

CHAPTER 3

Research Methodology



This research is a qualitative and quantitative research (mixed methodology), which was conducted to develop spiritual marketing guideline to promote tourism in Saluang Sub-district. The researcher conducted the research methodology separated to answer each of the study objective.

The study on the community context and potential in spiritual marketing of Saluang Sub-district

Population and Sample

The population of 8 villages, consist of Moo 1 Baann Na Heuk, Moo 2 Baann Saluang, Moo 3 Baann Saluang Nok, Moo 4 Baann Kad Haw, Moo 5 Baann Muang Ka, Moo 6 Baann Phra Phutthabath, Moo 7 Baann Huay Som Suk, and Moo 8 Baann Mae Ka Piang – Huay Tao Ru, are 4,959 people (Saluang Sub-district Administration Organization, 2015). The researcher was in the field to explore the community context and potential in 8 villages of Saluang Sub-district. After that, the researcher conducted an interview with 40 community representatives consisting of village headman and people in the community, community's guru, and some entrepreneurs in the tourism industry. The details of community representatives from each village are as follows;

Table 3.1 List number of community representatives from 8 villages

| Village Name | The number of community representatives |
|---------------------------------------|--|
| 1. Baan Na Huk | 5 |
| 2. Baan Saluang Nai | 5 |
| 3. Baan Saluang Nok | 5 |
| 4. Baan Kad Haw | 6 |
| 5. Baan Meuang Ka | 5 |
| 6. Baan Phra Bart Si Roy | 5 |
| 7. Baan Huay Som Suk | 5 |
| 8. Baan Mae Ka Piang – Huay Tao Ru | 4 |
| TOTAL | 40 |

The 40 community's representatives from 8 villages were invited to a community forum to interview for strengths, weaknesses, opportunities, and threats of spiritual marketing.

Data Sources

The researcher observed 8 villages to study the community context and potential for spiritual tourism, based on the 5A of tourism's elements such as Attraction, Accessibility, Amenities, Accommodation, and Activity.

Subsequently, an interview with community representatives from 8 villages was conducted in order to analyze the potential of the community in term of the development of spiritual marketing using 11P of marketing mix which consists of Product, Price, Place, Promotion, People, Process, Protect, Purpose, Partnerships, Period and Peace.

Instruments and Methods of Data Collection

The researcher used observation form (Appendix A), interview form (Appendix B), and SWOT Analysis Form (Appendix C) to collected data to study the community context and potential for spiritual tourism in the area.

Data Collection methods

The research data are divided into 2 types.

1. Secondary Data

It was the gathering information on the documentary and printed reports, annual report, including information on electronic media (Internet) related to research in the field of spiritual tourism marketing.

2. Primary Data

The primary data was conducted by three data collection form as;

2.1 An observation form (Appendix A)

It was done by creating the first contact through the Sub-district's administrative before entering the area. The researcher's conducted observation of the community potential of 8 villages, from 11 to 2014 to 10 March 2014 between 9.00 to 15.00 O'clock.

2.2 The interview form (Appendix B)

The researcher performed interviewing, 40 people of community representatives from 8 villages, to analyze community potential in the development of spiritual tourism market within the marketing mix 11P such as Product, Price, Place, Promotion, People, Process, Protect, Purpose, Partnerships, Period and Peace.

2.3 The SWOT Analysis Form (Appendix C)

The researcher conducted the environmental analysis of Strengths, Weakness, Opportunities, and Threats in Saluang community by the SWOT analysis form, under the collaborative with the local research assistant, the community's guru, and the local tourism entrepreneurs in 8 villages. After that, the researcher used the SWOT analysis data to conduct the weighting score in the table of Internal Factor Evaluation Matrix (IFE) and External Factor Evaluation Matrix (EFE). The results of IFE and EFE were summarized in the table of the TOW Matrix, to show the potential and strategic concept for development of spiritual tourism of Saluang community.

Data Analysis

The research analyzed data from observation form (Appendix A), interview form (Appendix B) and SWOT Analysis (Appendix C). Content analysis was conducted by transcribing the interview. Also, the questions were classified into main topics and sub topics based on the element of 5A which are Attraction, Accessibility, Amenities, Accommodation and Activity, in order to analyze the potential of the community in the spiritual tourism marketing development as the marketing mixes are

Product, Price, Place, Promotion, People, Process, Protect, Purpose, Partnerships, Period and Peace in order to analyze and interpret based on theories studied earlier.

The study on factors affecting the development of spiritual marketing in Saluang Sub-district

Population and Sample

The research collected data from the questionnaire distributed to 400 Thai and foreign tourists. In 2015, there were 6,451,283 Thai tourists in Chiangmai and 2,835,024 foreign tourists in Chiangmai. In total, there are 9,286,307 tourists (Chiangmai Provincial Statistical Office, 2016). Therefore, in order to find the size of the sampling group in the case that the population is unknown, the formula of W.G. Cochran was used. Accidental sampling was used to select the respondents. The formula to calculate the sampling (Vanichbuncha, 2006) in this study is:

$$n = \frac{P(1-P)Z^2}{d^2}$$

Where

n - The sample size

P - The estimated proportion of population that the researcher needs random, which is 0.50

Z - significance level 0.05 with is 1.96 (confident level 96%)

d - the acceptable sampling error

The formula above can be represented as follows.

$$n = \frac{(0.50)(1-0.50)(1.96)^2}{(0.05)^2}$$

$$= 384.16$$

Based on the formula, the results show that at least 384 samples should be used to estimate the percentage. By mistake not more than 5% at 95% confidence level for ease of evaluation and data analysis. The researcher used a sample size of 400 samples.

