**Understanding visitors' motivation to visit zoological parks:**

**A case study of Songkhla zoo, Thailand**

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I hereby certify that this work has not been accepted in substance for any degree, and is not being currently submitted in candidature for any degree.


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| **ชื่อวิทยานิพนธ์** | การศึกษาแรงผลักดันและแรงจูงใจของผู้มาเยี่ยมชมสวนสัตว์ กรณีศึกษาสวนสัตว์สงขลา, ประเทศไทย |
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## บทคัดย่อ

งานวิจัยฉบับนี้มีวัตถุประสงค์ (1) เพื่อศึกษาลักษณะทางประชากรศาสตร์และรูปแบบการเดินทางของผู้มาเยี่ยมชมสวนสัตว์สงขลา (2) เพื่อศึกษาปัจจัยแรงผลักดันและแรงจูงใจหลักของผู้มาเยี่ยมชมสวนสัตว์สงขลา และ(3) เพื่อศึกษาความสัมพันธ์ระหว่าง "แรงผลักดันและแรงจูงใจ" หลักกับพฤติกรรมการเดินทางของนักท่องเที่ยวเพื่อเยี่ยมชมสวนสัตว์สงขลาในอนาคต โดยใช้แบบสอบถามเป็นเครื่องมือในการรวบรวมข้อมูล จากผู้มาเยี่ยมชมสวนสัตว์ ณ สวนสัตว์สงขลาตั้งแต่เดือนตุลาคมถึงพฤศจิกายน 2560 วิเคราะห์ข้อมูลโดยใช้สถิติเชิงพรรณนา การวิเคราะห์ความแปรปรวนทางเดียว (One Way ANOVA) การทดสอบตัวอย่างอิสระ (Independent Sample t-test) การวิเคราะห์ปัจจัย (Factor Analysis) และวิธีการถดถอยพหุคูณมาตรฐาน (Standard Multiple Regression) การวิเคราะห์เนื้อหาวิเคราะห์สำหรับคำถามปลายเปิด

ผลการวิจัยพบว่าผู้มาเยี่ยมชมสวนสัตว์สงขลาส่วนใหญ่เป็นประชากรผู้อาศัยอยู่ในจังหวัดสงขลา มีอายุระหว่าง 10-30 ปีและชอบเดินทางมาเที่ยวสวนสัตว์ในช่วงปิดเทอม ผลการวิจัยพบว่าแรงผลักดันสำคัญ 3 ประการที่กระตุ้นให้ผู้ตอบแบบสอบถามมาเยี่ยมชมสวนสัตว์สงขลาคือ การได้รับความรู้และประสบการณ์ใหม่การพักผ่อนและการได้รับความสนุกสนาน ในขณะที่แรงจูงใจหลัก 3 ประการ ได้แก่การมีกิจกรรมที่หลากหลาย การแสดงของสัตว์และมีสัตว์หลากหลายสายพันธุ์ นอกจากนี้ยังพบว่ามีความสัมพันธ์ระหว่างแรงผลักดันและแรงจูงใจหลักกับพฤติกรรมการเดินทางของนักท่องเที่ยวเพื่อเยี่ยมชมสวนสัตว์สงขลาในอนาคต

การอภิปรายผลกระทบและข้อเสนอแนะ ในการวิจัยตามข้อค้นพบที่สำคัญเป็นประโยชน์สำหรับผู้บริหารสวนสัตว์สงขลา หน่วยงานท้องถิ่น หน่วยงานด้านการท่องเที่ยวและนักการตลาดแหล่งท่องเที่ยว ในการวางแผนการบริหารจัดการสวนสัตว์

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## ABSTRACT

This research aims to (1) To examine the socio-demographic characteristics and traveling patterns of Songkhla zoo visitors; (2.) To identify the main push and pull motivation of visitors to Songkhla zoo; and (3.) To analyze the relationship between the main "push and pull motivations" and visitors' behavioral travel intention to visit Songkhla zoo in the future. The questionnaire survey was used to collect data from the target respondents at Songkhla zoo from October to November 2017. Obtained data were analyzed by descriptive statistics, One-way ANOVA, Independent Sample T-Test, Factor Analysis, and the Standard Multiple Regression method. A content analysis analyzed the open-ended questions.

The results revealed that most of Songkhla zoo's visitors were local residents whose aged between 10-30 years old and preferred to visit the zoo during school break. The finding showed that the three imperative push motivations that triggered respondents to visit Songkhla zoo were: to gain new knowledge and experience, to take a rest, and to have fun, while the three main pull motivations included: the offering of the variety of activities, animals, and animals' show. Moreover, there was a relationship between visitors' main push and pull motivation factors and future travel intention to Songkhla zoo.

Research discussion, implications, and recommendations based on the key findings were suggested for Songkhla zoo executive manager, local government agencies, tourism authorities, and visitor attraction marketers.

**Keywords:** Motivations, Zoo visitor, Zoo, Songkhla, Thailand

# ACKNOWLEDGEMENT

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# CHAPTER 1

# INTRODUCTION

## 1.1 Background

The United Nations World Tourism Organization (UNWTO) stated that tourism had a continuous growth with diversified products over the past decades. Tourism has grown to be one of the fastest-growing business sectors in the world. The growth in tourist attractions and the number of new destinations constructed by many countries in developing countries like Thailand are closely linked to modern tourism. These trends have promoted tourism to the main factor of socio-economic growth (UNWTO, 2016).

In Thailand, tourism is an essential factor in Thai economic development (Tourism in Thailand, 2019). The tourism industry's revenue directly contributed 21.9 % to the Thai GDP (Tourism in Thailand, 2019). Tourism Authority of Thailand (TAT) employs "*Amazing Thailand*" and "*Discover Thainess*" as a slogan to promote Thai tourism. With these slogans, TAT successfully attracted numerous tourists to travel to Thailand (Tourism in Thailand, 2019).

Figure 2.1 Yearly Tourists Arrival in Thailand 2010-2019
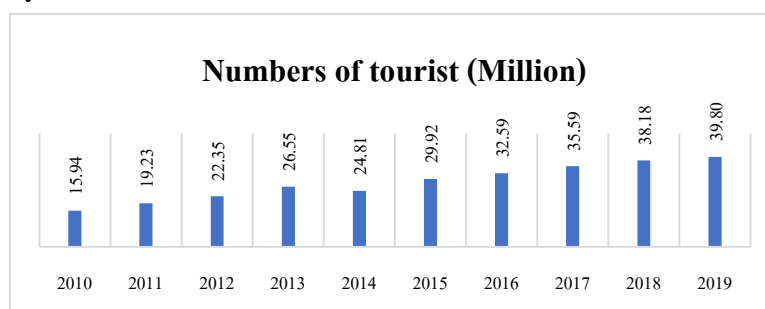


Source: Department of Tourism, Thailand (2020)

As shown in the above figure, the number of tourists' arrival to Thailand has been significantly increasing since 2010 (Department of Tourism, 2020). Thailand is one of the family-friendly holiday destinations for tourists around the world. Several parks cater to family-based activities such as bike riding, bird watching, and picnics in the garden. Zoos and animal parks are also regarded as fun places, even if it is just a small one. Over recent years Thailand has

become quite famous for some of its captive wildlife. The most popular one is Chiang Mai zoo, where visitors can observe fully grown pandas outside China. In addition, there have been many wildlife parks designed to protect animals in their natural environment (Thailand Travel Information, 2008), such as Khao Kheow open zoo.

Zoos are one type of popular wildlife tourism, like national parks (Boyd & Butler, 2000). Zoos are places where animals are kept in enclosures and shown to the public and where they can be raised (Zoo, 2002). Recently zoos have experienced dramatic and rapid growth worldwide (Andersen, 2001). A study by the WAZA found that every year there are more than 700 million visitors visit zoos and aquariums all over the world (WAZA, 2005), potentially exposing themselves to environmental education (Gusset & Dick, 2010). Zoos are the destination for children to learn about animal species and families or everyone who wants to relax.

As one of the most popular tourist destinations, zoos develop trends over time. One zoo trend is creating spaces where kids can romp with animals, build habitats, plant gardens, and interact with nature (Cole, 2001). The focus in modern zoos has shifted from entertainment towards the protection of endangered species. The zoos were promoted as places where visitors can learn about animals and help endangered species survive and a place for social interaction, relaxation, and a simple outdoor experience (Yilmaz, Mumcu, and Ozbilen, 2010).

Songkhla is a province in the southern part of Thailand, situated 950 kilometers far from Bangkok. It is located on the Malaysian Peninsula's eastern side and has a total area of 7,393 square kilometers (Songkhla Travel Guide, 2017). Songkhla population is a mixture of Thai, Chinese, and Malay people. Its features attract visitors with unique traditions, local food, and folklore entertainment (Tourism Authority of Thailand, 2015). Over the last few decades, Songkhla has been rapidly developed and is currently a unique attraction for visitors with natural resources such as fine beaches, enchanting waterfalls, and a serene lake. The province has plenty of tourist attractions which can attract more number of tourists to travel.

Figure 1.3 Yearly Domestic Tourists Arrival to Songkhla 2015-2019
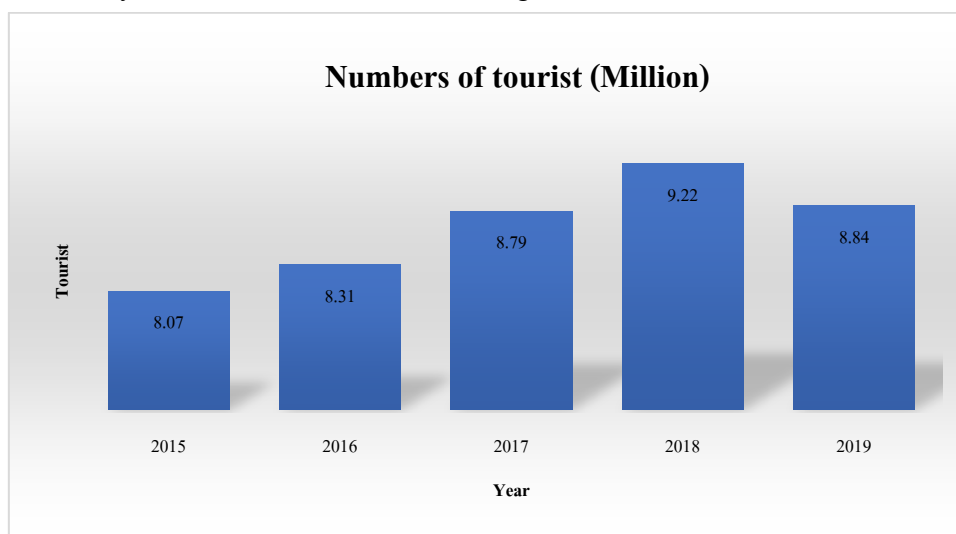


Source: Department of Tourism, Thailand (2020)

The above figures have shown that the number of tourists arriving in the southern part of Thailand and Songkhla is continuously growing from 2015 to 2019.

Songkhla zoo is the first zoo established in the southern part of Thailand. The zoo was established to conserve Thai wildlife and reintroduced to the wild. The zoo is located in a hilly area and houses a variety of animal species such as tapirs, chevrotains, camels, giraffes, bears, tigers, monkeys, gibbons, and deer (Zoos in Thailand, 2017). In the past, Songkhla zoo is an exciting and famous tourist attraction, but nowadays, it is not as popular for tourists as other attractions. An annual report from The Zoological Park Organization under the patronage of the King of Thailand showed the number of visitors who visit zoos in Thailand each year. It noted that the number of visitors who visit Songkhla zoo is continuously decreasing, as shown in the following figure.

Figure 1.4 Number of Songkhla zoo visitors during 2014-2018



Source: Annual zoo visitors' report (2019)

To continue operating and maintaining financially viable, zoos must attract visitors as Fernandez et al. (2009) suggested that modern zoos must accomplish four roles to attract visitors. These are conservation, education, research, and entertainment. Since there is increasing competition in the tourism industry, the zoo's service quality must correspond with the modern visitors' demands and expectations to attract visitors. This study, therefore, attempts to identify Songkhla zoo visitors' demographic characteristics and investigate their push and pull motivations to learn more about their demands and requirements for zoo visitation. The push and pull method is widely used to define underlying touristic intentions and visitation behavior in the tourism context (Kim et al., 2003: Prayag and Ryan, 2011). Also, it is to draw implications for potential improvements. This study can improve existing exhibits and more effectively design new ones and visitor programs and facilities. In terms of marketing implication, this study can help the zoo meet visitors' desired needs from the different markets. Understanding visitors' motivations is critical for forecasting future travel patterns and empowering destination marketers or management teams to plan an effective marketing strategy (Mohammad and Som, 2010).

Additionally, Mason (2000) proposed a need for more in-depth research, especially the relationship between zoos and tourism. There were very few publications on zoos in the tourism, travel, and recreational journals. Moreover, most textbooks on tourism destinations, urban tourism, and heritage tourism have paid little attention to zoos as a visitor attraction.

**1.2 Research Aims and Objectives**

Overall, this study aims to identify Songkhla zoo visitors' main push and pull motivations in order to suggest marketing development and recommendations for the zoo management team on their marketing strategies. The objectives of this research are:

1. To examine Songkhla zoo visitors' demographic characteristics and travel patterns.

2. To identify Songkhla zoo visitors' main push and pull motivation

3. To analyze the relationship between "push and pull" motivations factors and visitors' behavioral travel intention to visit Songkhla zoo in the future.

**1.3 Research Questions**

1. What are Songkhla zoo visitors' demographic characteristics and travel patterns?

2. What are the most significant push and pull motivation items of Songkhla zoo visitors?

3. Is there any relationship between "push and pull" motivations factors and visitors' behavioral travel intention to visit Songkhla zoo in the future.

**1.4 The Benefits of the study**

Understanding what motivates visitors to travel and what influences their decision to visit Songkhla zoo will contribute to the existing research on the push and pull motivation to travel to a specific attraction.

Moreover, the finding of this research will help the Songkhla zoo management team to identify the significant visitors' push and pull motives in designing novel marketing strategies and programs that would further attract more visitors.

Furthermore, the findings and the information from this study would be served as a reference for future studies and for researchers who would like to conduct similar investigations.

**1.5 Research scope**

      1.5.1 Study area: this study emphasized only on Songkhla zoo.

      1.5.2 Scope of demography: this research focused on domestic visitors to Songkhla zoo.

      1.5.3 Scope of time: data collected during October – November 2017.

**1.6 Definition of key terms**

      In order to understand the specific terms used in this study, the following definitions apply:

      *1. Zoo Visitor:* A day-visitor at Songkhla zoo

      *2. Travel Motivations:* A motive that forces an individual to travel

      *3. Push factors:* An internal need of a person that makes them decide to visit the zoo

      *4. Pull factors:* Zoo's attributes that attract visitors to visit the zoo

# CHAPTER 2

# LITERATURE REVIEWS

This chapter reviews literature from various sources relevant to the study's concept being conducted. It consists of the relationship between the human and animal, definition and historical development of the zoo, the role of the zoo, zoo as a tourism product, the global trend of the zoo, examples of the successful zoo in the world, zoo tourism in Thailand, and Songkhla zoo. The importance of studying tourists' travel motivation, theories related to tourists travel motivation, related researches, and summary of previous travel motivation research studies are also presented.

## 2.1 Relationship between human and animals

Humans and animals had a close relationship; humans hunted animals for food and clothing in the past. Elephants, pigs, and buffaloes were used as vehicles and helpers in their work. However, as new and modern technology makes human life more convenient and affordable, they use fewer animals as transportation and assistance in their work. They do, however, need animals as food and companions (Lonsdale, 1994).

## 2.2 Definition and historical development of zoo

The word "zoo" is a "zoological park" abbreviation or zoos have a large number of animals from all over the world. The first zoos were founded as private collections by the wealthy to demonstrate their wealth. They became known as menageries named Tiergarten Schönbrunn in Vienna, Austria, as part of Schönbrunn Palace (Society & Society, 2011). The imperial family and the court had exclusive access to the menagerie until 1765, which opened to the general public (Zoo, 2002). The modern or public zoo model gained popularity in the 18th century. During the Age of Enlightenment, scientists became interested in studying animal behavior and anatomy (Society & Society, 2011). Scientists and zookeepers had to maintain animals in environments similar to or close to the animals' natural habitats. Early zoos were more like living animal museums than natural environments. Animals were housed in small exhibit areas, with as many species as space permitted.

The current zoo is superior to the previous ones. The zoos give the animals large and wide fenced-in areas with spots to rest, play, and hide in, and the nooks are designed to coordinate with the living spaces the animals come. The animal specialists conceal animals' food to practice their chasing abilities and not get exhausted effectively and even keep them occupied by giving them advancement exercises during the day. (How zoos have changed over time, 2017). Zoos have been created to educate and entertain visitors and focus on the conservation of species and scientific research (Society & Society, 2011).

## 2.3 The role of zoo

According to Ogden et al. (1993), the zoo's role provides the animals' conservation and opportunities for the public to learn more and enjoy nature, including propagation and endangered species reintroduction. In the life of the neighboring community, zoos play a significant role. Zoos can reflect the community of society without considering economic and conservation facilities. People who visit the zoo will feel relaxed and comfortable, and visitors to the zoo can imagine actual animals. (Mullan and Marvin,1987).

