

CHAPTER II

LITERATURE REVIEW

This chapter reviews the literature in related theories, concepts, and previous literature. Aside from the theoretical aspect, this research has to apply and compare the motivation and satisfaction theory. The author needs the reader to know what factors attract many tourists to come and visit the Dusit Zoo. This literature review has link with Mackay's theory, Maslow's theory, Barzun's theory and so on (Leiper, 2004, pp. 98-101). The summary of parts is the following:

1. Background of Dusit Zoo
2. Theory of Satisfaction
3. Theory of Recreation
4. Tourism Attraction
5. Tourists' Behavior
6. Tourist Motivation
7. Concept of Zoological Garden
8. Related Research

Background of Dusit Zoo

In B.E.2497 or approximately 50 years ago, the Zoological Park Organization under the Royal Patronage of H.M. The King of the Kingdom of Thailand has been established in order to be the government agency responsible for directly taking care of the zoos. Currently, Zoological Park Organization under the Royal Patronage of H.M. The King has 5 zoos under its responsibilities consisting of Dusit Zoo, Chiang Mai Zoo, Kao Kheow Open Zoo, Nakhon Ratchasima Zoo, and Song Kla Zoo which has been opened for people and tourists since B.E.2541. However, the first zoo in Thailand is much older than that and has interesting and attractive history.

During the King Rama V era, he was pleased to construct the botanical garden within Suan Dusit garden by filling the soil and constructing the hill in the middle of the pool. He assigned its name as “Kao Din Wa Na”. When King Rama V traveled to Java Islands in B.E.2451, he brought some chital deer to Bangkok and raised them in the garden located in Ambara Villa, Dusit Palace. Afterwards, the descendant of this chital deer was moved to Dusit Zoo.

After the Revolution in B.E.2475, the government at that time headed by the Field Marshal Por. Piboolsongkram as the Prime Minister requested the land around Suan Dusit from H.M. the King. H.M.The King Rama VIII so the Bangkok Municipality was able to construct the zoo and the rest areas for public.

On 18 March B.E.2481, Prince Arthit Thip-apha, The Head of the Regent, approved, on behalf of H.M.The King Rama VIII, the Bangkok Municipality to accept Suan Dusit to do as requested. The Bangkok Municipality, then, moved the chital deer from Ambara Villa, Dusit Palace to Suan Dusit and accumulated domestic and international animals to rise within Suan Dusit and open such place to the public. In additions, Suan Dusit was decorated to be the rest areas for public and later, its name has been changed to “Dusit Zoo”, the first zoo in Thailand.

Currently, Dusit Zoo has been opened for more than 66 years. There are more than 1,600 domestic and international wild lives in Dusit Zoo and there are approximately 2.5 million people coming to Dusit Zoo.

Zoological Park Organization has the obligation to provide Education Conservation and propagation. Animals and garden is place of public recreation. It is also the agency that is responsible for coordination and action areas for the zoo. There are five zoos that currently under the responsibility included Dusit Zoo, Khao Kiew Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo and Songkhla Zoo.

