

CHAPTER: 3

Research Methodology

This chapter as mentioned in the guideline is all about research methodology so it will cover

Following big topic:

- Research Design
- Research Methodology
- Data Collection Methods and Analysis
- Research Bias

**Research design**

This research is mostly qualitative because it is subjective in its existence. This research will use secondary data and this is also a sign of qualitative research in most of research studies. This research will be carried out by collecting data from different secondary data sources and analyze it with the thematic analysis method that will generate the results for this research in the fourth chapter.

Research problem: This research design will be used by the researcher to solve the issue of affluence of tourists and their impact on the local citizens and product prices

*Figure:*

Type of study	Type of investigation	Extend of interference	Study setting	Data types	Unit of analyze	Time	Data collection method
Secondary data Applied qualitative research descriptive nature and inductive approach	Non-Casual investigation	Partial interference	Non-contrived	Secondary data directly or indirectly related with the research problem	individual	longitudinal	Secondary data review: research journal, article on economy development and tourism

The type of study here is a qualitative research because it will give us the deep understanding and concrete insight of the phenomena or research problem that we have on hand and how it is related with the different variables available in the local economy and tourism sector, in the other words it help us to understand better the real situation that occur in the real life current situation here. Furthermore, we will use inductive approach because it aims to generate a theory that can generalize the observations and conclusions of this research. We will begin by observing the population and environment around the tourism sector and concludes with broader generalizations and theories and hypotheses.

Type of investigation: Due to the fact that our research topic reveals a casual investigation, we will be conducting a research based on the identification of the causes and effect relationships dressed among our variables where our research problem has been already narrowly defined.

Data collection method : We will use secondary data collection methods, that consists of previous researches on the same topic, government reports, articles and journals produced in the past on the same topic directly or indirectly. The main reason why the secondary data is used here in our research problem is because we are not located in all of the countries cited in our research at the same time, and the resources are very limited, so therefore we have used secondary data type for his whole research. Perhaps the reliability, authenticity and generalization of secondary data is less as compared to primary data , but to complete our research clearly, we will add some important primary data to support the secondary such ass questionnaire accompanied with a little hypotheses.

Extend of interference : To extend our research, we will use the partial interference method: because we assume that the partial interference will be superior to full in order to achieve true and accurate results of our hypothesis testing. We can't cover the whole country or sample opinion and answer, but we can have an idea of the full interference by bringing in surface the majority of answers of the same question and conclude.

The study setting: will be non-contrived, due to the fact that the subjects involve here will be observe in the natural setting of the daily function of real life. We are testing a hypothesis that pertains to a current situation of the economy and reaction of locals which can change at any time.

Unit of analyze: we will be focusing on individual's reaction of our intervening variable and analysis based on the tourists and locals reactions on the elasticity of the products and services prices and there level of satisfaction.

Time horizon; Time horizon is longitudinal because we have no exact point of timeframe for the collection and selection of research data because our data selection is scattered on multiple periods of time.

Data types; our secondary data chosen will be related to our research main problem, in that way we can access to plenty of information's that will be useful for our research topic, we will use the latest researches on internet about the subject, government records and public records about the subject to narrow theoretical generalization. And all in all it will be easier to get the information that way and will cost almost nothing

**Data collection Methods and Analysis**

First of all let's have a very brief table of personalization of all our variables .where we will be defining. Measuring and operating the composition of all our variables: this will make us have a better understanding of our research and define our way to get better results. Secondly, we will try to use hypothesis to make us have an idea of what the result could be. During the hypothesis theory, we will inject some ideas and imminent issues raised during our research process and from there will make some opinions and hypothesis that could possibly be true. Thirdly, we will use some quantitative data to explain or match with our hypothesis and then draw the conclusion from there .Later on we will continue our research with a couple of unbiased questions ( questionnaire) that will be distribute the limited population calculated ,and the results will lead us to the final conclusion of our research topic

