YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

THE EFFECT OF PUSH AND PULL MOTIVATION ON VISITORS' SATISFACTION AND REVISIT INTENTION TOWARDS NAYPYITAW ZOOLOGICAL GARDEN

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EMBA II – 10
EMBA 18th BATCH (NAYPYITAW)

JANUARY, 2023

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ACADEMIC YEAR (2019-2022)

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"This Thesis was submitted to the Board of Examiners in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA)"

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ACCEPTANCE

This is to certify that the thesis entitled **"The Effect of Push and Pull Motivation on Visitor's Satisfaction and Revisit Intention towards Naypyitaw Zoological Garden"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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JANUARY, 2023

ABSTRACT

The objectives of this study are to analyze the effect of push and pull motivations on the visitors' satisfaction and to analyze the effect of visitors' satisfaction on the revisit intention towards the Naypyitaw Zoological Garden. This study applies the Raosoft formula to calculate the sample size of Naypyitaw Zoological Garden. This study uses two sources of data: primary and secondary data. Primary data are collected from 383 sample respondents who were selected by using a systematic sampling method. Secondary data are gathered from textbooks, internet websites, and previous research papers. Descriptive statistics and regression analysis are used to analyze the collected data. In this study, three push motivation factors (knowledge and experience, social interaction, escape and relaxation) and four pull motivation factors (infrastructure, activities, services and safety) are used to measure visitors' satisfaction towards Naypyitaw Zoological Garden. The study found that knowledge and experience, social interaction, escape and relaxation of push motivation factors and infrastructure, services and safety of pull motivation factors are positively effect on visitors' satisfaction towards Naypyitaw Zoological Garden. Furthermore, visitors' satisfaction positively affects revisit intention towards Naypyitaw Zoological Garden. This study suggests that Naypyitaw Zoological Garden should be widely explained educational programs about animals, how to preserve endangered species and taxidermy, and distributed in brochures to make them interesting to all visitors. In order to facilitate visitors to Naypyitaw Zoological Garden, the company should arrange suitable buses and cooperate with relevant tourism agencies and ministries. Animal facilities, animal shows, accommodations for visitors, children's playgrounds, buggies and electric bikes should be improved in Naypyitaw Zoological Garden. In addition, the sea lion shows, elephant shows and other animal shows should be made more attractive than the current display are status.

ACKNOWLEDGMENTS

First and foremost, I would like to express my sincere gratitude to Professor Dr.Tin Tin Htwe, Rector of Yangon University of Economics, for allowing me to complete this study as partial fulfillment of Master of Business Administration. Secondly, I am deeply grateful to Professor Dr. Tin Win, Former Rector of Yangon Institute of Economics, for allowing me to accomplish my study.

I would like to express my most profound appreciation to Prof. Dr. Myint Myint Kyi, Program Director and Head of the Department of Management Studies at Yangon University of Economics, for her teaching, valuable advice, comments, suggestions, and support throughout the dissertation writing process. Furthermore, I am deeply grateful to Professor Dr. Nu Nu Lwin, Pro-rector of the National State Academy in Nay Pyi Taw, for teaching and sharing her knowledge and experience. I would also like to give special thanks to Professor Dr. Thin Nwe Oo, Program Incharge of Naypyidaw Campus and Department of Management Studies at Yangon University of Economics, for her teaching, valuable advice, comments, suggestions, and encouragement during all time in preparing this thesis.

I am heartily grateful to my supervisor, Professor Dr.Hla Hla Mon, from the Department of Management Studies, Yangon University of Economics for her useful guidance.. Furthermore, I am so grateful to all of the respectful teachers and faculty members of Yangon University of Economics' Department of Management Studies for their valuable lectures, mentoring, and unwavering support during my studies.

I would like to convey my special thanks to authorized persons who helped and gave permission to conduct this study Naypyitaw Zoological Garden in Naypyitaw and to each of the staff who participated in this research from Naypyitaw Zoological Garden.

Finally, I would like to thank the respondents for their valuable time in answering this research survey questions. Furthermore, I would like to express my gratitude to all of my MBA 18th Batch (Naypyidaw) classmates for their incredible friendship, motivation, sharing of knowledge, and guidance.

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LIST OF ABBREVIATIONS

F&B	Food and Beverage
MMK	Myanmar Kyat
NPT Zoo	Naypyitaw Zoological Garden

CHAPTER I
INTRODUCTION

People enjoy traveling to various locations for recreational purposes. There are numerous locations that individuals travel to and enjoy with their loved ones. They benefit much from this as a form of relaxation from their mundane everyday jobs. An excellent way to have fun is to visit a zoo. A zoo is a location that is both well-protected and accessible to the general population. There are many species of animals living there separately in cages on grounds surrounded by steel fences. There, these creatures reside and procreate in order to raise their young. This increases the success rate of that animal's species. They are locations rich in outstanding natural beauty. Animals living here enjoy a protected environment. It encompasses a more extensive area and completely encloses the zoo animals' tiny habitat. It is guaranteed that the animals in the zoo are given the same conditions as a forest.

Motivation refers to physiological and sociological needs and wants, including internal and external factors (Uysal & Hagan, 1993), which is a fixable variable (Pearce, 1993). Motivation is the primary driver for particular travelling behavior. It is essential for understand how visitors make decisions and determining if their expectations are fully satisfied (Wall & Mathieson, 2006). This motivation concept can be classified into two forces, which indicate that people travel because they are pushed and pulled to do so by "some forces" or factors (Dann, 1981). According to Uysal and Hagan (1993), these forces describe how motivation variables push individuals into making travel decisions and how they are pulled or attracted by destination attributes.

In other words, push motivations are related to the visitors' desire, while pull motivations are associated with the attributes of the destination choices (Uysal & Weaver, 1995). Push motivations are more related to internal or emotional aspects. On the other hand, pull motivations are connected to external, situational, or cognitive factors.

Push motivations can be seen as want to escape, relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement (Crompton, 1979). Visitors may travel to escape routine and search for authentic experiences. In this paper, knowledge and experience, social Interaction, and escape and relaxation are studied as push motivation factors for visitors towards the Zoological Garden. Knowledge and experience may seem very similar to each other, but they can be distinguished. Knowledge means information and skills gained through experience or education.

Experience can be defined as knowledge or skill gained from a period of practical experience of something. Knowledge emphasizes theory and the acquisition of information and ideas, while experience emphasizes application or practice over a long period of time to strengthen understanding of a subject or task. Social interaction is the process of mutual influence exercised by individuals in social relationships. Usually it refers to face-to-face meetings where one person is physically present another for a specified period of time. Escaping is "the desire to leave one's everyday environment behind," and it emphasizes leaving or ignoring rather than necessarily doing so consciously or with effort. Relaxation involves an intention to get away from daily routines activity, enjoy time and romantic experiences, and motivates visitors to visit a destination.

Pull motivations are inspired by a destination's attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks. These destination attributes may stimulate and reinforce inherent push motivations (McGehee, 1996). In this paper, infrastructure, activities, services and safety are studied with emphasis as factors that can cause pull motivation for visitors towards the Zoological Garden. Infrastructure means the basic physical and organizational structures and facilities necessary for functioning of business or society such as roads, building and electricity supplies. An activity is something a person spends time doing and a state in which many things are happening or being done. The actions of a group are the things it does to achieve its goals. Services are intangible and essential activities that satisfy wants and needs of consumer. Services involve an understanding interaction between the service provider and the visitor. Safety is a "safe state" of being protected from harm or other danger. Safety can also refer to controlling recognized hazards to achieve an acceptable level of risk.

According to Sun (2013), satisfaction is a general assessment following a transaction that enhances the possibility that visitors will return and suggest the location to their friends and family (Prayag & Ryan, 2012). Additionally, pleasure includes choosing a site, using goods and services, and deciding to return (Prayag & Ryan, 2012). As a result, given the close connection between consumer happiness and subsequent behavior, satisfaction is essential for the tourism industry. The visitor will return and tell others about their excellent experiences if they are happy (Emir & Kozak, 2011). As a result, visitor pleasure encourages return trips (Seetanah, 2020), builds visitor loyalty (Razaka, 2020), and encourages frequent trips (Svalolu & Berköz, 2012).

Assessing the motivation and satisfaction levels of visitors is essential in a competitive tourism market (Barbeitos, 2014). When an activity satisfies some need, it occurs as motivation (Goossens, 2000). Satisfaction is an essential indicator of visitor experiences while participating in tourism activities (Chi & Qu, 2008). Overall satisfaction is the evaluation based on the overall consumption experience of a good or services. It is not enough to attract new visitors to succeed in the market, and managers must retain existing visitors in implementing adequate visitor satisfaction and loyal policies.

The primary purpose of this thesis is to study the effect of push and pull motivation on visitors' satisfaction and revisit intention to the Naypyitaw Zoological Garden. There are three Zoological gardens in Myanmar: Naypyitaw Zoological Garden, Yadanabon Zoological Garden and Yangon Zoo. These zoos are also one of Myanmar's most popular domestic tourism industries. Naypyitaw Zoological Garden is not only the biggest zoo within the local zoo but also in South East Asia, and it is situated on 590 acres of land in Naypyitaw Yezin, which was opened in 2008. For many visitors to visit the zoo, it is necessary to study the factors that cause push and pull motivation to visit this zoo. By understanding the relationship between push and pull motivation to visit the zoo and visitors' satisfaction, and by studying the relationship between visitors' satisfaction and revisit intention, increasing the number of visitors to the zoo will benefit the business. On the other side, it is able to enhance revenue and domestic tourism growth in the country.

1.1 Rationale of the Study

Zoos are very important in today's society. People can learn more about animals at zoos that they might never otherwise have the opportunity to witness. Zoos are crucial because they aid endangered species in conservation projects, allowing them to survive and repopulate. Zoos benefit not only the animals that live in them, but also the visitors and students. Zoos aid in the conservation of a species by keeping it safe in enclosures for public education and by assisting the animals to avoid harm and poaching. Zoological Garden bring people closer to nature through education and creating environments that immerse visitors in the natural environment. Today, the Zoological Garden is well-known for animal conservation, environmental education, research, and entertainment (Ballantyne, 2018).

Zoos are developed to bring nature and people together. It allows humans to see them more clearly and up close. This enables numerous scientists and researchers to observe the animal's behavioral pattern. They learn new topics and get assistance with their studies. Zoos are also a fantastic source of entertainment for children. They enjoy going to zoos and meeting animals. They gain useful information about the animal as a result. Additionally, it expands their knowledge and exposes them to wildlife. Zoos also make it simple for us to see exotic animals. Visitors would have never been able to see what particular creatures looked like if it weren't for zoos. Visitors find their actions entertaining, and they raise awareness of the extinction of rare animals. Zoos serve as a secure environment for animal reproduction. They make sure the animals reproduce to prevent extinction. This promotes a healthy equilibrium. Additionally, zoos make sure the animals have all the nutrition they need for a healthy existence.

The reasons why people choose to spend their time visiting Zoological Garden range from amusing ones, such as getting away from the stresses of daily life or having fun with family and friends. Zoological Gardens are excellent and reliable sources of data and information about the natural world for botanists and researchers, and for educators. Zoological Gardens serve a crucial role in preserving endangered species in addition to offering a wide range of leisure activities for both locals and visitors. Nevertheless, nobody has considered the Zoological Garden as a visitor and leisure attraction (Turley, 2001). Before, Zoological Gardens were only mentioned in the brochures about city visitor destinations. However, in the past three decades, many significant publications that elaborated on the Zoological Garden began to be produced (Mason, 1999).

Studying zoo visitors is invaluable for many reasons. It helps to inform an understanding of how visitors interact with the zoo and animals and identify people's needs (Davey, 2007). Some studies focus on physical attributes to measure overall satisfaction (Pearson, 2013) and others focus on available services (Karanikola, 2014). Others focus on hygiene and safety features provided for visitors, such as toilets and dining facilities, parking, and security services (Jensen, 2007). According to Tomas and Saltmarsh (2012), the assessment of visitors' destinations during their visit can influence their overall satisfaction level, while Sickler and Fraser (2009) focus more on visitors' enjoyment than their satisfaction.

Zoological Gardens are among the most popular visitor around the world. Therefore, it should be aware of them not only as places where animals are kept but also as places many people visit. About 10% of the world's population visits a Zoological

Garden yearly (Queiroz & Young, 2018). The World Association of Zoos and Aquariums claims, more than 600 million people visit about 1,200 zoos annually (Holtorf, 2008). When thinking about places where people can enjoy the outdoors, they should learn more about how animals live in nature. The majority of people reply that the Zoological Garden must be a place having typically both indoor and outdoor settings where living animals, usually wild animals, and it is maintained primarily for public exhibition (Merriam-Webster, 1835). Visiting a Zoological Garden or Aquarium can have a good impact on visitors' knowledge and attitudes about animals and the environment, according to Luebke and Matiasek's (2013) research on Zoological Garden visitors' exhibit experiences and emotions.

Naypyitaw Zoological Garden, usually acknowledged as the distinctive zoo situated in Naypyitaw City, is a Modern Zoo, on many acres of land, at excellent price. Therefore, Naypyitaw Zoological Garden must be persuaded to continue operating and have a good income. To make Naypyitaw Zoological Garden more attractive, maintenance, education, research and entertainment roles must be good. As competition in the tourism industry increases, the services quality of Zoological Garden must meet the demands and expectations of modern visitors to attract visitors. Therefore, it is vital to identify the demographic characteristics of visitors towards Naypyitaw Zoological Garden and investigate their motivations to learn more about their demands and needs for visiting the zoo. During the Covid 19 epidemic outbreak, Naypyitaw Zoological Garden was closed, and it was difficult to feed the animals daily and pay the staff monthly. However, during that period, the company provided complete food to the animals in the zoo and paid monthly salaries to the employees. Despite the zoo reopening over the Covid-19 epidemic, the business is suffering losses due to the low number of visitors. For a zoo to be profitable, the zoo needs a large number of visitors.

In a global economy where competition for all lands is becoming increasingly fierce, visitors can provide essential societal support for protected areas (Slabbert & Preez, 2021). To achieve the dual goal of conservation and economic development, national park managers must ensure high-quality visitor experiences without compromising ecological protection (Thapa & Lee, 2017). Every business should actively pursue high levels of customer satisfaction in addition to aiming for them. After all, keeping customers satisfied is the only way to retain them, and keeping them satisfied is considerably more crucial for a business' success than customer acquisition. For absolutely every business, customer retention is extremely crucial. It requires a great deal

of effort, and money to find new clients. It's common for businesses to believe that once they've closed a deal, their relationship with the consumer is no longer important. However, it's simpler and less expensive to focus on increasing the number of sales from existing customers rather than entirely pursuing new ones. The satisfaction of thier current consumers should always come first. Because it greatly enhances the likelihood that a customer would come back and do more business, customer satisfaction is vital. If they're not focused on satisfying their base, winning over new customers won't be simple.

