

Chapter 3

Research Methodology

This research is qualitative research. The details about the research method as follows:

1. Research design
2. Population and sample size
3. Research instruments
4. Data collection
5. Data analysis

Research Design

The research entitled “Factors affecting chinese tourists’ decision to travel abroad after the change policies” to discover efficiently consequential results for use in the creation of measurement scales, the evidence and literature were reviewed to design the study. Nonetheless, quantitative strategies centered on data collection and analysis (Creswell, 2003, p. 209) through the use of measures and correlations between variables.

In addition to the quantitative survey, online interviews are critical for eliciting diverse viewpoints, the theory of Porter's diamond model with six variables that impact decisions to travel abroad and other characteristics of the research population. The study's two objectives are then specified, and quantitative methods of online data collection and analysis are employed.

Therefore, the objectives of this research consist of:

1. To study travelling abroad behavior of Chinese tourists.
2. To examine factors affecting Chinese tourists’ decision to travel aboard.

In order to be able to discover the influencing factors of Chinese tourists' outbound travel, the author takes the Chinese tourists in this survey as data samples for multiple linear regression and assigns values to them.

Population and Sample Size

In order to test the previously proposed six hypotheses and conceptual frameworks, the study also used an online questionnaire survey method.

This research is aimed at Chinese outbound tourists who will travel aboard after the Chinese's government change policies. According to the Ministry of Chinese's culture and tourism. In 2019, Mainland Chinese tourists took 155 million outbound trips (Ministry of culture and tourism, 2023, pp. 146-157).

According to Yamane's (1973, pp. 497-504) formula is shown as below:

$$n = \frac{N}{1 + N(e^2)}$$
$$n = \frac{155,000,000}{1 + 155,000,000(0.05^2)}$$

Where

n = sample size

N = Population

e = Allowed error (%)

The result of this calculation is 399.94, so the sample size of the study is 400.

Research instruments

The questionnaire was developed based on past research through literature review, conceptual framework, and hypotheses. It was created in the English language and then translated into Chinese. Before carrying out questionnaires, face validity was conducted to test for questionnaires with three professional hospitality management lecturers related to this research.

This questionnaire consists of four parts:

Section 1: Demographic Information

Section 2: Travelling abroad behavior of Chinese tourists.

Section 3: Factors affecting Chinese tourists' decision to travel abroad

Section 4: Decision to travel aboard of Chinese tourists

Validity and Reliability Test

The validity of survey questionnaire will be ensured.

1) The questionnaire is designed by the researcher in accordance with the idea and information gathered from the literature study and conceptual framework.

2) The accuracy and validity of the questionnaire will be given to the adviser, as well as to specialists in the role of three professors of the hospitality and tourism management, with a request for recommendations and a review of the questions pertaining to the study. The questionnaire will then be improved and corrected by the researcher in accordance with the recommendations.

3) The Item-Objective Congruence Index (IOC) will be used to a content of validity test that will be examined by three experts to ensure that the content validity and language suitability for actual data collection are both verified before the data is collected.

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

IOC = Item Objective Congruence

R = Scores from experts

Σ = Sum of scores from experts

N = Number of experts

The criterion for scoring has been established as +1, 0 or -1 as follows:

+1: congruent with or affirm that the item really measures the attribute.

+0: not affirm that the item measures the expected attribute.

-1: not congruent with or not affirm that the item measures the attribute.

The Panel of 3 Experts

Expert 1 - Pornladda Dathratwibul, Chief Executive Officer Genie Service Company Limited and Genie Insurance (Thailand) Public Company Limited

Expert 2 - Tanyaporn Sridokmai, Phd., Lecturer of Digital Content Creative Management, Faculty of Management Science, Dhonburi Rajabhat University

Expert 3 - Pathompong Bumrerb, Lecturer of Marketing, Faculty of Management Science, Dhonburi Rajabhat University

4) Experts' suggestions for the extent of information and language styles to be corrected shall be followed through to completion.

5) The reliability of the redesigned questionnaire will be examined with 30 respondents who are Chinese outbound tourists with similar characteristics, who will be excluded from the sample group, in order to see if messages and comprehension are in the same direction as the researcher's objectives. According to Cronbach (1990) Cronbach's alpha of 0.70 or above might suggest that the measuring scale used to measure a construct is adequately trustworthy if each construct is highly dependable Hair et al. (2009).

The Cronbach's alpha consistency calculation formula is:

$$\text{Alpha } (\alpha) = \frac{K}{K-1} \left(1 - \frac{\sum Si^2}{St^2} \right)$$

K = refers to the number of scale items

Si² = refers to the sum of Item Variances

St² = refers to the variance of the total scale

α = Cronbach's Alpha Coefficient

6) After the questionnaires had passed the validity and reliability tests, they were given a final quality check. The improvement of the questionnaire will be considered.

7) Completion of questionnaires will be conducted.

For this research questionnaire the validity test revealed that the average score of each item had consistency value (IOC \geq 0.50). The table shows Cronbach's alpha of 0.70 or above that measures a construct is adequately trustworthy. The validity and reliability of the questionnaire was as shown below.

Table 3.1 The Result of Item Objective Congruence (IOC) and Reliability Testing

Variable	Number of Questions	Question	IOC	Cronbach's Alpha
Government policies	4	Q1-Q4	0.67, 1, 0.67, 1	0.869
Chance events	3	Q5-Q7	0.67, 0.67, 1	0.800
Factor condition	4	Q8-Q11	1,1,1,1	0.853
Demand condition	3	Q12-Q14	0.67, 0.67,1	0.882
Related industries	4	Q15-Q18	1,1,1,1	0.854
Corporate Strategy	4	Q19-Q22	1,0.67,1, 0.67	0.845
Decision to travel aboard	4	Q23-Q26	0.67, 0.67, 0.67,1	0.867
Sum	26			0.852

Data collection

During collection data, the questionnaires were used to collect online data on WeChat, Sina Weibo, and QQ platforms.

The sample was 400 Chinese tourists aged 18 or above who have experience traveled aboard more than one times or who will plan travel abroad after the Covid-19 epidemic, while the period on August 2023.

Data analysis

Data were analyzed using Statistical Package for the Social Sciences (SPSS) and test the conceptual framework. The program used to analyze the statistics, including descriptive statistics, means, factor analysis, correlation analysis and regression analysis.

First, the data was subject to descriptive statistics to analyze the basic information of the interviewees, the importance of Porter's diamond model: government policies, chances events, factors conditions, demand conditions, related industries and corporate strategy, and decision to travel abroad after the Covid-19 pandemic change policies.

Secondly, independent-sample are used to test the hypothesis, which aims to test the relationship between Porter's diamond model with six variables and the decision to travel abroad after the Covid-19 pandemic change policies.

Third, the relationship between Porter's diamond model with six variables and the decision to travel abroad after the Covid-19 pandemic change policies was tested through correlation analysis.

Finally, regression analysis was conducted to explore the relationship between Porter's diamond model with six variables and the decision to travel abroad after the Covid-19 pandemic change policies.