

CHAPTER V

CONCLUSION

The results of study show many issues to be discussed later in this chapter. The main purpose of this chapter is to present and discuss findings of the study based on the data analysis.

1. Findings
2. Conclusion
3. Recommendation

Findings

The subjects of this study were 400 eligible visitors who were more than 15 years old and visited Dusit zoo during the survey period on both weekdays and weekends. The proportion of subjects is 150 subjects on weekdays and 250 subjects on weekends. The study design of subjects is descriptive cross-sectional studies.

The instrument of this study was the self-administered pre-coded questionnaire that consisted of five parts: personal data of the respondents, questions to be investigated covering visitors' satisfaction toward the facilities inside Dusit Zoo, toward the animals and their habitats, toward the environment inside Dusit zoo and problems in Dusit Zoo and suggested solutions.

The researcher went to Dusit Zoo in December around one week and directly distributed the questionnaire to the participants. Then the completed questionnaires were collected from visitors after they already filled out the questionnaires. The data were edited, verified and analyzed by using a SPSS program version 11.5 and shown in terms of percentage, means and frequency distribution.

Personal Data of the Respondents

People visiting Dusit Zoo are both female and male but the number of female visitors is higher than male visitors. The people's ranges of age visiting Dusit Zoo are wide. The minimum age of visitors is 15 years old while the maximum age is 70 years

old so the average age of visitors is 30.27. From this can be inferred that people of all ages are interested in visiting Dusit Zoo.

Most visitors are Bangkok people but there are some visitors who come from other provinces for sightseeing during a long holiday or suburban people who work in Bangkok.

On the aspect of education, most of the visitors have finished a bachelor degree, followed by higher than bachelor degree, high vocational or diploma, upper secondary level, elementary level and lower secondary level.

Their occupations vary with most of them being private employees, followed by student or undergraduate, governmental employee, self-employed or business owner, laborer, housewife, state enterprise employee, unemployed and retiree. Apart from all occupations mentioned above, there are other two occupations, part-time teacher and part-time governmental employee.

Nearly half of visitors cannot definitely specify the frequent visit of Dusit Zoo. They usually visit Dusit Zoo at the special occasions and at a long holiday. The rest of them visit Dusit Zoo once a year, followed by first time visiting, twice a year and once a month.

Visitors mostly visit the zoo with their families, followed by friends, spouse or lover and alone. However, some of them visit the zoo with other students, their grandchildren and school.

Visitors mostly spend 3-4 hours at the zoo, followed by 1-2 hours, 4-5 hours and more than 5 hours.

The main purpose of the majority visiting the zoo is for relaxation, followed by people taking children to see animals and learning animals' life. The other purposes for visiting the zoo are doing reports, taking photos with friends, finding new experiences, arranging activities on Children's Day, coming for visual education with school and taking foreign friends for sightseeing.

Level of Satisfaction

In the terms of satisfaction toward Dusit Zoo, the respondents were asked to give level of satisfaction toward the facilities, the animals and their habitats, and the environment inside Dusit Zoo.

Regarding the visitors' satisfaction toward the zoo's facilities, people visiting Dusit Zoo are satisfied with the facilities inside the zoo at a neutral level (3.35). Respondents are most satisfied with the decoration of Zoo Museum / Education Center at 3.67. That means it is at a satisfactory level, while respondents are least satisfied with the safety system of boat biking at 3.10 that means it is at a neutral level.

People are more satisfied with the animals and their habitats at a satisfactory level (3.84). Respondents are most satisfied (3.84) with the organization of animals' category at 3.84 which means it is at a satisfactory level, while respondents are least satisfied (2.98) with the cleanliness of animals' habitats at 2.98 meaning it is at a neutral level.

People are most satisfied with the environment inside Dusit Zoo at a satisfactory level (3.55). Respondents are most satisfied with greenness and shadiness at 4.02. That means it is at a satisfactory level, while respondents are least satisfied with the cleanliness of water in the pond at 2.77 which means it is at a neutral level.

The overall picture of visitors' satisfaction toward Dusit Zoo is at 3.46 meaning it is at a satisfactory level.

Degree of visitor satisfaction

The first one is the satisfaction of visitors toward the facilities inside Dusit Zoo is at 3.35 that means it is at a neutral level. The second one is the satisfaction of visitors toward the animals and their habitats are at 3.48 that mean it is at a satisfactory level. The last one is the satisfaction of visitors toward the environment inside Dusit Zoo is at 3.55 that means it is at a satisfactory level. Thus, the visitors' overall satisfaction toward Dusit Zoo is at 3.46 that mean it is at a satisfactory level.