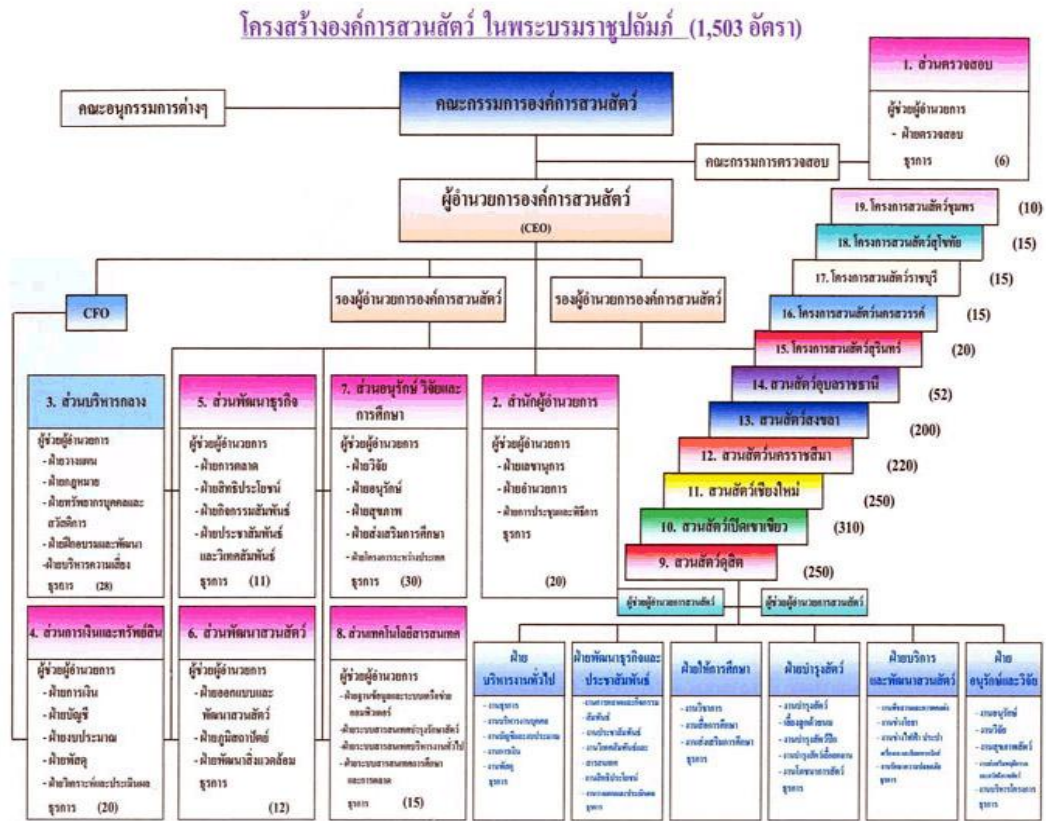


Figure 3 The Zoological Park Organization under Royal Patronage (1503 rate)

Source: <http://www.zoothailand.org>

Interest points at Dusit Zoo.

1. Stage to demonstrate the ability of the animal designed to offer young people the opportunity to experience and the ability of species such as monkey’s show, Macaws’ show, Hawks’ show, show that will demonstrate the flight and feeding of birds
2. Night of living animals: Meet interesting animals living in the night like bats, bear, porcupine, and simulation environment for the well-being to be real as possible.

3. The exhibit of reptiles and amphibious animals: Reptiles, 70 species in the area raising more than 50 rooms are designed to enable you to experience these amazing animals.

4. Keng royal taro, Male albino barking deer found only in Thailand

5. Macaque monkeys, gibbons, and a lovely playful behavior

Mission of the Zoological Park Organization of the plan during Year 2002-2009

1. Promote the conservation Breeding and wildlife research

2. Organized system of education within the organization. To support services effectively and according to the National Program of Education

3. Promote the academy and other department into the service at the zoo thorough academic and location National youth mental development

4. Development of the zoo as ecotourism resources of people and tourist both of domestic and abroad

5.a Development of the zoo as a reference source on all kinds of wildlife

6.a Improve organizational structure and personnel to develop effective

7.a Development of the zoo to international standards of quality

Vision

Zoological Park Organization under the Royal Patronage vision is to preserve and provide institutional knowledge of international wildlife

Mission

Zoological Park Organization Mission in the Royal Patronage has four major missions

1. Conservation of wildlife and nature

2. Research in animal science

3. To educate the public

4. A place to relax completely

Wildlife Conservation Education, learning and return to nature. Provide knowledge for integrating wild. Development of management standards and enhance species Equity TD wildlife outside forest.

Theory of Satisfaction

According to the research, A Survey Study of Visitors' Satisfaction toward Suan Luang Rama IX Public Park, Somusa Titanantabutr (2004) explained that satisfaction is a positive feeling that people have toward a specific matter. People will be satisfied when they get what they had expected and needed. The feeling of satisfaction will reduce or disappear when people's desires are not responded to. Satisfaction will also occur when people achieve goals as an end state of feeling since it causes people to be happy and content. Satisfaction can be shown through people's gestures, verbal com McCormick and Tiffin (1974) mentioned that satisfaction is a part of human motivation that is based on their basic needs and trying to avoid those they dislike (p. 306).

