

CHAPTER 3

Methodology and Conceptual Framework

3.1. Type of Research

The research type was fieldwork research. The researcher intended to answer the underlying questions by going to the field and making interviews from the selected respondents. The research method was underpinned by the onion research framework. The figure below summarizes the onion research framework.

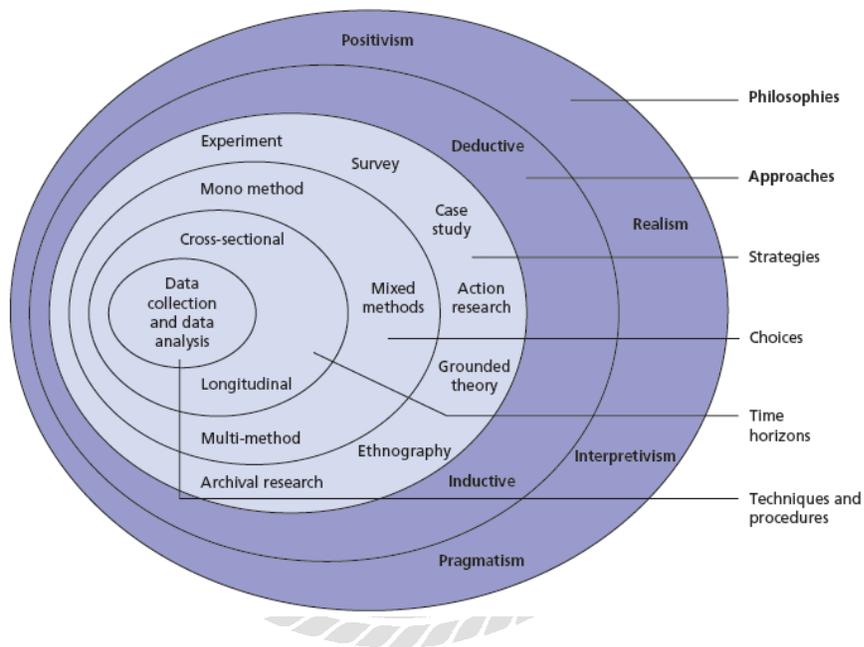


Figure 1: Onion Research Diagram (Junid, 2014).

Based on the onion research framework, the method of the research is summarized in the table below.

Table 1: The present study methodology summary

Philosophy	Research Approach	Research Strategy	Time Horizons	Data Collection Methods
Positivism	Deductive	Experiment	Cross-sectional	Sampling
Realism	Inductive	Survey	Longitudinal	Secondary data
Interpretivism		Case study		Observations
		Grounded theory		Interviews
		Ethnography		Questionnaires
		Action Research		

As far as philosophy is concerned, the study embraced the realist philosophy. One of the outstanding attributes of the realist philosophy is that it is borne on the notion that nature and forms of phenomena, including the associated events, have certain causes such as social structures, processes and entities to which they can be attributed. Therefore, it is often essential for the researchers investigating the phenomena to consider this point. Ideally, researchers can begin by drawing theories and conducting studies to validate or falsify them. The use of the realist view is advantageous in the sense that the underpinning philosophy is intermediary of interpretivism and positivism. Such a scenario created the allowance for the researcher to tap the advantages associated with either of these philosophies.

3.2. Research Design

Regarding the research approach, the used the deductive research approach. The deductive approach is appropriate for the study because it aligns with the realist philosophy. In particular, it based on available theories to investigate sustainability practice of Myanmar. Exploring the subject from the perspective of the deductive research approach enabled the

research to identify the existent theories and formulate hypotheses that were subsequently validated or falsified by way of research. In essence, the use of deductive approach was particularly justified because it is oriented towards reconciling the gaps in theories and practice.

The research used the survey technique, focusing on only the hotels closest to Inle Lake. One of the outstanding attributes of the survey strategy is that it enables the researches to conduct inquiries on phenomena by focusing on only a small sample. The results obtained by studying the sample can be subsequently generalized to the vast sample. The underpinning assumption of the survey is that the nature of specific phenomena tends to be related. Indeed, the use of a survey in the study was potentially justifiable because of the homogenous dynamics of the hotel industry in Inle Lake. In this regard, there would be no point in spending many resources studying the different contexts when the findings of a small sample could be validly generalized to ascertain the situation in broad contexts of Myanmar.

The present study also used the cross-sectional technique. The outstanding advantage of this time horizon is it allowed the researcher to examine the trends of a phenomenon at one instant and give a recommendation. It was convenient in the sense that it saved resources, contrasting with the longitudinal technique that would otherwise take longer.

3.3. Data Collection and Analysis

The study chose to collect primary data. The primary data collection process entailed formulating a questionnaire, then emailing them to the respondents to fill in. The question is designed to be as objective as possible to inquire about the different elements of the subject. The questionnaire used is attached in the appendix (see Appendix A).

The respondents in the study were hotel managers within the Inle Lake region. The questionnaire sought to collect the views of at least 35 hotel managers. In arriving at this sample,

it was first considered that the number of the hotels close to lake Inle around 19. Each of these hotels has at least 2 senior managers. Therefore, the least total number of senior managers would be 38. Based on Cochran formula of sample size determination and adjustment for a small sample size, a sample of 35 respondents was found to be adequate.

The formula is given by:

$$n_0 = \frac{Z^2 pq}{e^2}$$

In this case, e describes the precision level, p is the estimated population proportion, while q is the value is $1 - p$. Z value is given by the Z -table. The random sample (n_0) based on Cochran's Formula is calculated as

$$n_0 = ((1.96)^2 (0.5) (0.5)) / (0.05)^2$$

$$= 385.$$

The sample is adjusted for a small sample size using the formula

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Given the sample size is

$$385 / (1 + (384 / 38)) = 35$$

Data analysis was both qualitative. The qualitative analysis provided an opportunity to analyze data that cannot be quantitatively ascertained.