

Chapter 3: Methodology

3.1 Research method

The selection of research method in this paper was done on the basis of detail study and investigation of literature review in the previous chapter touching all major points of economic, political and sustainability factor which are causing tourism development to decline in Myanmar and after that second step to find the quantitative technique and adopt for this study which will be an ideal for this research paper with the help of SPSS system and the next step is to gather and secure the information and data from the tourism colleges and universities in Myanmar. The final step is to put all the collected data from the respondent to put in the SPSS software to find the relationship between dependent variables and independent variables but before putting all the respondents in to the software we need to do the pretesting of at least 30 respondents to check whether there is any reliability in the scale and this can be achieved with the help Cronbach's reliability test of 30 respondents.

The questionnaire will carry 30 questions including the personal details of age, salary, nationalities, occupation, gender and number of times visited in Mandalay and followed by the questions based on the economic situation, political factors, environmental factors and tourism development in Myanmar.

The total number of questionnaire are 200 which will be distributed to four different places such as tourism training school and universities in Myanmar with 50 each and the response will be collected in normal operating hours of Monday to Friday between 7:00 am to 5:00 pm.

3.2 Places to collect data

1) Triumph Hotel Mandalay

Hotel no 1, 26th B, Road

Between 55th and 56th street

Aung Myay Tharzan Township

Mandalay 11221

Myanmar

100 copies

2) Royal city hotel

Between 76th and 77th street,

130 27th St, Mandalay, Myanmar

100 copies

3.3 Research framework

This research framework is divided into four parts. First part explains personal details of respondents as second part explains about the economic factors which consist of socio economic background, currency exchange, labor etc. The third part explains about the legal factors and the fourth part explains about the technological factors which covers telecommunication and internet areas. The last part includes the reason of low occupancy rates.

3.4 Sample Size

According to Jackson in 2008 suggested that a researcher can use a simple random sampling technique for selecting a sample that has an equal chance to be selected. It was estimated that both hotels in Mandalay had about 600-700 persons al together of monthly customers. Therefore, this amount of customers was considered as population of the research.

In determining the sample size for both hotels, there are several methods, however, selecting sample size in this research was based on the guidance of Naumann & Giel (1995) that present an appropriate sample size requirements regarding to population size shown in table. The sample size for this study was 200. Sample size requirements (95%Confidence, Error= +5%):

Population size	Require No. of Respondents
100	80
200	132
300	169
400	197
500	218
1,000	278
1,500	306
2,000	323
2,500	334
3,000	341
5,000	357

10,000	370
20,000	377

Source: Naumann and Giel (1995)

3.5 Data analysis procedure

In this research paper the first part will measure the reliability of economic factors, the second part will measure the legal factors, third part will measure the technological factors and last part will measure the hotel occupancy rates

The question will be based on likert scale in which strongly disagree will carry 1 point and strongly agree will carry 5 points.

RELIABILITY TEST FACTOR CRONBACH'S ALPHA 30 COPIES

Economic factors	0.710
Legal factors	0.819
Technological factors	0.797
Hotel occupancy rates	0.759

After the reliability test we need to find out the correlation between hypotheses with the help of Pearson correlation which will be shown in the next chapter.

3.6 RESEARCH STRUCTURE

