

Chapter III

Methodology

This chapter discusses the methodology of the research. It comprises research design, location, respondents, instrument of the research, and technique of collecting data, procedure, and data analysis.

A. Research Design

This research focused on the role of traditional boat racing festival on the tourism development in Vientiane capital, Laos. This research used descriptive method with a quantitative approach. The surveys, questionnaires, and interview were used as data collect techniques. The sample data were obtained from Vientiane capital people and also visitors. The data were analyzed to explain the results this research.

According to Siregar S (2011.p. 18), a scientific method is an effort to get data for a special purpose and aim. The method used for this research is both descriptive quantitative. (Arikunto, S; 2013, p.3). Descriptive research is conducted to study a conditions or any other occurrences which is reported in a kind of research paper. Descriptive research is a kind of research that only portray what is happening of something and described without changing, adding the object that being studied.

B. Location

The data were taken from Hotels, Night and Street Market on the bank of mighty Mekhong River, Chao Anouvong Park, Local Tourism places in Vientiane Capital, Ministry of Information, Culture and Tourism, Vientiane Capital Information, Culture and Tourism Department, Vientiane Capital Education and Sport Department, National Olympic Committee of Laos. And Sport for All Department. Head Office Tel: +856 21 250 791, 212 251, 212 769, P.O Box 3556, Lanxang Avenue, Vientiane capital, Laos.

C. Respondents

1. Respondents

Most of the respondents are Lao's people, and also visitors who come to visit Vientiane capital during the competition days in October and thereafter. The questionnaire forms were used to collect data from spectators who came to watch traditional boat races. Among the spectators were students, private staff, business and government staff. The research data was also obtained from the organizing committee, the vendors, the hotel managers, and the local tourism places.

Table 3.1
Respondents

No	Occupation	Frequency
1	Students	25
2	Private Staff	30
3	Business	17
4	Government Staff	27
Total		99

2. Characteristics of Respondents

The characteristics of the respondents include five aspects; gender, age, family status, educational level and occupation. More details will be elaborated in the form of a table as below:

Table 3.2
Gender

No	Gender	Frequency	Percentage
1	Male	59	60%
2	Female	40	40%
Total		99	100%

Based on table 3.2, it can be noted that 60% of the respondents were males and the remainder females. This is because more males are attracted to traditional

boat racing festival compared to the female colleagues. Characteristics of respondents according age groups .

Table 3.3

Age

No	Age	Frequency	Percentage
1	20-30	72	73%
2	31-50	22	22%
3	> 50	5	5%
Total		99	100%

According to table 3.3, age group 20-30 years amounted to 73%, the age group 31-50 years amounted to 22%, and the age groups over 50 years amounted to 5% of the total respondents. The majority of the respondents are from the age group 20-30 years.

Table 3.4

Family Status

No	Status	Frequency	Percentage
1	Single	72	73%
2	Married	23	23%
3	Widowed	2	2%
4	Divorced	2	2%
Total		99	100%

Based on table 3.4, 73% of the respondents are single, 23% are married, 2% widowed, and 2% divorced. In addition to the level of education will also have an effect on the respondents participation in the Traditional Boat Festival. Level of education both formal and informal. For more details the distribution of the educational level of respondents are shown in table 3.5 below.

Table 3.5

Education

No	Education	Frequency	Percentage
1	Elementary	6	6%
2	Intermediate	9	9%
3	Diploma	40	40,5%
4	Bachelor	41	41,5%
5	Masters	3	3%
6	Doctor. Ph.D	0	0%
Total		99	100%