Maslow (1970) stated that a human being has five stages of needs (or the hierarchy of needs): physiological needs (body needs), safety needs (security needs), social needs (belongingness and love needs), esteem needs (ego needs), and self-actualization needs (fulfillment needs) (p. 35). Below is the pyramid that illustrates this concept.



Figure 4 Maslow's Hierarchy of Needs

Simons, Irwin, and Drinnien (1987, paragraph 5-9) showed the explanations of each need as follows:

1. Physiological needs (body needs): These are biological needs. They consist of needs for oxygen, food, water, and a relatively constant body temperature. They are the strongest needs because if a person were deprived of all needs, the physiological ones would come first in the person's search for satisfaction.

2. Safety needs (security needs): When all physiological needs are satisfied and are no longer controlling thoughts and behaviors, the needs for security can become active. Adults have little awareness of their security needs except in times of emergency or periods of disorganization in the social structure (such as widespread rioting). Children often display the signs of insecurity and the need to be safe.

3. Social needs (needs of love, affection and belongingness): When the needs for safety and for physiological well-being are satisfied, the next class of needs for love, affection and belongingness can emerge. People seek to overcome feelings of loneliness and alienation. This involves both giving and receiving love, affection and the sense of belonging.

4. Esteem needs (ego needs): When the first three classes of needs are satisfied, the needs for esteem can become dominant. These involve needs for both self-esteem and for the esteem a person gets from others. Humans have a need for a stable, firmly based, high level of self-respect, and respect from others. When these needs are satisfied, the person feels self-confident and valuable as a person in the world. When these needs are frustrated, the person feels inferior, weak, helpless and worthless.

5. Self-actualization needs (fulfillment needs): When all of the foregoing needs are satisfied, then and only then are the needs for self-actualization activated. Self-actualization is described as a person's need to be and do that which the person was born to do. For example, a musician must make music or an artist must paint. However, it is not always clear what a person wants when there is a need for self-actualization.

Maslow's studies (as cited in Ball and Cipriano, 1978, p. 7) described these needs as a hierarchy that is as lower needs are satisfied, especially physiological and safety needs, the other levels become important. In recreation services, this hierarchy has real significance for we must recognize that if the lower levels (physiological and

safety needs) have not been satisfied, the higher levels (social, esteem, and self-actualization needs) will be difficult to achieve.

The definition of satisfaction as visitors' quality of experience that is related psychological outcome resulting from their participation in tourism activities (Crompton and Love, 1995). Tain-Cloe and Crompton (2003) pointed out satisfaction is closely related to motivation, and the satisfaction results from corresponding needs or motives being met. Bultena and Klessig (1969, p.349) suggested that 'satisfaction is a function of the degree of congruency between aspirations and the perceived reality of experiences'. Visitors have a perception of its performance after they interact with destination. Therefore the satisfaction can be defined as the respond of individual to the evaluation between what it was received and what it was expected (Liljander and Strandvik, 1997). McCormick and Tiffin (1974) mentioned that satisfaction is a part of human motivation which is based on their basic needs and trying to avoid those they dislike.

The study of satisfaction is popular topic, the number of study increases dramatically in tourism research. They find the key term which help them better understand the satisfaction. The key is psychology. This makes them understand the satisfaction process as well as they discovers the psychological process including three parts closely related to the phases of service encounter. Bitner (1990) indicates that the first stage is the pre-counter phase. It is supposed that every individual has prior expectations of the service performance. In the second phase, individual will make some judgments during the tourist service encounter for example the evaluations or satisfaction. Lastly, the individual's behavioral intentions toward the provider will happen after the service encounter. Martin (2009) suggested that the interrelation between the image of the provider as it is perceived by the individual and the psychological variables of the tourist satisfaction process is required to better understand the consumer psychology of tourism'. In the general, image can be defined as the individual's overall attitude toward the provider (Andreassen and Lindestad, 1998). This concept plays the important role in term of tourism research. The satisfaction makes researchers and business understand the expectation, perception and behavior of tourists better.

