

### **3.0 METHODOLOGY SAMPLE**

(Rural Tourism Development for the Prefecture of Lassithi in Crete)

The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the development and the role of rural tourism in the area of the prefecture of Lassithi, in Crete.

#### **3.1 PURPOSE OF THE STUDY AND TYPE OF INVESTIGATION**

The idea of this research had its genesis from Author's interest about tourism development studies. This research will be continuing study from a previous research done from the author in the specific area. The previous research had identified several opportunities for ecotourism development in the area, therefore author now will attempt to identify and analyze one specific sector of ecotourism, which is rural tourism.

The main purposes of this study is to obtain an insight into the current development of rural tourism in the area of the prefecture of Lassithi in order to propose further recommendations for efficient rural development.

For the above reason, this research will take an exploratory approach. According Sekaran (2002:123) an exploratory study is undertaken when not much is known about the situation at hand, or when no information is available on how similar problems or research issues have been solved in the past. The aim will be to gain familiarity with the issues, and to gain a deeper understanding about the topic.

#### **3.2 DATA COLLECTION**

For the purpose of this research, and in order to achieve the objectives will be collected and will be used both primary and secondary data. The secondary data will contribute toward the formation of background information, needed by both the researcher in order to build constructively the project and the reader to comprehend more thoroughly the survey outcome.

Primary data will be collected in two ways. Firstly, a questionnaire survey will be conducted with tourists visiting the area. Secondly, interviews will be also carried out with providers of accommodation services and members of the local authority.

### 3.3 SAMPLING DESIGN

Ideally one wants to study is the entire population. However, usually it is impossible or unfeasible to do this and therefore one must settle for a sample. According to Black and Champion (1976), sample is a portion of elements taken from a population, which is considered to be representative of the population.

In order to collect primary data, the questionnaire survey technique will be used. For the purpose of this study **random probability sampling** is selected. As Rescue (1975) cites in Saharan (2000:296), "sample sizes larger than 30 and less than 500 are appropriate for most research". Having in mind these limitations, the sample size that will be consisted of about 100 questionnaires, designed for the visitors at the prefecture of Lassithi.

Also interview survey technique will be used. The sample population for the interviews will include accommodation providers and local authorities representatives.

### 3.4 THE QUESTIONNAIRE SURVEY

Cohen (1989) defines a questionnaire as a self-report instrument used for gathering information about variables of interest to an investigation.

For this study closed-ended questions were designed in order to call for responses, which narrow down the field of enquiry, since the respondents chooses among fixed responses. They also help the researcher to analyze easier the data since the responcees can be directly compared and easily aggravated (Patton, 1990), they are versatile; surveys can be employed among people of all ages and they are replicated from one subject to another and many questions can be answered in a short time. It should also be noted that close-ended questions could lead to bias since respondents are offered limited alternative replies.

The questionnaire is consisted of three parts. **(Appendix 1.1)** The first part is designed to gather information about the tourist behavior and attitudes as regards the demand and supply of the rural product, the second part is designed to assess the tourists' experience with rural tourism, level of satisfaction and their evaluation of the facilities and services on offer, and the third part was asking for classified data.

### **3.5 THE INTERVIEW SURVEY**

The technique of personal interviewing is undertaken in order to reach the objectives since it is the most versatile and productive method of communication, enabled spontaneity, and also provided with “The skill of guiding the discussion back to the topic outlined when discussions are unfruitful while it has the disadvantages of being very costly time consuming and can introduce bias through desires of the respondent to please the interviewer” (Aaker & Day, 1990: 164).

For the purpose of this project semi-structured face to face interviews will be conducted involving two interest groups: local authorities and accommodation providers. The choice will be based on researcher’s knowledge about different educational levels among interviewees, their different lifestyles and ages, which make imperative an adaption in questions so that they ensure the comprehension by the interviewee i.e., repeat, or rephrase the question.

### **3.5 CONTRIBUTION OF THE STUDY**

It is intended that the findings of this research project will be used local and regional authorities to assess and evaluate the current rural tourism development and to gain knowledge on visitors’ perceptions about their experience during their visit in the prefecture of Lassithi. These findings could be used for correction of the current rural tourism development in the area.