

Chapter 3: Research methodology

3.1 RESEARCH METHODOLOGY

This chapter explains about the research method which has been used in the research paper.

Research methodology is very important to justify the accuracy and authenticity of research.

The main objective to attain this research paper is to measure the correlations between Ayutthaya destination attributes and promoting films and TV series making, Xian destination attributes and promoting films and TV series making and lastly the correlation between promoting films and TV series making and increase tourism in Ayutthaya and Xian provinces

3.1.1 Independent variables

- Ayutthaya destination attributes
- Xian destination attributes

3.1.2 Mediating variable

- Promote films and TV series making

3.1.3 Dependent variable

- Increase tourism in Ayutthaya and Xian provinces

This paper is partly descriptive and partly explorative and the data collection is gathered from both primary as well as secondary sources.

3.2 DATA COLLECTION

Primary data: In this section the questionnaire has been distributed collectively to 400 respondents to collect information. It was gathered through the medium of survey and at some cases through personal interview.

Secondary data: In this section the data collected from past research works which had done by different researchers in the related areas of this paper. The ways to gather data in this section was from the journals, reports, books, conference papers, magazines and periodicals which had been issued by the government of Thailand and China especially by ministry of tourism and ministry of information and broadcasting. The data in this section had been used from past fifteen year's data from 2013-2018.

3.3 Population and sample size

Population

The total number of population was identified and selected as discussed earlier was 400 respondents. It included respondents from the faculty members of Siam University, Students of tourism and International Business Management and other Chinese communities in other universities such as University of Thai Chamber of Commerce, Kasem Bundit Universit (Thai and Chinese only) and people who reside in both the provinces as because this research topic is related with them as researcher assumed that they prior understanding and knowledge about their respective provinces (Ayutthaya and Xian).

Sample size

The sample size of this study is adopted from the concept of Yamane (1973). The samples are based in Bangkok, Thailand so the total size of population is infinite and out of it 400 were selected for this study. The selection of sample is having confidence level of 95% and precision levels= 0.5

Therefore, the equation to calculate this sample size is mentioned below:

$$n = \frac{1}{[4e^2 / z^2]}$$

Where n = sample size

e = the level of precision (in this study the researcher specified the level of precision = 0.05 at the confidence level of 95 %)

Z = the abscissa of the normal curve that cuts off an area α at the tails. The value for Z is found in statistical tables which contain the area under the normal curve. $Z = 1.96$ (at the confidence level of 95 %)

Hence, this formula was applied to deduce the sample size

$$n = 1 [4(0.05)^2 / (1.96)^2]$$

$$= 385 \text{ respondents rounded to } 400$$

3.4 STATISTICAL METHOD

This paper uses statistical package for social sciences (SPSS) for the analysis because statistical tools are very important to measure the reliability test by using Cronbachs reliability test for questionnaire to check whether list of questions are accurate enough to justify the research paper. In this paper correlation test by using Spearman and Pearson

correlation test between independent variables and dependent variables have also been used.

3.5 FORMULA

3.5.1 Cronbach's alpha reliability test

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

N = Number of items

C-bar = Average of inter item covariance among the items.

V-bar = Average variance.

3.5.2 Pearson correlation formula

$$r = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2 \sum (y - \bar{y})^2}}$$

r = Pearson r correlation coefficient

N = number of observations

$\sum xy$ = sum of the products of paired scores

$\sum x$ = sum of x scores

$\sum y$ = sum of y scores

$\sum x^2$ = sum of squared x scores

$\sum y^2$ = sum of squared y scores

3.5.3 Spearman correlation

The following formula is used to calculate the Spearman rank correlation:

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

ρ = Spearman rank correlation

d_i = the difference between the ranks of corresponding variables

n = number of observations

3.6 Survey Instruments

The researcher used questionnaire format to gather information in order to examine, analyze and deduce the relationship between independent variables, mediating variables and dependent variables. The questionnaire comprise of five parts.

A. Demographic information

First part comprise of general demographic questions about the respondents. It includes questions such as asking the information about gender, income level, occupation, and numbers of visit. The questions belong to this group are close ended questions in which respondents have to just tick the box. There are total numbers of 4 questions.

Part A: Demographic

1. Gender

- Male
- Female

2. Income/ monthly

- Less than \$1,000
- \$1,000- 2,000
- \$2,001-3,000

\$3,001-4,000
More than \$4,000

3. Occupation

Private employee
Government employee
Business owner
Student
Others(please specify)

4. Number of visits

Once
Twice
Thrice
Many times

B. Ayutthaya destination attributes:

In this section the researcher asked questions based on understanding of literature review about the attributes of Ayutthaya province that can attract tourism with the help of films and TV program making. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 6 in this section.

