

## CHAPTER III

### RESEARCH METHODOLOGY

The main objectives of this research is to investigate the satisfaction of tourists on their decision to choose Ban Ngo Health Homestay in At Sa-Mat district, Roi-Et province as tourist destination and to better understand the perspectives of the service providers. To meet this objective, the mixed methodology and descriptive analysis will be described in detail as follows:

1. Population and Sample
2. Research Instrument
3. Data Collection Techniques
4. Analysis of Data

#### **Population and Sample**

This research will be performed at Ban Ngo Health Homestay at Moo 10 Ban Doo sub-district, At Sa-Mat district Roi-Et province. According to the confirmation from Khun Rattanaporn Srisarakham, Ban Ngo Health Homestay project coordinator, said that there were tourist who used to come to stay at Ban Ngo Health Homestay approximate 500 people. Additionally, the village consists of 51 households.

Therefore, the sample group of this study will be focused on 222 tourists (determine by using Yamané's formula (1973, p. 37) as cited in Rassameesukhanon (2008)) (see in table 1) who come or used to come to stay at Ban Ngo Health Homestay, 51 homestay owners and 7 key informants. However, the researcher provides 250 questionnaires for the respondents to avoid a data missed matter.

**Table 1 Taro Yamané – Determination of Sample Size**

Size of Population (N)	Sample Size (n) for Precision (e) of			
	± 3%	± 4%	± 5%	± 10%
500	-	-	<u>222</u>	83
1,000	-	385	286	91
2,000	714	476	333	95
3,000	811	517	353	97
4,000	870	541	364	98
5,000	909	556	370	98
6,000	938	566	375	98
7,000	959	574	378	99
8,000	976	580	381	99
9,000	989	584	383	99
10,000	1,000	588	385	99
20,000	1,053	606	392	100
50,000	1,087	617	397	100
100,000	1,099	621	398	100
∞	1,111	625	400	100

**Source:** Yamané, T., 1973, p. 37

### **Research Instruments**

The project analyzes which factors of the homestay tourism are important in homestay tourism based on community-based tourism and satisfying tourists who visit homestay destinations, and investigates the overall expectation and satisfaction levels of tourists with homestay. There are three research instruments will be used which are questionnaire for homestay's owner, questionnaire for tourist and questions for key informants interviewing.

#### **Research instrument for the quantitative research**

Questionnaires are the instrument for this project to be used to collect data. To develop the instrument, previous literature was examined to identify the key issues to be incorporated in the questionnaire and to examine other studies having similar purposes.

For the homestay' owner, the questionnaire used in this study consisted of four sections as follow:

Section I : Personal information

Section II : Management and coordination of the operators

Section III : Homestay tourism development through homestay's owner

Section IV : Other suggestions

The questionnaire investigates homestay tourism development by gathering the respondents' demographics and management and coordination of the operators operated as a category of independent variables.

For the tourist, the questionnaire used in this study consisted of four sections as follow:

Section 1: Tourist demographic characteristics

Section 2: Travel behavior characteristics

Section 3: Tourists' expectation and satisfaction toward destination attributes

Section 4: Other suggestions

The questionnaire investigates tourists' expectation and satisfaction by gathering the respondents' demographics and travel behavior characteristics operated as a category of independent variables.

### **Research instrument for the qualitative research**

For the qualitative data the researcher will use clusters, themes, and ideas connected to homestay tourism based on community-based tourism questions which involves the participation of the local citizens by using semi-structured interview format. Furthermore, the researcher using inductive techniques to summarize the input by those interviewed.

### **Data Collection Techniques**

This study is undertaken using a mixed methodology approach. It will include:

1. In-depth interviews of host community members
2. Observation of host community by the researcher
3. Survey of tourists through a questionnaire
4. Document analysis from national and international agencies



## **Qualitative method: Data collection methods for Homestay Community**

### **Interview methods**

This method helps collect more in-depth data from local people because they will be interviewed about their opinions, their experiences, their attitudes and their perceptions on the growth in their community in many aspects. So, semi-structured interview and unstructured interview questions will be applied. Seven people were interviewed to provide a breadth of local experience. There will be the village headman, 2 representatives from the hospital, 2 representatives from Ban Doo Sub-District Administration Organization, and 2 homestay practitioners.

