Chapter III:
METHODOLOGY

3.1   Research method

In this paper the first step to study literature review and in that to discuss about the various factors of economic situation, legal situation and technological factors which are affecting the hotel occupancy rates as discussed in chapter two.

The second step to find the quantitative procedure which will fit for this research paper with the help of SPSS system and the next step is to collect the information and data from the hotels based in Mandalay.

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, the study is required 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 31 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, legal factors, technological factors and hotel occupancy rates in Mandalay.

The total number of questionnaire are 200 which will be distributed to four different hotels in Mandalay with 50 copies 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   Scope and Limitation

This research adopted survey in the period on 01st February 2017 to 30th April 2017. Although it was planned to distribute 400 – 500 sample questionnaire to more different hotels, Mandalay has average only 3,000 visitors per month and it made difficult to implement the research within specific time frame. On that account, size of questionnaire copy was reduced to 200 which was maximum size for current hotel and tourism market in Mandalay and number of focused hotels were also reduced to four. The reason choosing those four hotels was that two of them, Mandalay Hill Resort Hotel and Sedona Hotel are well established in Mandalay for more than 10 years and the other two, Mandalay City Hotel and Hotel Shew Pyi Thar are also high standard hotels, highly occupied and leading hotels in Mandalay. All of them are Four star hotels and have foreign background investment and standard operation to serve so many loyal customers who visit Mandalay for many purpose, for business, investment, meeting with family and friends, group tours and personal tours and so on. Seeing that, those four hotels were focused to distribute the sample research questionnaire for this research to implement within limited time frame. One more reason to select those hotels was that their staffs were so flexible and willing to help for data collection at their hotels. Most the hotels there were so scare to allow such a research questionnaire on the visitors.

3.3   Places to collect the data

(1).   **Hotel Name:**   Mandalay Hill Resort Hotel

     Address: No. (9), Kwin (416.B), 10th Street,

                              At the foot of Mandalay Hill, Mandalay

     Contact: + 95 2-35638, 2-35672, 2-35674

     Web: http://www.mandalayhillresorthotel.com

(2)   **Hotel Name:**   Sedona Hotel, Mandalay

     Address: No. (1), Junction of 26th and 66th Streets,

                              Chan Aye Tharzan Township, Mandalay

     Contact: + 95 2-35638, 2-35672, 2-35674

     Web: http://www.sedonahotels.com.sg/mandalay

(3)   **Hotel Name: Mandalay City Hotel**

     Address: 26th Street, Between 82nd and 83rd Street.

                              Chanayetharzan Township, Mandalay,

     Contact: + 95 2 61700, 1 535535

     Web: http://mandalaycityhotel.com

(4)   **Hotel Name: Hotel Shwe Pyi Thar**

     Address: No. B/8, Pyinoolwin Road,

                              Between 31st & 32nd Street,

                              Chanayethazan Township, Mandalay

     Contact: + 95 2 2844401, 2 2844409

     Web: http://www.hotelshwepyithar.com

3.4   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, hotel price and well trained labor etc. The third part explains about the legal factors comprising about tax incentives for hotel business and hotel licensing rule and regulation etc., and the fourth part explains about the technological factors which covers telecommunication, tourism safety and security information center and electronic banking service etc. The last part includes the reason of low occupancy rates.

3.5   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 those specific 4 hotels in Mandalay had about 300-400 persons all together of monthly customers. Therefore, this amount of customers was considered as population of the research.

In determining the sample size for those selected hotels, there are several methods, however, selecting sample size in this research was based on the guidance of Naumann and 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%)

Table: 3.1: Guidance of sample size

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

Sourced: Naumann and Giel (1995)

3.6   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 accordingly.

As discussed in earlier, according to the Cronbach's reliability test to check reliability status, 30 questions were required for pretesting which can tell researcher whether this research work relevant to the reality of current situation or not. As following outcome table, if the score is higher than 0.70, it means that there is positive and strong reliability in the scale questions for the research.

Table: 3.2: Cronbach's reliability test

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, the study is to be found out the correlation between hypotheses with the help of Pearson and spearman correlation testing which will be shown in the next chapter. To have more clear image and fact finding, the outcomes were presented by single tables for each single questions which were cautiously arranged to relevant with the situation of currant hotel and tourism industry in Mandalay.

3.7   RESEARCH STRUCTURE

Figure 6: Research structure

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│           LITERATURE REVIEW              │
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