The zoo was transformed into a type of business to develop zoo conditions and support the research process and educational purposes. Cherfas (1984) said that the zoo is not a zoo. It may be a school, a breeding facility, or an experimental laboratory, but it is not a zoo, and zoos cannot operate without people.

## 2.4 Zoo as a tourism product

Zoos become a part of tourism as a result of the government's efforts to use them as educational institutions, entertainment venues, and conservation sites. The zoo has been added to the list of tourist attraction destinations for tourists' vacations in tourism. Because of the long-term relationship between zoos and tourism, revenue has increased, and the national economy has benefited (Higginbottom, 2004).

The zoo is a tourism product with its characteristics which Kotler & Keller (2016) defined the features of the tourism product. As intangibility means that people cannot touch the actual tourism product; they can only feel it through their senses. Perishability means that service providers cannot keep tourism products in a store to sell in the future like regular

products. Inseparability implies that the customer cannot separate from the product because customers must participate in the production process. In addition, heterogeneity refers to the uncertainty of service quality, which is determined by various factors.

Visitors to the zoo can purchase a variety of products. The first reason is stress relief while learning or watching about animals, which may be the main product that the zoo sells to visitors. The second one is facilities provided by the zoo for the convenience of visitors, such as a tram to transport visitors from one zone to another and the quality of service from their staff. This is the actual product of the zoo because zoos must constantly improve their quality of service. The final feature that visitors receive is any additional features within the zoo-like animal shows to obtain the augmented product. (Nawarat na Ayudhaya, 2004).

## 2.5 Global trend of zoo

People go to zoos to have an exciting animal experience in a fun environment. Visitor expectations and behavior vary by culture and are changing due to education, technological advancements, time constraints, and tourism. Cohen (1996) said that most of the zoos were small and disreputable. In the past, from the supply side, zoos were unable to maintain minimal standards of feeding animals and kept the animals in the wrong condition. On the demand side, Stacy et al. (2003) summarized that zoos did not have much power to encourage tourists that caused them not prevalent. Wild animal ecosystems will face almost unprecedented threats in the twenty-first century due to disasters brought on by massive human changes to the habitats in which they live. Zoos will continue to exist not only as a venue for leisure or amusement but also as the last refuge for animals as the storm intensifies (The Future of Zoos, 2017).

## 2.6 Example of successful zoos

The American Zoo and Aquarium Association (AZA) reported over 10,000 zoos around the world and many official zoos doing more than just keeping animals alive in captivity. Many zoos are taking aggressive steps to protect wild animals, reintroduce endangered species, and preserve habitats (Flavel, 2003).

Almost every big tourist destination in the world has a zoo, such as the zoos mentioned below, which are doing extraordinary work to encourage animal welfare, wildlife protection, captive breeding of endangered species, public education, and awareness about the value of animal preservation (Fleet, 2013).

San Diego Zoo in California has over 4,000 individual animals representing over 800 species. The zoo is located on 100 acres in the city's Balboa Park (Best Rated Zoos In The World, 2018). San Diego Zoo was a pioneer in cage-free, open-air exhibits that mimic natural animal environments. It is one of the zoos in the world that has giant pandas and has successfully bred them (Ordway, 2008). Additionally, the zoo is dynamic in protection and species-safeguarding endeavors. More than 145 endangered species are raised at their Conservation Research Center, and they have reintroduced over 30 endangered species into the wild (Ordway, 2008).

The second zoo is London Zoo, the world's oldest scientific zoo, situated in the northern area of Regent's Park (Hopper Blog, 2017), opened in April 1828 to serve as a collection for scientific research (London Zoo, 2008). Since 1847, the grounds had been open to the public and had proved to be a popular family attraction. Penguin Beach is the most notable, with spectacular underwater viewing areas where holding 450,000 liters of water (Hopper Blog, 2017).

The third zoo is Bronx Zoo in New York, the country's most important metropolitan zoo and one of the world's largest zoos (Osterhout, 2009). Bronx Zoo is especially well-known for its educational and hands-on animal enrichment activities. Visitors will observe when zookeepers train and play with animals like monkeys and tigers, as well as various feedings and animal activities (Fleet, 2013)

The fourth zoo is Basel Zoo in Switzerland which is the oldest and largest zoo and the country's most popular tourist attraction, with over 1.8 million visitors per year (Bazonline, 2013). Furthermore, this zoo is one of the greatest zoos in the world with endangered species captive breeding programs. The unusual animals discovered here rarely seen in other wildlife conservation parks around the world (Fleet, 2013).

**2.7 Zoo Tourism in Thailand**

Tourism is an increasingly important component of many countries' economies, accounting for the majority of income and foreign investment. It also generates significant revenue for Thais and is vital to Thai's economy. Thailand has long piqued the interest of foreign visitors. Thailand was the 11th largest international tourism earner, trailed only by Hong Kong and China among Asian countries (Water, 1996). Thailand's tourism industry exemplifies the global travel trend of increasing the variety of attractions and activities.

There are a lot of zoos in Thailand. Most of them are in provinces, private residents, department stores, and even temples. Dusit Zoo, originally a botanical garden named "Khao Din Wana" was Thailand's first zoo, built in 1895 during King Rama the V as a place for people's entertainment and relaxation. Firstly, the garden was part of the palace and used for the private pleasure of the royal family and palace staff. After that, His Majesty King Rama VII advised that this garden should be developed and expanded to enjoy the general public. After completed the renovation, the park reopened to the public on March 18th, 1983, and was formally renamed "Dusit Zoo" afterward (History of Dusit Zoo, 2017).

Zoos are currently being developed to increase revenue and zoo attendance. Zoo exhibits, such as "monkey work coconut" shows, in which a monkey demonstrates its ability to pick coconuts in a plantation and is a common way for zoos to draw visitors (Cohen, 2008).

**2.8 Songkhla zoo**

Songkhla zoo was firstly established in 1986 as part of a plan to establish a zoo in each region. The mountain area in Khao Roop Chang Sub-district, Songkhla Province had been chosen for the southern region, but the establishment was incomplete until 1989 when the project was resumed with an admission from the cabinet. Songkhla zoo construction project had a 10-year timeline, with the government providing an initial financial contribution of 120 million Baht. The structures include necessities, an office building, a reservoir, a greenhouse, and exhibition spaces that have served the public by displaying various wild animals. General Praim Thinasulanon, prime minister and statesman, presided over Songkhla's official opening ceremony in 1998 (Songkhla Zoo, 2014).

**2.9 Importance of examining tourists' travel motivation**

Understanding why people travel is the most frequently asked question in tourist behavior studies. Even though it is a fundamental question, understanding what motivates tourists to travel is a complex area that psychologists have attempted to explore (Page, 2011). Tourist motivations are the actual needs and preferences of visitors. Many scholars believe that motivation for tourism decision-making is one of the most important elements to understand. Supported by Pearce (2011) stated that understanding why people travel was not enough; researchers should investigate why a particular group of visitors chooses a specific destination or experience to understand the motivation better.

Tourist travel motivation has been a significant subject in tourism-related research because it is an important factor in explaining tourists' behavior, which is critical for tourism development (Crompton, 1979). An empirical examination of tourists' different motivations to visit a specific destination is essential. It helps identify various attributes that need to be promoted to attract other target market groups (Crompton, 1979; Jang and Cai, 2002). Given that the distinct characteristics of the destination and the availability of resources regarded as the core elements in the tourism industry, tourism authorities and practitioners must identify tourists' motivation to match the destination's characteristics (Kozak, 2002).

Moreover, according to Kandampully (2000), tourism contributes to a country's economic development. It aids in the creation of jobs and income and the development and modernization of other tourism-related industries. As a result, make tourism is an intriguing topic for both academics and practitioners to investigate.

Furthermore, Šimková and Holzner (2014) proposed that tourist motivation and behavior are important factors for efficient tourism authorities in identifying different communication methods with customers. Inadequate knowledge and a hazy understanding of tourists would make preventing damage and conflicts in a specific destination extremely difficult. Seebaluck et al. (2015)'s research also confirms that people in destination management positions should better understand tourist travel motivation before creating and selling destination products.

## 2.10 Theories related to tourists' travel motivation

Previous researchers have developed frameworks and theories to explain tourists' motivation for traveling to any destination, which was used as guides by many researchers in various travel motivation studies. The most widely used theory is the push and pull motivation theory by Dann (1977). Other popular theories include Maslow's hierarchy of need (1943), Plog's allocentric- psychocentric theory (1974), Pearce's travel career ladder (1993), and Iso-Ahola's escape-seeking theory (1982).

### 2.10.1 Maslow´s hierarchy of needs theory

Maslow's hierarchy of needs theory (1943) is depicted as a pyramid-shaped which consist of five levels, representing a human's basic needs. The first level consists of physiological needs, physical necessities for human survival such as food, water, air, and sleep. The second level is concerned with safety requirements (e.g., law, stability, and being free of fear). The third level is the need for love or belonging (e.g., love, family, and relation). The fourth level is esteem requirements (e.g., status, recognition, and achievement). The highest level is self-actualization requirements (e.g., new experiences, personal growth, and development). Maslow clarified that if the first level needs are not met, they will begin to dominate, and only after they are met the person will be driven by higher needs (Page, 2011). Reisinger (2009) suggested that this model could be used to predict human actions. However, other scholars have often questioned the hypothesis, claiming that it does not apply to all situations.

Figure 2.1 Maslow's Hierarchy of Needs
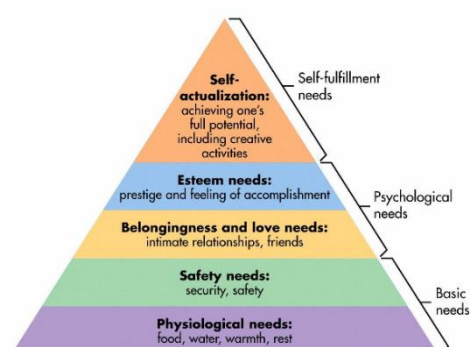


Source: McLeod, 2020

### 2.10.2 Plog´s Psychographic - Allocentric motivation theory

Plog (1974) developed the travel personality model based on an individual tourist's psychological characteristics. Each tourist is assigned a personality style ranging from "psychocentric" to "allocentric." Psychocentric tourists are not interested in adventure activities and often need regular facilities, while allocentric tourists are independent and looking for adventure activities or new experiences (imková & Holzner, 2014). Tourists who fall between the two extremes are known as mid-centric, representing the majority of tourists because their needs are more adaptable (Plog, 1974).

Figure 2.2 Plog´s Psychographic - Allocentric motivation theory
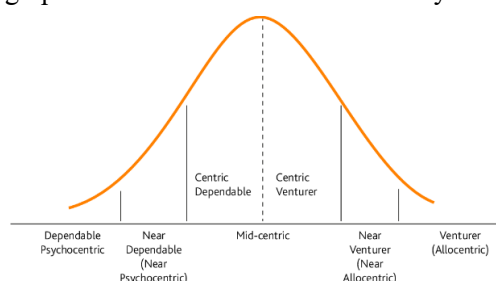


Source: Yoo et al. (2018)

### 2.10.3 Travel Career Ladder Theory

The travel career ladder theory (TCL) developed by Pearce (1988) based on Maslow's hierarchy of needs theory which describes tourist motivation as having five levels: relaxation, stimulation, relationship, self-esteem and growth, and fulfillment. In his view, the more experience tourists have, the stronger their motivations would be through a certain degree of motivation than tourists who have little life experience.

Figure 2.3 The Travel Career Ladder



Source: https://www.sciencedirect.com/science/article/abs/pii/S0160738398000449

### 2.10.4 Iso- Ahola's escape-seeking theory

According to Iso-Ahola (1982)'s escape-seeking theory, two basic socio-psychological forces influence tourist leisure activities. These two powers are searching (e.g., daily routine, tension and pressure, surrounding environment, and stress) and escaping (e.g., rewards). The system included four dimensions of needs based on the components of "escape" and "finding." The basic premise of this theory is that a person seeks stimulation to escape physical or mental boredom.

### 2.10.5 Push and Pull Motivation Theory

In order to investigate visitors' motivations for visiting a particular place, Dann (1977) suggested Push and Pull motivation theory. He discovered that tourist motivations are influenced by both push and pull forces. Internal forces that stimulate an individual's desire to travel or go on a vacation are described as push motivation. On the other hand, external factors arouse tourists' willingness to travel (Klenosky, 2002), including culture, food, local people, or a unique feature of a destination. Simply, push motivation refers to tourists' internal needs when making travel decisions, while pull motivation refers to how tourists are drawn or attracted by destination attributes (Kim Lian Chan and Baum, 2007).

Many researchers used Dann's Push and Pull motivation theory to investigate tourists' motives to visit a particular destination or attraction after introducing it. (Puan and Zakaria, 2007; Saayman, M. and Saayman, A., 2009; Mohammad and Som, 2010; Zhang and Peng, 2014; and Knežević, Žučko and Ljuština, 2016). The theory is also generally known and often referenced in tourism literature (Crompton, 1979).

## 2.11 Related Researches

Using Push and Pull motivation theory, several studies on travel motivation have been conducted in the past.

England (2003) investigated the relationship between museum visitor motives, decision-making, and satisfaction. She discovered that museum guests are mostly motivated to attend traveling exhibits for educational and discovery purposes and the fact that they are a gathering place for friends and family. The study also revealed that people visit museums for relaxation rather than primary incentives. Then Puan and Zakaria (2007) investigated visitors'

perceptions of three Malaysian zoos' positions. According to the findings, visitors came to the zoo primarily for leisure, and they preferred to see beautiful and active animals over endangered and healthy animals. The majority of people thought that animals were mainly held to draw tourists. Later, Jordaan and Du Plessis (2014) investigated whether visitors to National Zoological Gardens of South Africa are motivated to visit for recreational or educational reasons. The findings of their research revealed that visitor motivation is primarily for leisure rather than education.

Furthermore, rather than having a self-directed zoo experience, more people visit the zoo to encourage the health of others. The researchers recommended that the zoo's management ensure that the zoo provides visitors with leisure activities and experiences. These activities are communicated to the appropriate target audiences to attract them to the zoo. Also, Knežević, Žučko and, Ljuština (2016) studied the demographic characteristics of zoo visitors in Zagreb, as well as their motivation and satisfaction with the services provided. The majority of zoo visitors in Zagreb were family members, and the top motivators for their visit were children and seeing animals. At the same time, education was at an all-time low, and the zoo's personnel, services, and entertainment programs were highly regarded. Additionally, Sinh and Anh (2020) studied the connection between push and pull motivation factors and visitors' loyalty to the botanic park, a Saigon Zoo and Botanical Garden case study. Their study shows a connection between push and pull motivation factors and visitors' loyalty, which benefits park managers in creating suitable marketing programs.

## 2.12 Summary of previous travel motivation research studies

Previous research studies related to travel motivation, especially those that applied push and pull motivation theory in several locations and settings were summarized, and come up with the list of variables essential for this study, as shown in the following tables.

