

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The study on problems concerning tourism Thailand faced by the Chinese from the Republic of China is divided into two parts. The first part is a quantitative research of which the researcher studied data on tourism of the Chinese tourists, the problems faced during their visit to Thailand. The instruments employed for this part are questionnaires and interviews. The second part is a qualitative research on comments and suggestions made by the Chinese tourists on what Thai authority needs to do to improve tourism in Thailand and how to eradicate problems faced by the tourists. The questionnaires and suggestions and comments given by the Chinese in an interview were synthesized and concluded with an aim to cover the important points of study that leads to the research objectives. So, the research methodology of this study are the quantitative and qualitative research method

The researcher conducted this research according to the framework and theories presented in chapter 2. The methodology followed five steps: 1) population and sampling, 2) construction of instruments for data collection, 3) data collection, 4) data analysis, 5) conclusion and report.

#### **3.1 Quantitative Research**

##### **3.1.1 Population**

The population of this study is Chinese tourists from the Republic of China who came to Thailand on a tour between November 1,2006 to February 28,2007.

##### **Sampling Group and Samplings Techniques**

The sampling group of this research comprised 400 Chinese tourists according to Yamane table (which is 5 % deviated) and were selected by convenience sampling technique. With a belief that these places are popular among the Chinese tourists. The research survey is conducted in different locations – The Grand Palace, Wat

Phrasrirattanasadsadaram, jewelry stores, leather goods shops, and sites of tourist attractions. In order to produce the most reliable findings, the researcher focused only on those tourists who were willing to answer the questionnaires.

### 3.1.2 Research Instrument

The instrument employed to collect data is a questionnaire constructed according to theory, theories and related research as detailed in chapter 2. The questionnaire consists of 4 parts as follows:

**Part 1 Questionnaire** is about general information of the samples. The question comprises 5 multiple choices to answer, which are about gender, age, education level, occupation and monthly income.

**Part 2** are questions on tourism behavior of the Chinese tourists in Thailand. There are eleven multiple-choice questions which are about the traveling to Thailand, frequency of trips to Thailand, types of trip, types of accommodation, types of restaurant, types of tourist places visited and favored, types of products popularly bought in Thailand, sources of information about Thailand, reason to travel to Thailand and opportunity to come back to Thailand for their next visit.

**Part 3** asks opinions on problems faced by the tourists. This part is a close-end question following Likert 4 rating scale. Initially, the question of this part was constructed with 5 rating scaled. The researcher found that, when the question was firstly tried a pretest, the sampling group did not read the question seriously. Since most of the answers were in the average and uncertain rates and it might be difficult for the researcher to analyze the data, the question was therefore adjusted to 4 rating scale. This is to provide answers close to the sampling group's reliable answer. The scores are rated four scales:

- The opinion that there is **No problem** is in **Excellent** rate 4 scores
- The opinion that there is **No problem** and is in **Good** rate 3 scores
- The opinion that there are **problems** and **need to improve** 2 scores
- The opinion that there are **problems** and **serious need to improve** 1 score

**Part 4** is an open-end question on the strength/problems of Thai tourism according to the Chinese tourists. This part is to allow the tourists to add comments and suggestions on strength of the Thai tourism that made them satisfied, what to improve to gain more satisfaction, problems that made them unhappy while having holidays in Thailand and additional opinion concerning problem solving.

### **3.1.3 Data Collection**

The data is collected from the questionnaires with an interview and questionnaires with group conversation. The procedure of instruments construction data collection is as follows:

- 1) Construction of questionnaire following the items previously detailed which is based on related research in chapter 2
- 2) Try out the questionnaire after it was written with 20 people. The researcher explained instructions to the sampling group before trying the questionnaires. After collecting the questionnaires, the researcher studied the weakness of the questions and answers, revised and improved so as to meet the objectives of the study.
- 3) Distribution of the revised questionnaires among the sampling group.