Data Sources

To study factors affecting the development of spiritual marketing in Saluang Sub-district, the researcher surveyed and collected data from 400 tourists. This information consists of 3 parts which are 1) general information of the respondents 2) motivation in tourism at Saluang Community 3) marketing factors influencing the development of spiritual tourism in Saluang community comprising of 11P which are Product, Price, Place, Promotion, People, Process, Protect, Purpose, Partnerships, Period and Peace.

Instruments and Methods of Data Collection

Tourist questionnaire (Appendix D) was collected by accidental sampling to study the factors that affecting development of spiritual marketing in Saluang Sub-district.

Data Collection methods

The tourist questionnaire (Appendix D) used to collect data from the 400 tourists in Saluang community by Accidental Sampling method.

Assessment of research tools

The researcher assessed the validity of the questionnaire (Taweeratana, 2005) before used it to collect the data by two steps as;

1. Validity: The researcher studied the relevant theories of use as a framework of questionnaires. The researcher conducted a questionnaire to consider the validity and appropriateness of the questionnaire by two advisers and one expert. The consider determines a score of accuracy to each item by 3 values as;

Value +1 the inspector assures this item can be used to measure the variable to be studied.

Value +0 the inspector not sure this item can be used to measure the variable to be studied.

Value -1 the inspector assures this item cannot be used to measure the variable to be studied.

As related to the formula of IOC, Index of item objective congruence as follows;

The formula of IOC:

$$IOC = \frac{\sum^R}{N}$$

Where

IOC = index value of congruence

\sum^R = sum of the expert opinion scores

N = number of the expert

2. Analysis of the validity of the IOC has scored between 0.67 and 1.00 means that the 3 experts had evaluated the questionnaire and voted that the questionnaire content was correct and answer the research objectives. In case of, any points do not meet the criteria, the researcher will update and submit to the experts to inspect the content before revising the completed questionnaire and taking the questionnaire to trial.

Data Analysis

The analysis of the data into the questionnaire in Part 1 were based on percentage analysis. The analysis of the data into the questionnaires in Part 2 and Part 3 used the mean and the standard deviation method of the 5-level Likert scale as follows :

| | | |
|---|---|--------|
| 5 | = | Most |
| 4 | = | Very |
| 3 | = | Medium |
| 2 | = | Low |
| 1 | = | Least |

Standard deviation is used to measure the distribution of data as the following formulas :

$$S.D. = \sqrt{\frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n-1}} \quad \text{or} \quad S.D. = \sqrt{\frac{\sum_{i=1}^n x_i^2 - n(\bar{x}^2)}{n-1}}$$

Mean

$$\bar{X} = \frac{\sum X}{N}$$

The criteria are divided into class criteria as the followings :

Average 4.21-5.00 means the highest priority level.

Average 3.41-4.20 means very important.

Average 2.61-3.40 means a medium priority level.

Average 1.81-2.60 means less importance.

Average 1.00-1.80 means the minimum priority level.

An analysis of the data onto the questionnaire in Part 2-3 using descriptive statistical of mean and standard deviation to discuss the results.

The guideline to the development of spiritual marketing to promote tourism in Saluang Sub-district

Population and Sample

One workshop was held by the researcher. It consisted of two small discussion groups. The first group was the community representative of the village 1 to village 4 and the second group was the community representative of village 5 to village 8. In addition, the researcher also selected representatives from the participants to interview in depth of 8 people.

Data Sources

The information in the group discussion mainly focused on marketing strategies, the development of community personnel, threats to the development of spiritual tourism and its solutions as well as the understanding of spiritual tourism. Besides, the researcher can acquire information from in depth interview in the issues

of the products which can be developed to spiritual tourism, people who play an important role on the development of spiritual tourism in the community, the readiness of the community towards the development of spiritual tourism, the target customers who are significant to the development of spiritual tourism, and the guidelines to develop strategies to promote marketing in spiritual tourism.

Instruments and Methods of Data Collection

Focus group discussion (Appendix E) and in-depth interview (Appendix F) were used to analyze the guideline to the development of spiritual marketing to promote marketing in spiritual tourism.

Data Collection methods

The Focus group discussion (Appendix E) was used to collect data of two small discussion groups. The first group was the community representative of the village 1 to village 4 and the second group was the community representative of village 5 to village 8. Moreover, the researcher also used an in-depth interview form (Appendix F) to conducted data with 8-community representative from 8 villages.

Data Analysis

The data is analyzed in content analysis. It focuses on describing the collected data. It was compared with theory referred in this research in order to completely answer the objectives of the research. It can clearly portray the guideline of the marketing development for spiritual tourism in Saluang Sub-district as it shows the suitable forms of spiritual tourism for each community in Saluang. If some villages

may not be able to develop to any forms of spiritual tourism, the guideline should give a suggestion on how to increase their income and develop the economy of that village. This can be done in a form of products and services development to serve the needs of the tourists.