As Tasci and Gartner (2007) believed that the visitation created from an image more than realistic image to visitation. This mentioned that the expectations were the dimensions of many visitors (Tasci and Gartner, 2007). Then, most attractions will depend on promotions in order to deliver the products and services to all potential tourists. So, this study would recommend the benefits of customer satisfaction to be included achievement of high levels of satisfaction that will provided a key to a competitive advantage (Anderson, Fornell and Rust, 1997) as shown in figure 3 below:

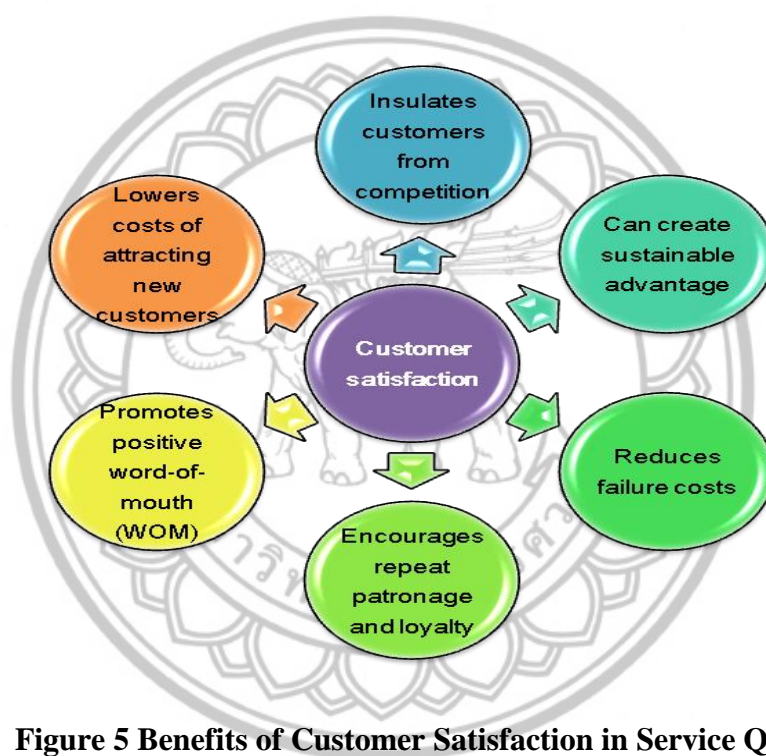


Figure 5 Benefits of Customer Satisfaction in Service Quality

Theory of Recreation

Recreation comes from the Latin word “recreation” which means refreshes or restores. Many concepts and interpretations of recreation have been held by people from primitive times to the present and changed as a result of changing values and belief. Basically, when people complete all necessary tasks, they will seek some activities to do for reducing stress. The types of activities depend on the particular culture and the individual’s own desires.

The American College Dictionary defines recreation as “a pastime, diversion, exercise, or other resource affording relaxation and enjoyment” while Webster’s New

International Dictionary (second edition) defines recreation as “refreshment of the strength and spirits after toil; diversion; play; also a mode or means of getting diversion”

There are also many theories about recreation.

1. Bulter (as cited in Ball & Cipriano, 1978, p. 5): Recreation may be considered as any form of leisure-time experience or activity in which an individual engages from choice because of the enjoyment and satisfaction which it brings directly to him or her.

2. Neumeier (as cited in Ball & Cipriano, 1978, p. 5): Recreation is any activity, either individual or collective, pursued during one’s leisure time. Being relatively free and pleasurable it has its own appeal.

3. Myer and Brightbill (as cited in Ball & Cipriano, 1978, p. 5): Recreation is activity voluntarily engaged in during leisure time and primarily motivated by the satisfaction or pleasure derived from it

4. Fitzgerald (as cited in Ball & Cipriano, 1978, p. 5): Recreation is the natural expression during leisure of human interests seeking satisfaction.

Kraus (1990) has concluded that recreation means an activity that is engaged during one’s free time or leisure. However, if the activity is performed as an occupation it is not considered as a recreation. Appropriate time for recreation should be before work, after work, weekends or holidays. It affects a person’s physical, mental and emotional well-being. The choice of activity or involvement is voluntary, free of compulsion and obligation. The activity is pursued for pleasure in order to release from stress and to receive relaxation. Moreover, the activity cannot be unethical. It has to be a socially acceptable activity (pp. 42-43).

