217 | 13.12% | 50 |
| 5 | Baan Bang Taonok | 1,777 | 19.16% | 74 |
| 6 | Baan Kocktanod | 644 | 6.94% | 27 |
| | Total | 9,274 | 100% | 399 |

Source: Tambon Cherngtalay Local Administration Organization Three Year Development Plan, (2005)

3.3 Data collection

3.3.1 Primary Data

The researcher distributed 399 sets of questionnaires to the respondents by cluster sampling to each village. The period of data collection was June and July 2006. Questionnaires were given to local residents who were at least 20 years old and able to answer questionnaire effectively.

Moreover, the researcher organized formal interviews with 10 executives selected from 14 executives who held the position of chief for planning and management of Tambon Cherngtalay LAO by using purposive or judgment sampling. The questionnaire was written in Thai for the respondents and is translated into English for publication here only.

3.3.2 Secondary Data

This information and data was studied from related concepts, theories, researches. As well as, there were from articles in the press, journal, textbook, and related research in Internet to complete. The general information and 3 year development plan of Tambon Cherngtalay LAO was received from Tambon Cherngtalay Local Administration Organization.

3.4 Research design

This study is both quantitative and qualitative research which started by reviewing related literature and collecting related information. The survey was carried out by local residents including leaders of the local community clubs such as fishery and handicraft.

Then, the researcher conducted an in-depth interview with key persons in order to accomplish their attitude toward the current situation of local authority's planning and management including how to manage tourism located in this area to be sustainable.

3.5 Research instrument

In this study, questionnaires and interviews were designed into 2 series, one for local residents and another for local authority leaders. Both were distributed in the Thai language.

3.5.1 Series 1, quantitative questionnaire for local residents

The questionnaire was designed by using closed-end questions toward local residents' perspective in participation and benefits gaining according to the study of sustainable tourism planning and management at local administration organization: the case of Tambon Cherngtalay, Amphur Thalang, Changwat Phuket. It was comprised of 3 parts as follows:

3.5.1.1 Part 1: The important level of community participation activities on the “Three years Development Plan” (2006-2008) of Tambon Cherngtalay Local Administration Organization

There were 5 components which comprised of 34 questions toward local residents’ perspective for community participation activities including planning, decision-making, problem solving, implementation, and evaluation.

3.5.1.2 Part 2: The important level of benefits gaining from the development strategies

There were divided to 7 development strategies as follows:

- Infrastructure development strategy;
- Enhancement of quality of life, cultural and local wisdom development strategy;
- Educational development strategy;
- Natural Resources and environment development strategy;
- Political and management development strategy;
- Economy and tourism development strategy; and
- Information Technology development strategy

Those were comprised of 40 questions based on infrastructure benefits, socio-cultural benefits, environmental benefits and economic benefits including tourism benefits as well.

3.5.1.3 Part 3: Demographic characteristics

This part concerned to the local respondents’ demographic characteristics and some personal information. It was a checklist questions which comprised of information of gender, age, education level, occupation, and monthly income.

3.5.2 Series 2, qualitative interview for local authorities

The in-depth interview was designed by using opened-end question to provide an opportunity for respondents to propose their perspective toward planning and management of Tambon Cherngtalay LAO as follows:

3.5.2.1 Part 1: Attitude toward Three Years Development Plan of Tambon Cherngtalay Local Administration Organization

This part was comprised of 16 questions in order to provide an opportunity for respondents to express their opinions and ideas.

3.6 Data analysis

3.6.1 Questionnaire for local residents

Data obtained from perspective of local residents was analyzed by using SPSS 11.0 for Windows program.

There were composed of three parts in the questionnaire which used statistical analysis as follows:

Part 1: The assessed level of community participation in sustainable planning and management was analyzed by using Means, Independent T-test and One-Way Anova.

Part 2: The assessed of benefits gaining from sustainable planning and management was analyzed by using Means, Independent T-test and One-Way Anova.

Both were using assessed level according to the Likert scale or rating scale the number was shown as follow:

| Scale | intervals | Meaning |
|--------------|------------------|----------------|
| 1 | 1.00 -1.80 | The least |
| 2 | 1.81 -2.60 | Less |
| 3 | 2.61 -3.40 | Average |
| 4 | 3.41 -4.20 | More |
| 5 | 4.21 -5.00 | The most |

Each score was classified into 5 scales and calculated as follows:

Approximately class width = [Largest value - Smallest value] / Number of classes

The level = $[5-1] / 5$

= 0.8

Therefore, approximately class width is 0.8

Part 3: Demographic Characteristics were analyzed by descriptive statistics.

Those were frequencies and percentage.

3.6.2 In-depth interview for local authorities

The data was analyzed by content analysis. Those were used frequencies and percentages.