Therefore, the management of Naypyitaw Zoological Garden needs to identify which attributes or factors of the services are more important and should improve to increase satisfaction and which attributes are not as important or have little influence on visitor satisfaction. On the other hand, they need to investigate the satisfaction and motivation of visitors visiting the Naypyitaw Zoological Garden. Understanding the factors of visitor satisfaction leads to long-term relationships with visitors and positively contributes to business growth. This paper aims to identify the satisfaction of visitors to Naypyitaw Zoological Garden in order to increase the profitability of the business. This paper expects to provide positive ideas to develop visitors to Naypyitaw Zoological Garden. The Zoological Garden business market is planning to develop appropriate business marketing strategies so that the country can get a large amount of tax revenue through it.

1.2 Objectives of the Study

The main objective of this study is to anslyyze the relationship between motivation factors, visitors' satisfaction and revisit intention of visitors towards the Naypyitaw Zoological Garden. The specific objectives are as follow:

1. To analyze the effect of push and pull motivations on the visitors' satisfaction towards the Naypyitaw Zoological Garden;

2. To analyze the effect of visitors' satisfaction on revisit intention towards the Naypyitaw Zoological Garden.

1.3 Scope and Method of the Study

This study focuses on the effect of push and pull motivation on visitors' satisfaction and revisit intention of the Naypyitaw Zoological Garden. This study's target population was visitors of all ages who have visited and used products and services at

Naypyitaw Zoological Garden. The average number of Naypyitaw Zoological Garden visitors was about 90,000 people per year (Naypyitaw Zoological Garden -2022).

This study uses a systematic sampling method, every fifth person among the visitors who visited the Naypyitaw Zoological Garden. Data collection is conducted with structured questionnaires distributed to target respondents at Naypyitaw Zoological Garden every Saturday and Sunday in November and December 2022. An eight-day survey is conducted from 25th November to 25th December 2022. A servey of visitors who visited Naypyitaw Zoological Garden during these 8 days resulted in383 respondents.

Items on these questionnaires are measured with a five-point Likert scale. Descriptive statistics and regression analysis are applied to analyze the collected data. Primary and secondary data are applied in this study and collected from the office of Naypyitaw Zoological Garden. Some of the secondary data are gathered through textbooks, previous research, and internet websites.

1.4 Organization of the Study

The research is composed of five chapters. Chapter one includes an introduction that includes the study's rationale, objectives of the study, scope and method, and the study's organization. Chapter two consists of the theoretical background and includes the previous studies and the study's conceptual framework. Chapter three consists of profile and visitors' motivation factors towards Naypyitaw Zoological Garden. Chapter four analyses the visitors' push and pull motivation, visitors' satisfaction and revisits intention towards Naypyitaw Zoological Garden. Finally, Chapter five is the conclusion, which consists of findings and discussions, suggestions and recommendations, and the need for further research.

CHAPTER II
THEORECTICAL BACKGROUND

This chapter exhibits the theoretical background of all applied variables in this study. It includes theories, definitions and significance of push and pull motivation factors, visitors' satisfaction and revisit intention. And also, it contains the previous studies on motivation and visitors' satisfaction and the relationship between visitors' satisfaction and revisit intention. Thereafter, the conceptual framework is explained at the chapter's conclusion.

2.1 Theories of Push and Pull Motivation Factors

Several visitor motivation theories have their roots in theoretical papers on comprehending visit motivation. Crompton's theory and means-end theory are a few examples (Card & Kestel, 1988, Cohen, 1972, Crompton, 1979, Dann, 1977, Iso-Ahola, Pearce, 1982, 1989, Uysal & Hagan, 1993).

The majority of conflicting ideas that attempt to explain why people travel are built around the idea of internal and external factors. The most well-known theories of motivation are described in the sections that follow.

(i) Crompton's Theory

According to Crompton (1979), motives can be thought of as existing along a continuum of cultural-social-psychological disequilibrium. Although no one's social psychological motivations are addressed directly, Crompton has specifically identified seven such motivations for travel, which are as follows: (1) Getting away from a supposedly boring setting; (2) Investigating and analyzing; (3) Relaxation; (4) Prestige; (5) Regression; (6) Strengthening kinship ties; and (7) Facilitating social contact. According to Crompton's hypothesis, a person's cultural-social-psychological needs are out of balance before embarking on a trip or taking a long-awaited holiday. After traveling or while on vacation, a balance between these requirements is then formed. Maslow (1954) also noted that human conduct is motivated and guided by an unmet (disequilibrium) need rather than a gratified (equilibrium) need.

(ii) The Means-End Theory

As a useful framework for investigating the push and pull relationship, the means-end theory is also used. The "means" correspond to the characteristics of the probable

destinations, while the "ends" are the driving forces that the traveler considers when making decisions about where to go (Uysal et al., 2008). To investigate the elements that influence picking a holiday destination among a variety of potential options, Klenosky (2002) employed the means-end approach. The means-end theory can be used to identify the characteristics of a destination that entices travelers to choose a particular location and looks at the connections between these characteristics and the motivational forces. In other words, the means-end theory offers an alternate method for analyzing how well these higher-level influences fit the characteristics of the sites that attract visitors.

(iii) Dann's Theory of Push and Pull Motivations

The push and pull theory of motivations proposed by Dann (1977) is another widely accepted theoretical framework in tourism research. Several theories have been established to explain why visitors behave the way they do, including Maslow's Motivation Theory (1943), Crompton's socio-psychological reasons (1979), and the push and pull variables found by Dann (1977). Travel motivations are generally studied on two concepts as push and pull factors (Yoon & Uysal, 2005).

According to Dann (1997), multiple factors motivate visitors and travelers to visit particular places or destinations, but these factors can be categorized as either push or pull motivations. At the most basic level, push factors can be explained as intrinsic or internal drives that urge individuals to travel. These are associated with factors such as longing for rest, recreation, adventure, escape, and a desire to 'get away from it all and transcend the isolation inherent in contemporary lifestyles. Thus, push factors can be summed up as factors encouraging people to travel, representing individuals' socio-psychological needs.

In contrast, pull factors are primarily associated with destinations' amenities, for example, services quality, prices, and infrastructure. Pull factors come from within destinations, but these factors can help trigger push factors. Destinations thus should be able to meet visitors' expectations in terms of prices, facilities (e.g., accommodation, transportation, food, restaurants, and amusement parks), and, most importantly, the level of quality provided. This means that, from time to time, destination managers need to augment their offers in ways that satisfy visitors' needs and desires.

(iv) The Beard and Ragheb travel motivation theory

Beard and Ragheb (1983) developed the leisure motivation variables based on the idea of Maslow (1970). Leisure motivation theory consists of four main travel

motivations which determine the satisfaction that a visitor may gain from participating in leisure activities. The travel factors identified were Intellectual, social, competence and stimulus avoidance. Intellectual include items such as learning and exploring. Social covers the desire for developing friendship and esteem of others. Competence-mastery involves issues such as health and fitness and lastly. Stimulus avoidance simply describes the desire to relax and escape the routine life. This study uses the Beard and Ragheb theory for the purpose of assessing push and pull motivation factors of visitors. Beard and Ragheb's theory was established in 1983, many researchers (Mohsin et al., 2017; Albayrak and Caber, 2018; Jia et al., 2018) have employed and confirmed it.

2.2 Visitors' Satisfaction

Satisfaction can be defined as the general degree of pleasure the visitors' feels, resulting from the travel experience meeting the traveler's wishes, expectations, and needs. Satisfaction is the pleasure people feel when they do something or get something they want or need to do. Satisfaction is an emotional response derived from a consumer experience (Spreng, 1996). Similarly, satisfaction is a post-consumer assessment that determines whether it meets or exceeds the expectations of visitors (Engel, 1993). Satisfaction is "a positive reaction resulting from the favorable assessment of consumption experience" (Oliver, 1980). Satisfaction means judgment of a sufficient level of satisfaction offered by a product or service during consumption. The focus of visitors' satisfaction is on visitors' expectations of and satisfaction with certain elements (or all of the elements) of the variety of goods, services, activities, settings, and infrastructures that go into creating their visitation experience. Visitors' pre-visit expectations and actual experiences of a visit are frequently assessed for visitors'satisfaction by their instant reactions or by gathering impressions after the visit.

The focus of visitor satisfaction is on visitors' expectations of and satisfaction with certain elements (or all of the elements) of the variety of goods, services, activities, settings, and infrastructures that go into creating their visitation experience. Through their immediate responses or gathering impressions some time after the holiday, visitors' immediate responses or actual experiences of a visit are frequently used to gauge visitor satisfaction across visitors' pre-visit expectations and experiences. The total psychological states from consumed tourism experiences make up visitor pleasure (Rather & Hollebeek, 2019). Through the stimuli that visitors to a protected area or national park experience there, visitor satisfaction can be indirectly assessed. Moreover, satisfaction results from

visitors' experiences in contact with a protected area's natural characteristics and identity. Many visitors who take part in package trips desire a complete experience. Consequently, a perceived shortcoming in any aspect of a trip might result in visitor dissatisfaction or defection. It is believed that every organization's goal is to meet its stakeholders' needs and requirements. Meeting the needs and requirements of the stakeholders will not only ensure the survival of the organization but also flourish it. Visitor is presumed to be one of the most critical stakeholders in any organization because, without them, travel organizations are not likely to succeed. Therefore, putting aside continued advancement, visitor satifaction is crucial for the survival of the tourism and hospitality industries.

Moreover, the performance of each tourism/hospitality establishment operating at a given place or destination is a significant factor that contributes to image building and consequently creates visitor demand for the place itself. Therefore, a critical perception of visitor motivation, expectation, and satisfaction level is vitally essential to formulate and implement viable strategies for the sustainable development of tourism at a given destination. While motivation and the level of expectation of the potential visitors act as deciding factors in their decision to visit or not to visit a particular destination, the satisfaction level speaks about the quality of the composite visitor product, i.e., attraction, services, and prevailing socio-cultural, economic and ecological environment at the potential destination Punit, Gautam (2007). Visitor satisfaction can be correlated with the overall quality of the visitor destination, or the caliber of all visitor amenities in a certain location. The notion behind the expression "destination image owns quality" is that a location is considered to have quality if its complete visitor services, or offer, meets visitors' needs and ultimately meets their expectations. The best way to meet modern traveler expectations and possibilities for satisfaction is by constantly enhancing the level of services. If a visitor location provides a satisfying experience, this will certainly increase their desire to return. In light of the fact that it affects travel decisions, the consumption of goods and services, and the likelihood of repeat travel, visitors' satisfaction is crucial for effective destination marketing.

2.3 Revisit Intention

The concept of revisit intention is derived from behavioral intention. During recurrent visits, visitor revisit may refer to the repetition or repurchase intention of a particular product or service. Revisit intention is expressed as the desire of the visitors to revisit the destination in another period. In light of this, visitor satisfaction at some visitor

attractions or destinations entices the visitor to revisit. Visitor revisit is a necessary consequence of the higher level of visitor satisfaction. Chen (2011) found that visitor revisits enhance the destination's competitiveness. The intention to revisit a decision has been seen as an extension of satisfaction rather than as the start of the process. Revisit intention, as the intention to recommend, broadly refers to visitors being willing to revisit the same destination or place because of satisfactory travel experiences and recommend the area or place to friends to form word-of-mouth loyalty and suggestion. Lu and Stepchenkova (2012) referred to a revisit as consumers being willing to visit the same destination or other touring spots in the same country that the convenience of visitors' previous "number of times," "transportation in destination," "travel experience," "entertainment," the "economic" or "political factors" of "local price level" and "local hospitability," and visitors' "services satisfaction" and "recreation product" would affect revisit intention to the visitor destination or country.

One of the primary goals of the services provider or the owner of the park and recreation is to have a repeat visitor to help the continuation of the visitor destination in the future. From a vacation and recreation point of view, behavioral intention is an intention from a visitor to revisit the site in a year and his intention to frequently come to the destination (Baker and Crompton, 2000). Evaluation after travel covered travel experience, perceived quality, perceived value in the travel process, and overall satisfaction. Moreover, the future behavioral intention was referred to as the revisit intention and intention to recommend.

The revisit intention of visitors to a particular destination can be affected by the destination performance itself, such as the promotion effort and news that spread about the new attractions in the destination (Aziz, 2012). When individuals view tourism as unforgettable, they remember experiential elements (excitation, relaxation, entertainment, fun, sense, etc.). A positive appraisal of expertise will improve a re-examination probability (Markus, 2019). Visitor services users are often composed of the original visitor and the returning consumer (Soleimani, 2016). For the first time, the decision-making process primarily focuses on knowledge obtained from several sources, which results in anticipation of the tourism services provider's ideal experience.

However, revisit intention to approach repeat users of tourism services who had previously experienced the service's actual delivery. The memories of visitor encounters affect the attachment to the location (Ku, 2015). The memories visitors leave behind could affect revisiting intentions for a particular destination. According to Hyunjin

(2013), interest in revisiting is an essential factor in creating long-term performance, thus generating profits for the company. While according to Wibowo (2016), revisit Intention is an interest in revisiting as a form of behavior and previous visit experience on the quality of visitor destination services in the same country.

2.4 Previous Studies

Several research studies only push and pull motivation factors, visitors' satisfaction, and revisit intention. Factors related to push and pull motivation and some previous studies are described in this section.

2.4.1 Push and Pull Motivation Factors

Motivation makes people desire to behave in specific ways or the reason people do things. Motivation refers to physiological and sociological needs and wants, including internal and external factors (Uysal & Hagan, 1993), which is a fixable variable (Pearce, 1993).

This concept of motivation in tourism research can be divided into two forces, indicating that people travel because "various forces" or factors are pushing and pulling people to do so (Dann, 1981). According to Uysal and Hagan (1993), these forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes. In other words, the push motivations are related to the visitors' desire, while pull motivations are associated with the attributes of the destination choices (Oh et al., 1995). Push factors tend to be more internal or emotional in nature. On the other hand, pull motivations are linked to external, situational, or cognitive characteristics. Push and pull factors, sometimes called push and pull motivations (Dean & Suhartanto, 2019), are proposed as a critical concept to explain visitor behavior and why individuals travel (Chen & Chen, 2015). Pull factor resources are almost tangible; meanwhile, push factor resources are intangible. Push and pull factors begin when they realize the reason for traveling to a place that can attract their needs (Wong, 2017). Push motivation factors are things that occur in the visitors' mind to force the individual to move and come to a destination. Push motivation factors are those in the destination that attract the individual or group to leave their home.

It is crucial for destinations and tourism businesses to understand the push and pull factors of travel motivations to create effective destination development and

marketing activities (Oh, 1995). Therefore, travel motivations regarding push and pull motivation factors are essential in the visitor assessment of a destination (Correria, 2013).

(a) Push Motivation Factors

Push motivation is when someone forces themselves to do something in order to satisfy a need or meet a goal. Push factors tend to be more internal or emotional in nature. The push factor of travel motivation is the mental activities of a person, which are linked to the personal level of awakening (Iso-Aloha, 1982). Boksberg and Laeser (2008) defined the push factor as "the mental preparation for human activities linked to an individual level of optimal arousal." This means that push motivation comes initially from the visitors' unique ideas, which arouse them to make traveling. In other words, this relates to personal demands which are purposely planned to be done or fulfilled during their travels as they decide to choose the destination.

