

## **CHAPTER THREE**

### **METHODOLOGY**

The purpose of this research aimed to find the degree of attractions of Wachirabenchatat Park. This chapter consists of four parts: (1) the subjects, (2) the materials, (3) the procedure, and (4) the data analysis.

#### **3.1 SUBJECTS**

This study aimed to find the factors attracting visitors to Wachirabenchatat Park so the subjects were 150 visitors visiting Wachirabenchatat Park. The accidental sampling was used as a method to select sample. According to the Department of Environment information, the number of visitors on holidays (approximately 5,000-10,000) are higher than normal day (approximately 2,000-10,000). Thus, the questionnaire was distributed on holidays on January 2-4, 2009

#### **3.2 METERIALS**

The research instruments in the study were questionnaires containing both close-ended and open-ended questions to survey the factors attracting visitors to Wachirabenchatat Park. The questionnaire was divided into four parts: personal data, the characteristic of visitors, the degree of attractions in Wachirabenchatat Park, and problems and suggestions as follows:

##### **Part 1: Personal Data of the respondents**

This part aimed to survey the personal data of respondents in terms of gender, education, occupation, income and residential area.

##### **Part 2: The characteristic of visitors visiting Wachirabenchatat Park**

This part aimed to investigate characteristics of the visitors who visit Wachiranbenschatat Park. This was comprised of the frequency of park visits, visitor companions, the use of transportation, time spent, visit times, and reasons for visiting the park.

**Part 3: The degree of attractions of park services, facilities, activities and scenery**

This part aimed to survey the degree of attractions in terms of services, facilities, activities and scenery in Wachirabenchatat Park. The questionnaire was conducted in the summated rating or Likert scale. The respondent could rate their opinion from 1 to 5. The meaning of each number are as follows:

Score	The degree of attractions
1	Poor
2	Not good
3	Neutral
4	Good
5	Very good

However, the meaning of no. 1 and no. 2 as well as no. 4 and 5 are closely identical. The number of scales was combined in order to give a clear result to the questionnaire. No.1 and no.2 means not good as well as no. 4 and no. 5 means good.

**Part 4 Problems and suggestions for Wachirabenchatat Park**

This part aimed to find out problems and suggestion for park improvement. The respondents were asked by the opened-ended questions for problems and suggestions for the park.

**3.3 PROCEDURE**

This section describes the procedure for the study as follows:

**3.3.1 Research Design**

The accidental sampling was the sampling procedure used in this study. The researcher distributed 20 questionnaires to pretest the opinion for

conducting an accurate questionnaire so that unnecessary points were revised in order to conform to the objectives of the study.

### **3.3.2 Data Collection**

The questionnaires were distributed to 150 respondents who visited the Wachirabenchatat Park on holidays during January 2-4, 2008. The researcher asked the voluntary respondents to answer the questionnaire as well as explain clearly the objective and how to complete it.

## **3.4 DATA ANALYSIS**

The data will be analyzed by SPSS program Version 17.0 in order to find factors attracting visitors to Wachirabenchatat Park. The descriptive statistics and inferential statistic are employed as follows:

### **3.4.1 Descriptive statistics**

The percentage, frequency and mean used to describe the personal data, the characteristic of visitors and the degree of attractions in the park. The data will be presented in the form of descriptive tables.

### **3.4.2 Inferential statistic**

A t-test was employed to test the hypothesis about the differences between the two independent samples while and f-test (one way ANOVA) was used in this study to find out the differences in more than two samples for hypothesis testing.

In summary, the methodology in this chapter has shown subjects, materials, procedure and data analysis. In the next chapter, the results of this research will be presented.