Table 2.1 List of common socio-demographic characteristics used by previous researchers

| Socio-demographics | References |
|---|---|
| Gender | Kim et al. (2003); Mohammad and Som (2010); Zhang and Peng (2014); Li and Wei (2015); Dayour et al. (2015); Mutanga et al. (2017); Wen et al. *(*2019); Sinh and Anh (2020) |
| Age | Kim et al. (2003); Mohammad and Som (2010); Kruger and Saayman (2010); Zhang and Peng (2014); Dayour et al. *(*2015); Mutanga et al. *(*2017); Wen et al. *(*2019); Sinh and Anh(2020) |
| Education level | England (2003); Kruger and Saayman (2010); Zhang and Peng (2014); Dayour et al. *(*2015); Mutanga et al. *(*2017); Wen et al. *(*2019) |
| Occupation | Kim et al. (2003); Siri et al (2012); Prayag and Hosany (2014) |
| Monthly income | England (2003); Kim et al. (2003); Zhang and Peng (2014); Mutanga et al. *(*2017); Wen et al. *(*2019) |
| Religious | Dayour et al. *(*2015) |
| Marital Status | England (2003); Kruger and Saayman (2010); Mohammad and Som (2010); Dayour et al. *(*2015); Wen et al. *(*2019); Sinh and Anh(2020) |
| Current place of residence | England (2003); Puan and Sakaria (2007); Kruger and Saayman (2010); Zhang and Peng (2014) |

Table 2.2 List of travel pattern variables used by previous researchers

| Item | References |
|------|-----------|
| Travel companion | England (2003); Mohammad and Som (2010); Zhang and Peng (2014); Wen et al. *(*2019); |
| Mode of transport | Kruger and Saayman (2010); |
| Number of visits | England (2003); Puan and Sakaria (2007); Mohammad and Som (2010); Mutanga et al. *(*2017); Wen et al. *(*2019); Sinh and Anh (2020); |
| Frequency of visits | England (2003); Kruger and Saayman (2010); Mutanga et al. *(*2017); Sinh and Anh (2020); |
| Preferable visiting time | Mutanga et al. *(*2017) |
| Average time spend | England (2003); Kruger and Saayman (2010); Zhang and Peng (2014); Wen et al. *(*2019); |
| Average expenses | England (2003); Kruger and Saayman (2010); |
| Source of information | England (2003); Puan and Sakaria (2007); Wen et al. *(*2019); |

Table 2.3 List of push motivation items used by previous researchers

| Item | References |
|------|-----------|
| To gain new knowledge and experience | Kruger and Saayman (2010); Zhang and Peng (2014); Hsu et al. (2010); Wen et al. *(*2019); |
| To learn about animals' life | Kim et al. (2003); Kruger and Saayman (2010); Jordaan and Du Plessis (2014); |
| To learn about animals' conservation | Kim et al. (2003); Kruger and Saayman (2010); Jordaan and Du Plessis (2014); Sinh and Anh (2020); |
| To spend time with family | Kim et al. (2003); Zhang and Peng (2014); Sinh and Anh (2020); |
| To meet new friends | Kim et al. (2003); Mohammad and Som (2010); Zhang and Peng (2014); Hsu et al. (2010); |
| To interact with other people | Hsu et al. (2010); Dayour et al. *(*2015); |

Table 2.3 Continued

| Item | References |
|------|-----------|
| To take a rest | Kim et al. (2003); Mohammad and Som (2010); Zhang and Peng (2014); Sinh and Anh (2020); |
| To escape from daily routine | Kim et al. (2003); Kruger and Saayman (2010); Jordaan and Du Plessis (2014); Hsu et al. (2010); Dayour et al. (2015); Sinh and Anh (2020); |
| To enjoy good weather | Kim et al. (2003); Zhang and Peng (2014); Sinh and Anh(2020); |
| To relieve stress and tension | Kruger and Saayman (2010); Hsu et al. (2010); Dayour et al. (2015); |
| To have fun | Kozak (2002); Kim et al. (2003); Siri *et al* (2012); Jordaan and Du Plessis (2014); |
| To visit a new place | Mohammad and Som (2010); Kruger and Saayman (2010); Jordaan and Du Plessis (2014); Hsu et al. (2010); |
| To get close to nature | Dayour et al. (2015); Mutanga et al. (2017); |
| To experience something different | Yoon and Uysal (2005); Dayour et al. (2015); Zhang and Peng (2014); |

Table 2.4 List of pull motivation items used by previous researcher

| Item | References |
|------|-----------|
| Good location and easy to access | Kim et al. (2003); Hsu et al. (2010); Mutanga et al. (2017); Sinh and Anh (2020); |
| Information about services and activities were easily accessible | Kim et al. (2003); Hsu et al. (2010); Sinh and Anh (2020); |
| Value for money | Hsu et al. (2010); |
| Safe destination | Kim et al. (2003); Mohammad and Som (2010); Hsu et al. (2010); |
| Provides clear signposts | Knežević, Žučko and Ljuština (2016) |
| Well-equipped visitor center | Kim et al. (2003); |

Table 2.4 Continued

| Item | References |
|------|-----------|
| Offers a secure environment | Mutanga et al. (2017); |
| Convenient infrastructures | Kim et al. (2003); Mutanga et al. (2017); Sinh and Anh (2020); |
| Variety activities | Mohammad and Som (2010); Mutanga et al. (2017); Sinh and Anh (2020); |
| Can take a photo with animals | Kruger and Saayman (2010); Jordaan and Du Plessis (2014); |
| Variety of animals' show | Knežević, Žučko and Ljuština (2016) |
| Staff | Hsu et al. (2010); Mutanga et al. (2017); |
| Good quality of service | Hsu et al. (2010); |
| Variety of animals | Mutanga et al. (2017); |
| Good animals' health care | Knežević, Žučko and Ljuština (2016) |

## 2.13 Conceptual Framework

Figure 2.4 Conceptual Framework
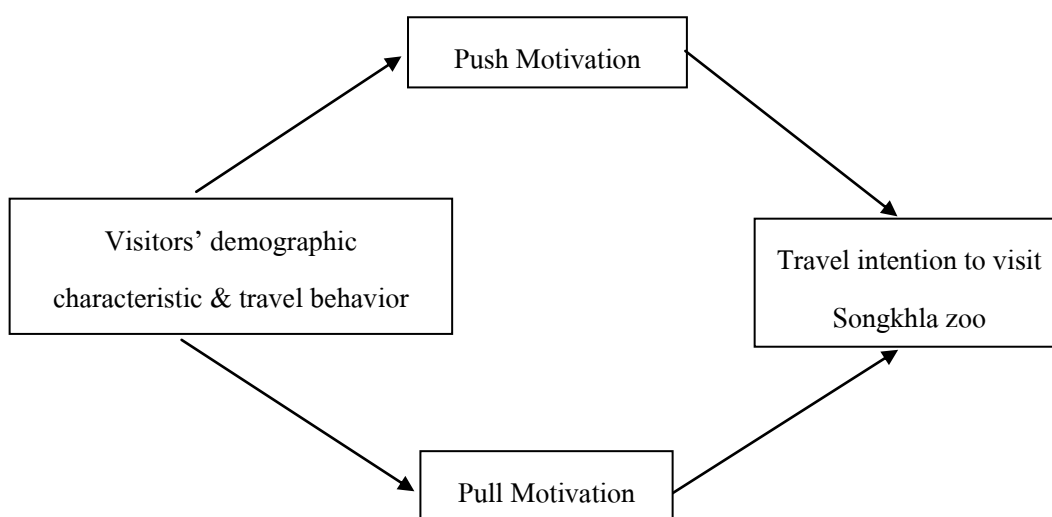
**2.14 Hypotheses**

From above conceptual framework, we can have hypotheses for this study as below

H1: There is a difference in "push" and "pull" motivations in gender of Songkhla zoo visitors.

H2: There is a difference in "push" and "pull" motivations across age group of Songkhla zoo visitors.

H3: There is a relationship between visitors' "push" and "pull" motivations and future travel intention to Songkhla zoo

# CHAPTER 3

# METHODOLOGY

This chapter explained how the study was carried out, how to collected data, and how data were analyzed to answer research objectives and research questions. This chapter will consist of:

- Research category
- Target population
- Research sample size calculation
- Sampling method
- Research tool construction
- Data Collection
- Data Analysis

## 3.1 Research category

This research used a quantitative study to achieve its objectives. It mainly focuses on domestic visitors who visit Songkhla zoo from October to November 2017 and use a questionnaire survey as a tool to collect the primary data. The questionnaires were developed based on the literature reviews focused mainly on visitors' push and pull motivation.

## 3.2 Target population

This study's target population was visitors of all ages who have visited and used products and services at Songkhla zoo. The population of this study was finite.

The average number of Songkhla zoo visitors was about 250,000 people per year (Zoos in Thailand, 2017)

**3.3 Research sample size calculation**

This study applied Taro Yamane (1973)'s formula and the average number of Songkhla zoo visitors in each year to calculate sample size as below;

$$n = \frac{1}{1+Ne^2}$$

When        $n$ = size of sample group

$N$ = size of target population (the average number of visitors

visiting Songkhla zoo per year)

$e$ = Inconsistency from sampling at confidential level at 95%

$$n = \frac{250,000}{1+250,000(0.05)^2}$$

$$= 399.361$$

Thus, the sample size is 400

The result of the sample size calculation was 400. Then 400 questionnaires had been distributed for data collection.

**3.4 Sampling method**

The researcher selected the convenience sampling method that was classified under non-probability sampling. The target population was domestic visitors who have visited and used products and services at Songkhla zoo. This method's advantage was spending less time, convenient information from the target population, and cost-effectiveness.

**3.5 Research tool construction**

A four-part self-administered questionnaires survey focuses on demographic profile, travel pattern, push and pull motivational variables, and other comments based on respondents' opinion was designed. The variable used was applied from previous travel motivation-related studies and other relevant sources and developed to fit with target respondents. Other variables suggested by the advisor and experts from the hospitality and tourism field, such as university professors, were also considered. The questionnaire was designed in Thai and given to target respondents who have visited and used products and services at Songkhla zoo only.

*Part 1: Respondents' demographic characteristics*

This part comprises the respondents' demographic characteristics regularly used by other researchers in travel motivation-related studies. The respondents were requested to provide their personal information about themselves, such as gender, age, occupation, marital status, and monthly income.

*Part 2: Travel Information*

The respondents were requested to fill out the information about their traveling patterns, such as the number of visits to the Songkhla zoo, the preferred time to visit Songkhla zoo, and the main source of information used when deciding to visit Songkhla zoo.

*Part 3: Visitors' push and pull motivation variables*

This section consisted of "push and pull" motivation variables related based on previous research. The data were gained by asking the respondents to rate their importance level in each listed push and pull motivation attributes using 5 points "Likert Scale" varies between 1 (not significant) and 5 (extremely significant). The main reason for implementing this scale and using several multiple motivations is that motivation is multi-dimensional. Tourists prefer to have plenty of experience on their selected destination while spending their holiday (Pyo, Mihalik and Uysal, 1989). Moreover, the scale "important to not important" was also used by other researchers such as Siri et al. (2012) and Kanagaraj and Bindu (2013)

*Part 4: Suggestions and recommendations*

This part consisted of both closed-ended and open-ended questions. The respondents were requested to rate their agreement or disagreement with the provided statements. Also, they are free to share their suggestions or recommendations for the improvement of Songkhla zoo.

**The questionnaire pilot test**

Before the actual data collection, the questionnaire was pilot-test by distributing 30 pilot questionnaires to Songkhla zoo visitors to pretest and get feedback about the questionnaire to detect weaknesses, clarity, or any questions that may occur. The questionnaire modifications were done based on the pilot test result to ensure that important questions are not missing and questionnaires are easy to understand.

**3.6 Data Collection**

After the pilot test and finalizations of the questionnaire, data collection was conducted by distributed 400 copies of the questionnaire to target respondents at Songkhla zoo during October – November 2017. The researcher approached and carefully explained the purpose of the research. Then they were asking if they are willing to participate in the study by filling in the questionnaire. Only one member of each visiting group who has given their consent was provided with a questionnaire. Convenience sampling was used to choose the participants from all segments, including visitors with no children, visitors with children, and grandparents with grandchildren. If the group visitor group size is larger than 3 persons, only one member of each group will be asked to complete the questionnaire. All distributed questionnaires were collected at different times of the day for two months, and 392 questionnaires were considered usable for statistical analysis, resulting in a 98% response rate.

**3.7 Data Analysis**

Data collected were analyzed with the Social Science Software Package (SPSS). The statistics used in this study were related to the objectives of the analysis and characteristics of the data:

1. In order to evaluate the percentage, frequency distributions, and measure the mean scores for demographic characteristics of respondents, travel patterns, and push and pull motivation variables, the descriptive statistics were used. Missing data were examined and cleaned to ensure the accuracy of the results.

2. An independent sample t-test was used to assess any significant differences in "push" and "pull" motivations between gender groups.

3. To evaluate any significant differences in "push" and "pull" motivations based between age group, one-way ANOVA was selected to use.

4. A Factor Analysis method was used to group push and pull motivation variables that shared similar characteristics.

5. Standard Multiple Regression Analysis was applied to analyze whether the push and pull travel motivations factor corresponds with visitors' travel intentions to the Songkhla zoo in the future.

Open-ended questions were analyzed using a content analysis because it is the most suitable method for subjective responses.

The researcher had reviewed all open-ended responses from the original questionnaires, developed common categories where responses were grouped, same comments or statements expressing the same ideas were put in the same group-then created code that represents each category of the open-ended responses. The responses in each category were then counted to determine their percentage.

# CHAPTER 4

# RESULTS

This chapter presented the study results based on 392 completed questionnaires collected from Songkhla zoo visitors from October to November 2017. The result was set as per the following outline:

4.1  Result of demographic characteristics of Songkhla zoo visitors

4.2  Result of Songkhla zoo visitors' travel pattern

4.3  Result of Songkhla zoo visitors' push motivation variables

4.4  Result of Songkhla zoo visitors' pull motivation variables

4.5  Result of an independent sample t-test on Songkhla zoo visitors' push motivation variables and gender

4.6  Result of an independent sample t-test on Songkhla zoo visitors' pull motivation variables and gender

4.7  Result of a one-way ANOVA on push and pull motivation variables and Songkhla zoo visitors' demographic profile: age group

4.8  Result of Factor Analysis on push and pull motivation variables

4.9 Future travel intention to visit Songkhla zoo

4.10 Content analysis for visitors' satisfaction, likelihood to recommend Songkhla zoo to others, and recommendation for zoo improvement

**4.1 Result of demographic characteristics of Songkhla zoo visitors**

Table 4.1 Result of demographic characteristics of Songkhla zoo visitors

| Demographic Profile | Frequency | Percentage (%) |
|---|---|---|
| **Gender** | | |
| Male | 139 | 35.5 |
| Female | 253 | 64.5 |
| *Total* | 392 | 100 |
| **Age** | | |
| 10-20 yrs. | 188 | 48.00 |
| 21-30 yrs. | 88 | 22.4 |
| 31-40 yrs. | 49 | 12.5 |
| 41-50 yrs. | 32 | 8.2 |
| 51-60 yrs. | 32 | 8.2 |
| 61 yrs. And above | 3 | 0.7 |
| *Total* | 392 | 100 |
| **Education level** | | |
| Primary school | 49 | 12.5 |
| High school | 157 | 40.1 |
| Diploma | 16 | 4.1 |
| Bachelor degree | 131 | 33.4 |
| Higher than Bachelor degree | 39 | 9.9 |
| *Total* | 392 | 100 |
| **Occupation** | | |
| Student | 211 | 53.8 |
| Company employee | 55 | 14.0 |
| Government officer | 48 | 12.2 |
| Farmer | 17 | 4.3 |
| Freelance | 26 | 6.7 |
| Businessman | 13 | 3.3 |
| Retire officer | 12 | 3.1 |

Table 4.1 Continued

| Demographic Profile | Frequency | Percentage (%) |
|---|---|---|
| Housewife | 9 | 2.3 |
| Unemployed | 1 | 0.3 |
| *Total* | 392 | 100 |
| **Income per month** | | |
| < 10,000 Baht | 245 | 62.5 |
| 10,001 – 20,000 Baht | 87 | 22.2 |
| 20,001 – 30,000 Baht | 37 | 9.4 |
| 30,001 – 40,000 Baht | 19 | 4.8 |
| 40,001 – 50,000 Baht | 3 | 0.8 |
| > 50,000 Baht | 1 | 0.3 |
| *Total* | 392 | 100 |
| **Marital status** | | |
| Single | 258 | 65.8 |
| Married | 121 | 30.9 |
| Divorced/separated | 13 | 3.3 |
| **Current place of residence** | | |
| Songkhla | 391 | 99.7 |
| Other provinces | 1 | 0.3 |
| *Total* | 392 | 100 |

**Gender**

For gender, both male and female visitors have taken part in this study. Most of the respondents were "Female" at 253 persons (64.5% of all respondents) more than "Male" at 139 persons (35.5% of all respondents)

**Age**

There were respondents in different age group filled out a questionnaire. The age group of "10-20" years old were the majority of respondents at 188 persons out of 392 persons which equal to 48% followed by age group of "21-30" years old with 88 persons (22.4%), age

group of "31-40" years old with 49 persons (12.5%), and age group of "41-50" and "51-60" years old with 32 persons (8.2%) for each group. The smallest number of respondents was the age group of "61 years old and above" with three persons (0.7%)

**Education level**

The highest number of respondents about their education level was "High school" with 157 respondents (40.1%) followed by "Bachelor degree" with 131 respondents (33.4%), "Primary school" with 49 respondents (12.5%), "Higher than Bachelor degree" with 39 respondents (9.9%) and the lowest number was "Diploma" with 16 respondents (4.1%)

**Occupation**

The majority of respondents were "Student" (211 persons or 53.8%), which was more than half of the respondents' total number. Other respondents were "Company Employee" (55 persons or 14%), "Government officer" (48 persons or 12.2%), "Freelance" (26 persons or 6.7%), "Farmer" (17 persons or 4.3%), "Businessman" (13 persons or 3.3%), "Retire officer" (12 persons or 3.1%), "Housewife" (9 persons or 2.3%) and there was 1 person "unemployed" (0.3%)

**Monthly income**

The largest number of respondents earned monthly income "Lower than 10,000 Baht" with 245 respondents (62.5%) followed by "10,001 – 20,000 Baht" with 87 respondents (22.2%), "30,001 – 40,000 Baht" with 19 respondents (4.8%), "40,001 – 50,000 Baht" with 3 respondents (0.8%) and 1 respondent (0.3%) earned income "More than 50,000 Baht" per month.

**Marital Status**

The greater part of respondents was "Single" at 258 persons (65.8%), 121 respondents (30.9%) were "Married", and 13 respondents (3.3%) were "Divorced/Separated."

**Current place of residence**

Almost all of the respondents (391 respondents or 99.7%) were living in "Songkhla", while only one respondent (0.3%) was living in another province.

