

CHAPTER III

RESEARCH METHODOLOGY

To achieve the purpose of the research, the study of international tourists' satisfaction towards environment management in Sukhothai Historical Park is required. This part of research study describes details concerning the methods for data collection. It includes several steps of research methodology as follows;

1. Population/ Sample of the study
2. Data Source
3. Research Instrument
4. Data collection
5. Analysis of Data
6. Statistics for this study
7. Interpretation of Data

Population/Sample of the Study

The populations of this study were international tourists who visited to Sukhothai Historical Park. In 2002, the totals number of International's tourists was 286,046 persons (TAT, 2003). Therefore, the researcher calculated the sample group by Taro Yamane's formula (Yamane, 1973) as follows;

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

when n = Sample size

N = Population size

e = The error of sampling

This studied allowed the error of sampling on 0.05 so, the sample size shows as follows;

$$\begin{aligned}
 n &= \frac{286,046}{1 + 286,046 (0.05)^2} \\
 &= 399.99
 \end{aligned}$$

From above, it could be generated that the totals of sample size should be 400 people.

Accordingly, 400 international tourists were asked by questionnaires, the researcher used random sample to collect data at Sukhothai Historical Park. The sample groups were international tourists who visited to Sukhothai Historical Park.

Data Sources

The study aims to conduct data sources in two main sources of data, which are primary and secondary sources.

1. Primary data: the data at Sukhothai Historical Park, the research data is collected from the questionnaire survey of tourist satisfaction from international tourists of 400 tourists. The questionnaire includes three sections:

Section 1: Personal data of International Tourists

Section 2: Opinion of international tourists' satisfaction towards environment management in Sukhothai Historical Park

Section 3: Suggestions

2. Secondary sources: the data based on document researches and statistics reports from the Tourism Authority of Thailand (TAT), both from head office in Bangkok and north region office in Phitsanulok.

Research Instrument

This research needs to collect the data of the satisfaction of the international tourists towards environment management in Sukhothai Historical Park by using the questionnaire. The questionnaire survey includes: multiple choices, opened-ended questions and attitude statements.

Furthermore, the research instrument must test of reliability and validity of this study. Content validity was tested by consulting major advisers and other thesis committee for arranging context and ordering question which were not only easily read but also cover the objective of the study. It includes many steps of research methodology as follows;

1. To review the literature for making the questionnaire
2. To design the questionnaire for studying international tourist satisfaction toward environment management. The questionnaire comprised three parts:

Section 1: Personal data of International Tourists consisted of two questions: gender, region, age and occupation. The four questions are multiple choices.

Section 2: Opinion of international tourists' satisfaction towards environment management in Sukothai Historical Park focuses on three dimensions including:

1. Physical;
 - Visibility of scenery and environment
 - Accessibility to area
 - Attractive of tourist site
 - Completeness of historical site
2. Infrastructures and facilities;
 - Parking area
 - Entrance
 - Toilets
 - Footpath
 - Telephones
 - Sign posts

- Food and beverage shops
- Souvenir shops
- Tram car
- Tourist information centre

3. Administrative and management;

- The production of material for promote historical site such as

brochure

- Convenient opening hours to the tourist
- Maintain and take care of area

It concluded that the questionnaire in section 2, the respondents answer by using Likert scales of their satisfaction to measure into 5 scales; strongly agree, somewhat agree, average, somewhat disagree and strongly disagree which were different scores as follows;

Strongly disagree	=	1	point
Somewhat disagree	=	2	points
Average	=	3	points
Somewhat agree	=	4	points
Strongly agree	=	5	points

Section 3: Suggestions for development

This section was open-ended question which asking the respondents for suggestions about the international tourists' satisfaction towards environment management in Sukhothai Historical Park.

4. To test the questionnaire by the researcher uses the questionnaire with 30 international tourists' at the airport

5. To improve the questionnaire and consult major advisor before using the collection data

6. To collect data were took place at Sukhothai Historical Park everyday during Two months

Data Collection

The study used the questionnaire data collection techniques with random sampling from Sukhothai Historical Park by questionnaire. The questionnaire survey includes: multiple choices, opened-ended questions and attitude statements. The questionnaire survey involves the gathering information from individual. The questionnaire gathered all detailed information of international tourists 400 questionnaire copies. Many steps of research include methodology as follows;

1. Sending a letter to Sukhothai Historical Park for asking to collect data at Sukhothai Historical Park.
2. The researcher oriented assistants' researcher before collecting data.
3. Collecting data took place at Sukhothai Historical Park everyday during two months.

Analysis of Data

The researcher checks and collects the primary and secondary data from current literature and questionnaire survey. This survey is designed to collect information from 400 international tourists in Sukhothai Historical Park. The data from the survey were analyzed by SPSS (Statistic Package for the Social Sciences) computer-based software system in order to answer two objectives as follows;

Objective 1: To study the level of international tourists' satisfaction towards environment management in Sukhothai Historical Park

The data of international tourists' satisfaction towards environment management in Sukhothai Historical Park including of described independence and dependence variables analyze by using percentage and mean.

Objective 2: To propose the recommendation on the support of environment management in Sukhothai Historical Park

The data of the recommendation to improve Sukhothai Historical Park made group data and presented in percentage.

The result of data including three sections of questionnaire presented in graphical format in order to ease understanding.

Statistics for this Study

1. Percentage (%) = $\frac{\text{the number of respondents} \times 100}{\text{the number of sample population}}$
2. Mean (\bar{X}) = $\frac{\sum fX}{N}$
- $\sum fX$ = the sum of frequency x all points
- N = the number of population

Interpretation of Data

Interpretation of the data from questionnaire are as follows:

Section 1: The questionnaire is interpreted into percentage and frequency.

Section 2: The translation of level ranking was analyzed follow criteria of international tourists' satisfaction towards environment management in Sukothai Historical Park design by Best (1977).

$$\begin{aligned} \text{The interval score of each level} &= \frac{\text{Maximum score} - \text{Minimum score}}{\text{The amount of level}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

The score among	4.21 – 5.00	mean	have very good satisfaction
The score among	3.41 – 4.20	mean	have good satisfaction
The score among	2.61 – 3.40	mean	have average satisfaction
The score among	1.81 – 2.60	mean	have low satisfaction
The score among	1.00 – 1.80	mean	have lowest satisfaction

