

CHAPTER THREE

METHODOLOGY

This chapter explains the research elements in this study which are:

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

3.1 SUBJECTS

This study aimed to discover the impressions of foreign tourists toward visiting Thailand. The subjects were 100 foreign tourists. They were both male and female foreign tourists who traveled around the Bangkok area.

The random sampling method was conducted by distributing the questionnaires to a sample of foreign tourists visiting tourist sites. The samples of this study were 100 foreign tourists who traveled around Bangkok.

3.2 MATERIALS

A questionnaire which was used to evaluate the range of foreign tourists' impressions toward visiting Thailand consisted of 3 parts as follows:

□ **Part 1: Personal Information.**

This part consisted of 10 questions, with both closed-ended and open-ended questions on personal information of the sample, such as gender, age, education level, occupation, annual income.

□ **Part 2: General Impression of Foreign Tourists toward Visiting Thailand.**

This part, the closed-ended question, was used to obtain the feeling of foreign tourists both before coming to Thailand and during their stay in Thailand. The overall

questions used in part 2 were developed to find out foreign tourists' impressions before visiting Thailand, and also while staying in Thailand. The respondents marked the blanks according to their opinions. The 5-point rating scale, ranging from "Strongly agree" to "Strongly disagree" was used. The criteria and meaning of the rating scale is clearly presented in the following table:

Rating score	Interpretation of the score
5	Strongly agree
4	Agree
3	Undecided
2	Disagree
1	Strongly disagree

□ Part 3: Problems and Inconveniences Encountered by Foreigners.

The questionnaire was divided into 4 open-ended questions. The subjects would be free to answer the questions. The questions in this part were about the problems that tourists confront, and suggestions given by the tourists to solve or improve situations. In the last page of questionnaire, the tourists were asked to express the first feeling toward Thailand. In the end, they were asked about their feeling as a whole towards Thailand, and if they would come back to Thailand.

3.3 DATA COLLECTION

The knowledge from related studies, theses, books and articles was applied to the questionnaire. The data was collected by the researcher from December 2007 to January 2008.

The questionnaires were distributed to 100 foreign tourists who traveled around the Bangkok area. The respondents were asked to fill in the questionnaire by themselves.

3.4 DATA ANALYSIS

The descriptive statistics such as frequency and percentage were used in explaining the characteristics and the impressions of foreign tourists toward visiting Thailand. Tables of percentage were used for some questions to illustrate the respondents' answers.

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