**4.2 Result of Songkhla zoo visitors' travel pattern**

Table 4.2 Result of Songkhla zoo visitors' travel pattern

| Variable | Frequency | Percentage |
|---|---|---|
| **Travel Companion** | | |
| With children/family | 183 | 46.7 |
| With an organization such as a school | 110 | 28.1 |
| With friends | 72 | 18.4 |
| Alone | 13 | 3.3 |
| With boyfriend/girlfriend | 12 | 3.1 |
| With travel company | 2 | 0.5 |
| **Main transportation for this visit** | | |
| Personal car | 192 | 49 |
| Public bus/taxi | 140 | 35.7 |
| Personal motorbike | 38 | 9.7 |
| Organization's transport | 19 | 4.8 |
| Coach | 3 | 0.8 |
| **Experienced at the zoo** | | |
| Yes, I have been here before | 297 | 75.8 |
| No, this is my first time | 95 | 24.2 |
| **The preferable time to visit the zoo** | | |
| During school break | 163 | 41.6 |
| Public holiday/festival | 107 | 27.3 |
| Weekend | 82 | 20.9 |
| Weekdays | 25 | 6.4 |
| Holidays | 15 | 3.8 |
| **How long do you spend time in the zoo?** | | |
| Two hours | 117 | 29.8 |
| Three hours | 113 | 28.8 |
| Four hours | 76 | 19.4 |

Table 4.2 Continued

| Variable | Frequency | Percentage |
|---|---|---|
| More than four hours | 48 | 12.2 |
| ≤1hour | 38 | 9.7 |
| **Traveling expenses per time** | | |
| ≤ 500 Baht per person | 324 | 82.7 |
| 501 – 1,000 Baht per person | 64 | 16.3 |
| More than 1,000 Baht | 4 | 1 |
| **Influencer to zoo visitation** | | |
| Myself | 122 | 31.1 |
| Family/children | 213 | 54.3 |
| Friend | 53 | 13.5 |
| Partner | 4 | 1 |
| Other people | 122 | 31.1 |
| **Source of information for traveling** | | |
| Friends/relatives | 271 | 69.13 |
| Previous experiences | 226 | 57.65 |
| Internet | 165 | 42.09 |
| Advertisement | 92 | 23.46 |
| Brochure | 63 | 16.07 |
| Animals documentary | 59 | 15.05 |
| Magazine | 15 | 3.82 |

**Travel companion**

Almost half of the respondents said they visit Songkhla zoo with their children or family at 46.7%. Followed by respondents who visit Songkhla zoo with an organization such as school at 28.1%, respondents who travel with friends 18.4%, respondents who travel alone at 3.3%, respondents who travel with their girlfriend or boyfriend at 3.1% and only 0.5% of respondents were Traveling with a travel company. Therefore, the result has shown that the Songkhla zoo is a preferred travel destination for visitors traveling with children or family.

**Transportation**

192 respondents (49%) selected personal car as their main transportation to visit the zoo, followed by 140 respondents (3.7%) selected public transport, 38 respondents (9.7%) selected personal motorbike, 19 respondents (4.8%) chose. In comparison, transportation provides by travel company was selected by only 3 respondents (0.8%). It can say that Songkhla zoo visitors preferred to visit the zoo with their car and public transportation.

**Frequency of visit**

The data showed that the majority of Songkhla zoo visitors were repeated visitors. 297 respondents, or 75.8%, indicated a repeated visitor who visited Songkhla zoo before, while 95 respondents, or 24.2%, reported that they were a first-time visitor.

**Preferred time to visit Songkhla zoo**

A larger portion of respondents preferred to visit Songkhla zoo "during school break" (163 respondents), which comprised 41.6% of a total number of respondents. "during public holiday or festival" (107 respondents or 27.3%) was the second most preferred time to visit Songkhla zoo. Then followed by "weekend" with 82 respondents (20.9), "weekday" with 25 respondents (6.4%), and "Holidays" with 15 respondents (3.8%). Most of the respondents travelled with their children or family, so their preferred time to visit Songkhla zoo were during school break and public holiday.

**Length of time spent in Songkhla zoo**

Data showed that the great portion of respondents spent 2 hours (29.8%) and 3 hours (28.8%) inside Songkhla zoo followed by 19.4% (76 respondents) spend 4 hours, 12.2% (48 respondents) spend more than 4 hours, while 9.7% (38 respondents) spend less than 1 hour.

**Traveling expense**

A greater portion of respondents (82.7%) had spent less than 500 baht per person per time they visit Songkhla zoo while 16.3% of respondents paid 501 − 1,000 Baht per person and only 1% of respondents spent more than 1,000 baht per person.

**Influencer to zoo visitation**

More than half of those respondents said their families and children affected their decisions to visit Songkhla zoo (54.3%), while other people and themselves influenced

31.1% of respondents to visit and their friends influenced 13.5%. Their partner influenced only 1% of respondents.

**The main source of information**

Respondents were asked to specify their primary source of information for visit Songkhla zoo. Friends and relatives got the highest score at 69.13% followed by previous experience at 57.6%, internet at 42.09%, advertisement at 23.46%, brochure at 16.07%, animals' documentary at 15.05% and magazine at 3.82%. As observed, Songkhla zoo visitors use various sources of information when finding information about Songkhla zoo. In this study, it is interesting to note that the information was obtained chiefly from friends and relatives.

## 4.3 Result of Songkhla zoo visitors' push motivation variables

Table 4.3 Songkhla zoo visitors' push motivation variables

| Rank | Push motivation variables | Mean | SD |
|------|---------------------------|------|------|
| 1 | To gain new knowledge and experience | 4.22 | 0.83 |
| 2 | To take a rest | 4.20 | 0.85 |
| 3 | To have fun | 4.18 | 0.85 |
| 4 | To spend time with family | 4.14 | 0.89 |
| 5 | To learn about animals' life | 4.13 | 0.75 |
| 6 | To enjoy good weather | 3.94 | 0.90 |
| 7 | To relieve stress and tension | 3.91 | 0.90 |
| 8 | To get close to nature | 3.91 | 0.96 |
| 9 | To learn about animals' conservation | 3.89 | 0.81 |
| 10 | To experience something different | 3.75 | 0.95 |
| 11 | To visit a new place | 3.73 | 0.99 |
| 12 | To meet new friends | 3.41 | 0.96 |
| 13 | To interact with other people | 3.31 | 1.04 |
| 14 | To escape from daily routine | 2.96 | 1.22 |

Push motivation variables had been analyzed. The main push motivation variables of zoo visitors were shown in the above table. The mean value ranged from 4.22, as the

highest, to 2.96, as the lowest. The main push motivation variables that got the highest mean score at 4.22 (SD=0.83) was "To gain new knowledge and experience", then followed by the second highest mean score at 4.20 (SD=0.85) was "To take a rest" and the third-highest mean score at 4.18 (SD=0.8) was "To have fun". Other push motivation variables were "To spend time with family" (Mean=4.14, SD=0.89), "To learn about animals' life" ($M$=4.13,SD=0.75), "To enjoy good weather" ($M$ =3.94, SD=0.90), "To relieve stress and tension" ($M$ =3.91, SD=0.90), "To get close to nature" ($M$ =3.91, SD=0.96), "To learn about animals' conservation" ($M$ =3.89, SD=0.81), "To experience something different" ($M$ =3.7, SD=0.95), "To visit a new place" ($M$ =3.73, SD=0.99), "To interact with other people" ($M$ =3.31, SD=1.04) and "To escape from daily routine" ($M$ =2.96, SD=1.22)

**4.4 Result of Songkhla zoo visitors' pull motivation variables**

Table 4.4 Songkhla zoo visitors' pull motivation variables

| Rank | Pull motivation variables | Mean | SD |
|------|---------------------------|------|-----|
| 1 | Variety activities | 4.22 | 0.86 |
| 2 | Variety of animals | 4.21 | 0.83 |
| 3 | Variety of animals' show | 4.17 | 0.84 |
| 4 | Good animals' health care | 4.10 | 0.82 |
| 5 | Offers a secure environment | 4.04 | 0.85 |
| 6 | Good quality of service | 3.99 | 0.84 |
| 7 | Safe destination | 3.97 | 0.87 |
| 8 | Can take a photo with animals | 3.90 | 0.091 |
| 9 | Convenient infrastructures | 3.88 | 0.89 |
| 10 | Readiness of staff for answer question | 3.80 | 0.86 |
| 11 | Value for money | 3.79 | 0.88 |
| 12 | Provides clear signposts | 3.79 | 0.89 |
| 13 | Well-equipped visitor center | 3.74 | 0.87 |

Table 4.4 Continued

| Rank | Pull motivation variables | Mean | SD |
|---|---|---|---|
| 14 | Friendly and helpful staff | 3.74 | 0.85 |
| 15 | Good location and easy to access | 3.69 | 0.87 |
| 16 | Information about services and activities were easily accessible | 3.57 | 0.83 |

Pull motivation variables of zoo visitors were analyzed, and the result presented in Table 4.4 Mean value ranged from 4.22, as the highest to 3.57, as the lowest. Three main pull motivation variables that got the highest mean score were "Offer variety activities" (*M*=4.22, SD=0.86) followed by "Variety of animals" (*M* =4.21, SD=0.83) and "Variety of animals' show" (*M* =4.17, SD=0.84). Other pull motivation variables were "Good animals' health care" (*M* =4.10, SD=0.82), "Offers a secure environment" (*M*=4.04, SD=0.85), "Good quality of service" (*M*=3.99, SD=0.84), "Safe destination" (*M*=3.97, SD=0.87), "Can take a photo with animals" (*M*=3.90, SD=0.091), "Convenient infrastructures" (*M*=3.88, SD=0.89), "Readiness of staff for answer question" (*M*=3.80, SD=0.86), "Value for money" (*M*=3.79, SD=0.88), "Provides clear signposts" (*M*=3.79, SD=0.89), "Well-equipped visitor center" (*M*=3.74, SD=0.87), "Friendly and helpful staff" (*M*=3.74, SD=0.85), "Good location and easy to access" (*M*=3.69, SD=0.87) and "Information about services and activities were easily accessible" (*M*=3.57, SD=0.83).

**4.5 Result of an independent sample t-test on Songkhla zoo visitors' push motivation variables and gender**

To find out whether male and female visitors have different push motivation variables, the independent sample t-test had been applied, and the result showed in the following table.

Table 4.5 An Independent T-Test result on "push" motivation variables on gender

| Push motivation variables | Male | | Female | | *t*-value | *p*-value |
|---|---|---|---|---|---|---|
| | N = 139 | | N = 253 | | | |
| | $\overline{X}$ | SD | $\overline{X}$ | SD | | |
| To gain new knowledge and experience | 4.28 | .842 | 4.18 | .833 | 1.029 | 0.304 |
| To learn about animals' life | 4.08 | .802 | 4.16 | .732 | -0.996 | 0.320 |
| To learn about animals' conservation | 3.87 | .846 | 3.89 | .811 | -0.179 | 0.858 |
| To spend time with family | 4.09 | .954 | 4.16 | .859 | -0.726 | 0.469 |
| To meet new friends | 3.43 | 1.007 | 3.39 | .944 | 0.318 | 0.751 |
| To interact with other people | 3.29 | 1.106 | 3.31 | 1.013 | -0.192 | 0.848 |
| To take a rest | 4.11 | .885 | 4.25 | .841 | -1.567 | 0.118 |
| To escape from daily routine | 3.03 | 1.218 | 2.91 | 1.231 | 0.949 | 0.343 |
| To enjoy good weather | 3.89 | .903 | 3.97 | .905 | -0.765 | 0.445 |
| To relieve stress and tension | 3.92 | .881 | 3.90 | .922 | 0.280 | 0.779 |
| To have fun | 4.19 | .850 | 4.17 | .856 | 0.182 | 0.856 |
| To visit a new place | 3.88 | 1.029 | 3.64 | .971 | 2.296 | 0.022* |
| To get close to nature | 3.92 | .948 | 3.91 | .972 | 0.077 | 0.939 |
| To experience something different | 3.87 | .946 | 3.67 | .965 | 1.883 | 0.060 |

*Significant at .05 level

From Table 4.5, there were no significant differences in most of the push motivation variables and gender, except one factor, "To visit a new place" (*t*=2.2296, *p*=0.022). Moreover, the result showed that "To gain new knowledge and experience", "To have fun" and "To take a rest" got the highest mean score from both male and female visitors. On the other hand, "To escape from daily routine", "To interact with other people", and "To meet new friends" got the lowest mean score.

From this information, we can conclude that the push motivation variables of visitors were different depending on gender.

**4.6 Result of an independent sample t-test on Songkhla zoo visitors' pull motivation variables on gender**

In order to find out if there are any differences in pull motivation variables of each gender, the independent sample t-test was also performed as per the below result

Table 4.6 An Independent T-Test result on "pull" motivation variables and gender

| Pull motivation variables | Male N=139 | | Female N=253 | | *t*-value | *p*-value |
|---|---|---|---|---|---|---|
| | $\overline{X}$ | SD | $\overline{X}$ | SD | | |
| Good location and easy to access | 3.61 | .927 | 3.74 | .845 | -1.345 | 0.179 |
| Information about services and activities were easily accessible | 3.63 | .826 | 3.54 | .837 | 0.996 | 0.320 |
| Value for money | 3.84 | .875 | 3.76 | .898 | 0.874 | 0.383 |
| Safe destination | 4.00 | .876 | 3.96 | .876 | 0.342 | 0.733 |
| Provides clear signposts | 3.91 | .872 | 3.73 | .899 | 1.942 | 0.053 |
| Well-equipped visitor center | 3.80 | .858 | 3.72 | .886 | 0.848 | 0.397 |
| Offers a secure environment | 4.17 | .833 | 3.97 | .854 | 2.196 | 0.029* |
| Convenient infrastructures | 4.04 | .832 | 3.79 | .910 | 2.692 | 0.007* |
| Variety activities | 4.29 | .871 | 4.18 | .856 | 1.156 | 0.248 |
| Can take a photo with animals | 3.89 | .950 | 3.90 | .909 | -0.020 | 0.984 |
| Variety of animals' show | 4.25 | .826 | 4.13 | .850 | 1.277 | 0.202 |
| Friendly and helpful staff | 3.81 | .856 | 3.72 | .860 | 0.988 | 0.324 |
| Readiness of staff for answer question | 3.88 | .843 | 3.75 | .874 | 1.425 | 0.155 |
| Good quality of service | 4.04 | .883 | 3.96 | .820 | 0.929 | 0.354 |
| Variety of animals | 4.28 | .870 | 4.18 | .817 | 1.155 | 0.249 |
| Good animals' health care | 4.18 | .803 | 4.07 | .837 | 1.330 | 0.184 |

*Significant at .05 level

There were significant differences found between male and female visitors in 2 pull motivation variables, "Offers a secure environment" (*t*=-2.196, *p*=0.029) and "Convenient infrastructures" (*t*=-2.692, *p*=0.007). Moreover, a variable that significantly found "Convenient infrastructures" got a much higher mean score from male visitors than female visitors.

Further examination has shown that "Variety activities", "Variety of animals' show", and "Variety of animals" were variables that got the highest mean score from both male and female visitors. Variables that got the lowest mean score from male visitors were "Good location and easy to access", "Information about services and activities were easily accessible," and "Well-equipped visitor center". While for a female visitor, "Friendly and helpful staff", "Well-equipped visitor center" and "Provides clear signposts".

Other pull motivation variables related to gender, on the other hand, revealed no major differences, that variables were "Good location and easy to access" ($t$=-1.345, $p$=0.179), "Information about services and activities were easily accessible" ($t$=0.996, $p$=0.320), "Value for money" ($t$=0.874, $p$=0.383), "Safe destination" ($t$=0.342, $p$=0.733), "Provides clear signposts" ($t$=1.942, $p$=0.053), "Well-equipped visitor center" ($t$=0.848, $p$=0.397), "Offer variety of activities" ($t$=1.156, $p$=0.248), "Can take a photo with animals" ($t$=-0.020, $p$=0.984), "Variety of animals' show" ($t$=1.277, $p$=0.202), "Friendly and helpful staff" ($t$=0.988, $p$=0.324), "Readiness of staff for answer question" ($t$=1.425, $p$=0.155), "Good quality of service" ($t$=0.929, $p$=0.354), "Variety of animals" ($t$=1.155, $p$=0.249) and "Good animals' health care" ($t$=1.330, $p$=0.184) From above detail, it can indicate that pull motivation variables of visitors were not difference depend on gender.

## 4.7 Result of the one-way ANOVA on push and pull motivation variables and Songkhla zoo visitors' demographic profile: age

To determine any statistically significant differences between push motivation variables and visitors' demographic profile, especially age. One-way ANOVA was applied.

The six different age group were converted into three age groups to make the analysis more appropriated. These new-age groups were then categorized as group one: younger-age (10-20 years and 21-30 years), group two: middle-age (31-40 years and 41-50 years), and group three: older-age (51-60 years and above 61 years).