Numerous pushes for travel motivations have been recognized by tourism researchers. These include escape from routine everyday life, sightseeing, relaxation, visitor activities, exploration, social interaction, relationship enhancement, learning new things, interest in culture and nature, engaging, and prestige (Subadra 2015). Tourism researchers identify push factors as an escape from everyday routines, relaxation, exploration, social interaction, relationship enhancement, and prestige (Jensen, 2011). Gilbert and Terrata (2001) noted that visitors seek unique experiences, different cultures, and refreshments. Therefore, novelty was an essential attribute of the visitor's decision-making. Also, infrastructures, safety, and environmental equity are significant factors that visitors are attracted to (Quintal, 2017).

According to Uysal and Hagan (1993), push motivation factors are related to the individual visitor. They can be divided into: motivations (escape, self-esteem, prestige, adventure, social interaction, rest and relaxation personal interests, and benefit expectations, etc.), socioeconomic and demographic variables (age, gender, income, education, occupation, and ownership of second homes) as well as market knowledge. In this study, push motivation factors include knowledge and experience, social interaction, escape and relaxation.

(i) Knowledge and Experience

Knowledge is the fact or state of having knowledge with something acquired via experience or association. People who want to learn new things and get fresh perspectives

and abilities through travel experiences are said to be knowledgeable about popular attractions (Sharpley & Sundaram, 2005). Aho (2001) acknowledged that knowledge is related to informative experiences, improving and enhancing visitors' knowledge and skills. Additionally, intellectual development is the most significant influencer of memorable tourism experiences. Tung and Ritchie (2011) found that travel experiences come together with new knowledge or skills that are more memorable than those without them.

Experiences that appeal to the visitor's inner feelings and emotions are categorized as effective. Very few studies (Ai-Ping, 2009) have referred explicitly to affective experiences. Travelling allows people around the world to experience their way of life. People get knowledge of their values and how they perceive things like family, job, education, the environment, etc. Traveling will introduce them to a wide variety of new opportunities. Traveling is a fantastic way to learn. Travel experiences allow visitors to explore the local culture while traveling at their own pace.

(ii) Social Interaction

Social interaction is the reciprocal control people exert over one another while they are in social situations. It usually refers to in-person interactions where participants are physically present with one another for a specified period of time. Social interaction includes communication among people daily. The main goal of social interaction is to contact other people in various situations, participate in a conversation, exchange attitudes and views, learn about each other's social and cultural backgrounds, develop relationships, etc. Social interaction is the communication or contact of an individual with another individual or a group of individuals in society for information exchange, entertainment, or maintaining essential social connections. Good social interaction with local communities or residents helps visitors to increase their knowledge and understanding of the local people (who are culturally different) and create memorable experiences (Kim & Ritchie, 2013). Morgan and Xu (2009) addressed that interaction with local people allowed visitors to build unique and memorable experiences. Richards (2011) stressed that besides knowledge, social interaction also helps transfer the skills needed to enhance the visitors' satisfaction and experiences.

(iii) Escape and Relaxation

Escape emphasizes leaving or being ignored, rather than necessarily doing so consciously or with effort. Everyone has unique strategies for breaking free from a routine. Iso-Ahola (1982) identified the motivating factors of seeking and escaping as two additional factors influencing travel behavior. Escaping is "the urge to leave one's daily surroundings behind," whereas seeking is "the desire to experience travel in a dissimilar (new or old) setting in order to reap psychological (intrinsic) pleasures." A traveler could indeed avoid the interpersonal world, such as family members, as well as the personal world, such as personal concerns. They might look for both interpersonal rewards like meeting up with old friends in a new location and personal pleasures like relaxation and rest (Iso-Ahola, 1982).

Trips (visits) for leisure, recreation, and holiday purposes outside the usual environment are mainly undertaken for relaxation. The visitor decides to take the visitor trip as an activity unconnected with their occupation, and the trip is usually financed out of household funds. Relaxation is spending time doing interesting activities, including sports such as golf and scuba diving. This category includes a motive to get out from the daily routine activity and enjoy time and romantic experiences. Relaxation, rest, or healing motivates visitors to visit a destination or event (Leblanc, 2003). Jang and Wu (2006) found that relaxation is a push factor that encourages visitors to visit a destination. Morgan and Xu (2009) further revealed relaxing under the sun on the beach significantly influences memorable experiences.

(b) Pull Motivation Factors

The pull factor of travel motivation has become crucial for tourism practitioners to attract new and repeat visitors to the destination. Pull motivation is stimulated by the destination forces, including attractions of scenery, historic sites, recreation facilities, cultural attractions, etc. (Kanagaraj & Bindu, 2013). Pull motivation is the factor that attracts visitors to select the destination site. Furthermore, a visitor’s view of a certain destination can be perceived as a pull motivation (Niemelä, 2010). The attributes and experiences characterize the pull factor, and products destinations offer. It can be both intangible and tangible features of destinations that attract individuals. The pull factors refer to a mixture of facilities and services that all contribute to the destination attractiveness for people in a selection situation (Hu & Ritchie, 1993). Once a visitor decides to travel, the pull factors attract the visitor to select a particular destination (Oh,

1995). The "destination attributes" or "drawing power" of motivations are pull motivation elements because they react to push motivation factors.

The "destination attributes" or "drawing power" of motivations are pull motivation elements because they react to push motivation factors. Contribute to the economy or the perceived expectations of the traveler can both be considered as destination qualities (Uysal & Hagan, 1993). Pull factors relate to the travel destination and include destination attributes (such as climate, historical sites, scenic beauty, cultural events, recreational opportunities, etc.), destination accessibility, maintenance, or situational factors (such as destination safety and security), and marketing image of the destination such as the perceived quality of services and facilities. In this study, pull motivation factors include infrastructure, activities, services, and safety.

(i) Infrastructure

Infrastructure is defined as the supply of services that the people and visitors need, including public safety, transportation, medical, financial, and educational services (Ritchie, 2005). Tourism infrastructure can be regarded as the physical elements designed and erected to cater to visitors. Several authors have theoretically shown the close connection between infrastructure development and tourism growth (Adebayo & Iweka, 2014). Infrastructure for the tourism industry refers to the auxiliary and supplemental buildings, equipment, technologies, programs, procedures, and resources required for any visitor destination to operate. This primarily refers to infrastructure such as roads, railroads, airports, and the like that enable visitors to access a visitor location. This main satisfaction criterion refers to the most infrastructures developed by the national park. It consists of a path, hostel, information center, and bird-watching site. Besides that, there is support access (the availability of a road network on the way to the national park) and road condition in the national park.

In addition, the infrastructure consists of the services offered, such a car rental business. As a result, the foundation for developing tourism and utilizing already-existing destination resources is tourism infrastructure. Numerous services are included in the infrastructure for the tourism industry that are required to satisfy visitor needs and heighten their level of satisfaction while on vacation. Makarau and Amanda Sembel (2011) on the analysis of tourism infrastructure needs in Bunaken National Park Area stated that it must provide the tourism infrastructure well and maximally to meet the visitors' needs visiting Bunaken National Park Area. At the same time, the result of Ugy

Soebiyantoro's research (2009) on the influence of infrastructure and transportation on visitors' satisfaction stated that the provision of infrastructure and transportation facility in providing the visitors' needs in enjoying the available entertainment tourism or the performed attraction tourism would give satisfaction to the visitors.

(ii) Activities

Activity is a situation in which many things are happening or being done. Travelers' decisions related to the questions "What to do at the destination?", "How to fill in my time?" and "Which options are with a higher priority to me?" deserve the full attention of the destination managers. Hsieh et al. (1992) suggested that by tracking visitors' preferred activities within a destination, marketing planners may design better packages and programs for the visitors. Furthermore, visitors' activities may reveal the most attractive features of a destination that deserve to be emphasized (Morrison, 1992). All these, collectively, may contribute to a better promotional mix and higher visitor satisfaction. The authors also summate that this strategy is desirable when adjusting travel products, services, and the corresponding prices, for a specific target segment. It is reasonable to believe that different people prefer different activities when traveling. Some may go shopping, some for the food, third for the historical heritage, and so forth.

(iii) Services

A service is a specialized activity or a series of related activities that take place when a visitor and a service provider interact (Greenrooms, 1990). According to Kotler and Keller (2012), a service is an action or advantage given in exchange for something else that is essentially intangible and doesn't include the transfer of ownership. In order to produce value for visitor pleasure in the present, Zeithaml and Bitner (2018) viewed service as an activity, a process, and a way to carry out a task. Service performance may or may not be associated with a physical product. The visitor form service expectations from past experiences. Consumers experiences are not only related to tangible items but also refer to the total combination of goods, services, and the environment purchased or experienced (Lewis & Chambers, 2000). Hanukkah (2016) found that the service dimensions such as quality of accessibility, accommodation, venue, and its component significantly and positively affect the visitor's satisfaction, revisit intention, and the development of the tourism industry in a region. Similarly, Latiff and Imm (2015) addressed that the accommodation, service quality, hospitality, transportation, and

entertainment at tourism destinations significantly influence their satisfaction, revisit intentions, and recommendations to others.

(iv) Safety

Safety is a concept that includes all actions and procedures taken to protect people's lives, health, and physical integrity. For visitors, safety means they do not have to pay attention to it. When travelers feel safe, they can travel without worry. Therefore, safety and security are vital to providing quality tourism (WTO, 1996). Safety and feeling safe and secure are other drivers of visitor satisfaction. Some authors also pointed out the same fact in their work, like Buckley (2014) highlighted safety as a driver to analyze the particularities of Chinese visitor satisfaction.

Lee (2010) also focused on the importance of safety to assess different satisfaction levels in Korea. Another study by Imbeah (2020) also highlighted the visitors' perceptions of safety and provided evidence of increasing safety expectations among visitors. Areas with high crime rates and high accident rates will cause visitors to feel unsafe traveling to the area. Therefore, safe tourism should be implemented in visitor locations worldwide as it produces more than just a safe community. In addition, safe tourism creates marketing opportunities in the new world. Therefore, providing quality tourism experiences incorporating principles of safety and security is becoming an overriding objective of tourism destinations to ensure that visitors will return in the future. Safety is part of the journey, from choosing the destination and planning to share experiences after the trip.

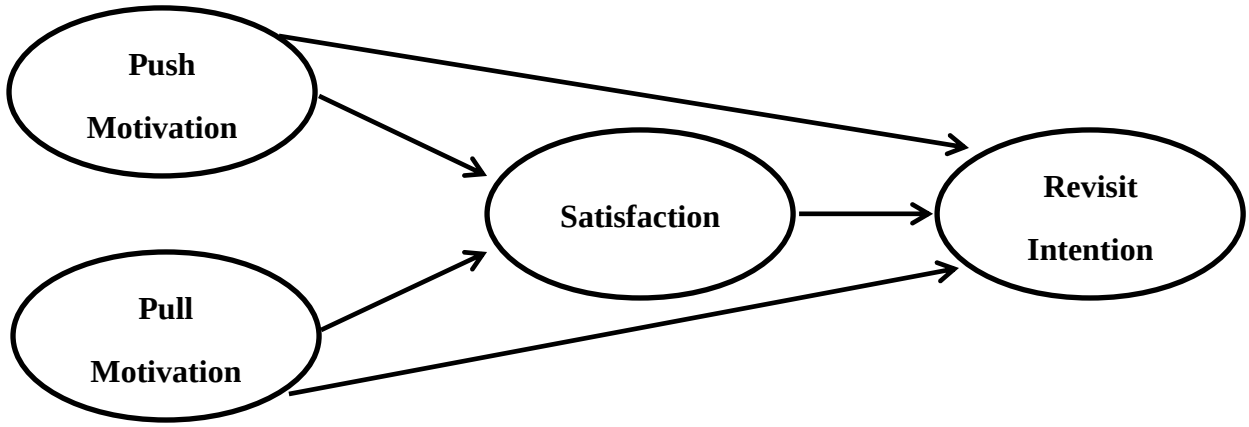
2.4.2 Previous Studies Related to Motivation, Satisfaction and Revisit Intention

There are various studies related to motivation, satisfaction and revisit intention. Foundation of knowledge on related topic and guide a better way to go further steps are provided by previous studies.

Xiaoshan (2020) conducted research "Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers on the Visitors of Urumqi Silk Road Ski Resort, China". The objective of this study is to analyze the relationship between the motivations, satisfaction and revisit intention of ski visitors and build models to better understand their decisions and behaviors. The results of the study can guide the marketing strategies of ski resorts and the development planning of regional tourism sectors.

This research conducted a formal survey from December 2019 to January 2020 by using an online questionnaire distributed to guests of Urumqi Silk Road Ski Resort. A total of 320 questionnaires were issued and 278 valid questions were collected, resulting in a response rate of 86.88 percent and the questionnaire is divided into two parts. The first part asks respondents about an assessment of the skiers' motivation, satisfaction and revisit intention. The second part is about their demographic information. The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Figure (2.1): Conceptual Framework of Xiaoshan



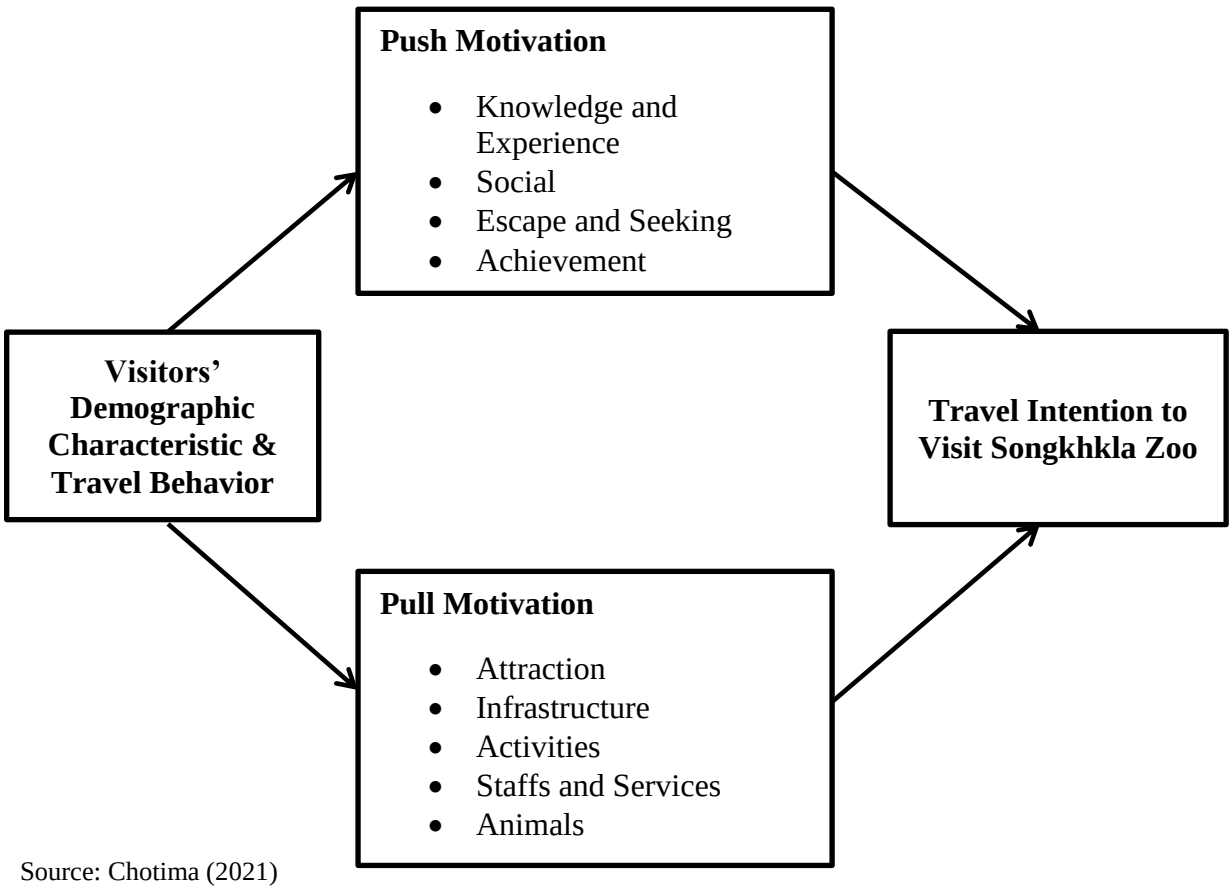
Source: Xiaoshan (2020)

According to Figure (2.1), the results of this research have educational and management implications for the tourism and skiing industry. The results of this research show that push and pull motivation has a positive influence on satisfaction. Once again, confirming the research of previous scholars, this result implies that marketers should focus on the effect of improving the satisfaction of the visitors'travel experience.