Table of Personalization

LABELING	DEFINITION	OPERATIONAL COMPOSITION	MEASUREMENT
Demands increased due to increasing population number	Elasticity of the product price and the economy to meet the need of the customers or to change the life of the product owner.	high demands ,less or more supply,high quality /low quality depending on the price ,high expectation from tourists	Semantic differential o 7 points bipolar rating scale

High impact of tourists on the local economy	The high Price paid by tourists on the product based on the currency differences and the income ,which change the real product price and force the change of living standard	Difference income and currency between locals and tourists, high price on less important products, locals can't afford the price	Monadic rating scale of 5 points
Street local vendors attitude toward immigrants	The read and reaction that vendors use to set the product price based on tourist look , personal accessories and tourist nationality	Expensive clothes ,nationality of tourists, location and hotel places ,ignorance of tourists	Balanced rating scale of 5 points
level of satisfaction of tourists and resident feeling like home ( fitting into the culture)	contribution that tourists bring to the country they visit or they are resident by paying more or less in some public area such as museum or public attractions (zoo, park)	Expecting to be accepted as Thai ,knowledge and respect of culture,	Likert scale of 5 points

### *HYPOTHESIS*

Null and alternate hypotheses of our work:

H1o- the increasing number of tourists and foreigners' resident has an impact on the product and services prices

H2o-the lack of culture recognition and difference of currency have an effect on the elasticity of product price

H3o-the desire to contribute on development of the country host has an impact on the local economy

H4o-the large difference on country economy, income and standard of living has an effect on the rip off attitude of locals toward tourists

H1a- The increasing number of tourists and foreigners resident doesn't have an impact on the product and services prices

H2a- The lack of culture recognition and difference of currency don't have an effect on the elasticity of product price

H3a- The desire to contribute on development of the country host does not have an impact on the local economy

H4a- The large difference on country economy, income salary and standard of living does not have an effect on the rip off attitude of locals towards tourists.

Statistical notation of all the conjectured hypotheses:

H1o-  $P(\text{the increasing number of tourists and foreigners' resident} \wedge \text{product and services prices}) = P(\text{the increasing number of tourists and foreigners resident}) P(\text{product and services prices})$

H1a-  $P(\text{lack of culture recognition and currency difference} \wedge \text{elasticity of product price}) \neq P(\text{lack of culture recognition and currency difference}) P(\text{elasticity of product price})$

H2o-  $P(\text{the lack of culture recognition and difference of currency} \wedge \text{elasticity of product price}) = P(\text{lack of culture recognition and difference of currency}) P(\text{elasticity of product price})$

H2a-  $P(\text{the lack of culture recognition and difference of currency} \wedge \text{elasticity of product price}) \neq P(\text{the lack of culture recognition and difference of currency}) P(\text{elasticity of product price})$

H3o-  $P(\text{the desire to contribute on development of the country host} \wedge \text{the local economy}) = P(\text{the desire to contribute on development of the country host}) P(\text{the local economy})$

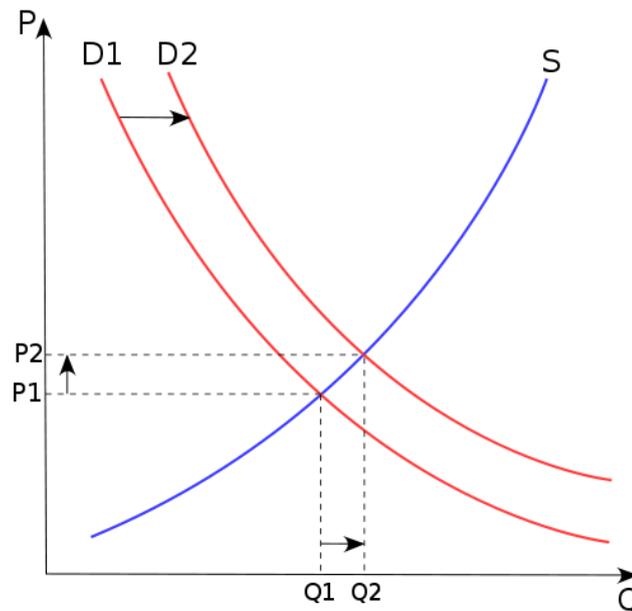
H3a-  $P(\text{the desire to contribute on development of the country host} \wedge \text{the local economy}) \neq P(\text{the desire to contribute on development of the country host}) P(\text{the local economy})$