Table 4.7 Result of one-way ANOVA on "push" motivation variables and age

| Push Motivation Variables | Mean Score of Different Age Group | | | F-value | p-value |
|---|---|---|---|---|---|
| | Younger-Age (1) N=276 | Middle-Age (2) N=81 | Older-Age (3) N=35 | | |
| To gain new knowledge and experience | 4.23 | 4.12 | 4.34 | 0.963 | 0.383 |
| To learn about animals' life | 4.18 | 3.95 | 4.17 | 3.155 | 0.044* |
| To learn about animals' conservation | 3.90 | 3.92 | 3.62 | 1.926 | 0.147 |
| To spend time with family | 4.10 | 4.24 | 4.14 | 0.788 | 0.456 |
| To meet new friends | 3.38 | 3.49 | 3.42 | 0.410 | 0.664 |
| To interact with other people | 3.27 | 3.41 | 3.28 | 0.575 | 0.563 |
| To take a rest | 4.18 | 4.23 | 4.34 | 0.604 | 0.547 |
| To escape from daily routine | 2.93 | 2.91 | 3.22 | 0.954 | 0.386 |
| To enjoy good weather | 4.03 | 3.70 | 3.82 | 4.548 | 0.011* |
| To relieve stress and tension | 3.99 | 3.69 | 3.77 | 3.967 | 0.020* |
| To have fun | 4.27 | 3.92 | 4.08 | 5.519 | 0.004* |
| To visit a new place | 3.79 | 3.69 | 3.28 | 4.222 | 0.015* |
| To get close to nature | 4.02 | 3.77 | 3.37 | 8.536 | 0.000* |
| To experience something different | 3.81 | 3.65 | 3.42 | 3.017 | 0.050* |

*Significant at .05 level

As per Table 4.7, significant differences were reported in seven push motivation variables: "To learn about animals' life" ($F$= 3.155, $p$= 0.044), "To enjoy good weather" ($F$ = 4.548, $p$ = 0.011), "To relieve stress and tension" ($F$ = 3.967, $p$ = 0.020), "To have fun" ($F$ = 5.519, $p$ = 0.004), "To visit a new place" ($F$ = 4.222, $p$ = 0.015), "To get close to nature"( $F$ = 8.536, $p$ = 0.000) and "To experience something different" ($F$ = 3.017, $p$ = 0.050). The rest of the push motivation variables, on the other hand, demonstrated no significant differences, "To gain new knowledge and experience" ($F$ = 0.963, $p$ = 0.383), "To learn about animals' conservation" ($F$ = 1.962, $p$ = 0.147), "To spend time with family"( $F$ = 0.788, $p$ = 0.456), "To meet new friends"( $F$ = 0.410, $p$ = 0.664), "To interact with other people" ($F$ = 0.575, $p$ = 0.563), "To take a rest" ( $F$ = 0.604, $p$ = 0.547), and "To escape from daily routine" ($F$= 0.954, $p$ = 0.386).

Table 4.8 result of ne-way ANOVA on "pull" motivation variables and age

| Pull Motivation Variables | Mean Score of Different Age Group | | | F-value | p-value |
| | Younger- Age (1) N=276 | Middle-Age (2) N=81 | Older-Age (3) N=35 | | |
| --- | --- | --- | --- | --- | --- |
| Good location and easy to access | 3.71 | 3.72 | 3.54 | 0.622 | 0.537 |
| Information about services and activities were easily accessible | 3.59 | 3.55 | 3.48 | 0.294 | 0.745 |
| Value for money | 3.81 | 3.74 | 3.80 | 0.198 | 0.820 |
| Safe Destination | 3.98 | 3.88 | 4.17 | 1.277 | 0.280 |
| Provides clear signposts | 3.83 | 3.72 | 3.62 | 1.139 | 0.321 |
| Well-equipped visitor center | 3.77 | 3.75 | 3.60 | 0.621 | 0.538 |
| Offers secure environment | 4.10 | 3.85 | 4.00 | 2.937 | 0.054 |
| Convenient infrastructures | 3.87 | 3.87 | 3.97 | 0180 | 0.836 |
| Offer variety activities | 4.23 | 4.12 | 4.40 | 1.304 | 0.273 |
| Can take a photo with animals | 3.94 | 3.71 | 3.97 | 2.062 | 0.129 |
| Variety of animals' show | 4.22 | 3.97 | 4.25 | 3.021 | 0 .050* |
| Friendly and helpful staff | 3.72 | 3.76 | 3.94 | 0.977 | 0.378 |
| Readiness of staff for answer questions | 3.78 | 3.82 | 3.85 | 0.150 | 0.860 |
| Good quality of service | 4.01 | 3.88 | 4.02 | 0.735 | 0.480 |
| Variety of animals | 4.32 | 3.93 | 4.05 | 7.730 | 0.001* |
| Good animals' health care | 4.15 | 3.96 | 4.08 | 1.796 | 0.167 |

*Significant at .05 level

From Table 4.8, two pull motivation variables were found significant differences: "Variety of animals' show" ($F= 3.021$, $p= 0.050$) and "Variety of animals" ($F= 7.730$, $p= 0.001$). In the contrary, there were no significant differences for the rest of pull motivation variables, "Good location and easy to access" ($F= 0.622$, $p= 0.537$), "Information about services and activities were easily accessible" ($F= 0.294$, $p= 0.745$), "Value for money"

($F$= 0.198, $p$= 0.820), "Safe Destination" ($F$= 1.277, $p$= 0.280), "Provides clear signposts" ($F$= 1..139, $p$= 0.321), "Well-equipped visitor center" ($F$= 0.621, $p$= 0.538), "Offers secure environment" ($F$= 2.937, $p$= 0.054), "Convenient infrastructures" ($F$= 0.180, $p$= 0.836), "Offer variety activities" ($F$= 1.304, $p$= 0.273), "Can take a photo with animals" ($F$= 2.062, $p$= 0.129), "Friendly and helpful staff"($F$= 0.977, $p$= 0.378), "Readiness of staff for answer questions" ($F$= 0.150, $p$= 0.860), "Good quality of service" ($F$= 0.735, $p$= 0.480) and "Good animals' health care" ($F$= 1.796, $p$= 0.167). This result shown that Songkhla zoo visitors' age have no influence on these pull motivation variables.

To assess the difference in respondents' significant push and pull motivation variables in each age group: a post hoc test using Scheffé method had been applied and the results showed in Table 4.9 and Table 4.10.

Table 4.9 Comparison of significant push motivation variables across three age group of Songkhla zoo's visitors

| Push motivation variables | Mean | | | F-value | p-value | Post hoc |
|---|---|---|---|---|---|---|
| | Younger-age (1) | Middle-age (2) | Older-age (3) | | | (Scheffé) |
| To learn about animals' life | 4.188 | 3.950 | 4.171 | 3.155 | .044* | 1≠2 |
| To enjoy good weather | 4.032 | 3.703 | 3.828 | 4.548 | .011* | 1≠2 |
| To relieve stress and tension | 3.992 | 3.691 | 3.771 | 3.967 | .020* | 1≠2 |
| To have fun | 4.271 | 3.925 | 4.085 | 5.519 | .004* | 1≠2 |
| To visit a new place | 3.797 | 3.691 | 3.285 | 4.222 | .015* | 1≠3 |
| To get close to nature | 4.025 | 3.777 | 3.371 | 8.536 | .000** | 1≠3 |
| To experience something different | 3.815 | 3.654 | 3.428 | 3.017 | .050* | 1≠3 |

*Significant at .05 level   ** Significant at .01 level

Table 4.10 Comparison of significant pull motivation variables across three age group of Songkhla zoo's visitors

| Push motivation variables | Mean | | | F-value | p-value | Post hoc |
|---|---|---|---|---|---|---|
| | Younger-age (1) | Middle-age (2) | Older-age (3) | | | (Scheffé) |
| Variety of animals' show | 4.228 | 3.975 | 4.257 | 3.021 | .050* | 3≠2 |
| Variety of animals | 4.326 | 3.938 | 4.057 | 7.730 | .001** | 1≠2 |

*Significant at .05 level   ** Significant at .01 level

Based on the above results, it was statistically significant differences found in "push and pull" motivation variables between each age group of Songkhla zoo's visitors. It was found that respondent in the younger-aged group was found to be dominant than other age groups in most of the significant variables. These variables include "To learn about animals' life" ($F = 3.155$, $p = .044$, $M = 4.188$), "To enjoy good weather" ($F = 4.548$, $p = .011$, $M = 4.032$), "To relieve stress and tension" ($F = 3.967$, $p = .020$, $M = 3.992$), "To have fun" ($F = 5.519$, $p = .004$, $M = 4.271$), "To visit new place" ($F = 4.222$, $p = .015$, $M = 3.797$), "To get close to nature" ($F = 8.536$, $p = .000$, $M = 4.025$), "To experience something different" ($F = 3.017$, $p = .050$, $M = 3.654$), and "Variety of animals" ($F = 7.730$, $p = .001$, $M = 4.326$). While older-aged respondents were found different in variable of "Variety of animals' show" ($F = 3.021$, $p = .050$, $M = 3.975$).

**4.8 Result of Factor analysis of push and pull motivation variables**

30 push and pull motivation variables were factor-analyzed by applying varimax rotation extraction with principal component analysis. Only those with an eigenvalue at least 1.0 or higher were taken for study to assess the number of significant factors. At an absolute value of 0.45, a cut-off point for factor loading was identified (Pallant, 2013).

Table 4.11 Factor analysis of push motivation variables

| Push factors | Loading | Eigenvalue | % of variance explained | Cronbach's alpha | Mean | SD |
|---|---|---|---|---|---|---|
| **Factor 1: Nature appreciation** | | **4.911** | **35.078** | **0.811** | **3.85** | **0.95** |
| To get close to nature. | 0.843 | | | | | |
| To visit a new place. | 0.796 | | | | | |
| To experience something different. | 0.740 | | | | | |
| To enjoy good weather. | 0.550 | | | | | |
| To relieve stress and tension. | 0.525 | | | | | |
| **Factor 2: Learning and relaxation** | | **1.610** | **11.499** | **0.733** | **4.19** | **0.83** |
| To gain new knowledge and experience. | 0.786 | | | | | |
| To learn about animals' life. | 0.768 | | | | | |
| To take a rest | 0.649 | | | | | |
| To have fun | 0.532 | | | | | |
| **Factor 3: People and Socialization** | | **1.181** | **8.436** | **0.724** | **3.22** | **1.08** |
| To meet new friends | 0.820 | | | | | |
| To interact with other people. | 0.793 | | | | | |
| To escape from daily routine. | 0.740 | | | | | |
| **Factor 4: Family and Conservation** | | **1.112** | **7.945** | **0.483** | **4.01** | **0.86** |
| To spend time with family. | 0.897 | | | | | |
| To learn about animals' conservation. | 0.503 | | | | | |
| **Total** | | | **62.958** | | | |

The factor analysis of 14 push motivation variables extracted four factors that account for 62.958 % of the total variance. These four factors were: 1) Nature appreciation, 2) Learning and relaxation, 3) People and socialization, and 4) Family and conservation.

The first factor is named "nature appreciation", which consists of five variables comprising: To get close to nature, To visit a new place, To experience something different, To enjoy good weather, and To relieve stress and tension. Cronbach's alpha score for this factor was 0.811.

The second factor is named "learning and relaxation", this factor comprised four variables: To gain new knowledge and experience, To learn about animals' life, To take a rest, and To have fun. Cronbach's alpha value for this factor was 0.733, which has been verified.

The third factor, named "people and socialization," had a Cronbach's alpha value of 0.724 and three variables: To meet new friends, To interact with other people, and To escape from daily routine.

The fourth factor is labelled "family and conservation". There were two variables grouped into this factor: To spend time with family and To learn about animals' conservation. A Cronbach's alpha value for this factor was 0.483, which lower than 0.7. However, Pallant (2013) suggested that "a factor with only a few variables that can have a low alpha value which recommends accepting an internal consistency level based on a correlation of 0.3 or higher for common variable factors; the inter-variable correlation of these two variables was 0.32".

According to the mean score of composite indicators, the learning and relaxation factor was the most significant push factor to encourage visitors to Songkhla Zoo, followed by the family and conservation factor, the nature appreciation factor, and the friends and people factor.

Table 4.12 Factor analysis of pull motivation variables

| Pull factors | Loading | Eigenvalue | % of variance explained | Cronbach's alpha | Mean | SD |
|---|---|---|---|---|---|---|
| **Factor 1: Zoo's atmosphere** | | **7.063** | **44.146** | **0.863** | **3.82** | **0.87** |
| Well-equipped visitor center | .704 | | | | | |
| Good location and easy to access | .674 | | | | | |
| Value for money | .670 | | | | | |
| Convenient infrastructures | .656 | | | | | |
| Provides clear signposts | .629 | | | | | |
| Information about services and activities were easily accessible | .626 | | | | | |
| Safe destination | .598 | | | | | |
| Offers a secure environment | .593 | | | | | |
| **Factor 2: Variety of Animals and Activities** | | **1.304** | **8.152** | **0.850** | **4.11** | **0.85** |
| Variety of animals | .797 | | | | | |
| Variety of animals' show | .736 | | | | | |
| Variety activities | .684 | | | | | |
| Good animals' health care | .661 | | | | | |
| Good quality of service | .585 | | | | | |
| Can take a photo with animals | .547 | | | | | |

Table 4.12 Continued

| Pull factors | Loading | Eigenvalue | % of variance explained | Cronbach's alpha | Mean | SD |
|---|---|---|---|---|---|---|
| **Factor 3: Staff service** | | **1.106** | **6.914** | **0.810** | **3.78** | **0.86** |
| Readiness of staff for answer question | .819 | | | | | |
| Friendly and helpful staff | .800 | | | | | |
| **Total** | | | **59.211** | | | |

The factor analysis of 16 pull motivation variables extracted three dimensions accounts for 59.211 % of the total variance. These three factors were: 1) Zoo's atmosphere, 2) Variety of animals and activities, and 3) Staff service.

The first dimension is related to "zoo's atmosphere" which got Cronbach's alpha score at 0.863. This factor included eight variables: Well-equipped visitor center, Good location and easy to access, Value for money, Convenient infrastructures such as restroom and car park, provides clear signposts, Information about services and activities were easily accessible, Safe destination, and Offers a secure environment.

The second factor is labelled "variety of animals and activities", which consists of six variables: Variety of animals, Variety of animals' show, Variety activities, Good animals' health care, Good quality of service, and Can take a photo with animals. 0.850 Cronbach's alpha value had confirmed this factor.

The third factor is related to "staff service". This factor included two variables: Readiness of staff to answer the question and Friendly and helpful staff. 0.810 score of Cronbach's alpha had confirmed this factor.

The most powerful of the three pull factors was a variety of animals and activities, followed by the zoo's atmosphere factor and staff service factor, respectively.

**4.9 Future travel intention to visit Songkhla zoo**

**4.9.1 Frequency analysis on Songkhla zoo visitors' future travel intention to revisit the zoo**

Table 4.13 Frequency distribution of Songkhla zoo visitors' future travel intention to revisit the zoo

| Rating | Frequency | Percentage (%) |
| --- | --- | --- |
| Strongly disagree | 2 | 0.5 |
| Disagree | 23 | 5.9 |
| Neutral | 106 | 27.0 |
| Agree | 143 | 36.5 |
| Strongly agree | 118 | 30.1 |
| Total | 392 | 100.0 |

As presented in the above table, there were 143 respondents, or 36.5% of all respondents rated that they "agree" to revisit Songkhla zoo, followed by 118 respondents or 30.1% of all respondents "strongly agree" to revisit Songkhla zoo. In comparison, 106 respondents, which are equivalent to 27%, were not decided whether they would like to revisit Songkhla zoo or not; they rated "Neutral". On the contrary, 23 respondents or 5.9% of all respondents were "disagree" to revisit Songkhla zoo, and 2 respondents or 0.5% of all respondents were "strongly disagree" to revisit.

After verified the percentage of respondents' future intention to revisit Songkhla zoo. one-way ANOVA and independent sample t-test were tested to identified if there is any significance in respondents' future intention to revisit Songkhla zoo and their demographic characteristics.

Table 4.14 Independents sample T-Test result on the mean of respondents' future intention
     to revisit Songkhla zoo and gender

| Variable | Mean score of gender groups | | $t$-value | $p$-value |
|---|---|---|---|---|
| | Male | Female | | |
| Future intention to revisit Songkhla Zoo | 3.892 | 3.901 | -0.094 | 0.925 |

*Significant at .05 level

A result from the above table had shown that there was no significant difference ($t$= -0.094, $p$= 0.925) between the mean score of male ($M$=3.892) and female ($M$=3.901) respondents. It means that their future intention to revisit Songkhla zoo is the same.

Table 4.15 One-way ANOVA on respondents' future intention to revisit Songkhla zoo and age

| Variable | Mean score of age groups | | | $F$-value | $p$-value |
|---|---|---|---|---|---|
| | Younger-age | Middle-age | Older-age | | |
| Future intention to revisit Songkhla Zoo | 4.014 | 3.716 | 3.400 | 9.334 | 0.000* |

*Significant at .05 level

As shown in Table 4.15, there was a significant difference found in mean scores between each age group "younger-age", "middle-age," and "older-age" ($F$=9.334, $p$=0.000). This result shows that respondents in different age groups have other intentions to revisit Songkhla zoo in the future. Moreover, post hoc tests showed that the difference happens between younger and older age groups. The younger age group has higher intentions to revisit the Songkhla zoo than the older age group.