Type of Recreation

Hackett (1971) classified human recreation into the categories as follows:

1. Passive recreation: Activities that help human reduce stress without exercising or burning out energy; for example, sitting and absorbing the nature within the park, visiting a zoo etc.

2. Active recreation: Activities that burn out energy and improve physical health; for example, jogging, cycling, rowing a boat etc. (p. 35).

However, Aeumporn (2527) divided recreation into two types:

1. Indoor recreation: It can be divided into personal activities, such as listening to music, and public activities, such as swimming.

2. Outdoor recreation: Also divided into personal activities, such as gardening, and public activities, such as playing tennis (pp. 18-19).

Benefits of Recreation

According to Ball and Cipriano (1978), recreation can complement work experiences toward people and make them live more fully. Recreation can bring people a sense of physical, emotional well-being, intellectual and social development.

1. Physical well-being: Recreation activities enhance healthy growth and development.

2. Emotional well-being: Recreation activities help people improve the emotional well-being and establish positive self-concepts.

3. Intellectual development: Recreation activities contribute to learning, self-expression, and intellectual growth.

4. Social values: Recreation experiences help people reduce isolation by providing people an opportunity to socialize (p. 19).

Tourist Attraction

Tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities (Swarbrooke, 2002). Middleton and Clarke (2001) defined attractions as specific permanent resources that are managed for the enjoyment, amusement, entertainment and education of the visiting public. Moreover, Graham and Lennon (2002) identified a range of cultural attractions including museums, heritage sites, parks and gardens.

While some tourist attractions provide visitors a memorable experience for a reasonable admission charge or even for free, it depends on the quality of products and services that business owners serve the needs and make visitors' satisfaction (Palmer and McCole, 2000). It includes place that provides full facilities, services, activities, and arrange the trips and transfer (Pearce and Lee, 2005).

In terms of tourists travel to the destinations, Tinsley and Lynch (2001) defined the destinations places with some form of actual or perceived boundary, such

as physical boundary of an island, political boundaries, or even market-created boundaries. Otherwise, he stated that destinations contain thousands of micro-destinations including regions, states, cities, towns, and even visitor attractions within a town (Tinsley and Lynch, 2001).

Ritchie and Crouch (2003) believed that tourism planners have to focus on the destination developments in order to meet with the sustainable tourism in the future. Other than that, they were classified sustainable tourism that means limiting the amount of tourists to a number that the infrastructure could handle (Ritchie and Crouch, 2003).

Finally, tourist development might balance the amount of maximized revenues with preservation of the natural tourist attractions and the quality of life for local residents (Kotler, Bowen and Makens, 2006, p. 730). This one can be push and pull factors to attract the tourists arriving or departing to each destination everywhere in the world like Pearce and Lee (2005) said before.

As the researcher mentions on Dusit Zoo, it is an attraction where wild animals are housed for exhibition. It is a park where live wild animals from different parts of the world are kept in cages or enclosures or aquariums for people to see (Tourism Authority of Thailand, 2009a). Those animals are also bred in order to be studied by scientists and students. This is the attraction that attracts the tourists and the pull factor in Bangkok (Kozak and Rimmington, 2000).

Mansfeld (2004) explained why people go to natural tourism. It focused on Gray's travel-motivation theory which gives two motives, first the desire to go from a known place to an unknown place, second was provided with specific facilities of some place to observe the tourist expectation (Allan, 2002).

To understand the variety of tourism, there is nature tourism and alternative tourism which defined as a form of natural, social, and community values. Newsome, Moore and Dowling (2002) said these were shared experiences between hosts and guests to enjoy the trip. These consist of adventure tourism, nature-based tourism, wildlife and ecotourism. Nature and environment tourism are popular with good experiences that made many tourists tend to consider (Newsome et al., 2002).