Another study "Understanding visitors' motivation to visit zoological parks: in Songkhla zoo, Thailand" was made by (Chotima, 2021). The objectives of this research are to examine the socio-demographic characteristics and traveling patterns of Songkhla zoo visitors, to identify the main push and pull motivation of visitors to Songkhla zoo, and to analyze the relationship between the main "push and pull motivations" and visitors' behavioral travel intention to visit Songkhla zoo in the future. A questionnaire was used to collect data from target respondents at Songkhla Zoo from October to November 2017. The 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.

Figure (2.2): Conceptual Framework of Chotima



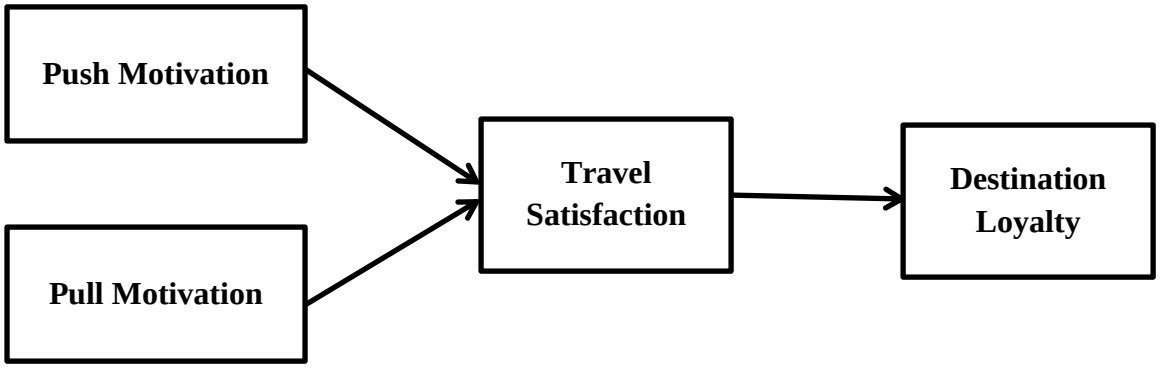
Source: Chotima (2021)

According to Figure (2.2), the majority of visitors to Songkhla Zoo are local residents between the ages of 10 and 30, who prefer to visit the zoo during school breaks. The findings show that the three essential motivations that motivate respondents to visit Songkhla Zoo are to gain new knowledge and experience, to take a rest and to have fun. At that time, the three main pull motivations include the offering of a variety of activities, animals, and animals' show. Furthermore, the findings indicate a relationship between visitors' main push and pull motivation factors and future travel intentions to Songkhla Zoo.

Yoon & Uysal (2005) also conducted a research paper on "The examination the effect of motivation and satisfaction on destination loyalty by using a structural model." The respondents in this study were visitors in Northern Cyprus, which offers archeological and historical sites with natural beauty and warm sandy beaches, located on the Mediterranean Sea. A total of 148 usable questionnaires were collected out of 500

questionnaires distributed. Eight push factors (excitement, knowledge/education, relaxation, achievement, family togetherness, escape, safety/fun and away from home) and 10 pull factors (modern atmospheres & activities, wide space and activities, small size and reliable weather, natural scenery, restaurants, different culture, cleanness and shopping, night life and local cuisine, interesting town and village and water activities) were used in that study.

Figure (2.3) Framework of Yoon and Uysal

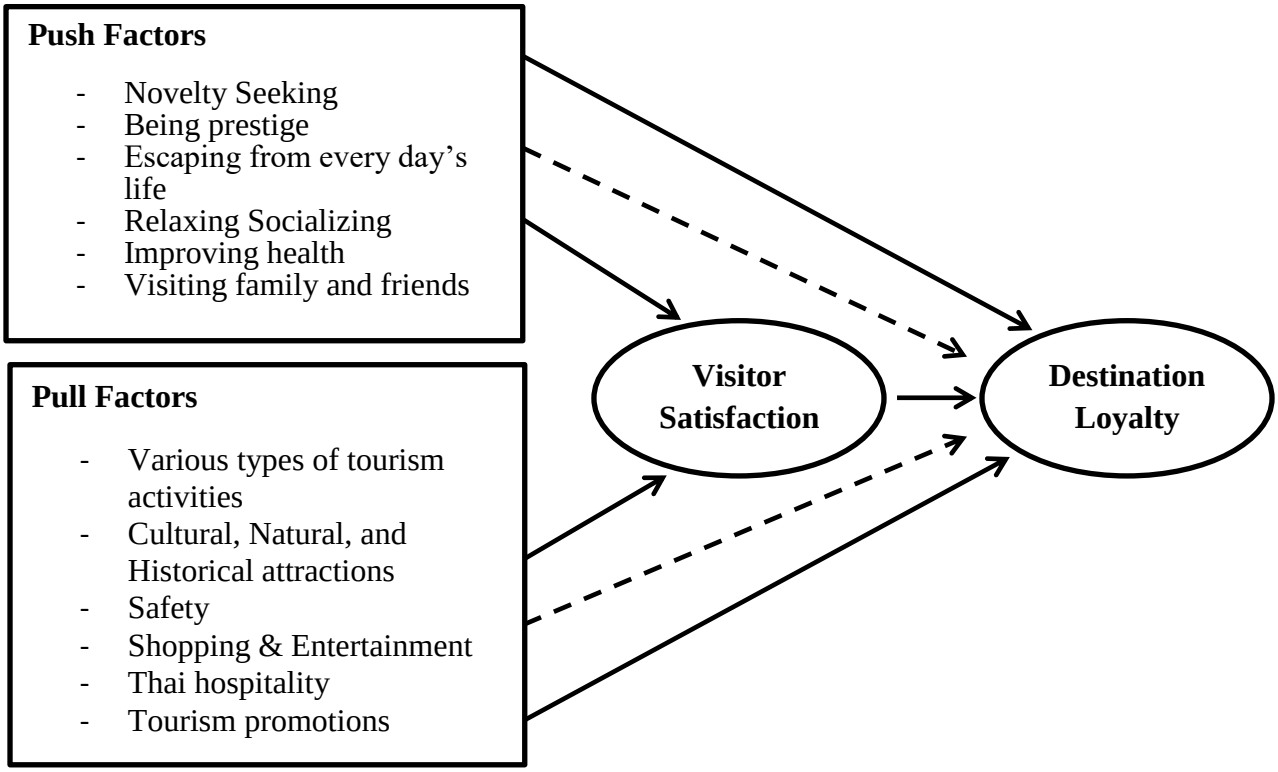


Source: Yoon & Uysal (2005)

According to Figure (2.3), this result pointed out that (1) knowledge/education, escape, safety/fun and achievement are the most push motivation factors and cleanness and shopping, small size and reliable weather, different culture and water activities are the most important pull factors of the study, (2) the satisfaction is negatively influenced by pull factors but positively affected by push factors and (3) destination loyalty is positively affected by travel satisfaction with their experiences.

Another study, Tinakhat (2020) conducted research "A Study of Visitor Motivation toward Destination Loyalty: Targeting European Visitors Travelling to Phuket". The objective of this study is to study visitors' motivations for destination loyalty by focusing on European visitors traveling to Phuket, one of Thailand's most popular visitor destinations. The survey was conducted with 200 respondents to collect the primary data and multiple regression and path analyzes were used to test the research hypotheses. The results of the survey revealed that push and pull factors have a direct and positive influence on destination loyalty towards Phuket. In addition, the study proved that push and pull factors have an indirect effect of destination loyalty through visitor satisfaction.

Figure (2.4) Framework of Tinakhat



Source: Tinakhat (2020)

According to Figure (2.4), this research reveals that to retain and retrieve European visitors to Phuket, safety and security systems and the quality of visitor attractions and infrastructure in Phuket should be well maintained. In addition, this research suggest that tourism stakeholders in Phuket should focus on the important aspects of push and pull factors, so that they can attract not only European visitors but also other markets to improve visitor satisfaction.

2.5 Conceptual Framework of the Study

The conceptual framework for this research study is developed by a combination of theoretical reviews and previous research. The frameworks about the effect of push and pull motivation on visitors'satisfaction and revisit intention towards the Naypyitaw Zoological Garden. Several motivations influence the visitors' satisfaction and revisit intention towards the Naypyitaw Zoological Garden. This study uses three push motivation factors (knowledge and experience, social interaction and escape and relaxation) and four push motivation factors (infrastructure, activities, services and safety).

Figure (2.5): Conceptual Framework of the Study

Source: Own Compilation (2022)

This study adopted a push and pull framework to examine tourism motivation on visitors' satisfaction and revisit intention towards the Naypyitaw Zoological Garden. By using factor analysis, four push factors are extracted: "knowledge and experience," "social interaction," "escape and relaxation." In addition, four pull factors are also derived and labeled: "infrastructure," "activities," "services," and "safety." According to the conceptual framework, the push and pull motivation factors are independent variables, and visitors' satisfaction is the dependent variable. On the other hand, visitors' satisfaction is independent, and revisit intention is dependent. Therefore, this study expects that push motivation and pull motivation factors will positively affect visitors' satisfaction, and visitors' satisfaction will positively affect revisit intention.

CHAPTER III
PROFILE AND MOTIVATION FACTORS TOWARDS NAYPYITAW ZOOLOGICAL GARDEN

The first part of the chapter describes the profile of the Naypyitaw Zoological Garden in Naypyitaw. Influencing factors on visitors' motivation towards the Naypyitaw Zoological Garden are described at the end of the chapter.

3.1. History of Zoological Garden in Myanmar

The first wild animal collection in Yangon started in 1882 as part of Phayre's Museum, which was then located at the current location of the Yangon General Hospital. Construction on the present location, next to the Royal Lake (Kandawgyi Lake), began in 1901 thanks to a public donation of 240,000 kyats, or almost $240,000 at the time. In honor of Queen Victoria, the recently completed 42-acre (17 ha) zoological gardens were solemnly inaugurated as the Victoria Memorial Park and Zoological Garden. The white elephant of Ruler Thibaw, the final king of then-Burma, whom the British had exiled to India just 20 years previously, was the centre of attention during the opening. The foundation received legal status when the Victoria Memorial Park and Zoological Gardens Act was passed in 1908.

During World War II, the zoo was destroyed and looted. The "Rangoon Zoological Garden and Parks" moniker was adopted in 1951 by the then-Burmese government. The current size of the zoo is 69.25 acres, which was increased in 1962. (28.02 ha). On 4 May 1966, a natural history museum; on 7 October 1997, an amusement park; and on 1 October 1998, an aquarium; new attractions were made available within the expanded site. Fisheries Department is in charge of running the aquarium.

The zoo had an MMK600M ($600K) refurbishment effort between 2003 and 2006, which led to an increase in visits from 1.1 million in 2003–2004 and 1.8 million in 2004–2005 to 2.2 million in 2005–2006. In February 2008, a large number of animals from the Yangon Zoo, including elephants, monkeys, rhinos, and bears, were relocated to the Naypyitaw Zoological Garden.

3.2 Profile of Naypyitaw Zoological Garden and Number of Visitors

The government is developing Naypyitaw as a MICE (Meetings, Incentives, Conferences and Exhibitions) venue, and JICA is supporting Naypyitaw to develop into a

Green City that attracts international visitors. As a transportation route, it is located on the western corridor connecting Tamu-Maul Myin, and the south-north business corridor passes from Thilawa to Myitkyina. The visitors can visit Upadathandi Pagoda, Water Park, Gem Museum, Military History Museum, Naypyitaw Zoo, Naypyitaw Safari Park, the Ethnic Village and Naypyitaw hot spring resort in Naypyitaw. In addition, Naypyitaw Zoological Park is built in Naypyitaw, the capital city of Myanmar, in the form of a Modern Zoo, on many acres of land, at great expense.

Naypyitaw Zoological Garden was built in 2007 under the leadership of the Ministry of Environment and Forestry and opened on march 26th 2008 and was opened for a fee on april 4th 2008. Naypyitaw Zoological Garden was under the Ministry of Environment and Forestry until 2001, and it was leased to the Htoo Group of Companies (HGC) under a 10-year contract from March 2011 to February 2021. After the outbreak of the Covid-19 epidemic in 2020, the Ministry of Environment and Forestry granted Naypyitaw Zoological Garden a 3-year extension to the Htoo Group of Companies (HGC). It allowed it to continue operating until 2023. Htoo Zoo and Garden Unit are still opening it under the Htoo Group of Companies (HGC).

Htoo Group of Companies (HGC), the parent company of Air Bagan, was established as Htoo Trading Company in 1990, with U Teza as Chairman and Founder. The company has many subsidiaries, and HTOO Zoos and Gardens Business Unit are one of them. Naypyitaw Zoological Garden is a subsidiary of HTOO Zoos and Gardens Business Unit. The other subsidiaries are Yangon Zoological Garden, Hlawga National Park, Naypyitaw Safari Park, Naypyitaw Planetarium, Yadanarbon Zoological Garden, National Kandawgyi Garden and National Landmark Garden.