Table 4.16 One-way ANOVA on respondents' future intention to revisit Songkhla zoo and marital status

| Variable | Mean score of marital status group | | | | $F$-value | $p$-value |
|---|---|---|---|---|---|---|
| | Single | Married | Divorced | Separated | | |
| Future intention to revisit Songkhla Zoo | 3.996 | 3.710 | 3.454 | 5.000 | 4.595 | 0.004* |

*Significant at .05 level

For marital status, there was a statistically significant difference found in mean scores of different marital statuses; "single", "married", "divorced", and "separated" ($F$=4.595, $p$=0.004). This result shows that respondents of different marital statuses have another intention to revisit Songkhla zoo. Post hoc test showed that the difference occurs between single status and married status. The single group has higher intentions to revisit Songkhla zoo compared to married status.

Table 4.17 One-way ANOVA on respondents' future intention to revisit Songkhla zoo and
education level

| Variable | Mean score of education level | | | | | F-value | p-value |
|---|---|---|---|---|---|---|---|
| | Primary school | High school | Diploma | Bachelor degree | Higher than Bachelor degree | | |
| Future intention to revisit Songkhla Zoo | 4.510 | 3.936 | 3.750 | 3.809 | 3.333 | 10.541 | 0.000* |

*Significant at .05 level

For education level, there was a significant difference in the mean scores of
respondents with various levels of education ($F$=10.541, $p$=0.000). This result shows that
respondents in different education levels have a different intention to revisit Songkhla zoo.
Moreover, post hoc tests showed that the respondents with primary school have the highest
intentions to revisit Songkhla zoo compared to other groups.

Table 4.18 One-way ANOVA on respondents' future intention to revisit Songkhla zoo and
monthly income

| Variable | Mean score of age groups | | | F-value | p-value |
|---|---|---|---|---|---|
| | Lower Income | Middle Income | Higher Income | | |
| Future intention to revisit Songkhla Zoo | 4.138 | 3.491 | 3.521 | 25.248 | 0.000* |

*Significant at .05 level

As reported in Table 4.18, there was a statistically significant difference found in
mean scores of monthly income groups; "lower-income", "middle income", and "higher income"
($F$= 25.248, $p$=0.000). This result shows that respondents in different monthly income groups

have a different intention to revisit Songkhla zoo. Also, post hoc tests showed that the difference occurs between lower-income and other income groups. Lower-income groups have the highest intentions to revisit Songkhla zoo compared to other groups.

**4.9.2 Standard multiple regressions on Songkhla zoo visitors' push and pull motivation factors and their behavioral intention to visit Songkhla zoo in the future.**

Standard multiple regression analysis using the enter method was applied to identify the relationship between respondents' main "push and pull" motivation factors and their behavioral travel intention to visit Songkhla zoo in the future.

Table 4.19 Result of standard multiple regression on push motivation factors and visitors'
behavioral intention to visit Songkhla zoo in the future.

| Push motivation factors | B | Standard Error | Beta | t-value |
|---|---|---|---|---|
| Factor 1: Nature appreciation | .407 | .075 | .316 | 5.457** |
| Factor 2: Learning and relaxation | .134 | .084 | .090 | 1.597 |
| Factor 3: People and socialization | -.254 | .052 | -.241 | -4.933** |
| Factor 4: Family and conservation | .257 | .067 | .195 | 3.855** |
| $R^2 = 0.216$     SEE = .81729 | F = 26.729 | Sig. of F = .000, *P< .05, **P<.01 | | |

Table 4.19 reported the results of multiple regression on push motivation factors as a predictor variable for visitors' future intention to revisit Songkhla zoo as a dependent variable. Three of them were predicted to significantly influence the dependent variable from four independent variables that were initially tested. The $R^2$ value of 0.216 implies that three independent variables can explain 21.6% of the variance in visitors' future intention to revisit Songkhla zoo. The most significant independent variable that can influence visitors is *Nature appreciation factor* ($\beta$ = .316, $t$ = 5.457, $p$ = .000) followed by *Family and conservation factor* ($\beta$ = .195, $t$ = 3.855, $p$ = .000) and the last one is *People and socialization factor* ($\beta$ = .090, $t$ = -4.933, $p$ = .000). It means that push motivation factors influence visitors' future intention to revisit Songkhla zoo.

Table 4.20 Result of standard multiple regression on pull motivation factors and visitors'

behavioral intention to visit Songkhla zoo in the future

| Push motivation factors | B | Standard Error | Beta | t-value |
|---|---|---|---|---|
| Factor 1: Zoo's atmosphere | .489 | .096 | .330 | 5.058** |
| Factor 2: Variety of animals and activities | .214 | .096 | .170 | 2.512* |
| Factor 3: Staff service | -.225 | .070 | -.193 | -3.203** |
| $R^2$ = 0.141    SEE = .85466 | F = 21.223 | Sig. of F = .000, *P< .05, **P<.01 | | |

Table 4.20 present the result of multiple regression analysis of pull motivation factors as a predictor variable for visitors' future intention to revisit Songkhla zoo as a dependent variable. All of them were predicted to have a significant influence on dependent variables from three independent variables that were primarily tested. The $R^2$ value of 0.141 indicates that all of pull motivation factors can explain 14.1% of the variance in visitors' future intention to visit Songkhla zoo. The strongest significant independent variable that most influence visitors is *Zoo's atmosphere* (β = .330, *t* = 5.058, *p* = .000) followed by *Variety of animals and activities* (β = .170, *t* = 2.512, *p* = .012) and *Staff service* (β = -.193, *t* = -3.203, *p* = .001). it indicated that these particular pull motivation factors greatly contributed to visitors' future travel intention to Songkhla Zoo.

## 4.10 Content analysis for visitors' satisfaction, likelihood to recommend Songkhla zoo to others, and recommendation for zoo improvement

Respondents were asked to rate their level of satisfaction with this visit, their likelihood of recommending the zoo to others, and any recommendations they wanted to share related to the study and zoo improvement in the last section of the questionnaire.

### 4.10.1 Visitors' satisfaction after visit Songkhla zoo

Table 4.21 Visitors' satisfaction after visit Songkhla zoo

| Level of satisfaction | Frequency | Percentage (%) |
|---|---|---|
| Not satisfied at all | 3 | 0.8 |
| Not satisfied | 12 | 3.1 |
| Merely satisfied | 118 | 30.1 |
| Satisfied | 163 | 41.6 |
| Very satisfied | 96 | 24.5 |
| Total | 392 | 100 |

After visitors have had an experience at Songkhla zoo, they were asked to rate their satisfaction level for this visit. 163 respondents (41.6%) were "satisfied" with their visit to Songkhla zoo, followed by 118 respondents (30.1%) were "merely satisfied", and 96 respondents (24.5%) were "very satisfied". While 12 respondents were "not satisfied" with their visit (3.1%), and only 3 respondents were "not satisfied with their visit at all". The majority of respondents were satisfied with their visit this time.

### 4.10.2 The likelihood to recommend Songkhla zoo to others

The likelihood of visitors to recommend Songkhla zoo to others was also asked as it was one of the important elements of the survey.

Table 4.22 The likelihood to recommend Songkhla zoo to others

| Likelihood to recommend Songkhla zoo | Frequency | Percentage (%) |
|---|---|---|
| Definitely not recommend | 4 | 1.0 |
| Not recommend | 20 | 5.1 |
| May recommend | 109 | 27.8 |
| Recommend | 155 | 39.5 |
| Definitely recommend | 104 | 26.5 |
| Total | 392 | 100 |

As present in Table 4.22, 155 visitors, or 39.5% of the whole samples, rated that they are likely to "recommend" Songkhla zoo to others. Follow by 109 visitors (27. 8%) showed that they were not quite sure to recommend Songkhla zoo to others as they rated "may recommend", while 104 visitors (26.5%) who rated that they "definitely recommend" Songkhla zoo to other. On the other hand, 20 visitors (5.1%) rated that they are "not likely to recommend" Songkhla zoo to others, and another 4 visitors (1.0%) have rated "definitely not recommend". The above results based on visitors' opinion after having had an experience at Songkhla zoo. However, it seems that the majority of visitors would recommend Songkhla zoo to others.

### 4.10.3 Visitors' recommendation for zoo improvement

The last survey question asked visitors to provide any recommendations they would like to share for zoo improvement.

Table 4.23 Recommendation for zoo improvement

| Recommendation category | Frequency | Percentage (%) |
|---|---|---|
| Animals | 64 | 29.63 |
| Zoo atmosphere | 48 | 22.22 |
| Infrastructures | 56 | 25.93 |
| Other | 48 | 22.22 |
| Total | 216 | 100 |

As present in Table 4.23, there were recommendations from 216 visitors, which later can classify into four categories; animals, zoo atmosphere, infrastructures, and other suggestions and recommendations. All of the recommendations were carefully read and allocated to the category they belong. The recommendations that share the same ideas were put to the same category and labeled accordingly to determine their frequency and percentage.

# CHAPTER 5

# CONCLUSION AND DISCUSSION

This chapter summarizes the overall finding based on the study's objectives and the significant findings. A relevant discussion on push and pull motivation theory, marketing, and management implications was provided before future study recommendations.

Push and pull motivation help researchers understand tourists who travel to a specific destination. Songkhla zoo is one of the tourist destinations that can attract many visitors each year, chosen for this study. This study intends: (1) to examine Songkhla zoo visitors' demographic characteristics and travel patterns; (2) to identify Songkhla zoo visitors' main push and pull motivation; and (3) to analyze the relationship between "push and pull" motivations factors and visitors' behavioral travel intention to visit Songkhla zoo in the future.

The questionnaire survey was applied to collect data from target respondents who were Thai visitors who were visiting Songkhla zoo. The questionnaire was pilot-tested with the purpose of a validity check before distributing it to respondents. A sample size calculator was also applied from Taro Yamane (1973)'s formula to find a suitable sample size for the study. Data collection was conducted from October to November 2017 at Songkhla zoo. 400 questionnaires were collected from target respondents, 392 questionnaires were usable for analysis.

## 5.1 Conclusion

### 5.1.1 Demographic characteristics and travel patterns of Songkhla zoo' visitors

Demographic characteristics of Songkhla zoo' visitors were as follows: there were female visitors (64.5%) more than male visitors who filled in the survey, and the majority of their age were between 10-20 years old (48%), the highest percent of education level was high school (40.1%). Most of the respondents were single (65.8%), half of them were students (53.8%), and 99.7 % of respondents lived in Songkhla.

Travel patterns of Songkhla zoo' visitors, the majority of respondents were repeated visitors who visited Songkhla zoo before (75.8%). Almost half of them used personal

cars as main transportation to visit the zoo (49%), and 46.7% traveled with their children or family.

The largest group of respondents preferred to visit Songkhla zoo during school break (41.6%), and they spent time inside the zoo around 2 hours (29.8%) and 3 hours (28.8%). Most of the respondents used their previous experience as their main source of information (69.13%). Their family and children were the main influencers (54.3%), and the majority of them spent less than 500 Baht per person per time when they visited Songkhla zoo.

### 5.1.2 Main Push motivation items of Songkhla zoo' visitors

The mean value of 14 push motivation items of Songkhla zoo' visitors was the highest at 4.22 and lowest at 2.96. The top ten main push motivation items for the highest mean value were "*To gain new knowledge and experience*" (*M*=4.22), "*To take a rest*" (*M* =4.20), "*To have fun*" (*M* =4.18), "*To spend time with family*" (*M* =4.14), "*To learn about animals' life*" (*M* =4.13), "*To enjoy good weather*" (*M* =3.94), "*To relieve stress and tension*" (*M* =3.91), "*To get close to nature*" (*M* =3.91), "*To learn about animals' conservation*" (*M* =3.89), and "*To experience something different*" (*M* =3.75)

### 5.1.3 Main Pull motivation items of Songkhla zoo' visitors

The mean value of 16 pull motivation items of Songkhla zoo' visitors was the highest at 4.22 and lowest at 3.57. The top ten main pull motivation items for the highest mean value were: "*Offer variety activities*" (*M* =4.22), "*Variety of animals*" (*M* =4.21), "*Variety of animals' show*" (*M* =4.17), "*Good animals' health care*" (*M* =4.10), "*Offers a secure environment*" (*M*=4.04), "*Good quality of service*" (*M*=3.99), "*Safe destination*" (*M*=3.97), "*Can take a photo with animals*" (*M*=3.90), "*Convenient infrastructures*" (*M*=3.88), and "*Readiness of staff for answer question*" (*M*=3.80).

### 5.1.4 Songkhla zoo' visitors push motivations and demographic characteristics

An independent sample t-test and the one-way ANOVA were performed to find any significant differences between push motivation of Songkhla zoo's visitors and demographic characteristics. There was only one significant difference in the mean score of male and female visitors, which was "To visit a new place". Moreover, the result showed that "To gain new knowledge and experience", "To have fun", and "To take a rest" got the highest mean score from both male and female visitors.

The result from one-way ANOVA shown that based on age group, there were seven push motivation items got a significant difference: "To learn about animals' life", "To enjoy good weather", "To relieve stress and tension", "To have fun", "To visit a new place", "To get close to nature" and "To experience something different". Post hos test presented that younger age groups' push motivation to visit Songkhla zoo is higher than other age groups. The younger age group had the highest interests in the push factors as mentioned above. This result indicated that these push motivation factors of Songkhla zoo visitors vary with different age groups.

**5.1.5 Songkhla zoo' visitors pull motivations and demographic characteristics**

An independent sample t-test and one-way ANOVA were used to determine any significant differences between visitors' pull motivation and their demographic characteristics at Songkhla zoo. An independent sample t-test revealed significant differences between male and female visitors in two pull motivation items, "Offers a secure environment" and "Convenient infrastructures such as restroom and car park". Moreover, the result showed that "Offer variety activities", "Variety of animals' show", and "Variety of animals" were items that got the highest mean score from both male and female visitors.

The results of the one-way ANOVA showed that there were significant differences found between two push motivation variables based on age: "Variety of animals' show" and "Variety of animals". Post hos test showed that older age groups' pull motivation to visit Songkhla zoo is higher than other age groups. This result showed that the pull motivations of Songkhla zoo visitors vary with different age groups.

**5.1.6 Songkhla zoo Visitors' future travel intention to revisit the zoo and likelihood to recommend the zoo to their family and friends**

The finding revealed that 36.5% of respondents agreed to revisit Songkhla zoo in the future, while 30.1% strongly agreed to revisit. The results of the one-way ANOVA for socio-demographics indicate that there is a significant difference in the age, marital status, education level, and monthly income of respondents. Younger age group has higher intentions to revisit Songkhla zoo than the older age group. The single group has higher intentions to revisit Songkhla zoo than the married group. Respondents with the primary school have the highest intentions to revisit Songkhla zoo, and lower-income groups have the highest intentions to revisit Songkhla zoo than other groups.

The likelihood of respondents to recommend Songkhla zoo to their family and friends; 39.5 of respondents rated "agree" following by 27.8% rated "neutral" and 26.5% rated "strongly agree". These answers are based on respondents' opinions after they had experienced in the Songkhla zoo. The result seems that more respondents are likely to recommend Songkhla zoo to their family and friends.

**5.1.7 Relationship between main "push" and "pull" motivation and visitors' travel intention to Songkhla zoo in the future.**

Multiple regression was applied to find any relationship between main "push and pull" motivations and visitors' behavioral intention to visit Songkhla zoo in the future. The findings revealed a relation between respondents' push ($F$=10.826, $p$=0.000) and pull ($F$=8.024, $p$=0.000) motivations and their travel intention to Songkhla zoo in the future. For "push" motivation, 'To have fun' got the highest beta value ($\beta$ = 0.250) which explains 22.1% of the overall variable. Simultaneously, for "pull" motivation, 'Variety of animals' got the biggest beta value ($\beta$ = 0.248), which explains 17.4% of the overall variable.

**5.1.8 Hypotheses testing**

Summary for hypotheses testing in "push" and "pull" motivation of Songkhla zoo visitors as per following details;

H1: There is a difference "push" and "pull" motivations in gender of Songkhla zoo visitors.

H2: There is a difference "push" and "pull" motivations in each age group of Songkhla zoo visitors.

H3: There is a relationship found between the main "push" and "pull" motivations factor and visitors' intention to visit Songkhla zoo in the future.

**5.2 Discussion**

This study focuses on Songkhla zoo visitors' motivation. Specifically, it aims to discover their main push and pull motivation to understand intrinsic demand and provide additional knowledge to help the zoo attract more visitors. Various studies applied push and pull motivation theory with zoo visitors at the country or city level (Puan and Zakaria, 2007; Phau, Lee and Quintal, 2013; Jordaan and Du Plessis, 2014; Dayour and Adongo, 2015; Sinh and Anh,

2020) but this research is the one that fully studies push and pull motivation theory in attraction level. Moreover, Songkhla zoo management team could benefit from the results of this study by developing their policies and strategies to enhance their products and services to meet visitors' needs.

In order to examine the motivation of zoo visitors, this study applies the push and pull theory by Dann (1997). With the previous studies, the findings obtained in this study reconfirmed that both internal and external forces drive a tourist's motivation. The push factors are internal and motivated people to travel, while the pull factors are external and influence where people go based on destination characteristics (Yousefi and Marzuki, 2015).