H4o-  $P(\text{the large difference on country economy, income and standard of living} \wedge \text{the rip off attitude of locals toward tourists}) = P(\text{the large difference on country economy, income and standard of living}) P(\text{the rip off attitude of locals toward tourists})$

H4a- P (the large difference on country economy, income and standard of living ^ the rip off attitude of locals toward tourists) # P(the large difference on country economy, income and standard of living) P (the rip off attitude of locals toward tourists).

#### Interpretation of hypotheses

- The increasing number of tourists and foreigners' resident has an impact on the product and services prices: with the population increasing, of course the number of demands or product will increase too ,and if there is not enough supply we may run out of the product ,so the price the product here will depend on the level of supply( quantity) or the quality of the product , so this hypotheses might be acceptable but also not enough because the average income salary and the standard living of the majority of the population is low, and plus in the supply and demand model of price determination, there is never a surplus or shortage of goods at the equilibrium level. The market always settles at the point where supply equals demand.( "Impacts of Supply and Demand on Pricing," *Boundless Business*. Boundless, 21 Jul. 2015.) Forexample:Suppose the equilibrium price of donut is\$6, and 150 donuts are eaten every day in a particular town. A sudden outbreak of toxic flour disease leads to people not wanting to eat donuts at all and demand drops. Now, only 70 donuts are eaten per day. As a result of the fall in demand, price drops as well while the actual quantities of demand and supply will depend on the shape of the demand and supply curves, for the sake of example, let's say the price drops to \$3. Moreover, Economics assumes that the consumer is a rational decision maker and has perfect information. Therefore, if a price for a particular product goes up and the customer is aware of all relevant information, demand will be reduced for that product. The price should be declining for the demand to increase. As we can see in this curve, the quantity demanded typically rises causing a downward sloping demand curve. A demand curve shows the quantity demanded at various price levels. The hypothesis should be rejected according to the law of demands.



Price affected by supply and demand

As a seller changes the price requested to a lower level, the product or service may become an attractive use of financial resources for a larger number of buyers, thus, expanding the total market for the item. This total market demand by all buyers for a product type is called "primary demand." Also, a lower price may cause buyers to shift purchases from competitors, assuming that the competitors do not meet the lower price. If primary demand does not expand and competitors meet the lower price, the result will be lower total revenue for all sellers, except the street seller who can set their own price depending on their goal.

- The lack of culture recognition and difference of currency have an effect on the elasticity of product price: in some country bargaining is rude and not appropriate, when in some others bargaining is seen as a normal way of shopping. It is the same also for the tipping habit. Most of the time when we are buying products or service, we tend to convert the currency using to our country currency, and we don't mind paying more because sometime it is not the same price that we can get from our country: those habits can change the product price such as local price and tourist price.
- The desire to contribute on development of the country host has an impact on the local economy: This hypothesis after testing has been rejected because it is just partially true that the desire of contributing to a development of a country can have an impact on the local economy. For tourists paying more than a local person is mostly because of ignorance or the power of the currency, but this is not enough to push the vendor to higher the price of the product. This come sometimes

