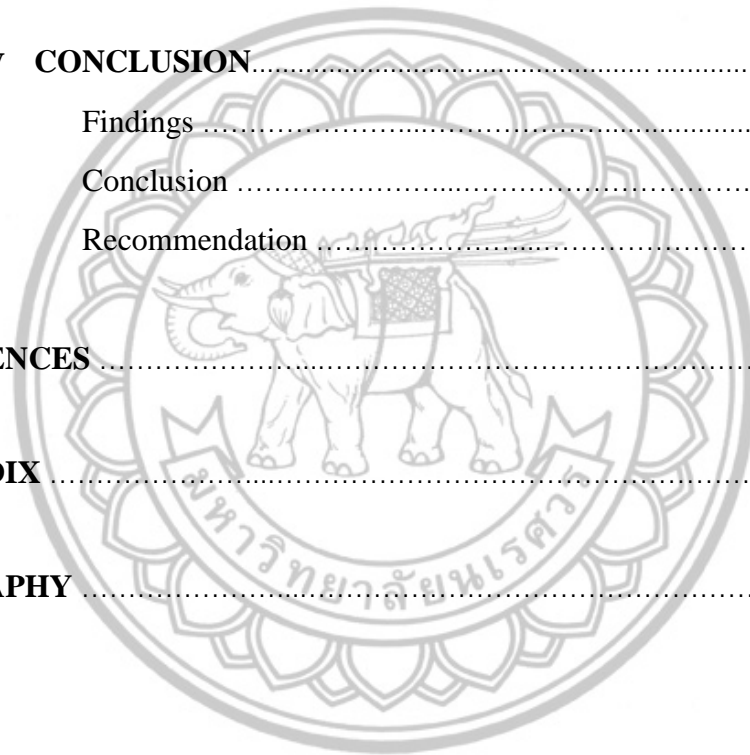


# LIST OF CONTENTS

Chapter	Page
<b>I INTRODUCTION</b> .....	1
Rational for the Study .....	1
Statement of Problem .....	2
Purposes of the Study .....	3
Scopes of the Study .....	4
Basic Assumption .....	5
Limitation .....	6
Human Ethics .....	6
Significance of the Study .....	7
Definition of Terms .....	7
<b>II LITERATURE REVIEW</b> .....	10
Background of Dusit Zoo .....	10
Theory of Satisfaction .....	14
Theory of Recreation .....	17
Tourist Attraction .....	19
Tourists' Behavior .....	21
Tourist Motivation .....	22
Concept of Zoological Garden .....	25
Related Research .....	26
<b>III RESEARCH METHODOLOGY</b> .....	28
Population and Sample .....	28
Data Sources .....	31
Research Instrument .....	31
Data Collection .....	31
Data Analysis .....	32

## LIST OF CONTENTS (CONT.)

Chapter	Page
<b>IV RESULTS</b> .....	34
Personal Data .....	34
Satisfaction Toward Dusit Zoo .....	44
Dusit Zoo Problems and Suggested Solutions .....	50
<b>V CONCLUSION</b> .....	55
Findings .....	55
Conclusion .....	58
Recommendation .....	60
<b>REFERENCES</b> .....	63
<b>APPENDIX</b> .....	68
<b>BIOGRAPHY</b> .....	81



## LIST OF TABLES

<b>Table</b>		<b>Page</b>
1	Section of Dusit Zoo.....	2
2	The number of visitors from 2005 to 2008.....	3
3	Mackey's Theory with Eight Motivation Factors in Pairs of Four Spectra.....	23
4	Comparing Between Maslow's Theory and Pearce's Theory.....	24
5	Sample Size (Yamane).....	30
6	Gender of the Respondents.....	34
7	Average Age of the Respondents.....	35
8	Ages of the Respondents.....	36
9	Place of Birth of The Respondents.....	36
10	Educational Background of the Respondents.....	37
11	Occupation of the Respondents.....	38
12	Monthly Salary of the Respondents.....	39
13	The Respondents' Frequency of Visits to Dusit Zoo.....	40
14	The Respondents' Companion.....	41
15	The Respondents' Time Spent at Dusit Zoo.....	42
16	The Respondents' Main Purpose for Visiting Dusit Zoo.....	43
17	Satisfaction toward the Facilities inside Dusit Zoo.....	45
18	Satisfaction toward the Animals and their Habitats inside Dusit Zoo	46
19	Satisfaction toward the Environment inside Dusit Zoo.....	48
20	Overall Satisfaction of Visitors toward Dusit Zoo.....	50
21	The Respondents' Opinion of Dusit Zoo.....	51
22	The Respondents' Opinion of the Facilities that they want Dusit Zoo to increase the most.....	51
23	The Respondents' Opinion of Dusit Zoo's Problem.....	52

## LIST OF FIGURES

Figure		Page
1	Conceptual Framework.....	5
2	Timeline.....	9
3	The Zoological Park Organization under Royal Patronage (1503 rates).....	12
4	Maslow's Hierarchy of Needs .....	14
5	Benefits of Customer Satisfaction in Service Quality .....	17
6	Gender of Respondents.....	35
7	Percentages of Respondents' Place of Birth .....	37
8	Percentages of Respondents' Educational Background .....	38
9	Percentages of Respondents' Occupation .....	39
10	Percentages of Respondents' Monthly Salary .....	40
11	Percentages of Respondents' Frequency of Visits to Dusit Zoo.....	41
12	Percentages of Respondents' Companion .....	42
13	Percentages of Respondents' Time Spent at Dusit Zoo .....	43
14	Percentages of Respondents' Main Purpose for Visiting Dusit Zoo	44
15	Percentages of Respondents' Opinion of the Facilities that they want Dusit Zoo to increase the most.....	52
16	Percentages of Respondents' Opinion of Dusit Zoo's Problem.....	53
17	SWOT Analysis of Dusit Zoo .....	59