This chapter can now be in the past tense, as you have completed the research. Check through it again to ensure you have explained everything that occurred, including taking the photos to document the interaction and this will be mentioned again in your analysis in chapter 4.

### **Observation**

Collecting data by researcher observation is one effective way to get involved in tourism activities. The researcher can document the practices as a participant observer of the tourists and homestay owners.

## **Quantitative method: Data collection methods for the Homestay Community**

### **Survey**

The researcher distributed the questionnaires to 51 homestays' owners. The questionnaire was collected by face to face contact in the homestay during January 25 - February 18, 2012.

### **Quantitative method: Data collection methods for the tourists Survey**

Due to the fact that, mostly, tourists, whose objective is to enjoy their trips, are unwilling to fulfill the open-ended questionnaires or have an interview with the researcher, the best possible way to obtain their opinions on the research's questions is to ask them to fill in the close-ended questionnaire. It is necessary that the questions specified in the questionnaire should be comfortable for the tourists to fill in; it should be brief, concise, and easy to understand and should provide the alternatives to have the tourists chosen easily. Possibly, a few open-ended questions can be included in the questionnaire to gain more information beside the existing question list.

The researcher will distribute the questionnaires to 222 tourists. The questionnaire will be collected by face to face in the host community, email, and mailing the tourists during January 25 - February 18, 2012.

The questionnaire for this research contains 4 sections as following:

1. Tourist demographics information: asking about the tourist demographics information, i.e., gender, age group, educational level, occupation and income.

2. Travel behavior characteristics of the tourist: asking about travel behavior characteristics of the tourist.

3. Tourists' expectation and satisfaction toward destination attributes: asking about expectation and satisfaction evaluation of the tourist that using Likert scale.

4. Other suggestions: recommendation from the tourists about services of Ban Ngo Health Homestay.

#### **Data required**

The data required for this research are the expectation and satisfaction of tourists on Ban Ngo Health homestay services focusing in eight main aspects which are accommodation, food and nutrition, safety and security, destination management, tourists activities, destination environment, value added, and advertising that the researcher has chosen from standard homestay of Thai key performance indicators used by the Thai homestay certification standards (Tourism Authority of Thailand 2005). Moreover, the researcher required way of operated and managed homestay tourism based on community based tourism from the people who are going to be the key informants. Some theories and related researches are also required, in order to understand and be able to analyze the information. In addition, all information, this includes document, brochure, survey, and interview, are necessary for better analyze and understanding.

#### **Data Sources**

This study uses the primary and secondary data. The primary data will be derived from the questionnaire survey. The questionnaire will be designed to collect information from 222 tourists who used to come or currently stay at Ban Ngo Health Homestay and 7 key informants who work involved with the homestay. Furthermore, this study will use secondary data collected from literature review such as theories, textbooks, journals, brochures, and internet etc. which are linked to the study.

## **Analysis of Data**

Since this study is quantitative research then the researcher will check and collect the data from questionnaire survey. Data collected from the survey will be coded and analyzed by using a statistical computer program as SPSS (Statistical Package for the Social Sciences). The general information including homestay's owner demographics, management and coordination of the operator's characteristics, tourist characteristics information and travel behavior characteristics of the tourist were analyzed in percentages (%). The data were interpreted in different meanings as follows:

Satisfactions will be analyzed based on five ranges as follows:

The score among 1.00–1.80 mean Strongly Disagree / Extremely Dissatisfied

The score among 1.81- 2.61 mean Disagree / Dissatisfied

The score among 2.62- 3.41 mean Neutral

The score among 3.42-4.20 mean Agree / Satisfied

The score among 4.21-5.00 mean Strongly Agree / Extremely Satisfied

For the qualitative data the researcher will use descriptive inductive analysis were used to build up a summary for the respondents and to summarize the variables

## **Conclusion**

This research applies both quantitative and qualitative research methods by using a survey and an in-depth interview as the specific techniques for gathering data from data sources. The survey was conducted during January 25 - February 18, 2012 and an in-depth interview was conducted in February 10, 2012.