from the personal attitude of the vendor. Moreover, At the most basic level, when you buy local more money stays in the community. From (The New Economics Foundation) , an independent economic think and compares what happens when people buy produce at a supermarket against a local farmer's market or community supported agriculture (CSA) program in London for instant: and found that twice the money stayed in the community when people bought locally. "That means those purchases are twice as efficient in terms of keeping the local economy alive," says author and NEF researcher David Boyle. ([See the top 10 food trends of 2008.](#))Boyle added more by saying , many local economies are languishing not because too little cash comes in, but as a result of what happens to that money. "Money is like blood. It needs to keep moving around to keep the economy going," he says, noting that when money is spent elsewhere eat big supermarkets, non-locally owned utilities and other services such as on-line retailers "it flows out, like a wound." By shopping at the corner store instead of the big box, consumers keep their communities from becoming what calls "ghost towns" (areas devoid of neighborhood shops and services) or "clone towns", where Main Street now looks like every other Main Street with the same fast-food and retail chains. According to Susan Witt, Executive Director of the E.F. Schumacher Society, "buy local" campaigns serve another function: alerting a community about gaps in the local market. For instance, if consumers keep turning to on-line or big-box stores for a particular product—say, socks—this signals an opportunity for someone local to make and sell socks. This is the way product innovations get made, says Witt. The point is not that communities should suddenly seek to be self-sufficient in all ways, but rather, "to shift the balance. Can you produce more locally? Of course you can if the raw materials are there, and the raw materials are often human beings." After all, big-box stores got to be big because their prices are low. The difference falls away once you consider the increase in local employment as well as the relationships that grow when people buy from people they know. Another argument for buying local is that it enhances the "velocity" of money, or circulation speed, in the area. The idea is that if currency circulates more quickly, the money passes through more hands and more people have had the benefit of the money and what it has purchased for them. "If you're buying local and not at a chain or branch store, chances are that store is not making a huge profit," says David Morris, Vice President of the Institute for Local Self-Reliance. "That means more goes into input costs ,supplies and upkeep, printing, advertising, paying employees, which puts that money right back in the community."

- The large difference on country economy, income and standard of living has an effect on the rip off attitude of locals toward tourists; these variables are related to each other because it is a common instinct and habit for the third world countries, where people tend to see western as rich and wealthy people, who don't mind spending their money on the trip for souvenirs or others interest. Furthermore, price discrimination' is a [pricing strategy](#) where identical or largely similar goods or services are transacted at different [prices](#) by the same provider in [different markets](#). Price differentiation is distinguished from [product differentiation](#) by the more substantial difference in [production cost](#) for the differently priced products involved in the latter strategy. Price differentiation essentially relies on the variation in the customers' [willingness to pay](#).

The term differential pricing is also used to describe the practice of charging different prices to different buyers for the same quality and quantity of a product, but it can also refer to a combination of price differentiation and product differentiation. Other terms used to refer to price discrimination include equity pricing, preferential pricing.

Personalized pricing selling to each customer at a different price; this is also called [one-to-one marketing](#). The optimal incarnation of this is called perfect price discrimination and maximizes the price that each customer is willing to pay although it is extremely difficult to achieve in practice, because a means of determining the precise willingness to pay of each customer has not yet been developed.

Group pricing (or third-degree price differentiation) — dividing the market in segments and charging the same price for everyone in each segment. This is essentially a heuristic approximation that simplifies the problem in face of the difficulties with personal

Linking the research design with research objectives:

Our research design was chosen to meet our objective of the analysis of the impact that tourists influence has on the local economy and the products price changing; we are trying to make some hypothesis that will link us to a great answer and a good result. Looking in to our intervening we will chose the best method that will permit us to get a better understanding of our topic with the current situation. This analysis will be carried out in a qualitative approach and a little bit a quantitative approach. We have chosen this specified research design because it is an optimal method to assess the current situation of tourism behavior which changes depending on the specific periods of the year.

