

## **CHAPTER THREE**

### **METHODOLOGY**

This method employed in this research was a survey questionnaire. It aimed to find out the level of foreign tourists' satisfaction with traveling in Ayutthaya province.

This chapter is divided into four sections.

3.1 Subjects

3.2 Materials

3.3 Procedures

3.4 Data Analysis

#### **3.1 SUBJECTS**

The subjects of this research were only 150 foreign tourists. Hence Thai residents were not investigated. They were both male and female foreign tourists who traveled in Ayutthaya province. The accidental sampling method was conducted by distributing the questionnaires to the 150 samples around Ayutthaya province.

#### **3.2 MATERIALS**

A questionnaire was used to evaluate the degree of foreign tourists' satisfaction at Ayutthaya province and consisted of three parts as follows:

##### Part One: Demographic information of the respondents

This part was comprised of closed-ended questions on personal information of the samples: their gender, age, education, marital status, country of residence and average income/month (from every source).

### Part Two: General opinion toward traveling in Ayutthaya

These samples were asked about their opinion on traveling in Ayutthaya. In this part, closed-ended questions were used to measure foreign tourists' satisfaction with the physical environment such as the transportation to Ayutthaya, the hospitality of the local people, the safety in Ayutthaya both in the daytime and nighttime by using the Likert 5-point scale.

### Part Three: Foreign tourists' suggestion

The respondents were asked about their other suggestion apart from the Likert scale above. Their suggestion will be useful for improving Ayutthaya tourism in the future.

## **3.3 PROCEDURES**

The questionnaires were distributed to 150 foreign tourists who traveled to Ayutthaya province. There were two ways to approach foreign tourists to participate in the questionnaire. Firstly, the researcher approached Thai tour leaders or local guides who accompanied the foreign tourists to travel to Ayutthaya; therefore, the researcher obtained a lot of respondents to participate in her questionnaire easily. Secondly, the researcher approached foreign tourists by herself.

## **3.4 DATA ANALYSIS**

The descriptive statistic, such as frequency, percentage, mean, average, standard deviation (sd.) were used in exploring the foreign tourists' satisfaction with traveling in Ayutthaya province including the services and facilities in Ayutthaya, the accommodation, the transportation, and their suggestions to improve the quality of Ayutthaya's tourism. Tables of percentage were used for some questions to illustrate the respondents' answer. In the next chapter, the results of the research will be presented.