

## **CHAPTER THREE**

### **METHODOLOGY**

The purpose of this research aimed to find foreign tourists' attitudes toward visiting Inner Rattanakosin Island. This chapter consists of four parts:

- 3.1 The subjects
- 3.2 The materials
- 3.3 The procedures
- 3.4 The data analysis

#### **3.1 SUBJECTS**

The subjects of this study were 150 foreign tourists who had travel experiences in Inner Rattanakosin Island during December 2009 to January 2010. They were both male and female. The questionnaires were distributed by the researcher at a hotel (Old Bangkok Inn), attractions sites in Inner Rattanakosin Island and by email to tourists whose names the researcher obtained from the lists of tour guides.

#### **3.2 MATERIALS**

The research instrument in the study were questionnaires containing both closed-ended and open-ended questions to survey the foreign tourists' attitudes toward visiting Inner Rattanakosin Island. The questionnaire was divided into four parts: demographic information, trip information, attitude toward visiting Inner Rattanakosin Island, and problems and impressions encountered as follows:

##### **Part 1: Demographic Information**

This part consisted of four questions, with closed-ended questions on personal data in terms of gender, age, continent of citizenship, and occupation.

##### **Part 2: Trip Information**

This part consisted of nine questions, with closed-ended questions on the trip information of the respondents such as purpose of visit, length of stay, and source of tourist information.

### **Part 3: Attitude of Foreign Tourists toward Visiting the Inner**

#### **Rattanakosin Island Area, Bangkok**

This part was divided into 18 statements regarding the attitude towards visiting Inner Rattanakosin Island, Bangkok. The respondents were asked to rate their opinion on four major attributes: attraction sites, facilities, city environment, and people. The questionnaire employed summated rating or a Likert scale. The respondents could rate their attitude according to the scale, ranging from “strongly agree” to “strongly disagree”. The criteria and meaning of the rating scale is clearly presented as follows:

<b>Definition</b>	<b>Positive Statement</b>	<b>Negative Statement</b>
Strongly agree	5	1
Agree	4	2
Moderately agree	3	3
Disagree	2	4
Strongly disagree	1	5

### **Part 4: Problems and Impressions**

This part consisted of four open-ended questions. The questions in this part aimed to find out the problems and inconveniences that the respondents confronted along with recommendations for improvement, followed by questions regarding their impressions.

## **3.3 PROCEDURE**

### **3.3.1 Research Design**

The researcher distributed 10 questionnaires to pretest the attitudes for finding the reliability and constructing an accurate questionnaire. This way, inappropriate points could be revised in order to conform to the objectives of the study.

### 3.3.2 Data Collection

The information in this study was collected from various primary and secondary sources, including books, articles, and official documents, e.g. from the Tourism Authority of Thailand (TAT), as well as from various websites.

The knowledge from those relevant studies, theses, and books was applied to the writing of the questionnaire. The questionnaire was distributed to 150 foreign tourists who had travel experiences in Inner Rattanakosin Island from December 2009 to January 2010 and they were asked to voluntarily complete them.

### 3.4 DATA ANALYSIS

The data was analyzed using SPSS program version 14.0 in order to find foreign tourists' attitudes toward visiting Inner Rattanakosin Island. Descriptive statistics such as mean, frequency, and percentage were employed in explaining the demographic information and the attitude of foreign tourists toward visiting Inner Rattanakosin Island, Bangkok. The data is presented in the form of descriptive tables to illustrate the respondents' answers.

The data derived from the questionnaires were analyzed by using the SPSS version 14.0 to obtain the mean for the Likert Scale rankings.

$$\begin{aligned} \text{Width of interval scale} &= \frac{\text{Maximum value} - \text{Minimum value}}{\text{Number of level}} \\ &= \frac{5 - 1}{5} \\ &= 0.80 \end{aligned}$$

The scores were interpreted as follows:

4.21 - 5.00	=	Strongly agree
3.41 - 4.20	=	Agree
2.61 - 3.40	=	Moderately agree
1.81 - 2.60	=	Disagree
1.00 - 1.80	=	Strongly disagree

In summary, this chapter illustrated the methodology of the research regarding subjects, materials, the procedure and data analysis. In the next chapter, the results of the study are presented.