Problems in Dusit Zoo and Suggested Solutions

The majority of visitors found that the service hours of Dusit Zoo are appropriate while a few of them found that the service hours are inappropriate.

Almost all of the visitors thought that Dusit Zoo's fees are appropriate. However, some of them thought that Dusit Zoo's fees are too expensive and only a few visitors thought that it is too cheap.

Most visitors felt comfortable with the number of people within Dusit Zoo. Nevertheless, only a few people felt that Dusit Zoo is too crowded and makes them feel uncomfortable.

On the aspect of facilities, most visitors wanted Dusit Zoo to improve the quality of public toilets the most, followed by food center / food stand, resting shelter and security guards. Apart from four facilities mentioned above, the other facilities that visitors wanted Dusit Zoo to improve are signposts, animals' cages, equipment used inside Dusit Zoo and the number of public telephones.

Most visitors found that the biggest problem of Dusit Zoo is the repetition of fees in each animal section such as reptile house, nocturnal house, animal presentation, tram service and so forth, followed by ineffective use of area, safety and the number of people. Apart from four problems above, some visitors also indicated other problems inside Dusit Zoo: the price of the food inside Dusit Zoo is too expensive, the cleanliness inside Dusit Zoo, such as the cleanliness of surrounding area, toilet or animals' habitats, the space of animal's habitats is too small and the animals' habitats have bad smell.

For the open-ended question, there are thirteen useful and interesting suggestions and comments provided by visitors such as the problem about toilets, animals' habitats, and water in the pond, trash cans, and so forth.

Conclusion

Nowadays people in the big city like Bangkok are facing many serious problems such as economic recession, pollution, crime, and working pressure. They need some places for relaxation and reducing stress. At present, there are many places that people can select to go for relaxation and one of them is the zoo. The zoo is the place for all ages from little children to elders and all walks of life no matter who they are or how much they earn. When people are surrounded with animals and greenness inside the zoo, they will be relaxing and feeling fresher which brings them a sense of physical well-being, emotional well-being, intellectual and social development.

According to the results of the findings, the majority of visitors are satisfied with the environment inside Dusit Zoo. This has shown that Dusit Zoo has certainly a good organization about the greenness, shadiness, peacefulness and variety of flowers and trees up to the visitors' needs.

Besides, most visitors are also satisfied with the animals and their habitats. This has shown that Dusit Zoo provides visitors with various species of animals, has a good organization of animal categories, decorates the animals' habitats as near nature as possible, and is able to manage about the cleanliness of animals and their habitats up to a good certain of visitors' needs.

However, to meet people's requirements and increase the number of visitors, Dusit Zoo has to improve some parts of the facilities, animals and their habitats. For example, Dusit Zoo should improve the cleanliness of toilets, water in the pond, and animals' habitats, the price of the food at food center and food stand, the number of public telephones, the space of animals' habitats, and so forth. Moreover, Dusit Zoo should reconsider the problems of the repetition of fees and the zoo's public relations.

According to the result, the strength points and weakness points of Dusit Zoo as follows:

ANALYSIS	STRENGTH	WEAKNESS
Internal Environment Analysis	<ol style="list-style-type: none"> 1. Organization is famous and accepted by global tourists 2. To support from the government budget 3. Support research on animals 4. Preservation and propagation of endangered wildlife 	<ol style="list-style-type: none"> 1. Environmental issues such as water, air pollution etc. 2. Lack of Zoning used in Zoo 3. Parking space is insufficient and food is expensive 4. Area of the housing of animals is too small 5. Lack of staff development 6. The advertising is not enough
ANALYSIS	OPPORTUNITIES	THREATS
External Environment Analysis	<ol style="list-style-type: none"> 1. Center of tourism because the Thai government is promoting trip in Thailand's and the overall economy makes the country better. 2. A source of recreation for people, family and is also a source of knowledge for children and youth, including a variety of animals and rare animals 	<ol style="list-style-type: none"> 1. To issues the law enforcement environment 2. Political instability in Thailand. Investors do not dare to make investment or tourism in Thailand

Figure 17 SWOT Analysis of Dusit Zoo

Recommendation

There are two parts of the recommendation displayed in this study including recommendation on application of the relevant results which belongs to the recommendations given to Dusit Zoo for its improvement, and recommendation on further studies which belongs to the possible studies that can be done in the future by applying information from this study.

