

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

The population of the study is 49 directors of TAT offices situated in **Northern** (Chiang Mai, Chiang Rai, Phitsanulok, and Tak); **Central** (Kanchanaburi, Phetchaburi, Chonburi, Rayong, Trat, Ayutthaya, Lop Buri, and Nakhon Nayok); **Northeastern** (Nakhon Ratchasima, Ubon Ratchathani, Khon Kaen, Nakhon Phanom, and Udon Thani); and **Southern Thailand** (Songkhla, Nakhon Si Thammarat, Narathiwat, Phuket, and Surat Thani); **ASEAN, South Asia, and South Pacific region** (Kuala Lumpur, Malaysia; Singapore, New Delhi, India; Sydney, Australia; and Hochiminh, Vietnam); **East Asia region** (Hong Kong, Beijing, China; Taipei, Taiwan; Tokyo, Osaka, and Fukuoka, Japan; and Seoul, Korea); **Europe, South Africa, and Middle East region** (London, England; Frankfurt, Germany; Paris, France; Rome, Italy; Stockholm, Sweden; Moscow, Russia; and Dubai, United Arab Emirates); and **the Americas region** (New York and Los Angeles, the United States of America).

3.2 MATERIALS

Divided into six main parts, the research instruments in the study were open and closed ended questionnaires composing of 30 questions: demographic information of respondents: gender, age, educational background, and region, awareness of TAT Operation Center information through media, between part 3 and 5, the five point Likert scale was used to evaluate information receiver's satisfaction towards the TAT Operation Center's information revelation through five aspects and overall satisfaction, information receiver's opinion towards the TAT Operation Center's information revelation through six statements, attitudes on process awareness of TAT Operation Center through eight statements, as well as comments on problems, obstacles, and suggestions for TAT Operation Center's information distribution. The questionnaire was adapted from Apisit Mohsomsakul's thesis concerning crisis communication: case

study “compare SARS to Bird Flu of Public Health Ministry.

**Table 1. Score Interpretation of Satisfaction towards TAT
Operation Center's Information Distribution**

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

Table 2. Relationship between Satisfaction Level and Mean Value

Width of interval scale	=	<u>Maximum Value – Minimum Value</u>
		Number of Level
	=	<u>5 – 1</u>
		5
	=	0.80

From the figure mentioned earlier, the results can be explained in the level of satisfaction as follows:

Satisfaction level	Mean
Extremely satisfied	4.21-5.00
Satisfied	3.41-4.20
Neutral	2.61-3.40
Dissatisfied	1.81-2.60
Extremely dissatisfied	1.00-1.80

3.3 PROCEDURES

3.3.1 Research Design

The cross-sectional design was done to study awareness, satisfaction, problems, and comments of both domestic and oversea TAT office directors towards

the TAT Operation Center.

3.3.2 Data Collection

Questionnaires were sent via e-mail address of domestic and oversea TAT offices and Tourism Coordination Centers from 17-28 February 2008.

3.4 DATA ANALYSIS

3.4.1 Processing of the questionnaire items was conducted by using a computer program and presented by Microsoft Excel.

3.4.2 Descriptive statistics were used to analyze the data obtained.

3.4.3 Likert scale is a method used in attitude scales that requires the individual to agree or disagree to a set of statements using a 5-point scale.