### **3.1.4 Data Analysis**

The researcher analyzed the data as follows:

1. checking the accuracy of the data
2. coding the data for the computer program
3. Analyzing the data by using SPSS/PC in the following part of the questionnaires

Part 1 General information of the sampling group. Analyze the data by using frequency and percentage

Part 2 Information on Tourism Behavior in Thailand of the Chinese tourists. Analyze the data by using frequency and percentage

Part 3 Data on opinion level of problems of Thai tourism faced by the Chinese tourists. Data was analyzed by employing Mean value, Standard Deviation and testing hypothesis of the means of the two sampling groups by T-test and Chi-Square for two groups and more.

The researcher used Mean evaluation and interpreted the value into positive and negative images of Thai tourism as follows (Sirichai, 2006: 154)

Average scores 1.00 – 1.75 means the sampling group sees problems in the components of tourism to the extent that there are serious needs to improve them.

Average scores 1.76 – 2.50 means the sampling group sees problems in the components of tourism to the level that there are needs to improve.

Average scores 2.51 – 3.25 means the sampling group sees no problems in the components of tourism and is in the good rate.

Average scores 3.26 – 4.00 means the sampling group sees no problems in the components of tourism and is in the excellent rate.

Part 4 Data on opinion of strength and problems of tourism according to the Chinese tourists. The researcher checked the accuracy and completeness of the answers with the data from the interview and prioritized the data before synthesizing them and finally made conclusion with data from the interview. Categorize the answers into similar and different groups, tally the score and arrange the answer according to the frequency from high to low.

### **3.1.5 Statistics**

Statistics used to analyze the data are

1. percentage
2. Mean
3. Standard Deviation
4. Chi-Square

## **3.2 Qualitative Research**

### **3.2.1 Target population and sample:**

The target population for this research is Chinese tourists who have returned to their country. Interviews were conducted between November 1,

2006 and February 28, 2007 in Beijing, Guang Zhou, Nanning, Guilin, Kunming and Dali.

### **3.2.2 Tools used for research:**

The tool used was the interview survey. The interviewees were given an opportunity to voice their concerns about Thailand's tourism.

### **3.2.3 Data collection**

The interview forms were prepared and more than fifty Chinese tourists were interviewed and the reasons for mentioning only eight of them in this thesis are as follows:

- a) The answers obtained were the same or similar.
- b) The information given was too private or some of the answers were only partly about the tour company.
- c) They did not particularly care whether they were fooled or taken advantage of.
- d) Many thought that the prices of the plane tickets bought separately by them might even cost more than traveling with the tour company which also provided accommodation, food, and places to visit on the tour. These were extra things. Therefore, they were not considered expensive.
- e) The eight people that were reported in this thesis had very different opinions than others. One in particular had gained a lot of information from other tourists who filed complaints to him since he is an executive who deals with tourism-related complaints in order to solve the problems to improve the tourism service, and he also had experience of traveling to Thailand. Moreover, these people shared different views which were beneficiary towards the improvement of the situation.

Places of interviews: Beijing, Guangzhou, Nanning, Guilin, Lanzhou, Kunming and Dali , the People's Republic of China.

The following interviewees are:

1. Mr. Ma Peifang :                      Position – Chairman United Nations of Educational, Science and Cultural Organization, Lanzhou, Gansu Province

2. Mr.Wang Xiao Dong : Position – Lecturer of a Famous University in Kunming, Yunnan Province
3. Mr.Wang Bao Zhong : Position – Beijing Municipal Bureau of Tourism, Supervisory Bureau of Travel, Agency’s service quality
4. Mr.Tian : Position – An Administrator in Yunan
5. Mr.Zhang Dong : Position - A tourist from Guangzhou, Guangdong Province
6. Mr.Zhu Chen : A tourist from Dali, Yunnan Province
7. Mr.Chen : A tourist from Guilin, Guangxi Province
8. Mr.Li Jia : An administrator from Nanning, Guangxi Province

### **3.2.4 Data collection and analysis**

A tape recorder is used for voice recording. Information collected from interviews is then transcribed and analysis for research.