**5.2.1 Objective 1: To examine Songkhla zoo visitors' demographic characteristics and travel patterns**

It is important to identify zoo visitors' demographic characteristics and travel behaviors to understand their zoo's motivations better. It would also help develop knowledge for this specific market and help zoo management improve their future marketing plans and strategies.

For this research, the "female" was found as the most notable gender category visiting Songkhla zoo. This result is in line with the study by Jang and Wu (2006), which indicated that female visitors were more interested in visiting zoos than their male counterparts as females were much easier motivated by knowledge-seeking in any attractions or destinations. A recent study by Ramli and Ramachandran (2016) also found that female visitors were keener on visiting zoos because they tend to do more light activities such as sightseeing or picnicking. Also, for female visitors, traveling to the zoo is safer when compared to other attractions.

In terms of age, it was found that the majority of Songkhla zoo's visitors were mainly in the younger age group, aging between 10 – 30 years old, which might be because they are more energetic, cheerful, and have more free time (Hsu *et al.*, 2008). Similarly, some studies revealed that people in the younger age group accounted for a very large proportion of zoo visitors (Wagoner and Jensen, 2010).

Regarding occupation and monthly income, it was noted that most of the respondents were students and have monthly incomes less than THB 10,000. It may be because they don't have their income, they have to rely on their parents for the money. Connell (2004)

reported that people of different age ranges get motivated to visit the zoo through different types of promotions; the middle age group preferred to get information about the zoo via the internet. The older age group likes to get the information via a leaflet or a brochure. Songkhla zoo should consider these findings when considering their marketing strategies and social media choice for zoo promotion, such as Facebook, Twitter, and Instagram. Using various promotional tools can help Songkhla zoo reach a broader group of visitors, especially the people identified as middle age in this research and who use technology in their daily routine. Providing information about the zoo activities online could increase the frequency of this group of people's visits to the zoo.

Older people may be another target group for Songkhla zoo as the inside of the zoo provides a relaxing and peaceful environment. Jensen's (2007) study showed that one of the highest motivators for elderly visitors is being in a serene environment. Therefore, Songkhla zoo could highlight its relaxing and peaceful characteristics when promoting itself to this group of visitors.

About traveling pattern, most of Songkhla zoo visitors were repeat visitors who have been to the zoo before. They travel to the zoo with their children or family as per Turley (2001) stated that zoo is the attractive places to visit for many people, not only for children who can extend their knowledge about animals but also for families to spend their quality time together. As most visitors are repeated visitors, Songkhla zoo could create a loyalty program that would offer prizes for their most frequent visitors at different times in each period. Visitors preferred to visit the zoo during school breaks or public holidays because most of them were students, which is difficult for them to visit the zoo during a weekday. Additionally, if they visit the zoo during school break, they have more time to spend inside the zoo. In order to make visitors spend more time inside the zoo, Songkhla zoo could provide more activities that visitors can enjoy and have fun, such as animals' art lessons and zoo discovery quizzes.

Davey (2007) suggested that visitors' expenditure is another source of financial income for the zoo. The result from this study found that each visitor spends less than THB 500 per person per visit. To increase visitors' expenditure, Songkhla zoo should provide more souvenir outlets within the zoo. The zoo can also add more practical items and interesting souvenirs in the shops for visitors of all age groups, such as sunglasses, sunscreen, animal playing

cards, unique animal puzzles, games, and souvenirs representing the zoo (Knežević, Žučko and Ljuština, 2016).

Notably, Songkhla zoo visitors' main source of information when they desired to visit the zoo is their friends or relatives, followed by their previous experiences and the internet. It seems that suggestions from people close to them are essential for them to decide to visit the zoo. Same as their previous experience, if they are satisfied with the last visit, they can revisit the zoo. Internet is another important source of information nowadays because it is the easiest way for visitors to find extensive online information about the zoo, such as the zoo's official website, Facebook, and TripAdvisor.

### 5.2.2 Objective 2: To identify Songkhla zoo visitors' main push and pull motivation

A well-balanced mix of push and pull factors would pique tourists' interest in traveling (Jang and Cai, 2002). Therefore, determining Songkhla zoo visitors' motivation through this research could help the zoo management team develop appropriate marketing strategies to serve visitors' needs.

#### 5.2.2.1 Significant "Push" motivations

Regarding the main push motivations of Songkhla zoo visitors, this study reveals that out of 14 push motivation items, "To gain new knowledge and experience", "To take a rest", and "To have fun" were the major intrinsic driving force. Based on these results, it can be certain that Songkhla zoo visitors were internally driven to visit the zoo mainly to find new knowledge and experiences while they can take a rest from their usual environment at the same time. They can have fun with animals and activities provided at the zoo. So, these items should be considered and addressed in a zoo marketing plan to help attract more visitors. However, other push motivation items in the top 10 lists are also worth paying attention to as they seem to contribute to visitors' overall desire to visit Songkhla zoo.

#### To gain new knowledge and experience

The result from demographic characteristics showed that most of Songkhla zoo visitors are younger-age people who would love to visit the zoo to receive new knowledge and experience. It may be because zoo not only provided visitors a happy time but

also provided them an educational ability to supply knowledge and attitudes about animal life and the environment (Luebke and Matiasek, 2013).

Also, the zoo gives them a chance to observe the wildlife that they may otherwise never see (Carr and Cohen, 2011). Moreover, the modern zoo has been constructed to learn about animals and animals' conservation, especially for endangered animals (Ballantyne *et al.*, 2007). In order to add more knowledge and experience for visitors, the zoo may arrange monthly educational programs about different types of animals inside the zoo, provide boards of knowledge for visitors, or apply new technologies that could stimulate visitors' learning while in the zoo.

**To take a rest**

Stay in a stressful environment with everyday life can be a source for physical and mental weakening, which may bring people to different kinds of sickness as reported by several studies about health (e.g Schry *et al.*, 2015). Thus, make people try to rest in different ways to improve their bodies and minds. Visitors selected Songkhla zoo to rest and rated this item as one of the top push motivations when visiting the zoo. Visitors can feel close to nature because of the zoo's favorable geographical location a mountain, surrounded by many trees. It makes the atmosphere in the zoo quiet and calm, and very suitable for visitors who are seeking a place to relax or take a rest from the stresses same as the study of Puan and Zakaria (2007), which found that people are primarily motivated to visit the zoo in Malaysia for rest and recreation.

**To have fun**

Having fun is one of the main reasons tourists desire to visit a specific destination or attraction. Like Songkhla zoo visitors who have rated this item as one of the top push motivations as same as the study of Sickler and Fraser (2009), people describe their visit to the zoo as "fun".

**5.2.2.2 Significant "Pull" motivations**

Apart from the explained about push motivations, which make visitors decide to visit the zoo, pull motivations which represent the assets of the zoo are also important as per the statement of Swarbrooke (2009) that the key components in the tourism system are attractions because they are the main motivation for tourism and the core of the touristic products. Without attractions, there would be no need for other tourism facilities if there were no attractions

and support by Page (2011), who stated that attraction attributes play an important role in tourism development. They provide experience and satisfaction to their visitors.

From this study, "Variety of activities", "Variety of animals", and "Variety of animals' show" were ranked as the top three most important pull factors or 'Highlights of the zoo' that help attract more visitors and make zoo's atmosphere more pleasant to visit.

**Variety of activities**

A variety of activities offered inside the zoo can also extend visitors' visiting time. It would be great if the zoo could create additional activities that increase contact between visitors and animals or activities that would increase visitors' engagement with zoo animals. KneževiĆ, ŽuČko, and Ljuština (2016) suggested that zoo should add more activities that encourage and enhance social interaction for visitors in all age groups such as setting up an observation corner for observing animals which visitors can sketch their observation, talking to animals' caretaker or arrange weekend workshops in the zoo. These activities could help increase the popularity of the zoo among people in different age groups. Thomas et al. (2003) also advised that rather than providing purely educational activities, it will be more beneficial to the zoo to give the visitors recreational activities to learn something while having fun. Furthermore, any zoo activities should be promoted through all available communication channels to ensure public awareness of all activities offered at the zoo.

**Variety of animals**

The first thing that people are thinking of when talking about the zoo is animals. Many visitors visit the zoo because they would like to interact with animals. Giving a chance to the visitors to be closer to a variety of animals at the zoo can make them enjoy more for their visit (Lee, 2015). At Songkhla zoo, there are many kinds of animals that originate from Thailand and overseas. Each species needs a different way to take care. The zoo has to pay more effort to look after all animals for their best welfare, such as arranging annual health checks and improve animal housing areas.

**Variety of animals' show**

Apart from animals considered a very important part of the zoo, animals' shows can also count as one factor attracting visitors to the zoo. At Songkhla zoo, there

are three main animals' performances each day; Survival of wildlife, Seal show and Penguin parade, and Feeding tiger. Each performance has its specific showtime, which does not overlap, making it easier for visitors to enjoy all of them without worrying about the time. However, the frequency of showtime can increase during the school break period, public holidays, and weekends when more visitors visit the zoo. Moreover, the zoo should create unique animal shows that differ from daily performances to attract visitors in each public holiday or festival, such as Children's Day or Christmas and New Year period or special shows for a specific group of visitors like school groups.

### 5.2.3 Objective 3: To analyze the relationship between "push and pull" motivations factors and visitors' behavioral intention to visit Songkhla zoo in the future

After looking into the relationship between "push and pull" motivations factors and visitors' behavioral travel intention to visit Songkhla zoo in the future, the result from this study reconfirms that push and pull motivations influence visitors' future travel intentions to return to Songkhla zoo (Khuong & Ha, 2014).

The nature appreciation factor is the most important push motivation factor for visitors' future travel intention to revisit the Songkhla zoo. It seems that visitors would like to find a place to feel close to nature to relieve stress and tension while enjoying good weather and gaining some different experiences (Kamri and Radam, 2013). Followed by family and conservation factor, as most visitors visit the zoo with their family, the zoo should provide more family-friendly activities that suit family members of all ages. For conservation, KneževiĆ, ŽuČko, and Ljuština (2016) suggested that concept of the modern zoo had been changed from entertainment to conservation of animals under threat of extinction. Supported by Carr and Cohen (2011), a zoo should be a place where visitors learn about animals and demonstrate how they can contribute to the survival of endangered species. The last one is friends and people factor. Humans are social animals that need to interact with others, visit the zoo to learn about animals, meet new people and interact with new friends from different backgrounds.

While for pull motivations, all factors were a predictor for visitors to revisit the zoo. The first one is the zoo's atmosphere; Songkhla zoo is surrounded by beautiful scenic and green area which is suitable for visitors of all ages to enjoy and spend their free time. The second predictor is animals and activities; zoos should pay more attention to animals' well-

being and cleanliness of their captive area to show visitors a good appearance of animals. With the size of the zoo, Songkhla zoo can add more new animals in different species. The last factor is staff, well trained and educated staff can make the zoo more worth to visit supported by the study of Knežević, Žučko, and Ljuština (2016), It showed that zoo staff is an important part of the zoo that can increase knowledge and understanding of visitors about the zoo, animals, and conservation program. However, before zoo staff can give any information to visitors, they should be well trained and educated for relevant information. This is to make sure that they will provide correct and useful information to visitors and try to engage them with any activities inside the zoo.

Finally, Songkhla Zoo could find ways to cooperate with other tourism organizations and strengthen the zoo's visibility to the public as one of the significant tourist attractions in Songkhla Province.

## 5.3 Implications of the study

Theoretically, this study confirmed push-pull motivation theory of Dann's (1977), which suggested that visitors travel based on their internal motivation and the characteristics of the destination. The analysis of Songkhla zoo visitors' main push and pull motivation items adds to the current knowledge base about tourists' travel motivations by highlighting a particular attraction. (Puan and Sakaria, 2007; Phau, Lee and Quintal, 2013; Sinh and Anh, 2020). Additionally, this study's empirical indication contributes to the knowledge of the factors that drive visitors to travel, along with factors that influenced their decision to choose attraction.

The discovery of visitors' motivations to Songkhla zoo specifically contributes to a deeper understanding into an area where Songkhla zoo executive manager, local government agencies, and tourism authorities attract more visitors to decide to visit the zoo. The number of zoo visitors can be expected to increase, resulting in a higher income. Moreover, the main push and pull motivation of Songkhla zoo visitors identified in this study could be used as a reference for evaluating and matching Songkhla zoo's distinct attributes and visitors' internal and external desire to visit the zoo. Mohammad and Som (2010) suggested that a good matching of tourists'

socio-psychological needs and the destination attributes had a vital role in developing suitable strategies for tourism marketers.

From the study's result, Songkhla zoo visitors are motivated to visit the zoo because they would like to gain new knowledge and experience, to take a rest, and to have fun. In order to inspire visitors to visit the zoo, Songkhla zoo management team should provide new knowledge to visitors in a creative way, such as create monthly useful information about animals in the zoo. The provided information has to be easy to understand because most visitors are children; the more they know the provided knowledge or information, the more they enjoy their time at the zoo. The next thing that zoo should consider is to maintain and develop the zoo's atmosphere to be a suitable place for people of all age groups can take a rest. The zoo may provide a picnic area for the family to spend time together, assign more playground area for children or create a campaign that visitors can participate and have fun such as a campaign for tree plantation around the zoo or walk rally inside the zoo for trash collection which the winner may receive some souvenir from the zoo.

Not only to consider items that motivate visitors to visit the zoo but also other items that the zoo should consider are zoo features. From the result of this study, the variety of activities, variety of animals, and variety of animals' show are the zoo's highlight that can attract visitors. Songkhla zoo should identify their main activity that most visitors would love to join and always provide it. Also, the zoo should introduce new activities to be the activity of the month or add more activity related to any important festivals such as Loy Kratong inside the zoo which visitors can create their own Kratong or Songkran with animals. Another highlight for visitors when visiting the zoo is animals. The zoo should provide more animals for visitors to see and learn, especially animals that originate overseas and look after many kinds of animals; the zoo should prepare a good team of zookeepers who have a good knowledge of animals' health care. At the Songkhla zoo, there are three main animals' show each day which their showtime is not collapsed to each other. Songkhla zoo may consider increasing more show time on the weekend, public holidays, or during school break because more visitors visit the zoo at that time.

## 5.4 Limitations and recommendations for future study

This study's limitation is the data were collected in a short and specific period from convenience sampling, which the result may not be generalized. To fulfill visitors' motivation, Songkhla zoo may add more knowledge for visitors to learn while they spend time inside the zoo, such as providing boards of knowledge about animals or applying new technology that stimulates the learning process of visitors at the zoo. For future studies, to confirm and cross-validate the results, qualitative studies such as interviews should be used. Moreover, researchers should find visitors' motivation in other zoos of Thailand to understand and attract more zoo visitors.

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# APPENDIX A



## RESEARCH QUESTIONNAIRE

**"Understanding visitor's motivation to zoological park: a case study of Songkhla Zoo, Thailand"**

**This questionnaire aims to collect data for MBA thesis and all information provided will be handled with strict confidentiality and will be used for research purpose only.**

--------------------------------------------------------------------------------------------------------------

**Part 1 Respondent information**

1. Gender ☐ Male ☐ Female

2. Age ☐ $\leq$ 20 years old ☐ 21-30 years old ☐ 31-40 years old

    ☐ 41-50 years old ☐ 51-60 years old ☐ $\geq$ 61 years old

3. Education level

    ☐ Primary School ☐ High School or equivalent ☐ Diploma

    ☐ Bachelor Degree or equivalent ☐ Higher than Bachelor Degree

4. Occupation

    ☐ Government Officer ☐ Student ☐ Farmer ☐ Housewife

    ☐ Businessman ☐ Retired Government Officer ☐ Freelance ☐ Employee

    ☐ General contractor ☐ Unemployed ☐ Other.............

5. Monthly Income

    ☐ $\leq$ THB 10,000 ☐ THB 10,001-20,000 ☐ THB 20,001-30,000

    ☐ THB 30,001-40,000 ☐ THB 40,001-50,000 ☐ > THB 50,000

6. Religious ☐ Buddhism ☐ Christian ☐ Muslim ☐ Other....................

7. Marital Status ☐ Single ☐ Married ☐ Divorced ☐ Separated

8. Current place of residence ☐ Songkhla Province ☐ Other Province.................

**Part 2 Travel pattern**

1. Travel companion

    ☐ Alone      ☐ Couple/partner      ☐ Children/Family

    ☐ Friends      ☐ Tour      ☐ Other (please specify)……………….

2. Main transportation for this visit

    ☐ Bus/Taxi      ☐Car   ☐ Motorbike   ☐ Coach   ☐ Organization's transport

3. Have you ever visited Songkhla Zoo before?

    ☐Yes, …….. time(s)      ☐ No, this is my first time (**Skip to no.7**)

4. When was your last visit to Songkhla Zoo?

    ☐ Last moth      ☐ Last 3 months    ☐ Last 6 months      ☐ Last Year

    ☐ Last 3 years     ☐ More than 3 years, please specify............. years

    ☐ I can't remember

5.  How often do you visit Songkhla Zoo

    ☐ Once a week     ☐ Once a month      ☐ Every 3 months      ☐ Every 6 months

    ☐ Once 1 year      ☐ Every 2 years      ☐ Every 3 years ☐ Every 5 years

6. Preferred time to visit Songkhla Zoo

    ☐ Weekends      ☐ Public holidays/Festival      ☐ During school break

    ☐ Week day (Monday - Friday)   ☐ During vacation time

    ☐ Other (please specify) ....................