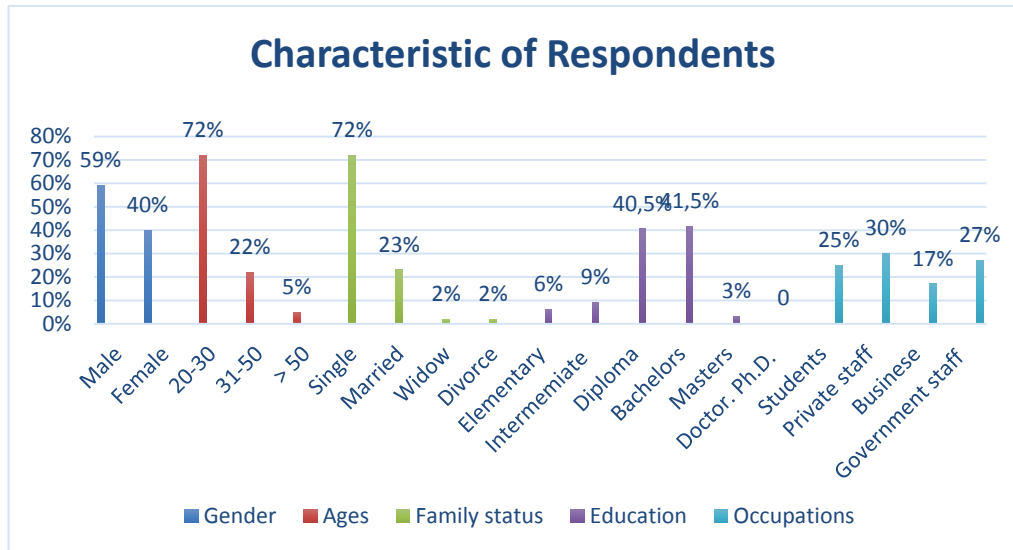
Based on table 3.5, 41,5 % are bachelors' degree holders, 40, 5% owns diplomas, 9% are educated level up to intermidiate level, 6% are schooled up to elementary level and the last 3% hold masters' degree. There were no Ph.D respondents. The respondents' level of education influenced their participation in the Traditional Boat Festival.

Table 3.6

Occupation

No	Occupation	Frequency	Percentage
1	Student	25	25%
2	Private Staff	30	30%
3	Business	17	17%
4	Government Staff	27	27%
Total		99	100%

From table 3.6 above, 27% of the respondents are government staff members, 30% are private staff members, 25% are students, and 17% own businesses. The private and goverment staff members have huge roles in promoting tourism during Traditional Boat Festival.



D. Research Instrument

1. Questionnaire:

According to Riduwan (2012, p. 88) the questionnaire is a list of questions given by the researcher. The purpose of circulating the questionnaires is to find out the complete information on a particular issue from the respondent without worrying. The respondent is expected to give appropriate answers in completing the list of the provided questions. This questionnaire has been approved by two experts: Mrs. Rosita, S.S., M.A and Prof. Dr. H. Adang Suherman, M.A.

Table 3.7
The Score

No	Answers	Positive
1	Very good	5
2	Good	4
3	Fairly	3
4	Poor	(Riduwan, 2012, p. 88)
5	Very poor	1

2. Interview

An interview form will be used to gain information from the interviewee. Interviews are employed if we want to know a particular issue from the respondent in detail and a few number of respondent (Riduwan, 2012, p. 88).

There are several factors that influence the flow of information in an interview over ring of the interviewer, respondents are guided by the interview and situation of interview.

E. Data Analysis

Will use SPSS program to help and support and the result of score will use formula:

1. Data percentages

The calculation is conducted to measure the range of respond frequency despite of the number of variation of respondent choice of answers. The formula is:

$$P = \frac{fo}{n} \times 100 \frac{0}{0}$$

(Riduan, 2012, p. 58)

Where:

P = respond percentage

fo = Total score

n = ideal respondent score

2. Data Assumption

The assumption is conducted to give description on responds by respondents. Sofian Efendi and Tukiran (in Faizal, Henro, N.M. 2015, p 22) states that mostly 80%, almost 95%, about 5%, as many as 15%, etc. The assumption is develop according to the goal of the research and described as below:

Table 3.8
Percentage Data Assumption

No	Percentage (%)	Assumption
1	0% - 20%	Very poor/weak
2	21% - 40%	Poor
3	41% - 60%	Fair
4	61% - 80%	Significant
5	81% - 100%	Very Significant

(Riduwan, 2012, p 89)