

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter aims to describe the methodology used to achieve the research objectives of this study. This part discusses the area of study, the selection of the sample, the data collection and data analysis procedures. The study aimed to investigate the tourists' behavior, the satisfaction of tourists who visited Dusit Zoo as well as to investigate the perception of local people on tourism development and the community's participation. Moreover it is intended to analyze the differences in the overall satisfaction levels of tourists in respect to tourists' demographics and travel behavior characteristics. The different parts of research methodology are classified as follows:

1. a Population and Sample
2. a Data Source
3. a Research Instrument
4. a Data Collection
5. Data Analysis

#### **Population and Sample**

The population for this research was domestic and international tourists who visited and came to Dusit Zoo from February 22, 2010 to February 28, 2010. The respondents of this study were sampled by the satisfaction and the influencing factors.

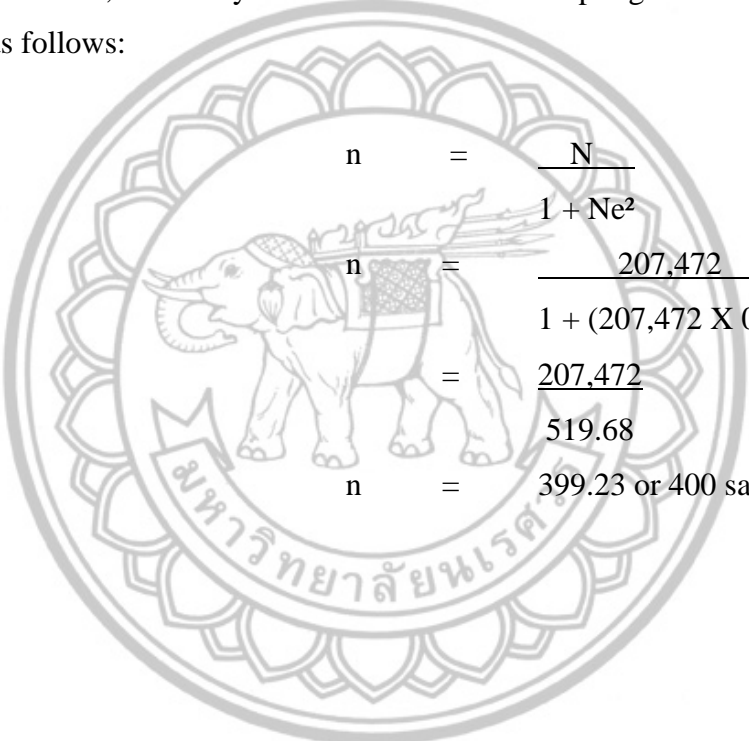
According to the statistic in 2007, tourists visited Dusit Zoo about 200,000 to 2,500,000 and increased in every year. In one week, tourists who visited Dusit Zoo averaged 25,000. By using Yamane (1967), the number of the sample of group was calculated. Yamane's formula is simple for proportions and its structure is as follows:

When

$$n = \frac{N}{1 + Ne^2}$$

n = Sample Size  
N = Population Size  
e = The Error of Sampling

Therefore, this study allowed the error of sampling on 0.05. The sample size is shown as follows:



$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{207,472}{1 + (207,472 \times 0.05^2)}$$

$$= \frac{207,472}{519.68}$$

$$n = 399.23 \text{ or } 400 \text{ sample}$$

**Table 5 Sample size for  $\pm 3\%$ ,  $\pm 5\%$ ,  $\pm 7\%$  and  $\pm 10\%$  Precision Levels Where Confidence Level is 95% and  $P=.5$ . Or to use the table of sample size to calculate;**

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
<b>&gt;100,000</b>	<b>1,111</b>	<b>400</b>	<b>204</b>	<b>100</b>

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

From the table of the sample size for accuracy level at  $\pm 5\% = 400$  that is the same number by using the above formula thus the number of 400 respondents was used to be the group of sample size. This number of sample responded to the questionnaire for this research in terms of tourist behavior, motivate factors and satisfaction.

### **Data Sources**

The data sources were located on Dusit Zoo in Bangkok. This research focused on target groups who came and visited Dusit Zoo. Questions were asked in order to improve the products and services, especially to know what kind of tourists' satisfaction were evident when they visited there.

Furthermore, increasing number of visitors is the main point that gains profits in Bangkok (Tourism Authority of Thailand, 2009a). This includes the motivation factors which are reported to attract the huge amount of tourists (over 10,000 visitors) per day.

Most data that this research wanted to know can be found from TAT website, other case studies, and previous thesis. Moreover, there are two major sources of data as primary and secondary data. The primary data were collected from the tourists' survey in Dusit Zoo. Other than that, the secondary data utilized by the researcher were from the university library and the internet.

### **Research Instrument**

The research instrument used in this project included the questionnaire for tourists who visited Dusit Zoo, checklist and interview form for officer in the zoo. Observation was another method used that comprised the actual process of observation, questioning, noting down and analyzing information at Dusit Zoo. The questionnaire survey combined multiple choices, open-ended questions and attitude statements altogether.

### **Data Collection**

For data collection, this research used the quantitative research method through a survey of the domestic and international tourists who came and visited Dusit

Zoo (Mehmetoglu, 2004). Quantitative research method explained the results in descriptive statistics of the random sample. The quantitative research method was also used for observation and recommendations of respondents as well.

The instrument for the survey was the self-administered pre-coded questionnaire that was; the participants were asked to answer the questionnaire by themselves. The questionnaire was divided into five main parts as follows:

**1. Personal Data of the respondents:** This part contained both close-ended and open-ended questions on personal details of the subjects such as their age, gender, occupation, monthly income, etc.

**2. Questions to be asked are on visitors' satisfaction with the facilities inside the Dusit Zoo:** In this part, the respondents were asked to rate their satisfaction by close-ended questions about the facilities inside Dusit Zoo.

**3. Questions to be asked are on visitors' satisfaction with the animals and their habitats:** In this part, the respondents were asked to rate their satisfaction by close-ended questions about the animals and their habitats.

**4. Questions to be asked are on visitors' satisfaction with the environment inside Dusit zoo:** In this part, the respondents were asked to rate their satisfaction by close-ended questions about the environment inside Dusit Zoo.

**5. Problems and suggestions of Dusit Zoo:** In this part, the respondents were asked to give their opinions by close-ended questions about the problems within Dusit Zoo and opened-ended question on the suggestions.

For the questionnaire survey, the researcher asked permission to conduct the survey from the business owner of Dusit Zoo. The researcher was allowed to give the questionnaire to the domestic and international tourists at the counter in front of Dusit Zoo or an entrance and exit.

### **Data Analysis**

As this research mentioned the data requirement, it had to finish the data collection first. However, it needed to transfer the information from the questionnaire form into a statistic program called Statistical Program for the Social Science (SPSS). Moreover, SPSS program would analyze the quantitative research method to collect the data. This one might explain the statistical description of the randomly selected

sample of tourists in Dusit Zoo, Bangkok. The results were identified or calculated with the frequency and average percentages as mean, median, minimum, maximum, etc.