7. Time spend in Songkhla Zoo

    ☐ Less than 1 hour      ☐ 1-2 hours      ☐ 2-3 hours

    ☐ 3-4 hours      ☐ More than 4 hours

8. Expenses use for each visit      ☐ $\leq$ THB 500/person    ☐ THB 501– 1,000/person    ☐ More than THB 1,000 /person

9. Influencer for your visit      ☐ Myself    ☐ Children    ☐ Friends

    ☐ Partner ☐ Other (please specify) .................

10. Source of information for visit Songkhla Zoo (can select more than 1)

    ☐ Internet      ☐ Friends/relatives      ☐ Brochure      ☐ Previous experiences

    ☐ Magazine      ☐ Billboard      ☐ Other(please specify)................

**Part 3 Visitors' motivation to visit Songkhla Zoo**

Please indicate your level of importance on the following statement by tick ✔ the corresponding number

1 = Not Important at all    2 = Not Important    3 = Important    4 = Very Important    5 = Extremely important

| Visitors' motivation to visit Songkhla Zoo | Level of Importance | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| **Knowledge and experience** | | | | | |
| 1.  To gain new knowledge and experience | | | | | |
| 2.  To learn about animals' life | | | | | |
| 3.  To learn about animals' conservation | | | | | |
| **Social** | | | | | |
| 1.  To spend time with family | | | | | |
| 2.  To meet new friends | | | | | |
| 3.  To interact with other people | | | | | |
| **Escape and seeking** | | | | | |
| 1.  To take a rest | | | | | |
| 2.  To escape from daily routine | | | | | |
| 3.  To enjoy a good weather | | | | | |
| 4.  To relieve stress and tension | | | | | |
| 5.  To have fun | | | | | |
| **Achievement** | | | | | |
| 1.  To visit new place | | | | | |
| 2.  To get close to nature | | | | | |
| 3.  To experience something different | | | | | |
| **Attraction** | | | | | |
| 1.  Good location and easy to access | | | | | |
| 2.  Information about services and activities were easily accessible | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 3.   Value for money | | | | | |
| 4.   Safe destination | | | | | |
| **Infrastructure** | | | | | |
| 1.   Provides clear sign posts | | | | | |
| 2.   Well-equipped visitor center | | | | | |
| 3.   Offers a secure environment | | | | | |
| 4.   Convenient infrastructure | | | | | |
| **Activities** | | | | | |
| 1.   Variety activities | | | | | |
| 2.   Can takes photo with animals | | | | | |
| 3.   Variety of animals' show | | | | | |
| **Staff and services** | | | | | |
| 1.   Friendly and helpful staff | | | | | |
| 2.   Readiness of staff for answer question | | | | | |
| 3.   Good quality of service | | | | | |
| **Animals** | | | | | |
| 1.   Variety of animals | | | | | |
| 2.   Good animals' health care | | | | | |

## Part 4 recommendations and comments

1. Please indicate your overall satisfaction for this visit

| Not satisfied at all | | Merely satisfied | | Very satisfied |
|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** |

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2. Will you recommend Songkhla zoo to your friends or relatives?

| Not satisfied at all | | Merely satisfied | | Very satisfied |
|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** |

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3. You will revisit Songkhla zoo?

| Strongly disagree | | Neutral | | Strongly agree |
|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** |

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4. Recommendation for zoo improvement

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☺ Thank you very much ☺

# APPENDIX B

## แบบสอบถามงานวิจัย

แบบสอบถามงานวิจัยเรื่อง **"แรงผลักดันและจูงใจของนักท่องเที่ยวในการเดินทางมาท่องเที่ยวในสวน สัตว์ กรณีศึกษาสวนสัตว์สงขลา"** เป็นส่วนหนึ่งของการศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาการจัดการ บริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต มีวัตถุประสงค์เพื่อศึกษาแรงผลักดันและ แรงจูงใจของนักท่องเที่ยวในการเดินทางมาท่องเที่ยวสวนสัตว์สงขลา ผู้วิจัยขอขอบคุณท่านเป็นอย่างสูง ที่ท่าน ได้ให้ความร่วมมือและสละเวลาในการตอบแบบสอบถามฉบับนี้

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## ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

(กรุณาเขียนคำตอบหรือเติมเครื่องหมาย √ ลงใน ☐ ที่ตรงกับความเป็นจริง)

1. เพศ ☐ ชาย ☐ หญิง

2. อายุ ☐ 10-20 ปี ☐ 21-30 ปี ☐ 31-40 ปี
☐ 41-50 ปี ☐ 51-60 ปี ☐ 61 ปีขึ้นไป

3. ระดับการศึกษา
☐ ประถมศึกษา ☐☐ มัธยมศึกษาหรือเทียบเท่า ☐ อนุปริญญาหรือเทียบเท่า
☐ ปริญญาตรีหรือเทียบเท่า ☐ สูงกว่าปริญญาตรี

4. อาชีพ
☐ ข้าราชการ/พนักงานของรัฐ ☐ นักเรียน/นักศึกษา ☐ เกษตรกร ☐ แม่บ้าน
☐ นักธุรกิจ ☐ ข้าราชการบำนาญ/เกษียณอายุ ☐ ประกอบอาชีพอิสระ
☐ พนักงานบริษัท/ลูกจ้าง ☐ รับจ้างทั่วไป ☐ ว่างงาน ☐ อื่น ๆ ระบุ...........

5. รายได้ต่อเดือน
☐ น้อยกว่าหรือเท่ากับ 10,000 บาท ☐ 10,001-20,000 บาท ☐ 20,001-30,000 บาท
☐ 30,001-40,000 บาท ☐ 40,001-50,000 บาท ☐ มากกว่า 50,000 บาท

6. ศาสนา ☐ พุทธ ☐ คริสต์ ☐ อิสลาม ☐ อื่น ๆ ระบุ.................

7. สถานภาพ ☐ โสด ☐ สมรส ☐ หม้าย/หย่าร้าง ☐ แยกกันอยู่

8. ที่อยู่ปัจจุบัน ☐ จังหวัดสงขลา ☐ ต่างจังหวัด ระบุ...................

**ข้อมูลการเดินทาง** (กรุณาเขียนคำตอบหรือเติมเครื่องหมาย √ ลงใน □ ที่ตรงกับความเป็นจริง)

1. ลักษณะการเดินทางมาท่องเที่ยวสวนสัตว์ในครั้งนี้

    □ มาคนเดียว    □ มากับคนรัก    □ มากับบุตรหลาน/ครอบครัว    □ มากับเพื่อน

    □ มากับคณะทัวร์    □ มากับหน่วยงานเช่น โรงเรียน    □ อื่น ๆ ระบุ..................

2. พาหนะหลักที่ใช้ในการเดินทางมาท่องเที่ยวสวนสัตว์

    □ รถประจำทาง/รถรับจ้าง      □ รถยนต์ส่วนบุคคล      □ รถจักรยานยนต์

    □ รถบริษัทนำเที่ยว      □ รถขององค์กร/หน่วยงาน      □ อื่นๆ ระบุ........................

3. ท่านเคยมาท่องเที่ยวสวนสัตว์สงขลามาก่อนหรือไม่

    □ เคยมาแล้วก่อนหน้านี้, จำนวน..................ครั้ง    □ เพิ่งมาเป็นครั้งแรก (**ข้ามไปข้อที่ 7**)

4. ท่านมาท่องเที่ยวสวนสัตว์สงขลาครั้งล่าสุดเมื่อไหร่

    □ เดือนที่แล้ว      □ สามเดือนที่แล้ว      □ หกเดือนที่แล้ว □ ปีที่แล้ว

    □ สามปีที่แล้ว      □ มากกว่าสามปี, ระบุ............ ปี □ จำไม่ได้

5. ท่านมาท่องเที่ยวสวนสัตว์สงขลาบ่อยแค่ไหน

    □ อาทิตย์ละครั้ง      □ เดือนละครั้ง      □ 3 เดือนครั้ง    □ 6 เดือนครั้ง

    □ ปีละ 1 ครั้ง      □ 2 ปีต่อ 1 ครั้ง      □ 3 ปีต่อ 1 ครั้ง    □ 5 ปีต่อ 1 ครั้ง

6. ท่านต้องการมาท่องเที่ยวสวนสัตว์สงขลาในช่วงเวลาใดมากที่สุด

    □ สุดสัปดาห์      □ วันหยุดนักขัตฤกษ์/เทศกาล      □ ระหว่างปิดภาคเรียน

    □ วันธรรมดา (วันจันทร์-ศุกร์)      □ วันหยุดพักร้อน      □ อื่นๆ ระบุ...............

7. ท่านใช้เวลาเท่าใดในการท่องเที่ยวสวนสัตว์สงขลา

    □ น้อยกว่า 1 ชั่วโมง      □ 2 ชั่วโมง      □ 3 ชั่วโมง □ 4 ชั่วโมง □ มากกว่า 4 ชั่วโมง

8. งบประมาณค่าใช้จ่ายในการท่องเที่ยวสวนสัตว์สงขลาแต่ละครั้งของท่านประมาณเท่าไหร่
(รวมค่าใช้จ่ายทุกอย่าง เช่น ค่าเข้าชม, ค่าอาหารและค่าเดินทาง)

    □ ≤ 500 บาทต่อคน      □ 501 – 1,000 บาทต่อคน      □ มากกว่า 1,000 บาทต่อคน

9. บุคคลใดมีผลต่อการตัดสินใจมาท่องเที่ยวสวนสัตว์สงขลาของท่านมากที่สุด

    □ ตัวท่านเอง   □ ครอบครัว/บุตรหลาน   □ เพื่อน   □ คนรัก   □ บุคคลอื่น ระบุ........

10. แหล่งข้อมูลใดที่มีความสำคัญต่อการตัดสินใจเดินทางมาท่องเที่ยวสวนสัตว์สงขลาของท่าน (เลือก
ได้มากกว่า 1ข้อ)

    □ จากอินเตอร์เน็ต    □ จากเพื่อน/ญาติ    □ ใบปลิวโฆษณา    □ ป้ายประกาศทั่วไป

    □ ประสบการณ์จากการมาเที่ยวครั้งก่อน    □ นิตยสาร    □ สารคดีเกี่ยวกับสัตว์

    □ อื่น ๆ ระบุ............................

## <u>ส่วนที่ 3 แรงจูงใจของนักท่องเที่ยวในการเดินทางมาท่องเที่ยวในสวนสัตว์</u>

กรุณาประเมินปัจจัยในการตัดสินใจมาเที่ยวสวนสัตว์สงขลาของท่าน โดยเติมเครื่องหมาย √ ลงใน
ตารางตัวเลขที่ตรงกับความเป็นจริงมากที่สุด

1 = ไม่สำคัญมากที่สุด    2 = ไม่สำคัญ    3 = สำคัญ    4 = สำคัญมาก    5 = สำคัญมากที่สุด

| แรงจูงใจในการเดินทางมาท่องเที่ยวสวนสัตว์สงขลา | ระดับความสำคัญ | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| **การศึกษาเรียนรู้และประสบการณ์** | | | | | |
| 1.  เพื่อพัฒนาความรู้และประสบการณ์ใหม่ | | | | | |
| 2.  เพื่อศึกษาชีวิตความเป็นอยู่ของสัตว์ชนิดต่าง ๆในสวนสัตว์ | | | | | |
| 3.  เพื่อศึกษาเกี่ยวกับการอนุรักษ์พันธุ์สัตว์ | | | | | |
| **สังคม** | | | | | |
| 1.  เพื่อใช้เวลากับครอบครัว | | | | | |
| 2.  เพื่อพบปะเพื่อนใหม่ | | | | | |
| 3.  เพื่อมีปฏิสัมพันธ์กับผู้อื่น | | | | | |
| **การพักผ่อน** | | | | | |
| 1.  เพื่อพักผ่อนหย่อนใจ | | | | | |
| 2.  เพื่อหลีกหนีจากกิจวัตรประจำวัน | | | | | |
| 3.  เพื่อเพลิดเพลินไปกับสภาพอากาศที่ดี | | | | | |
| 4.  เพื่อผ่อนคลายความเครียด/ความวิตกกังวล | | | | | |
| 5.  เพื่อความสนุกสนาน/เพลิดเพลิน | | | | | |
| **ความสำเร็จ** | | | | | |
| 1.  เพื่อเที่ยวชมสถานที่ท่องเที่ยวใหม่ | | | | | |
| 2.  เพื่อใกล้ชิดธรรมชาติ | | | | | |
| 3.  เพื่อสัมผัสความตื่นเต้นในการท่องเที่ยว | | | | | |
| **แหล่งท่องเที่ยว** | | | | | |
| 1.  ทำเลที่ตั้งดีและมีความสะดวกในการเดินทาง | | | | | |
| 2.  มีการให้ข้อมูลการบริการและกิจกรรมอย่างทั่วถึง | | | | | |
| 3.  มีค่าใช้จ่ายที่เหมาะสมและคุ้มค่าในการมาเที่ยวชม | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 4.   เป็นแหล่งท่องเที่ยวที่มีความปลอดภัย | | | | | |
| **สิ่งอำนวยความสะดวก** | | | | | |
| 1.   มีป้ายบอกทิศทาง/ป้ายประกาศที่ชัดเจน | | | | | |
| 2.   มีศูนย์ให้บริการนักท่องเที่ยวที่มีประสิทธิภาพ | | | | | |
| 3.   มีสภาพแวดล้อมที่เหมาะสมต่อการมาเที่ยวชม | | | | | |
| 4.   มีสิ่งอำนวยความสะดวกบริการ | | | | | |
| **กิจกรรม** | | | | | |
| 1.   กิจกรรมภายในสวนสัตว์มีความหลากหลายและน่าสนใจ | | | | | |
| 2.   สามารถถ่ายภาพร่วมกับสัตว์ชนิดต่างๆ ได้ | | | | | |
| 3.   การแสดงของสัตว์มีความหลากหลายและน่าสนใจ | | | | | |
| **เจ้าหน้าที่และการบริการ** | | | | | |
| 1.   เจ้าหน้าที่มีความเป็นมิตรและเอาใจใส่ต่อนักท่องเที่ยว | | | | | |
| 2.   เจ้าหน้าที่พร้อมให้คำแนะนำและตอบข้อซักถามได้อย่างชัดเจน | | | | | |
| 3.   มีคุณภาพการบริการที่ดี | | | | | |
| **สัตว์ในสวนสัตว์** | | | | | |
| 1.   มีสัตว์หลากหลายชนิด | | | | | |
| 2.   มีการดูแลคุณภาพชีวิตของสัตว์เป็นอย่างดี | | | | | |

**<u>ส่วนที่ 4</u> ข้อเสนอแนะ** กรุณาเติมเครื่องหมาย ✔ ลงในตารางตัวเลขที่ตรงกับความรู้สึกของท่านมากที่สุด

1. ความพึงพอใจโดยรวมของท่านหลังการมาเที่ยวที่สวนสัตว์สงขลาในครั้งนี้

| ไม่กลับมาเที่ยวแน่นอน | | ระดับความคิดเห็น | | กลับมาเที่ยวแน่นอน |
|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** |

โปรดอธิบายความพึงพอใจโดยรวมของท่านหลังการมาเที่ยวที่สวนสัตว์สงขลาในครั้งนี้

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2. ท่านจะแนะนำสวนสัตว์สงขลาต่อบุคลลอื่นให้มาเที่ยวหรือไม่?

| ไม่กลับมาเที่ยวแน่นอน | | ระดับความคิดเห็น | กลับมาเที่ยวแน่นอน | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

ท่านจะแนะนำ/ไม่แนะนำสวนสัตว์สงขลาต่อบุคคลอื่นอย่างไร

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3. ท่านจะกลับมาเที่ยวที่สวนสัตว์สงขลาอีกหรือไม่?

| ไม่กลับมาเที่ยวแน่นอน | | ระดับความคิดเห็น | กลับมาเที่ยวแน่นอน | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

โปรดระบุเหตุผลที่ทำให้ท่านกลับมา/ไม่กลับมาเที่ยวสวนสัตว์สงขลา

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4. ข้อเสนอแนะสำหรับการพัฒนาสวนสัตว์

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.................................................................................................................................

☺ ขอบคุณค่ะ ☺

**APPENDIX C**

# VITAE

**Name**        Miss Chotima  Witthayasirikul

**Student ID**    5930121004

**Educational Attainment**

| Degree | Name of Institution | Year of Graduation |
|---|---|---|
| BBA. (Tourism Management) | Prince of Songkla University | 2020 |

**Work-Position and Address**

Academic Administration

Faculty of Hospitality and Tourism Prince of Songkla University, Phuket Campus

80 Moo.1 Vichitsongkram Rd., Kathu, Phuket 83120 THAILAND

**List of Publication and Proceeding**

Witthayasirikul, C. and Phakdee-auksorn, P. 2020. , *"Understanding visitors' motivation to visit zoological parks: A case study of Songkhla zoo, Thailand".* Proceeding of 12th National and International Conference on Humanities and Social Sciences. Phuket : Prince of Songkla University, Phuket campus.