Part B: Note*: (5-10): Ayutthaya destination attributes (Thai nationality only)

5. What image do you currently have of Ayutthaya?

Temples

Museums

Palaces

Floating market

Parks

Food

6. From where did you get the image of Ayutthaya?

Newspapers

Sightseeing's

Magazines

Internet

Word of mouth

7. Do you think that films and TV programs (Such as Love Destiny) should be made in Ayutthaya?

1= strongly think so

2= Think so

3= don't know

4= don't think so

5= strongly don't think so

8. Do you believe that in Ayutthaya there are various places which should be shown in Films and TV programs (Such as Love Destiny)?

Strongly believe so =1

Believe so = 2

No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9. Do you agree that if films and TV programs (Such as Love Destiny) show Ayutthaya image can bring more people to visit?

Strongly agree = 1

Agree = 2

Neutral = 3

Disagree = 4

Strongly disagree = 5

10. Would you be interested to visit if films and TV programs show Ayutthaya image in the future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

C. Xian destination attributes:

In this section the researcher asked questions based on understanding of literature review about the attributes of Xian province that can attract tourism with the help of films and TV program making. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 6 in this section.

Part B (5-10)-: Xian destination attributes (Chinese nationality only)

5.What image do you currently have of Xian?

Temples

Parks

Food

Museums

Climate

Palaces

6.From where did you get the image of Xian?

Newspapers

Sightseeing's

Magazines

Internet

Word of mouth

7.Do you think that films and TV programs should be made in Xian?

Strongly think so = 1

Think so = 2

Don't know = 3

Don't think so = 4

Strongly don't think so = 5

8. Do you believe that in Xian there are various places which should be shown in Films and TV programs?

Strongly believe so = 1

Believe so = 2

No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9. Do you agree that if films and TV programs show Xian image can bring more people to visit?

Strongly agree = 1

Agree = 2

Neutral = 3

Disagree = 4

Strongly disagree = 5

10. Would you be interested to visit if films and TV programs show Xian image in the future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

C.Films and TV series making promotion:

In this section the researcher asked questions based on understanding of literature review about the films and TV series making in Ayutthaya and Xian provinces that can increase tourism in these two regions. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 8 in this section.

Questions	Strongly agree = 1	Agree = 2	Neutral = 3	Disagree = 4	Strongly disagree = 5
11.Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences?					
12.Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city					
13.Do you think local festivals and festival activities should be shown in films and TV programs to influence people to visit?					
14.Do you think the local food should be shown in film and TV programs to influence to try?					

15.Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit?					
16.Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific?					
17.Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot?					
18.Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes?					

D. Tourism in Ayutthaya and Xian provinces:

In this section the researcher asked questions based on understanding of literature review about how the Ayutthaya destination attributes and Xian destination attributes can promote films and TV series making can increase films and TV programs induced tourism in Ayutthaya and Xian provinces. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 8 in this section.

Questions (For Ayutthaya tourist) Films and TV programs (such as Love Destiny) promote	Strongly Agree = 1	Agree = 2	Neutral = 3	Disagree = 4	Strongly Disagree = 5
19.Shopping tourism (such as souvenirs, ancient clothes and jewellery)					
20. Gourmet food tourism					

(such as green mango with sauce, Moo Sarong)					
21. Pilgrimage tourism (such as Wat Mahathat temple)					
22. Heritage tourism (such as Bangpain)					
23. Educational tourism (History of Thailand)					
24. Scientific research tourism (History and cultural relics research)					
25. Honeymoon tourism					
26. Film-induced tourism (Wearing ancient clothes to cosplay the characters in the Love Destiny and take the photo)					

Questions (For Xi'an tourist)	Strongly Agree = 1	Agree = 2	Neutral = 3	Disagree = 4	Strongly Disagree = 5
Films and TV programs (such The Legend of Miyue) promote					
19. Shopping tourism (such as souvenirs, ancient clothes and jewellery)					
20. Gourmet food tourism (such as lamb small steamed bun, Rougamo, steamed cold noodle)					
21. Pilgrimage tourism (Jingye temple, Mosque)					
22. Heritage tourism (Site of the Efang Palace, Daming Gong Palace)					
23. Educational tourism (Chinese history and culture education)					
24. Scientific research tourism (History and cultural relics research)					
25. Honeymoon tourism (Natural scenery)					
26. Film-induced tourism (Wearing ancient clothes to cosplay the					

characters in the The Legend of Miyue and take the photo)					
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3.7 Data analysis

Descriptive statistics in this research paper are used to deduce the descriptive information by using frequency, cumulative frequency, standard deviation, variance, maximum value and minimum value in order to provide information for the following cases:

- In this section, demographic data which includes gender ratio, age, and income range, occupation and employment status, frequency of visit.
- Ayutthaya destination attributes
- Xian destination attributes
- Film and TV making tourism
- Tourism in Ayutthaya and Xian provinces

Inferential statistics

In this section correlation investigation between variables as well as reliability test using cronbach's alpha testing in order to find the accuracy between the questionnaires to justify whether these survey questions fit for the research prospective.