Tourists' Behavior

Beside the motivation theories, the owners, stakeholders, or management team would like to consider on human's behavior. Behavior is an action or reaction of something under specified circumstances. It is the manner of acting or conducting yourself to meet with the needs (Barzun, 2001; Kozak and Rinmmington, 2000; Leiper, 2004).

Referring to several theories as Crompton (1979; 2004) mentioned, it has the motivations which work under push and pull factors. In this theory, it offered the pull factors to satisfy a need (Leiper, 2004, p. 100). In addition, Leiper (2004) stated that was the appraisal of tourism motivation which included the push and pull factors as a basic for tourist motivations same as Crompton's theory.

McCabe (2000) explained that there was variable motivation behind Crompton's theory that includes the driving force of all tourists' behavior. There were suggestions on process of internal psychological factors which consisted of needs, wants and goals to satisfy the needs (Kozak, 2002). Beside push and pull factors, Goossens (2000) explained the tourist motivations are based on the following information:

1. Push factors was internal factors that motivate people to travel in other destinations. Most of the reasons were the need to escape from everyday's life routine, acquiring new experience and improve self-esteem.
2. Pull factors was the attraction that motivate a lot of tourists to travel such as beach, shopping center, architecture, historical site, etc. These are the factors that were promoted by the word of mouth from friends, relatives or whom used to travel before (Kozak and Rinmmington, 2000).

This create the push and pull factors and build the first impression of that attraction (Kozak, 2002). This information helps to make the decision for many tourists who want to travel to another attraction and repeat the visit again.

Comparison of these theories were shown and analyzed about tourists' behavior. Barzun (2001) discussed each theme of needs. It was related to psychological factors in sightseeing. Sightseeing is the first impression that attracts the tourists' behavior to get the good memorable experience after visiting a place for the first time (Barzun, 2001). Sightseeing is always included in many trips itinerary that

tour operators will arrange in the schedule for the first day to do city tour (Gnoth, Zins, Lengmueller and Boshoff, 2000).

Most tourists would go for sightseeing to know the place first. Sightseeing was also done in Dusit Zoo, the presence of various kinds of animals enables tourists to see them in one place (Reynolds and Braithwaite, 2001).

Beyond the tourists' behavior, focus on the tourist expectation was also included. Expectation is an act of prediction as by reasoning about the future. It is wishing with the confidence of fulfillment. To understand what tourists expected, this is the starting point to better manage the satisfaction process. Fuchs and Weiermair (2003) determined that expectations are the standard on which attribute performance is assessed. They classified four types of expectations as follows: desired or ideal expectations, equitable or deserved expectations, predictive expectations, and adequate expectations (Fuchs and Weiermair, 2003).

In tourism industry, Foley and Fahy (2004) suggested that expectation was one way to make the tourists trust and respect in the services. Those businesses have to get the guarantee under promise in order to increase the change of higher expectations and thus become the satisfaction.

Tourist Motivation

Tourist Motivation is a method that provides many motivation techniques to attract the tourists to come and visit again (Leiper, 2004). There are a lot of theories such as Maslow's theory, Mackay's theory, and Crompton's theory related to the way that destinations are promoted like in the magazine, newspaper, and television (Kozak and Rimmington, 2000). Moreover, special activity such as adventure activity are arranged to meet through the expectation.

Referring to Mackay's theory, states that the motivation factors which consisted of four spectra and combined with eight motivations (Jamal and Lee, 2003). It focused on some groups of people which should be motivated by different needs. Moreover, the general classification of needs could identify the tourists' behavior (Cohen, 1979; Leiper, 2004). Mackay (1977) found eight motivation factors for tourism that contradicts the four spectra, these are stimulation versus relaxation, luxury versus roughing it, adventure versus low-key break, and seeing versus doing.

Based on the eight motivations (Leiper, 2004, p. 98), there could be a link to the Zoo. First, the tourists who visited Dusit Zoo, regarded the zoo visit a stimulating experience satisfied their desire to see the zoo. Next, adventure was the part of motivation factors in Mackay's theory (Jamal and Lee, 2003). Travels for sightseeing is considered being as an adventurous holiday. It is undertaken to satisfy the various psychological needs (Weber, 2001). Finally, the attraction of seeing directly many kinds of animals that made the tourists finds the trip to be an adventure.