Recommendation on Application

The overall result of this study indicates visitors are satisfied with Dusit Zoo at a satisfactory level. However, there are also some points or aspects that need to be discussed further.

The results of the research show that both females and males at all ages are interested in visiting Dusit Zoo. In the past, most people might think that only children and elders prefer to go to the zoo. However, according to the findings, most visitors are teenagers. Some of them visit the zoo with their families while some with their friends. The reasons why they visit the zoo are they can relax in the natural atmosphere as well as have chance to see various wild animals. This can help them reduce stress from study or work during the weekdays.

Apart from the above mentioned point, another interesting point is nowadays a zoo is not the place for only rural and low salary people but urban and high salary people are also interested in visiting the zoo. Since people have to confront many stressful events all the time regardless of whom they are or how much they earn. Thus, in order to shun away from these stresses, they need the place that is close to nature and help them get rid of all stresses they have. The zoo might not be the choice for everybody but is one of the best choices to consider.

Although the majority of visitors are satisfied with the environment inside Dusit Zoo, they prefer Dusit Zoo management to plant more various species of flowers and trees around the zoo for greenness and shadiness in the sunny season.

For the facilities inside the zoo, Dusit Zoo wants to improve public toilets, the cleanliness of water in the pond, the price of the food and the security system inside the zoo the most. Most visitors complain that toilets are quite dirty, especially during the crowded day which conforms to the researcher's observation. According to the researcher's observation, it is noted that toilets of Dusit Zoo are quite clean on

weekdays when there are not so many visitors but they are so dirty and wet on crowded days like weekends or holiday. The cleanliness of water in the pond is also another thing that almost all visitors feel extremely dissatisfied with. They complain that the water is so dirty and has bad smell so Dusit Zoo has to improve the quality of water. The researcher also agrees with this complaint since whenever the researcher goes to the zoo, water is always dirty and has litter. Dusit Zoo has to solve this problem as soon as possible. The price of the food at the food center or food stand is costly if compared with the price outside the zoo. Dusit Zoo should reduce the price of the food to be similar with the normal price outside the zoo. The security system inside Dusit Zoo should be improved, especially on the crowded days. Since everyone can go inside Dusit Zoo and it is impossible to indicate who is good or bad, Dusit Zoo should provide more security guards for the safety of visitors.

Even though most of the visitors are satisfied with the animals and their habitats, they want Dusit Zoo to adjust the animals' habitats like the natural home of each animal as much as possible. Moreover, the space of some animals' habitats is too small. For example, the habitat of Greater Flamingos is quite small when compared with their population that is more than 10 or the spaces of hawks' cages are so narrow that they cannot properly fly, just only perch on the log. Another point is the cleanliness of the animals' habitats. Some visitors complain that water in the hippopotamus home is quite dirty while other animals' habitats have bad smell. Dusit Zoo should clean each habitat every day.

Some of the problems on facilities and animals and their habitats may be the main reason that causes the decrease of visitors who frequent the Dusit Zoo.

And from the result of study, almost all visitors consider that the repetition of fees they have to pay for each section is the biggest problem for them, since apart from the entrance fee; they have to pay for many other fees, such as animal presentations' fee, reptiles' house fee, the sport landing boat fee, and the mini train fee. Most of them question that why Dusit Zoo does not charge all of fees in one time because this makes them feel irritated when they have to pay other fees again and again.

Another main weakness of Dusit Zoo is on the public relations because the zoo unsuccessfully informs people about events, news or activities held at the zoo. Thus, Dusit Zoo should advertise itself to the public more than at present; for example,

the zoo might advertise its activities or news on TV, newspaper, radio, or leaflet. Moreover the zoo should arrange more useful and interesting activities such as natural conservation activity and animals' lives learning activity.

Dusit Zoo should increase the entrance fee since they think the current fee (50 baht for adult, 10 baht for child and student) is quite cheap. If Dusit Zoo increases the admission fee, the zoo can use this money to improve the service or the parts that have problems. This will help the zoo increase the number of visitors.

Recommendations for Further Studies

Since there are only a few research studies related to the zoo, it would be profitable to study about visitors' satisfaction toward other zoos in Thailand in order to compare the strong points and the weak points of each zoo. This will bring improvement and development to those zoos.

Due to the limited time, the researcher was able to collect the data from only 400 visitors. If other researchers are interested in conducting research about a zoo, they should increase the number of sample subjects. Another point is they should also study the relationship of the personal data variables and the satisfaction toward the zoo.