Naypyitaw Zoological Garden is not only the biggest zoo within the local zoo but also in South East Asia. It is situated on 590 acres of land in Naypyitaw Yezin, which was opened in 2008. Naypyitaw, the capital of Myanmar, is located 3 kilometres west of Pyinmana and was built as a new capital in 2002. The city's total population is about 600,000, and it is a place where government offices are located, and tourism businesses are also operating. The purpose of opening the Naypyitaw Zoological Garden is for people to relax and gain knowledge, to help students to study zoology and botany, to organize and educate the public for the conservation and protection of wild animals and birds, to carry out research activities and to breed rare animals and to preserve generations. Naypyitaw Zoological Garden was built with a cage type, moat type, walk type, fence type and Aviary system. In Naypyitaw Zoological Garden, among the animals

imported and bred from abroad, the animals that can be seen and studied uniquely are the white lion, white tiger, hippopotamus, giraffe, penguin, blue-eyed cockatoo, flamingo, kangaroos and clever sea otters. In addition, a wide variety of animals, such as the red panda, asian elephant, gayal, star turtles and local birds, which are already very rare among local animals, are to be seen in it. Naypyitaw Zoological Garden must be persuaded to continue operating and have a good income. Research and entertainment roles must be good to attract maintenance and education. As competition in the tourism industry increases, the services quality of Zoological Park must meet the demands and expectations of modern visitors to attract visitors.

This study's target population is visitors of all ages who have visited and used products and services at NPT Zoo. The average number of NPT Zoo visitors is about 90,000 people per year (NPT Zoo, 2022). Table (3.2) describes monthly population towards NPT Zoo in 2022.

Table (3.1) Monthly Population towards Naypyitaw Zoological Garden in 2022

Sr.No.	Month	Local			Foreigner			Total
		Adult	Child	Total	Adult	Child	Total	
1	January	4,474	778	5,252	16	1	17	5,269
2	February	2,783	434	3,217			0	3,217
3	March	2,766	540	3,306	8		8	3,314
4	April	9,338	1,938	11,276	3		3	11,279
5	May	6,482	1,589	8,071	6		6	8,077
6	June	3,186	525	3,711	3		3	3,714
7	July	6,937	1,572	8,509	16	1	17	8,526
8	August	2,687	451	3,138	5		5	3,143
9	September	3,266	592	3,858			0	3,858
10	October	13,174	3,363	16,537	9		9	16,546
11	November	7,350	1,973	9,323	4		4	9,327
12	December	9,538	2,506	12,044	28		28	12,072
	Total	**7,1981**	**16,261**	**88,242**	**98**	**2**	**100**	**88,342**

Source: Naypyitaw Zoological Garden (2022)

Based on Table (3.2), it was found that the number of visitors towards Naypyitaw Zoological Garden in 2022 was the lowest in 6 months (January, February, March, June, August and September) due to less school and office holidays in those months. The

number of visitors towards Naypyitaw Zoological Garden is also found to be moderate in the months with many school and office holidays (May, July and November). The number of visitors towards Naypyitaw Zoological Garden in April, October and December are the most, and during those periods there are many long school and office holidays.

3.2.1 Vision and Mission of Naypyitaw Zoological Garden

The vision and mission of Naypyitaw Zoological Garden are described in this part. The vision of Naypyitaw Zoological Garden is to be one of the outstanding organizations in Zoos and Gardens dedicated to recreation, education, conservation, training, research and development of various animal and plant species. The mission is as follows:

- To educate the visitors to understand the value of nature conservation.
- To take part in Ex-Situ Conservation of endangered species.
- To be a research place for zoology, Ecosystem, Captive breeding and Botany.

3.2.2 Attraction of Land Animals

Naypyitaw Zoological Garden has a total of 47 mammals, 59 species of birds and 16 species of reptiles on display at 27 booths. Visitors can view a total of 122 animal species and 536 animals. Among them, the rare and endangered wildlife are shown at the booths, including icy land inhabitant penguins and white tigers. Therefore, the visitors can observe the rare wildlife in the garden, which they could watch only in the movies. Adjacent to the Naypyitaw Zoological Garden is a Safari Park with a total area of 291.52 acres. The area was selected based on natural tree compositions, topography and stand structure adaptable for wild animals and easily accessible to the public. It has 15 mammals and 2 species of birds and a total of 17 species and 316 animals on display.

3.2.3 The Aquarium Museum

Since 2001, the aquarium has been open to learning about various types of local and exotic fish species, initially in a total of 3000 fish in which 26 species of exotic fish and 18 species of domestic fish were exhibited. However, the purity of the water used in the aquarium is because of technical difficulties. Therefore, the museum was upgraded again and reopened on 23.12.2017. Over 1800 fish, including 45 species of foreign aquatic animals and 23 species of local aquatic animals, were displayed in (55) different

fish chambers, and the Fish Spa also opened along at reopen-time. In addition, the collected local fish species like Nga Phane (*Cyprinus intha*) and Salamanda (*Tylotortriton varycosus*) from the Inle area, Cool Water fish (*Neolisspechilus stracheyj*) from Chin State and Na Ti (*Pisodanophis boro*) from Magway Region were displayed in the fish museum as well.

3.2.4 Organization Structure of Naypyitaw Zoological Garden

There are eleven departments in Naypyitaw Zoological Garden. The management team oversees the whole business with a similar structure. Admin anager manages the Human Resources and Administration department, Food Store Department, Accounting Department, Information and Technology Department, Education Department, Sales and Customer Services Department, Buggy Department, General Maintenance Department, Landscaping Department, Veterinary Care Department, Security Department, Landmark (Kachin) department, and Planetarium department respectively. The organization structure of Naypyitaw Zoological Garden is shown in appendix C.

3.3 Visitors' Motivation Factors

In this section, the three push motivating factors and four pull motivation factors are described.

3.3.1 Push Motivation Factors

Three push factors are extracted: knowledge and experience, social interaction, escape and relaxation. These push motivation factors currently adopted by the Naypyitaw Zoological Garden to create visitors' satisfaction are described as follows.

(a) Knowledge and Experience

Zoos attract visitors of all ages who want to discover and study wildlife. Visitors anticipate having an excellent encounter that makes them want to come back again. Zoos are adjusting to changing norms and enhancing both human and animal experiences. Many zoos include educational activities in their mission statements. Zoos have the chance to educate visitors every year. As a result, zoos can improve both visitor and animal experiences. It's crucial to engage guests in a way that encourages them to visit their zoo again. Visitors are more likely to return and refer friends to the zoo when they have a positive experience.

Naypyitaw Zoological Garden offers unique and entertaining learning experiences for children in grades K-12, college and university students. By visiting the Naypyitaw Zoological Garden, students enjoy a fun field trip while learning about animals. The taxidermy exhibition is opening up for those willing to learn or gain knowledge about taxidermy at Naypyitaw Zoological Garden. Visitors can observe taxidermy collections of valuable and rarely-found animals in one place. Naypyitaw Zoological Garden allows children to explore their environment and make discoveries. This all leads to cognitive, language, knowledge and academic growth. While exploring a zoo, children go on a wild adventure full of running around, asking questions and engaging in storytelling. These activities are essential for healthy development.

Naypyitaw Zoological Garden trips can also be beneficial for children's language development. Parents can start conversations with their children about the animals in the zoo they visit. They can tell what an animal is called and what it does. They can explain their kids' inquiries about their favorite animals and satisfy their curiosity. They will improve their vocabulary and improve their comprehension abilities as a result. The only location where kids can pet wild animals is at the zoo. The Naypyitaw Zoological Garden can give kids a chance to interact closely with animals. They will learn a lot and have a fantastic experience they will never forget with a simple touch.

The chance to touch or feed a wild animal will thrill visitors of all ages. Animal shows are a fan favorite. Visitors can watch zookeepers interacting with animals during feedings, playtimes, and presentations intended for the audience's entertainment. However, visitors often only have an opportunity to observe zoo animals in motion during Showtime. A visit to the zoo might be genuinely memorable if there are more opportunities for close encounters with the animals. The potential for visitors to watch their favorite animals in action is increased by including a range of shows with various animals. Naypyitaw Zoological Garden creates staff-monitored displays that allow visitors to interact directly with their favorite mammals or reptiles. This way, Naypyitaw Zoological Garden provides a memorable experience for visitors standing a few feet away from their favorite animal. On the other hand, Naypyitaw Zoological Garden inspires zoo visitors' empathy for wild animals, understanding and awareness about the need to conserve natural resources and maintain the ecological balance.

(b) Social Interaction

A zoo trip can provide a much-needed chance to connect and spend meaningful time with their kids, especially for working parents. Their children's faces will light up like a bulb when a zoo trip is planned. They ard looking forward to spending time with the people they love the most and seeing the animals. A zoo is a place where the environment finds natural care and nurture. Children understand the value of environmental awareness and its effect on people's lives when they visit a zoo. It helps them become better and kinder and plays a role in their conservation.

Going to the zoo is a great way to spend a day with family and friends. There are many different animals to see and learn about, and the zoo staff is very knowledgeable and passionate about their work. A pleasant day out can also include a trip to the zoo. There are photo opportunities, and it might be an excellent location to watch people. Naypyitaw Zoological Garden offers special group rates for school field trips, scouts, churches, retirement communities, family reunions, and other groups. To provide the best services to the visitor and their team, visitors can book in advance and fill out the registration form. Information submitted by visitors helps zoo staff prepare for their visit and arrange to contact them in an emergency. In addition, visitors will receive a confirmation email with details about group picnic spots and other exciting opportunities.

A visit to the Naypyitaw Zoological Garden is a beautiful way to spend time with loved ones and get up close and personal with some fantastic animals. The vast structure of Naypyitaw Zoological Garden allows children to explore its various areas independently. They can walk, run, and climb trees to make the most of their surroundings. Trips to the Naypyitaw Zoological Garden can ensure that their kids get the physical activity they require to develop into healthy, strong individuals. In addition, spending time at the Naypyitaw Zoological Garden is a great way to enjoy the day and meet new friends who share their interests.

(c) Escape and Relaxation

As long as the zoo offers visitors a comfortable, relaxing place to see fascinating animals, it should be able to succeed. While other international zoos may be more prominent and have a greater diversity of animals, Naypyitaw Zoological Garden has created fun for families with animals that are interesting to watch. At Safari Zoo, the large animals can enjoy outdoor life throughout the year. Therefore, visitors will see eld's deer, sambar deer, gayal, cassowary, blue wilde-beest, lowland nyala, barbary sheep, white

rhinoceros, plain zebra, bengal tiger, lion, giraffe, dromedary camel and ostrich– all species adapted to Myanmar's climate.

People know that spending time in nature can benefit human mental and physical health. Research shows that contact with nature lowers stress, but people probably know that intuitively. Visitors can take a deep breath and spend five minutes watching their favorite animals or plants, feeling relaxed at the Naypyitaw Zoological Garden. Naypyitaw Zoological Garden invites visitors to get comfortable, find a quiet space, and spend two minutes relaxing with their hoolock gibbon as they spend time in a tree taking in the sights and sounds of the zoo. Visitors can make the rounds and take it all in or find a bench and chill, and they can rest their brain, heart, and nervous system at the zoo. This zoo is a location where one may breathe comfortably without hurting one's lungs because most cities are becoming more and more polluted. There are plenty of trees and greenery, therefore it is peaceful for visitors to walk. Not all individuals have the good fortune to experience this outdoor vacation.

Visitors can take a deep breath and spend five minutes watching their favorite animals or plants, feeling relaxed at the Naypyitaw Zoological Garden. They can relax well for a few hours or a whole day, and walking among hundreds of species of plants and animals can release stress at the Naypyitaw Zoological Garden. Naypyitaw Zoological Garden also has cafes and gift shops. Hence, it’s easy to make a day of it. Zoo visits can be long and exhausting, therefore keeping their energy up is essential. Naypyitaw Zoological Garden was operated like a park with the primary objective of showcasing animals for recreation and entertainment. Naypyitaw Zoological Garden was established to cater to the recreational needs of many visitors. A trip to the zoo may provide visitors with health benefits. When people are increasingly disconnected from the natural world, understanding the health benefits of connecting with nature through zoos is more critical than ever.

3.3.2 Pull Motivation Factors

Four pull factors are included infrastructure, activities, services and safety. These pull motivation factors currently adopted by the Naypyitaw Zoological Garden to create visitors’ satisfaction are described as follows.

(a) Infrastructure

Naypyitaw Zoological Garden is located in Naypyitaw on 590 acres of land. This zoo is the largest zoo in South East Asia and the local zoo. Naypyitaw Zoological Garden

tries to create an environment that is more natural to the animals and the visitors who watch them. It looks like real nature with rocks, plants and trees that animals commonly encounter. Instead of being kept in cages, many zoos have large areas where animals can move freely and do the things they would in the wild. Naypyitaw Zoological Garden puts animals of the same kind in the same areas. For example, lions, tigers and other large cats may be kept together in some exhibits. Animals that live in the same climate or biome, for example, grasslands or deserts, may also be grouped. The Aquarium Museum is also located in the same compound.

As far as its design considerations, the essential components in a zoo are animals, visitors, human resources and infrastructure for housing, upkeep, healthcare of animals and basic facilities for visitors. Naypyitaw Zoological Garden has sufficient literature, information and professional human resources to design the zoos and its animal enclosures, keeping in view the safety and security of the visitors, captive animals and human resources mandated with the task of upkeep and healthcare of animals. Every new activity and structure is an intrusion into the landscape. Visitors to the zoo may come as individuals, couples, family groups, large groups of school children, or office groups. Some visitors are entering, and those who are departing. In addition, there are vehicles of visitors, staff and services vehicles entering and leaving the zoo premises. There are enough space standards for all zoo components, elements, facilities for animals, visitors and zoo personnel, and signage. Existing BIS and National Building Code standards are used for buildings such as offices, guard rooms, security offices, electrical and plumbing related buildings such as electric substations or sewage treatment plants.

Convenient and easy access to the zoo is a solid motivating factor for a visit. Visitors walking the zoo are an essential component. The zoo had to be traversed on foot to learn about the animals housed there. Pedestrians can feel and view the vegetation and hear the sounds of birds and animals as they move along. They can appreciate the design of surface textures and the use of materials and colors for various zoo elements, such as pedestrian path pavement materials and stand-off barrier designs. The roads in Naypyitaw Zoological Garden vary in carriageway widths, materials and detailing of edges and drainage systems. Paths differ depending upon the volume of expected traffic and the purpose for which it is intended to be used. Lights required for a few hours, generally after sunset, will include services roads leading to the feeding cubicles and the vicinity of the feeding cubicles. Emergency lighting is provided for the entire zoo. This lighting is

designed on a sectorial basis and arranged to illuminate any part of the area of the zoo or the entire zoo if required.

Naypyitaw Zoological Garden operates rescue centers for orphaned wild animals subject to proper housing and care infrastructure availability. Furthermore, Naypyitaw Zoological Garden maintains a healthy, hygienic and natural environment in the zoo; hence the visitors get an adequate opportunity to experience a naturalistic environment. Therefore, for all species, display or zoo enclosures are sized to allow all animals sufficient space for free movement and exercise and are designed to avoid excessive dominance or disturbance by other animals. Furthermore, each animal enclosure in Naypyitaw Zoological Garden has appropriate shelters, porches, withdrawal areas, wallows, pools drinking water points. Other facilities that allow the animals to display a wide range of their natural behavior protect them from climate extremes.