Table 3 Mackey's Theory with Eight Motivation Factors in Pairs of Four Spectra

Stimulation		Relaxation
Luxury		Roughing it
Adventure	VERSUS	Low-key break
Seeing		Doing

Comparing from Mackay's theory to Iso-Ahola's motivation theory; Snepenger, King, Marshall and Uysal (2006) mentioned that in Iso-Ahola's theory, the motivation is to escape the routine of working. This motivation used to monitor the scenario-based data like sport events, beaches, amusement parks, and natural parks (McCabe, 2001). Apart from this theory, Snepenger et al. (2006) examined that tourism experiences include motivations in higher levels as personal seeking and personal escape. These will analyze those theories into tourism recreation motivations.

In addition, tourist motivation is also considered as needs. Need is the psychological feature that arouses the relief in terms of requiring an action toward a desired goal which gives purpose and direction to human behavior. There were concerns that many theories such as Maslow's theory compared with Pearce and Lee's theory.

Pearce and Lee (2005) developed Maslow's theory to be appropriated in a career ladder. According to Pearce and Lee (2005), tourist motivation also consisted of five different levels, one of them called Travel Career Ladder (TCL). The career ladder theory emphasized on the tourists who had a level of motivation seeking out for the holiday experiences (Hsu and Huang, 2008). Another author also developed these

theories concentrating on needs and considered working based on this motivation (Witt and Wright, 1992).

To understand the tourist's decision-making, the business owners needed to understand the meaning of needs and values of individual customers. Schneider and Bowen (1995) believed that understanding the basic needs is essential to achieving a successful outcome, tourists' satisfaction, and winning the customer loyalty.

Other than that, there was a variety of human needs examined in a sense of belonging, achievement, power, and self-actualization. Schneider and Bowen (1995) argued that several needs in particular have high relevance in service settings included in the security, respect, esteem, fairness or equity (Hallowell, 2001). These were also compared in the table 3 below:

Table 4 Comparing Between Maslow's Theory and Pearce's Theory

Level	Hierarchy of Needs (McGregor & Cutcher, 2006)	Travel Career Ladder (Hsu & Huang, 2008)	Human Needs (Hallowell, 2001)
1	Physiological or Basic needs	Relaxation needs	Security needs
2	Safety needs	Safety and Security needs	
3	Social needs	Relationship needs	Respect needs
4	Esteem needs	Self-esteem or Development needs	Esteem or Ego needs
5	Self-actualization	Fulfillment needs	Fairness or Equity needs

Pearce and Lee (2005) analyzed Travel Career Ladder, which is understanding the motivation of nature tourism and relaxation needs, continued with safety and security needs, relationship needs, self-esteem or development needs, and fulfillment needs. Beside Maslow's theory, Hsu and Huang (2008) stated that travel motivation was the one classification of motivation analysis which is the results of positive and negative tourist experiences from different need structures.

Each theory above was based on the motivation theory of needs. Different people were mention on different needs. So, this research will be the one method in finding what the tourist want and improve directly to meet their needs (Crompton, 1979; Leiper, 2004; Pandora, 2003; Snepenger et al., 2006).

Concept of Zoological Garden

According to the research, Zoo: Myth of Nature and Wildlife, Ekkachai Eutanpisit (2002) the explanation of zoo is the place that maintains a collection of wild animals in a park or a garden. There are many species of wild animals that come from many different parts of the world. Normally, animals in the zoo can be divided into five main categories: mammals, reptiles, birds, amphibians, and marine animals.

Referring to the Journal of Zoological Park Organization, there are four types of zoo that are zoo, open zoo, safari, and specialized zoo. A zoo is the place that treats animals in a limited area such as cage, pond and enclosure. An open zoo is a place that treats animals in the wide area with various plants that is harmonious with animals' natural habitats. A safari is the place that lets different various animals live in a spacious area that is similar to their natural home. Visitors can drive a car or use the zoo car service to see animals. A specialized zoo is a place that has only one kind of special animal for display.