## Sampling Design and Procedure

### Sampling procedure:

Our selected population will be resident and non – resident immigrants tourists especially Chinese and European because they are the population that travel the most to Thailand and spend the most according to the tourism statistics Thailand 2015.As we can see in the chart below:

## Rude Welcome

Tourism numbers are falling as Thailand's political crisis continues

INTERNATIONAL TOURIST ARRIVALS TO THAILAND, JANUARY-APRIL:



\*Figures don't add up due to rounding

Source: Ministry of Tourism and Sports, Thailand

The Wall Street Journal

and some locals citizens randomly chosen .Like we have said earlier in our research, Thailand is chosen because of the fact that I am a permanent resident here and it is easy for me to get better result by testing the population around me, and Thailand is a great tourist country with a mixt of cultures. The sampling units will be individual that are randomly selected. The sampling frame will be constructed from the current enrollment of foreigner students living around Siam university campus and who attending the college and tourists living in sukhumvit area (Nana chard), and also Thai locals living around. We will use a probability sampling design and the sampling plan will be simple random sampling.

### Calculation of Sample Size:

We will be working with a finite population of approximately: 300 randomly selected composed of Thais, Chinese and Europeans so we calculated the sample size the finite formula rather than the infinite formula with would require an unreasonable sample size for our study (1,068 units).

For our calculations, we determined our values as follows:

$$N = 300$$

$$\text{Population Variance} = 0.5$$

$$B = 0.03$$

$$Z = 1.96$$

$$P = .95$$

$$Q = .05$$

$$n = \frac{NPQ}{\frac{[(N-1)B^2/Z^2] + PQ}{300(.95)(.05)[299(.0009)]/(3.8416) + (.95)(.05)}}$$

$$n = \frac{14.25}{.07004 + .0475}$$

$n = 14.25 / .11755 = 121.23 = \mathbf{121 \text{ units}}$

### Sampling Plan

As established in our research design, we have a statistically accurate frame that will obtain from current tourism enrollment information. In addition, we are able to ensure that each element in the population has an equal and known probability of selection. Each element will be selected independently and the sample will be drawn using a random procedure to select elements from our sampling frame. For these reasons, the one-step probability sampling design we chose is **Simple Random Sampling (SRS)**.

### Data Analysis

Our research design took a mixed approach of primary quantitative components with the calculation of the population and sample unit to determine the number of people to who we will be distributing our questionnaire; where An ordinal level of measurement will be employed, in the form of a scale from 1-5, in order to determine, quantitatively the validity of our hypothesis, and the rest of our research will be made with qualitative approach of primary and secondary resources to complete our hypothesis test. As we said earlier, qualitative approach has been chosen to help us to get accurate results individually and to gather the information faster , we will only bring up the most interesting hypothetic answer that are connected closer to our research topic to solve our research problem. Due to the fact that our research was closely integrated with the day by day observation of the population and our population was finite and carrying out the completion of the questionnaire. However, the tourism sector is interested in the results of

our study sowe will continue to gather the data as expediently as we can. Furthermore, we have carefully planned the analysis steps that will be taken once the raw data is acquired.

Our questionnaire (please see appendices) consisted of questions, of which were on a scale of satisfaction which will provide us with ordinal data that we will be able to analyze. Once the raw data is collected, we will use a bivariate test of difference to compare each ratingfrom question 1-12 against the rating from question 13 (overall satisfaction).

In addition, we will do an analysis to determine the measure of association. Once again, we will compare each rating from question 1-12 against the rating from question 13 (overall satisfaction).

### QUESTIONNAIRE/SURVEY

Questionnaire for independence study topic

We are carrying academic survey for MBA degree under the study title:DOES THE TOURISM AFFLUENCE HAVE AN IMPACT ON THE ECONOMY CHANGING AND LOCALS ?. This survey aims to find out the participants, perspective about the variables: variables covering education, life

expectancy, and local's behaviors toward tourists. This research cover, the keys elements to analyze how Social issues are relevant because local populations can react to tourism in different ways.

- Please read clear fully before you answer the questions

Geographical target :( Chinese, Europeans)

- Please circle the number chosen and if possible add a comment or your feeling about the question

1- What do you think about tourism in Thailand?