(b) Activities

Naypyitaw Zoological Garden offers exciting and educational activities and special events. Events include conservation days and days dedicated to specific animals. Seasonal events such as elephant exhibition at Naypyitaw Zoological Garden are also significant events for families to enjoy. Zoos offer a space for families to bring children, visitors to explore, and people to have fun. Zoos have incorporated attractions, events, and shows into their offerings for the public. Animal performance shows are staged on public holidays in the zoo. Visitors can take an around-the-zoo trip riding horse carts, E-bike or buggies. The play areas of Naypyitaw Zoological Garden are designed to be enjoyed by children 12 years or under. All play areas are unsupervised by Naypyitaw Zoological Garden staff, and they ask that adults supervise visitors and their children at all times.

Naypyitaw Zoological Garden introduces an “Animal Feeding Program” to all. It is a good program for visitors to get back in touch with animals when participating in the "Animal Feeding Program". It requires two days of pre-booking to donate animals’ food. Regarding the Feeding Program, they can donate 9.7 lakhs per day for 536 animals in Naypyitaw Zoo and 5.3 lakhs per day for 316 animals at Safari. The person and team who donated are honored and organized so that every animal exhibit can be fed. If those who cannot afford such a large amount of money want to donate, visitors can donate 1 or 2 lakhs. They are also honored and arranged to be fed. Food from outside is not allowed to be brought in because it might be contaminated with pesticides/fertilizers/poisons.

One of Naypyitaw Zoological Garden's most famous shows is the sea lion show. While on stage with the animals, Zoo's trainers explain sea lion behavior, positive-reinforcement training, fun animal facts, and the need to conserve the sea lions' ocean habitat. The show took place in a combined pool and platform area in front of a seated audience. The stage area was themed to appear like fishing and surfing bay. Although the individual sea lions varied across performances, the show always contained a sea lion balancing objects (balls, bowling pins, etc.) on its nose. This was used as a hook to teach about whisker sensitivity to movement and their use in hunting. Other behaviors included walking on land, flipper stands, catching hoops and leaps into and out of the pool, all used to convey the animal's flexibility and agility on both land and water.

Naypyitaw Zoological Garden provides a massive opportunity for recreation and tourism, which many large cities focus their business around. While this may not always be the primary mission of zoological organizations, it cannot go without mentioning that zoos fill this role. Naypyitaw Zoological Garden offers many exciting activities for visitors and their families this winter. For example, there is a photography workshop in December and an 'exotic animals' weekend' in December where visitors can meet an array of exotic animals, including red panda, himalayan vulture, great hornbil, green peafowl, pied hornbill and flamingo.

(c) Services

Naypyitaw Zoological Garden is open all year round except during the COVID-19 pandemic period. The basic information about the entrance fee and zoo ethics is displayed prominently at the zoo entrance. In addition, it is broadcast over the Public Address System at the entrance in Myanmar and English during zoo entry hours. Moreover, there are several locations throughout the zoo where the zoo map is prominently displayed. Animal signage is provided in each enclosure of the animals, containing basic details about the species. Visitors can buy tickets from the Zoo ticket sales or the zoo's webshop. They can pay with the bank, credit card, or cash in ticket sales. Though at least two hours is recommended for a visit, visitors can easily spend the whole day at the zoo. When paying at the ticket window, visitors can get the Zoo Guide Map. Given that it is included of their entrance ticket, the map is given free of charge to foreign visitors. It takes only 30 minutes to reach Naypyitaw Zoological Garden from Naypyitaw city center by a local bus or owned vehicle.

Naypyitaw Zoological Garden offers visitors exciting things to do all day. As visitors observe animals at Naypyitaw Zoological Garden, they may grow hungry or wish to buy a souvenir featuring their favorite animal. Thanks to the excellent services offered by Naypyitaw Zoological Garden, visitors can enjoy their entire visit. Parking lots, restaurants, a children's play area and many other smaller playgrounds, and an observation tower are provided for visitors. Naypyitaw Zoological Garden's parking lots can accommodate about 200 cars. There are several souvenir stores in Naypyitaw Zoological Garden. They open at 8 am. The Naypyitaw Zoological Garden gift stores include a wide selection of t-shirts, toys, stuffed animals, jewelry, and sweets. Learn about the various entertaining and instructive products available for both kids and adults. Every age group and budget can find gifts. Each shop offers a distinctive shopping experience. Restaurants are open in the zoo for the convenience of the visitors that visit Naypyitaw Zoological Garden. Management and other franchises handle the restaurant operations at the Zoo. There are also several kiosks around the zoo where visitors can buy food, drink or ice cream. Drinking water is a fundamental necessity for visitors. Accordingly, Naypyitaw Zoological Garden has made sure that drinking water is readily accessible across the entire zoo. There are twenty water coolers with water purification facilities. The water at these points is available free of cost.

There are 35 benches for resting throughout the zoo. To provide visitors with a place to rest, seats have been installed at all animal enclosures, restrooms, drinking fountains, and entrances to the zoo. Due to the protection and security of the zoo animals, food is not permitted inside. However, bottled water, tea, coffee, ice cream, and soft drinks are available at authorized sales locations to help visitors stay hydrated while within the zoo. Not only is cleanliness essential for cosmetic reasons, but it also aids in maintaining the health and disease-free status of the animals. As such, Naypyitaw Zoological Garden has provided dustbins throughout the zoo. While enjoying the zoo visit, visitors may occasionally get minor injuries or require medical attention. As a result, both the director's office and the zoo's main entrance, which is close to the booking counter, have first aid facilities. Their Visitor Services Office is located at the zoo entrance and takes responsibility for the bookings and administration. It is open from 8 am, seven days a week and closes at 5 pm GMT. Staff members at the Visitor Services Office are always available to assist visitors and answer any questions they may have about Naypyitaw Zoological Garden. Naypyitaw Zoological Garden enables people to view animals that they usually would not see. Visitors are also able to learn about animals

and their habits. Zookeepers and guides are available to answer any questions visitors may have about the animals. Visitors gain an awareness of a life other than their own by learning about different species of animals and can learn about endangered species as well.

(d) Safety

In terms of safety and security, Naypyitaw is located in a peaceful area. Naypyitaw Zoological Garden is responsible for ensuring the safety and well-being of visitors at Naypyitaw Zoological Garden. Naypyitaw Zoological Garden has a security department to ensure the safety and security of visitors. Security guards are on the zoo grounds 24 hours a day to ensure the safety of the zoo's visitors and animals. Security personnel provide security at the property's entrance, exit gates, and designated areas. In addition, mobile security personnel also patrol the streets on a motorcycle once every thirty minutes. From the zoo's entrance, the security gate records the cars and motorcycles of visitors. The parking lot is monitored by security personnel. Weapons such as knives and sharp objects that can cause harm are not allowed to be checked at the ticket checkpoint. In addition, CCTV cameras have been installed in the required areas in the park. Since the Naypyitaw Zoological Garden opened in 2008 until today, there has been no crime in the zoo.

To expand the possibility of public interaction with animals, zoo designs and operations have undergone numerous alterations over time. To enhance the visitors' experience and the well-being of the animals, enclosure designs have been altered, for example, by removing visual barriers, such as cages. Walk-through enclosures, drive-through displays, touch pools, and contact spaces are examples of enclosures that promote interaction (such as petting zoo areas). While visitors are present, certain animals may also be relocated around zoos. There is a higher danger of human injury and animal welfare issues with increased human-animal interaction. In zoos, visitor feeding of animals is becoming increasingly prevalent and can be a source of additional income. Feeding activities also carry some dangers, such as getting a zoonotic disease. Because it knows these dangers, Naypyitaw Zoological Garden offers areas where visitors can wash or sanitize their hands following contact. Naypyitaw Zoological Garden carries out a risk assessment of visitor health and plans on adequate control measures before allowing interaction between visitors and animals. The visitors have also been informed of the dangers involved. This message is distributed in various methods, including on feed bags,

in zoo brochures, signage at enclosures or the entrance to the zoo, and verbally by zoo staff.

Situations where the public may become involved in close interaction with animals, may present risks of injury and infection to the public and cause unpredictable situations. Behavioral responses of animals can increase risks to human safety. Naypyitaw Zoological Garden use barriers to keep people in the right place. Visitors might see many kinds of barriers at the Zoo, keeping them in the right place. Even low-risk animals can create disturbances if they escape from their confinement. Therefore, the zoo's perimeter, including entrances and exits, is appropriately designed and constructed to make animal escapes and unauthorized entry practicable. Security staff and zoo keepers check whether the animals are safe day and night. In the accidental escape of dangerous animals, cages, nets and aesthetic guns are kept in reserve for quick capture. Appropriate warning signs are posted around the boundary. Enclosures are designed to prevent animals from escaping and allow people to perform essential functions safely because containment is the primary risk control measure. The required level and type of protection are established based on the animal species and risk. And then, slips, trips and falls are common causes of injury to zoo staff and visitors, therefore the design and installation of animal enclosures are provided safe passageways.

3.4 Reliability Test

A reliability test was conducted for the influencing factors of visitors' motivations on satisfaction and the effects of revisit intention towards Naypyitaw Zoological Garden. In this study, Cronbach's alpha reliability test method was used to measure the internal consistency of variables and obtain an accurate representation of the data. In this study, the questionnaire consists of three parts. The first part is visitors' push motivation: knowledge and experience, social interaction, escape and relaxation, and pull motivation: infrastructure, activities, services and safety. The second part is visitors' satisfaction, and the last is revisit intention. First, at least five questions for each factor were used to measure the influence factors on visitors' motivations. Second, eight questions were used to measure the visitors' satisfaction, and eight were used to identify the revisit intention of the respondents to study. Table (3.1) describes the variables' reliabilities (alpha value).

Table (3.2) Reliabilities Analysis of the Study

Sr.No.	Variables	Sub.Variables	No.of Items	Cronbach's Alpha
1	Push Motivation	Knowledge and Experience	7	0.786
		Social Interaction	5	0.752
		Escape and Relaxation	5	0.731
2	Pull Motivation	Infrastructure	6	0.775
		Activities	7	0.741
		Services	5	0.719
		Safety	5	0.714
3	Satisfaction		8	0.871
4	Revisit Intention		8	0.799

Source: Survey Data (2022)

As presented in Table, the reliability test results cover questionnaire items of push and pull motivation factors – knowledge and experience, social interaction, escape and relaxation, infrastructure, activities, services, safety, satisfaction, and revisit intention. The results show that Cronbach's Alpha coefficient of these sub-dimensions ranged from 0.714 to 0.871. This result indicates that the questionnaire has a good and acceptable level of internal consistency for the scale and can be considered acceptable. Furthermore, the reliability coefficients of all questionnaire items are greater than the recommended value of 0.7. Therefore it can be interpreted that the internal consistency of the measure used in this study can explain that the results of the relevant factors are expected to be the same in different situations. And also the data can considered to be sufficiently reliable and valid for the analysis.

3.5 Demographic Profile of the Respondents

In this part, the demographic profile of the different respondents is described by classifying them into six categories: gender, age, marital status, educational level, occupation, and monthly income. All questionnaires are distributed to people who visit the Naypyitaw Zoological Garden. The detailed demographic factors are shown in the Table as follows.

Table (3.3) Demographic Profile of the Respondents

Sr.No.	Demographics		No. of Respondents	Percentage
	Total Respondents		**383**	**100.00**
1	**Gender**	Male	170	44.39
		Female	213	55.61
2	**Age (Years)**	≤ 20	122	31.85
		21 to 30	92	24.02
		31 to 40	78	20.37
		41 to 50	53	13.84
		51 to 60	34	8.88
		Above 60	4	1.04
3	**Marital Status**	Single	209	54.57
		Married	174	45.43
4	**Educational Level**	Middle School	115	30.03
		High School	98	25.59
		Undergraduate	88	22.98
		Graduate	70	18.27
		Postgraduate	12	3.13
5	**Monthly Income (Kyats)**	300,000 and less	187	48.82
		300,001 and 500,000	86	22.45
		500,001 and 700,000	53	13.84
		700,001 and 900,000	33	8.62
		Above 900,000	24	6.27
6	**Occupation**	Student	136	35.51
		Company Employee	98	25.59
		Government Employee	65	16.97
		Self-Employed	82	21.41
		Pensioner	2	0.52

Source: Survey Data (2022)

According to Table (3.3), the gender includes male and female; there are 170 respondents (44.39%) and 213 respondents (55.61%) out of the total 383 respondents.

Therefore, the female respondents are more than the male respondents 383. This finding shows that female respondents are more interested in seeing zoo animals moving and engaging with conspecifics, with visitors themselves or with their environment than males in this study.

The age group it has divided into six groups. There are 122 respondents in the age group of ≤ 20 years, 92 respondents in the age group of 21-30 years, 78 respondents in the age group of 31-40 years, 53 respondents in the age group of 41-50 years, 34 respondents in the age group of 51-60 years, and 4 respondents in the age group of above 60 years. In this study, the major of those visiting Naypyitaw Zoological Garden are ≤ 20 years old, with 31.85% of total respondents, followed by the age group between 21-30, between 30-40, between 41-50, between 51-60, and above 60. Therefore, it can be assumed that young people and millennial are more familiar with social interaction and animal conservation.

According to Table (3.3), single respondents visited more than married respondents visiting Naypyitaw Zoological Garden. This means that single respondents can be more interested in going on a happy trip. The majority of the education level of respondents is the middle school 115 respondents with 35.51%, followed by high school 98 respondents with 25.59%, undergraduate 88 respondents with 22.98%, graduate 70 respondents with 18.27%, and postgraduate 12 respondents with 3.13%. An income level of 300,000 or fewer Kyats is the primary visitors of Naypyitaw Zoological Garden to visit experience 48.82%. The respondents with an income level of 300,001 and 500,000 Kyats with 22.45%. The respondents with an income level of 500,001 and 700,000 Kyats with 13.84%. The respondents with an income level of 700,001 and 900,000 Kyats with 8.62%. The income level above 900,000 Kyats is the minor visitors visiting the Zoo experience 6.27% in this study.

The last part of this study's demographic factors is the respondents' occupation. According to the result, students are more interested in visiting zoo than the other group. Its percentage is 35.51% of the total respondents. Company employees, self-employed and government employees also visit the zoo with 25.59%, 21.41% and 16.97%. Pensioners are also fond of visiting Naypyitaw Zoological Garden too.