According to some historians, the first zoo was created thousands of years ago when Noah gathered animals into the ark in order to protect them from a flood. However, the real zoos, permanent collections of animals, came into existence many years after Noah. Humans desired to create zoos because of the appearance of cities and royalty but they did nothing to save animals. As a result, the purposes of having zoos at that period tended to display only the importance and power of the rulers who established them (Yancey, 1995).

However, nowadays the purposes of having zoos have been changed. In general, a zoo is the place for recreation, education, and conservation. (Details from the Zoological Park Organization's journal, n.d., p. 14; Yancey, 1995)

1. Recreation: For most people, a zoo is a special place for families to come and picnic and enjoy free time together on both weekdays and weekends it is a very popular place for family with children or even for young couples and all ages.

2. Education: It is a great place for everybody to come and learn about the different species of animal from around the world and see the real animals and their life. Moreover, zoos teach the public about the need to conserve animals and their habitats. Even Aristotle, the great teacher and philosopher, gained benefit from this

system of education when he wrote the book called “History of Animals” which described hundreds of exotic animals’ species in Greek zoos.

3. Conservation: A zoo is a place that saves and protects endangered species. Animals that live in nature usually suffer by predators, wounds, or disease so they may die and soon become extinct. Whereas animals that live in the zoo are watched over by experienced keepers and veterinarians who give them plenty of food and water and tend to their every physical need.

Characteristics of a Good Zoo

A good zoo is the zoo that gives the best care to the animals and works to ensure the comfort and well-being of animals. According to Yancey (1995), there are five characteristics of a good zoo.

1. Personal space: Zoo should provide enough space for animals to move and interact freely. It also means the flight distance – the distance animals allowed an enemy to approach before they tried to escape.

2. Natural habitats: Zoo should create habitats that are as natural as possible. It is good for animals to allow them to live under conditions similar to those normally found in the wild.

3. Behavioral enrichment: Zoo should not leave animals alone in the cage as it causes the problems of boredom and psychological stress.

4. Importance of diet: Zoo should provide proper food for animals and regularly consult nutritionists and veterinarians to ensure that each animal receives the diet it needs to remain healthy. Also give the signs to remind visitors that junk food snacks such as candy will lead animals to become sick and overweight.

5. Importance of cleanliness: Zoo should regularly clean cages or habitats and also take a bath for animals in order to prevent disease (pp. 27-41).

Related Research

In a survey study of visitors’ satisfaction toward Suan Luang Rama IX Public Park, Somusa Titanantabutr (2004) stated that the biggest problem of Suan Luang Rama IX Public Park was the repetition of fees that visitors had to pay such as the toilet fee, the boat fee, the fish food fee, the tramcar fee and fee for each miniature gardens. Dusit Zoo also has such problems because when visitors go inside the zoo,

apart from the entrance fee, they have to pay for many other fees, such as animal presentations' fee, reptile's house fee, the sport landing boat fee, and the mini train fee.

Somusa Titanantabutr (2004) also stated that visitors of Suan Luang Rama IX Public Park were most satisfied with resting shelter or pavilion (63.5%), path and road within the park (59.4%), and parking lot (54.1%). Moreover, visitors were satisfied with the environment in Suan Luang Rama IX Public Park in almost every part such as beauty of the park, the organization of the park, and cleanliness of each recreation spot or area (approximately 50% up). As a result, if Dusit Zoo can organize its facilities and environment of the park similar to Suan Luang Rama IX Public Park, Dusit Zoo will be more popular for visitors.

The service of officers is also one of the important factors that make visitors satisfied or not satisfied with the place. In the Gayoon's research, 2534 surveyed visitors' satisfaction with the behavior service of the Dusit Zoo's officers. The result of this research was visitors' satisfaction with the behavior service of the officers was at a satisfactory level. However, the problems were the confusing suggestions of the officers and the slow service.

This is an interesting research finding. In addition, it will be useful for both Dusit Zoo and visitors if research of a similar aspect can be conducted to look at the visitors' satisfaction such as Dusit Zoo's facilities, environment, or animals and their habitats. This may yield significant information to respond to the question why there have been a decreasing number of people who frequent the Dusit Zoo.