

Title	A SURVEY OF VISITORS' SATISFACTION TOWARD SERVICES AT DUSIT ZOO
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ABSTRACT

Purpose of the Study

The rationale for conducting this study was founded on the fact that there are only a few research studies relating to the zoo, and the problem of the decreasing visitors who frequent the zoo. The objectives of this study, therefore, are as follows: to describe characteristics of people visiting the zoo and the level of satisfaction they have to services and facilities of the zoo, and to find out the degree of visitors' satisfaction toward the animals and their habitats, the degree of visitors' satisfaction toward the environment inside Dusit Zoo, and the opinions of visitors about the problems in Dusit Zoo and their suggestions.

Methodology

The study was conducted by distributing the self-administered pre-coded questionnaire to 400 sample subjects who visited Dusit Zoo during the survey period. The results of the findings were analyzed by the use of SPSS program to determine the frequency, percentage, and means.

The visitors' satisfaction toward the facilities inside Dusit Zoo was at medium level, while the visitors' satisfaction toward the environment inside Dusit Zoo, the animals and their habitats were at satisfactory level. The overall satisfaction of visitors toward Dusit Zoo was at satisfactory level.

Findings

Findings from this study will yield significant information to respond to the question why there have been a decreasing number of people who frequent Dusit Zoo. The results will be beneficial to the zoo and its visitors being base-line information to improve its quality and services.