3.6 Visitation Pattern towards Naypyitaw Zoological Garden

The respondents were asked to complete a questionnaire regarding the information about their visitation patterns, such as visit companion, length of time spent in Naypyitaw

Zoological Garden, travel expense, the visitation experience to Naypyitaw Zoological Garden, frequency of visit, and current place of residence by respondents. The exact number of respondents and percentage (%) of visitation pattern of visitors towards Naypyitaw Zoological Garden shown in Table (3.4)

Table (3.4) Visitation Pattern towards Naypyitaw Zoological Garden

Sr. No.	Items	No. of Respondents	Percentage
	Total Respondents	**383**	**100.00**
1	**Companion**		
	Family	171	44.65
	Friends	101	26.37
	Partner	48	12.53
	Colleagues	51	13.32
	Alone	12	3.13
2	**Spending Time in The Zoo**		
	Less than one hour	18	4.70
	1-2 hours	163	42.56
	2-3 hours	140	36.55
	More than 3 hours	62	16.19
3	**Spending Amount per A Visit**		
	≤10,000 Kyats	165	43.08
	10,001 to 20,000 Kyats	99	25.85
	20,001 to 30,000 Kyats	64	16.71
	Above 30,000 Kyats	55	14.36
4	**Experienced at the Zoo**		
	Arrived Before	271	70.76
	First Time	112	29.24
5	**Frequency of Visitation Within One Year**		
	Once a year	56	14.62
	Twice a year	37	9.66
	3 times per year	88	22.98
	More than 3 times per year	202	52.74

Source: Survey Data (2022)

According to Table (3.4), almost half of the respondents who visit Naypyitaw Zoological Garden with their children or family at 44.65%. Followed by respondents who travel with friends at 26.37%, respondents who visit Naypyitaw Zoological Garden with an organization such as a school or company at 13.32%, respondents who travel with their girlfriend or boyfriend at 12.53%, and respondents who travel alone at 3.13%.

Relating length of time spent in Naypyitaw Zoological Garden, data showed that a significant portion of respondents spent 1-2 hours 42.56% and 2-3 hours 36.55% inside Naypyitaw Zoological Garden, followed by 62 respondents who spent more than 4 hours at 16.19%, while 38 respondents who spend less than 1 hour at 4.70%.

Concerning travelling expenses, a more significant portion of respondents, 43.08%, had spent less than 10,000 Kyats per person per time they visited Naypyitaw Zoological Garden. In comparison, 25.85 % of respondents paid 10,001 to 20,000 Kyats per person, 16.71% of respondents paid 20,001 to 30,000 Kyats per person, and only 14.36 % of respondents spent more than 30,000 Kyats per person.

Regarding experience at the zoo and frequency of visits, the data showed that most Naypyitaw Zoological Garden's visitors were repeat visitors. 271 respondents, or 70.76%, indicated repeated visitors who visited Naypyitaw Zoological Garden before, while 112 respondents, or 29.24%, reported that they were first-time visitors. More than half of those respondents visit Naypyitaw Zoological Garden more than 3 times yearly.

According to the demographic profile of this study, students and self-employed are the primary visitors towards Naypyitaw Zoological Garden. Therefore, the result shows that the Naypyitaw Zoological Garden is a preferred destination for visitors travelling with children or family. Most of the respondents travelled with their children or family; hence their preferred time to visit Naypyitaw Zoological Garden was during school break and public holidays. According to the result, 70.76% of the respondents had repeated visits towards Naypyitaw Zoological Garden before, and they visited Naypyitaw Zoological Garden more than three times per year. Therefore, it can be concluded that most of the respondents in this study usually visit Naypyitaw Zoological Garden once in two months on average.

CHAPTER IV

ANALYSIS ON PUSH AND PULL MOTIVATION FACTORS, VISITORS' SATISFACTION AND REVISIT INTENTION TOWARDS NAYPYITAW ZOOLOGICAL GARDEN

This chapter explains, the influencing factors of visitor motivations (knowledge and experience, social interaction, escape and relaxation, infrastructure, activities, services and safety) on zoological garden, the effect of these factors on visitors' satisfaction and finally, the effect of visitors' satisfaction on revisit intention towards Naypyitaw Zoological Garden. These components are also presented in mean value and standard deviation. The factor affecting on visitor satisfaction and revisit intention towards Naypyitaw Zoological Garden are run by regression analysis. On presenting the descriptive results, means and standard deviations scores are provided and explained regarding the findings. To identify the visitors' push and pull motivation factors on visitors' satisfaction and revisit intention, the study conducted a questionnaire survey to the respondents. The questionnaire is designed with a 5-point Likert scale. The 5-point Likert scale has a value range of 1 to 5, with "1 = strongly disagree" and "5= strongly agree" for each question.

4.1 Motivation Factors, Visitors' Satisfaction, and Revisit Intention

This section discusses the effect of the visitors' motivation factors, visitors' satisfaction, and revisit intention towards Naypyitaw Zoological Garden. This section consists of the overall mean value of visitors' motivation factors, satisfaction, and revisit intention. The surveyed visitors answered questionnaires using a five-point Likert scale. The 383 visitors have been recently surveyed. The mean values of the items on the five-point Likert scale are interpreted as follows, according to Best (1977):

(a) A score of 1.00 to 1.80 indicates a strongly disagreement.

(b) A score of 1.81 to 2.60 indicates disagreement.

(c) A score of 2.61 to 3.40 indicates a neutral position.

(d) A score of 3.41 to 4.20 indicates agreement.

(e) A score of 4.21 to 5.00 indicates a strongly agreement.

4.1.1 Perception on Motivation Factors

In this part, three push motivation factors: knowledge and experience, social interaction, escape and relaxation, and four pull motivation factors: infrastructure, activities, services and safety, are used to examine visitors' motivations for visiting experience. The overall mean scores of the motivation factors are presented in Table (4.1).

Table (4.1) Perception on Motivation Factors

Sr.No.	Variable	Items	Overall Mean
1	Push Motivation	Knowledge and Experience	4.00
		Social Interaction	4.06
		Escape and Relaxation	4.15
2	Pull Motivation	Infrastructure	3.98
		Activities	4.08
		Services	3.98
		Safety	4.14

Source: Survey Data (2022)

According to Table (4.1), among the three push motivation factors, the overall mean of knowledge and experience is the lowest, while the overall mean of escape and relaxation is the highest. However, the overall mean of all 3 push motivation factors is between 3.41 and 4.2. Therefore, it shows that all these 3 push motivation factors have an agreed level of the respondents. On the other hand, among the 4 pull motivation factors, the overall mean of infrastructure and service is the lowest, while the overall mean of safety is the highest. Here the overall mean of infrastructure, activities, service and safety is between 3.41 and 4.2, which shows that they are an agreed level of the respondents. Perception of respondents on visitors motivation factors shows the agreement level based on the overall means of push and pull motivation factors. The following Tables thoroughly analyze the mean scores and standard deviations for each statement related to each visitors motivation factors.

(a) Knowledge and Experience

The mean value of knowledge and experience of push motivation to NPT Zoo is shown in Table (4.2).. Seven statements were constructed, and data were collected from 383 respondents to analyze knowledge and experience of push motivation in NPT Zoo. The following table displays each variable's mean values and standard deviations. These

questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.2) Knowledge and Experience

Sr.No.	Items	Mean Value	Standard Deviation
1	To gain new knowledge and experience	3.81	.945
2	To study educational programs related to animals	3.92	.723
3	To learn about animal conservation	4.11	.803
4	To study rare and endangered animals	4.03	.784
5	To get exciting and fun by riding the elephant	4.02	.837
6	To enjoy riding electric bikes and buggies	3.98	.884
7	To enjoy by riding a horse cart	4.14	.845
Overall Mean		**4.00**	

Source: Survey Data (2022)

Based on Table (4.2), the overall mean value of knowledge and experience shows the agreement level of respondents. Among these seven variables of knowledge and experience, the strongly related factor is that visitors enjoy riding a horse cart. It means that sightseeing with a horse-cart is a unique and exciting activity in Naypyitaw Zoological Garden. Visitors go around the Zoo and enjoy the stunning sightseeing view in the late afternoon. They discovered that riding in a horse-drawn carriage is one of the historically significant and most ancient types of human-animal interaction. They had a great experience and made great memories with their families and friends.

Another critical factor they visited the Naypyitaw Zoological Garden is to learn about animal conservation. They got knowledge about animal conservation from zoo keepers. The conservation and protection of wildlife includes all of the creatures, plants, and habitats that are a part of it. By conserving wildlife, people are ensuring that future generations can enjoy their natural world and the incredible species that live within it. It is found that all items of knowledge and experience are at the agreed level of the respondents because the mean value is between 3.41 and 4.20. Therefore most respondents have an agreed level of knowledge and experience. The overall mean value of knowledge and experience is 4.00. It provides a memorable experience for visitors to the NPT Zoo, standing a few feet away from their favorite animal, improving the experience for both people and animals.

(b)Social Interaction

The mean value of social interaction towards visiting the NPT Zoo is shown in Table (4.3). Five statements are constructed, and data are collected from 383 respondents to analyze social interaction in NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.3) Social Interaction

Sr.No.	Items	Mean Value	Standard Deviation
1	To spend time with family	3.96	.898
2	To have a picnic with friends	3.93	.841
3	To meet new friends	4.07	.714
4	To interact with other people	4.15	.815
5	To meet people with similar interests who love animals	4.17	.838
Overall Mean		**4.06**	

Source: Survey Data (2022)

As presented in Table (4.3), the most influencing factor on social interaction is that visitors want to meet people with similar interests who love animals. It means that this kind of visitor, an animal lover, is likely very empathetic toward animals, enjoys being around them, and feels a pull to help them when they can. They are involved with the wellbeing of animals and any indications of pain or welfare violations in zoo animals can balance out a zoo's support of conservation. Animal's love giving love to people, and they give it freely. Animal lovers make better friends because they have received the unconditional love of a pet, and they try to give the same love to both animals and the essential people in their lives. It is found that all items of social interaction are at an agreed level of the respondents because the mean value is between 3.41 and 4.20. Therefore most respondents have an agreed level of social interaction.The overall mean value of social interaction is 4.06.According to the overall mean value, most visitors trust that spending time at the NPT Zoo is a great way to enjoy the day and meet new friends who share their interests.

(c) Escape and Relaxation

The mean value of escape and relaxation for visiting the NPT Zoo is shown in Table (4.4). Five statements are constructed, and data are collected from 383 respondents to analyze escape and relaxation in NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.4) Escape and Relaxation

Sr.No.	Items	Mean Value	Standard Deviation
1	To take a rest	4.22	.775
2	To escape from their daily routine	4.26	.767
3	To escape from physical stress at home	4.04	.729
4	To take photos of the scenery	4.07	.643
5	To see the animal exhibitions	4.16	.764
Overall Mean		**4.15**	

Source: Survey Data (2022)

As presented in Table (4.4), the most influencing factor mean value is 4.26, meaning that most of the respondents want to visit Naypyitaw Zoological Garden to escape their daily routine. This type of respondent is known that spending time in nature can benefit human mental and physical health. Human-animal interaction benefits the individual, including enhanced mental health outcomes, such as decreased anxiety, stress reduction, improved quality of life, enhanced social and community interaction and coping with challenging situations.

Visitors relaxed on a bench and took a break from the zoo to rest their brains, heart, and nervous system. It is found that 3 items of safety are at an agreed level because the mean value is between 3.41 and 4.20, and the remaining 2 items are at the strongly agreed level because the mean value is between 4.21 and 5.0. Therefore almost all items of respondents have a strongly agreed level of service. The overall mean of activities is 4.15. According to the overall mean value, visitors might take a deep breath, relax, and spend five minutes admiring their favorite animals or plants at the NPT Zoo. Besides, they agreed that the NPT Zoo was stress-free for them because they relaxed for a few hours or spent the entire day wandering through hundreds of plants and animals.

According to the overall mean value, visitors might take a deep breath, relax, and spend five minutes admiring their favorite animals or plants at the NPT Zoo. Besides, they agreed that the NPT Zoo was stress-free for them because they relaxed for a few hours or spent the entire day wandering through hundreds of plants and animals.

(d) Infrastructure

The infrastructure's mean value towards visiting NPT Zoo is shown in Table (4.5). Six statements are constructed, and data are collected from 383 respondents to analyze infrastructure in NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.5) Infrastructure

Sr.No.	Items	Mean Value	Standard Deviation
1	Ease of Transportation	3.87	.704
2	The beauty of the flowers and landscaping views at the Zoo	4.05	.763
3	Excellent facilities for exhibiting animals	3.94	.773
4	Convenience to ride buggies to see the exhibits inside the Zoo	3.97	.811
5	Ability to provide a variety of food and beverages	4.01	.824
6	Satisfied with the exhibits' cleanliness and hygienic standards	4.05	.851
Overall Mean		**3.98**	

Source: Survey Data (2022)

As presented in Table (4.5), the most influencing factor mean value is 4.05, that the flowers and landscaping views of the Zoo are stunning, and the hygiene and cleanliness of the exhibits in the Naypyitaw Zoological Garden. In addition, it means that most respondents agree that a more natural setting for the animals and the visitors who come to see them at the NPT Zoo. With the presence of typical animals encountering rocks, plants, and trees, it appears more like actual nature. In addition, visitors found that employees frequently wash their hands, especially after handling the animal, its food, bedding, enclosure materials, excrement or tissue and body fluids. Finally, visitors found that cages had been cleaned to reduce the possibility of creating aerosols or particles of potentially infectious material.

It is found that all items of infrastructure are at an agreed level of the respondents because the mean value is between 3.41 and 4.20. Therefore most of respondents have an agreed level of infrastructure. The overall mean value of infrastructure is 3.98. According to the overall mean value, most visitors agreed that the design of zoos and their animal enclosures must consider the safety and security of the visitors, the captive animals, and the human resources tasked with providing the upkeep and healthcare of animals. NPT Zoo has adequate literature, information, and qualified personnel to handle this task.

(e) Activities

The mean value of activities for visiting the NPT Zoo is shown in Table (4.6). Seven statements are constructed, and data are collected from 383 respondents to analyze activities in NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.6) Activities

Sr.No.	Items	Mean Value	Standard Deviation
1	Amusing in Zoo activities	4.18	.759
2	The elephant show is attractive	4.16	.758
3	The Sea Lion exhibition is attractive	3.92	.917
4	Like to take pictures with animals	4.08	.837
5	Like to get in touch with some animals	4.13	.768
6	Enjoy playing on the playground	3.85	1.112
7	Celebrating birthdays is fun by donating food for a day at NPT Zoo	4.25	.785
Overall Mean		**4.08**	

Source: Survey Data (2022)

Activities of the NPT Zoo are described in Table (4.6). According to the results, the most influencing factor mean score is 4.25. This shows that most respondents feel good celebrating birthdays by donating food to all the animals in the NPT Zoo for a day. Visitors agreed that NPT Zoo is the only place in Myanmar where they can celebrate their birthday with unique wildlife. They share their love of animals with their family and friends while feeling great knowing that they are helping save animals from extinction.

It is found that 6 items of activities are at an agreed level of the respondents because the mean value is between 3.41 and 4.20, and the remaining 1 items is at the strongly agreed level because the mean value is between 4.21 and 5.0. Therefore most respondents have an agreed level of activities. The overall mean of activities is 4.08. The result indicates that visitors have spent an unforgettable day wandering through the woodlands and witnessing the animals in their natural habitat. They enjoy many exciting activities of NPT Zoo with their family and friends. They enjoy the experience with animals, including fun rides, educational activities, hands-on activities and exciting events throughout the year at the NPT Zoo.