Bad1 2 3 4 5 Excellent

2- Is tourism benefic for the country development?

Not benefic1 2 3 4 5 Benefic

3- Should tourists pay more for products or services more than locals?

Not often 1 2 3 4 5 Often

4- How often are you satisfy for the price of the product you are buying?

Unsatisfied1 2 3 4 5 Satisfy

5- What do you think about the quality of the product you are buying?

Bad 1 2 3 4 5 Good

6- How satisfy are you when buying products from local street vendors?

Unsatisfied1 2 3 4 5 Satisfy

7- How bad have you felt after known that you have been ripped off?

Bad 1 2 3 4 5 Worst

8- Does the affluence of tourism important for the country development?

Not important 1 2 3 4 5 Very important

9- How often do you bargain when buying a product?

Less often 1 2 3 4 5 Very often

10- Is it appreciated for a tourist to bargain with local vendors?

Not appreciated1 2 3 4 5 Appreciated

11- Do you think is possible that culture; nationality and income salary have an impact on the product sell?

Impossible 1 2 3 4 5 Possible

12- Are the foreigner residents affected by the tourism affluence?

Not affected1 2 3 4 5 Affected

13- Rate your overall satisfaction about tourists affluence

Unsatisfactory    1   2   3   4   5    Very pleased

What are the primary reasons for the overall rating you provided?

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### Questionnaire Analysis

We will not analyze all the answer of questions of our survey, just the most interesting answer that link us to a better analyze and result for our topic.

First of all we have conducted our survey by getting information via personal interview: as I am a student from Siam University in master program, I had interviewed face –to-face some of my classmates that are Chinese .Later on ,the questionnaire was sent to some of my European friend as self- administered questionnaire whom as well as I asked them to do had sent to some of their friends to , to cover our population sampling.

A cover letter was also attached and sent with the questionnaire, to induce the reader to complete and return the questionnaire.

As time was short to accomplish our survey test and result, we follow up with the reminder to our survey reader just to remind them to return their respond to the questionnaire.

The communication tools used was a success as we have got the respond from all our participants and we could go on in our research by pointing some important responds that were link together or had the majority of answer.

As we could notice, the most interesting responds were those of the questions number two, three, six, seven, eight, eleven and twelve.

### Questionnaire results

### Question 2: Is tourism benefic for the country development

The majority of the participants of our survey have answer this question with their personal experience and feeling , and they have accompanied their answer with a comment which was based on their personal experienced mostly .However, more than the majority such as 85% of our survey population said tourism was benefic for the country development and in the point of educational level ( the language most mostly involve here), economic ( as the economy grow and the use of the money to construct the road and the construction of new commercial centers) and social recognition. 15% said it was benefic but also not benefit because it destroys the country believes, it higher the level of living standard when the income are still low. And they go on by saying, it the local and foreigner residents are the one who suffer the most from the invasion of tourists.

### Question 3: Should tourists pay more for products or services more than locals

In this question the participants respond with a lot of emotions from the local people interviewed, and also from foreigners who had experienced such situations .local people strongly respond tourists should always pay more and in every situation more than locals people, because they are the reason why the economy increase and prices increasing in products, and they add more by saying tourists income are higher than average local person and tourists are more to discovered the national treasure than locals. On the other hand foreigners answers were more interesting because half of them said foreigners and locals should pay the same amount because it is fair and for some moral appeal, and half said yes foreigner should always pay more because we of the income difference and because of the participation to the development of the country.

### Question 6: How satisfy are you when buying products from local street vendors

More than the majority of participants 80% from Europe strongly respond not satisfied because of the quality of the products and the price of the product: which may means that the higher the price of the product, the higher the quality of the product, moreover this means they don't mind paying more than the actual price as long the price is almost the same as expected, so to sale his product, the street vendor should use the price changing technic. But the Chinese population respond was completely shift to the more satisfied as they first of all don't care much about the quality but the price deal because bargaining is a normal fact for them and they are sure can get a good deal without being rip off with the vendor.Local people strongly disagree and are unsatisfied because they know the quality of the product,

they know the standard price but they have to buy the product to the actual price set which is higher, it comes to the fact that tourists without knowing affecting the product price .

Question 7: How bad have you felt after known that you have been ripped off?

This question was mostly targeting the European immigrants, and it was done by face-to-face interview. It has been decided like that because we wanted to see and read through the emotion of their faces and words how they are affected by the so called “rip off” attitude .And the respond was just as we expected, the claims of being charged more than regular price in many situations especially when shopping and after knowing the regular price they feel very bad. Moreover they feel like do not want to shop as before. But the most interesting part is that after they all think the vendors are trying to get over them because of the fact that they are living in the tourist area and most of the tourists around the area are staying in expensive flats and don't mind paying extra charges for product because it is almost nothing for them.

Question 8 : Does the affluence of tourism important for the country development

Local people answers was in the middle and they argument by saying it can be a positive development as it can be a negative development. Positive in the fact that the money earned can be used for the good of the people such as creating employment, or constructing the road. But it is a negative development because it affects the lower social class with the constructions and with the product prices going up (much difficult for them to afford).

Question 11: Do you think is possible that culture; nationality and income salary have an impact on the product sell?

This question has 100% same answer which was possible. People classified the product price based on the nationality, because of the conversion of the currency, tourists with the Euro or Dollar currency mostly are the more affected by the higher price .Some foreigners resident that been in the country for a while are also affected because of the fact that income salary is reflected by what the wear or drive.

Question 12: Are the foreigner residents affected by the tourism affluence

Once again another question that has a 100% same answer for everybody. Tourists price remand the same for any foreigner living in the country, it doesn't matter what is his purpose of visit or how long he has been here. It sounds unfair but , it comes to what we said earlier in our research ,it doesn't matter how long you stay in the town you will still be considered as an alien.

## Questionnaire Conclusion

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

In the positive side, tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

In the contrasted to the economy, Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community (especially the lower social class), as some of it leaks out to huge international companies, such as hotel chains. Moreover, destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

On the other hand, the improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs( talking about culture) and handicrafts, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses. But visitor behavior can have a detrimental effect on the quality of life of the host community and also the economy. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur ,taxes increasing, product prices as well and even, tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values such as the tipping habit, the non- bargaining attitude and the rip off attitude from local vendors to take advantage of the situation to make money.

### **Research Bias**

This research draws attention to accepted measurement and research method standards in empirical research on tourism. The purpose of this research was to explore residents' perceptions of special event tourism at a destination. Specifically, the research examined residents' perceptions of the social, economic and environmental impacts of special event tourism on the destination. The study also examined dimensions of community life that were impacted or curtailed as a result of event tourism. The survey solicited residents' perceptions of the social, economic, and environmental impacts of special event tourism. The study was exploratory and followed a descriptive design. Residents are generally in favor of events that contribute socially and economically to the destination. They are, however, not ambivalent to some of the negative impacts, but are willing to cope with these negative impacts as long as the perceived benefits exceed the negative impacts. Although the sample was adequate for statistical analysis, a larger sample size would yield more generalizable results. Consequently, caution should be used in making generalizations based on this study. However, many have emerged because the measurements and methods used in prior work were assumed to be optimal (or at least valid) for solving particular problems. Unfortunately this assumption is inaccurate. Yet the reviewing process favors the use of such standards (often without demanding evidence) over the introduction of novel approaches, even if these are justified. This paper focuses on three accepted standards in empirical tourism research which have the potential to undermine the validity of findings: the uncritical use of ordinal multi category answer formats, the derivation of cross-cultural comparisons that do not consider cultural response biases resulting from response styles, and the standard step-wise procedure used in data-driven market segmentation. This paper describes the potential dangers of these standard approaches and makes recommendations for researchers to consider before choosing to adopt any of the above approaches