(f) Services

The mean value of services towards visiting the NPT Zoo is shown in Table (4.7). Five statements are constructed, and data are collected from 383 respondents to analyze services in NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.7) Services

Sr.No.	Items	Mean Value	Standard Deviation
1	Entirely suitable for paid services to visit	3.81	.945
2	Friendly and helpful staff	3.93	.729
3	Patiently Zookeepers who explain about the animals	4.11	.805
4	Readiness of staff in solving problems of visitors	4.04	.781
5	Good quality of overall services	4.01	.849
Overall Mean		**3.98**	

Source: Survey Data (2022)

The services of the NPT Zoo are described in Table (4.7). According to the results, the most influencing factor mean score is 4.11. Among these five variables of services of NPT Zoo, patient zookeepers who explain about the animals, friendly and helpful staff, the staff's readiness's to solve visitors' problems are the strongly related factors. This shows that most respondents agreed that visitors had got their experience at the NPT Zoo, where a zookeeper met them for a short keeper chat with details of the day-to-day care of the large animals. Visit with the zookeeper who knows them best and has

learned about animals' homes, daily activities and what it takes to keep each one healthy and happy.

From this Table, visitors are asked to feel free any questions to the zookeeper regarding the big animals and their habitats. It is found that all items of servoces are at an agreed level of the respondents because the mean value is between 3.41 and 4.20. So, most of respondents have an agreed level of services. The overall mean of servises is 3.98. According to the overall mean value, most of the visitors have a strongly agreed level of services of NPT Zoo concerning the overall services of the zoo's visitors and animals. Visitors had happy as NPT Zoo is committed to ensuring their day at the zoo is both pleasant and fun. They agreed that every effort of NPT Zoo had been made to provide helpful services and accessibility for all visitors.

(g) Safety

The mean value of safety when visiting NPT Zoo is shown in Table (4.8). Five statements were constructed, and data were collected from 383 respondents to analyze safety in NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Table (4.8) Safety

Sr.No.	Items	Mean Value	Standard Deviation
1	Providing good public security	4.13	.823
2	Providing adequate security	4.26	.774
3	Providing sufficient safety measures to protect visitors from animals	4.05	.771
4	Providing quite appropriate guidelines for the safety of kids	4.09	.724
5	Located in the quiet and peaceful city of Naypyitaw	4.19	.808
Overall Mean		**4.14**	

Source: Survey Data (2022)

As presented in Table (4.8), among these five variables of the safety of NPT Zoo, adequate security provided during the visit is the strongly related factor. It means that trained security staffs wander throughout the zoo campus to keep a direct eye on public

behaviour and also for the well-being of zoo animals. Visitors found that multiple security measures incorporated for zoo animals on public display, that include proper caging or security glass wall between the display animal and the public, artificially increase the distance of the animal from the public by adding fencing, barbed wires, high drains, long and inaccessible walls and other engineering measures.

In addition, they noticed that zoo authorities installed a public address system to alert the public with loudspeakers around the zoo in case of emergency and guide them accordingly. It is found that 4 items of safety are at an agreed level of the respondents because the mean value is between 3.41 and 4.20, and the remaining 1 items is at the strongly agreed level because the mean value is between 4.21 and 5.0. So, most respondents have an agreed level of safety. The overall mean of safety is 4.14. According to the overall mean value, most of the visitors have agreed level of safety of NPT Zoo to ensure the safety of the Zoo's visitors and animals.

4.1.2 Satisfaction

The mean value of satisfaction value towards revisiting NPT Zoo is shown in Table (4.9). Eight statements are constructed, and data are collected from 383 respondents to analyze satisfaction with NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follow table.

Satisfaction in NPT Zoo is stated in Table (4.9). According to survey data, the most influencing factor mean value is 4.26. It shows that visiting NPT Zoo is the overall sight and impression of the NPT Zoo inspired visitors. They agreed that convenient and easy access to the Zoo is a strong motivating factor for visiting towards NPT Zoo. The results show visitors believe that visiting NPT Zoo can get quality services from transportation, accommodations and restaurants.

Besides, they agreed that visitors had got to enjoy a fun field trip while also studying about animals by visiting the NPT Zoo. It is found that 6 items of satisfaction is at the agreed level of the visitors because the mean value is between 3.41 and 4.20, and the remaining 2 items are at the strongly agreed level because the mean value is between 4.21 and 5.0. Therefore most visitors have an agreed level of satisfaction. The overall mean value of satisfaction is 4.11.

Table (4.9) Satisfaction

Sr.No.	Items	Mean Value	Standard Deviation
1	Satisfied about getting new knowledge and experiences from NPT Zoo	4.01	.810
2	Being better than expected, the experience at NPT Zoo	3.98	.790
3	Pleased with the experience at NPT Zoo	4.07	.794
4	Enjoyed this travel experience	4.01	.799
5	Satisfy with the quality of services applied from transportation, accommodations and restaurants	4.21	.794
6	Being a great place to visit on my trip	4.15	.839
7	Being thought the right decision to visit NPT Zoo	4.14	.727
8	Being inspired by the overall sight and impression of NPT Zoo	4.26	.916
Overall Mean		**4.11**	

Source: Survey Data (2022)

It indicates that visitors believe NPT Zoo offers unique and entertaining learning experiences for visitors. Visitors get many experiences that allow children to feel close to animals. A simple touch will teach them a lot and give them an incredible experience they will never forget. Therefore, it can be concluded that visitors' satisfaction positively influences revisit intention towards NPT Zoo.

4.1.3 Revisit Intention

The mean value of revisit intention towards NPT Zoo is shown in Table (4.10). There are eight statements are constructed, and data are collected from 383 respondents to analyze revisit intention towards NPT Zoo. The mean value and standard deviations of each are shown as follows. These questions are asked by using a five-point Likert scale. The overall mean is also calculated as follows.

As presented in Table (4.10), most respondents agreed that they are likely to revisit in the future if given the opportunity because there are several animal species that can be observed and studied. The zoo personnel are well educated and dedicated to their

tasks. Additionally, spending the day at the NPT Zoo is a great opportunity to spend time with their loved ones and get up close and personal with some amazing animals.

Table (4.10) Revisit Intention

Sr.No.	Items	Mean Value	Standard Deviation
1	Future intention to revisit	4.07	.904
2	Future intention to revisit if given the opportunity	4.23	.764
3	A priority travel destination in the future	4.03	.811
4	Intention to revisit anytime during the holidays	3.98	.787
5	Intention to revisit because of the past experiences	4.10	.824
6	Intention to revisit if they would come to the destination again	4.18	.731
7	Recommendation to friends and others	3.97	.979
8	Encourage friends and relatives to visit this place	4.07	.795
Overall Mean		**4.08**	

Source: Survey Data (2022)

Additionally, they can relax for a few hours or a whole day; walking among hundreds of species of plants and animals can release stress at the NPT Zoo. It is found that 7 items of revisit intention are at an agreed level of the visitors because the mean value is between 3.41 and 4.20, and the remaining 1 items is at the strongly agreed level because the mean value is between 4.21 and 5.0. Therefore most visitors have an agreed level of revisit intention. The overall mean value of satisfaction is 4.08. The majority of visitors' responses had the most influencing factor mean values for future intention to revisit if given the opportunity and intention to revisit if they would come to the destination again to NPT Zoo, indicating that they have access to exciting and educational activities and special events. In addition, they recommend their family, friends, and others to visit NPT Zoo. Therefore, the revisit intention of the visitors might be good in the future.

4.2 Analysis on Effect of Push and Pull Motivation Factors on Satisfaction

This section identifies push and pull motivation factors on visitors' satisfaction using multiple regression analysis. This study has three main variables: visitors' push and pull motivation factors and satisfaction. In each regression model, push and pull motivation factors are used as independent variables, and satisfaction is used as the dependent variable. All the data types are consistent with the assumption of multiple regression statistics.

According to the results, push and pull motivation factors positively affect visitors' satisfaction with NPT Zoo. In addition, satisfaction is regressed with knowledge and experience, social interaction, escape and relaxation, infrastructure, activities, services and safety. The findings of the regression analysis are presented in Table (4.11).

Table (4.11) Effect of Motivation Factors on Satisfaction

Dependent Variable: Satisfaction	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	St. Error	Beta			
(Constant)	.158	.228		.692	.490	
Push Motivation Factors	.618***	.094	.442	6.559	.000	3.149
Pull Motivation Factors	.355***	.094	.254	3.766	.000	3.149
R Square	0.445					
Adjusted R Square	0.442					
F Value	152.184***					

Source: Survey Data (2022)

Note. *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

As described in Table (4.11), R^2 is 0.445 and the adjusted R^2 is 0.442. This model demonstrates that the variation of satisfaction is predicted by motivation factors towards push motivation and pull motivation, as the value of R^2 is 44.5%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of the F test, the overall significance of the model, is highly significant at the 1 percent level. Therefore, this specific model can be said to be valid.

It is found that the standardized coefficient (β) of the push motivation factor is (0.442) pull motivation factor is (0.254). Among these motivation factors, the standardized coefficient (β) value of push motivation factor at NPT Zoo is greater than that of pull

motivation factor. This result points out that push motivation factor more strongly contributes towards increasing visitors' satisfaction.

The analysis shows that the model well predicts 44.5 percent of the variance in visitors' satisfaction has produced the expected signs and significant coefficients for the variables. Therefore, push motivation factor is the more substantial contributor to the variance. The survey result shows that push motivation factor and pull motivation factor significantly affect visitors' satisfaction with visiting NPT Zoo.

It is also found that push motivation factor and pull motivation factor positively affect satisfaction with 1% significant level, respectively. Moreover, the results demonstrated that push motivation factor is more influence than pull motivation factor on visitors' satisfaction with Naypyitaw Zoological Garden.

4.2.1 Analysis on Effect of Push Motivation Factors on Satisfaction

This section identifies push motivation factors on visitors' satisfaction using multiple regression analysis. This study has two main variables: visitors' push motivation factors and satisfaction. In each regression model, knowledge and experience, social interaction, escape and relaxation are used as independent variables, and satisfaction is used as the dependent variable. All the data types are consistent with the assumption of multiple regression statistics.

According to the results, push factors positively affect visitors' satisfaction with NPT Zoo. In addition, satisfaction is regressed with knowledge and experience, social interaction, escape and relaxation. The findings of the regression analysis are presented in Table (4.12). As described in Table (4.12), R^2 is 0.441 and the adjusted R^2 is 0.437. This model demonstrates that the variation of satisfaction is predicted by push motivation factors towards knowledge and experience, social interaction, escape and relaxation, as the value of R^2 is 44.1%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of the F test, the overall significance of the model, is highly significant at the 1 percent level. Therefore, this specific model can be said to be valid.

Table (4.12) Effect of Visitors' Push Motivation Factors on Satisfaction

Dependent Variable: Satisfaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	St. Error	Beta			
(Constant)	.543	.224		2.426	.016	
Knowledge and Experience	.265***	.048	.249	5.567	.000	1.363
Social Interaction	.431***	.045	.427	9.573	.000	1.360
Escape and Relaxation	.182***	.048	.159	3.823	.000	1.168
R Square	0.441					
Adjusted R Square	0.437					
F Value	99.698***					

Source: Survey Data (2022)

Note. *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

It is found that the standardized coefficient (β) of the social interaction is (0.427), knowledge and experience is (0.249), and escape and relaxation is (0.159). Among these push motivation factors, the standardized coefficient (β) value of social interaction at NPT Zoo has the highest value. This result points out that social interaction most strongly contributes towards increasing visitors' satisfaction when the variance explained by this zoo is one of the greatest places to spend time with their family or friends as well as a need to meet new people beyond the normal circle of relation.

The analysis shows that the model well predicts 44.1 percent of the variance in visitors' satisfaction has produced the expected signs and significant coefficients for the variables. Therefore, social interaction is the more substantial contributor to the variance. The survey result shows that knowledge and experience, social interaction, escape and relaxation motivations significantly affect visitors' satisfaction with visiting NPT Zoo.

It is also found that knowledge and experience, social interaction, escape and relaxation motivations positively affect satisfaction with 1% significant level, respectively. Moreover, the results demonstrated that social motivation is most influence than other motivation factors on visitors' satisfaction with Naypyitaw Zoological Garden.

Relating social interaction, the reason is that most visitors visit to zoo due to contact other people in various situations, participate in conversation, exchange attitudes

and views, learn about each other's social and develop relationships. Moreover, they will not only be excited to see the animals but also look forward to spending time with the people they love the most. They acknowledge that there are photo opportunities and that it might be a fascinating area to watch people. This factor is the most effective Beta value and influential factor among the three variables.

Regarding knowledge and experience, the result from demographic characteristics showed that most of NPT Zoo visitors are younger-age people who would love to visit the zoo to receive new knowledge and experience. Concerning escape and relaxation 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. 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.

4.2.2 Analysis on Effect of Pull Motivation Factors on Satisfaction

This section identifies pull motivation factors on visitors' satisfaction using multiple regression analysis. This study has two main variables: visitor pull motivation factors and satisfaction. In each regression model, infrastructure, activities, services and safety are used as independent variables, and satisfaction is used as the dependent variable. All the data types are consistent with the assumption of multiple regression statistics.

The findings of the regression analysis are presented in Table (4.13). According to the results, pull factors positively affect visitors' satisfaction with NPT Zoo. In addition, satisfaction is regressed with infrastructure, activities, services and safety.

As described in Table (4.13), R^2 is 0.483 and the adjusted R^2 is 0.477 This model demonstrates that the variation of satisfaction is predicted by pull motivation factors towards infrastructure, services and safety, as the value of R^2 is 48.3%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of the F test, the overall significance of the model, is highly significant at the 1 percent level. Therefore, this specific model can be said to be valid.

Table (4.13) Effect of Pull Motivation Factors on Satisfaction

Dependent Variable: Satisfaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	St. Error	Beta			
(Constant)	.441	.216		2.041	.042	
Infrastructure	.162***	.055	.149	2.932	.004	1.942
Activities	-.005	.049	-.005	-.103	.918	1.445
Services	.178***	.052	.171	3.418	.001	1.854
Safety	.563***	.046	.511	12.103	.000	1.303
R Square	0.483					
Adjusted R Square	0.477					
F Value	88.220***					

Source: Survey Data (2022)

Note. *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

It is found that the standardized coefficient (β) of the safety is (0.511), services are (0.171), and infrastructure is (0.149). Among these pull motivation factors, the standardized coefficient(β) value of safety at NPT Zoo has the highest value. This result points out that the safety of pull motivation most strongly contributes towards increasing visitors' satisfaction when the variance explained by this zoo is one of the greatest places to find low environmental impacts and individual risk.

Overall, the multiple regression model is purpose-fit. The analysis shows that the model well predicts 48.6 percent of the variance in visitors' satisfaction has produced the expected signs and significant coefficients for the variables. Therefore, the safety of pull motivation is the more substantial contributor to the variance. The survey result shows that safety, services, and infrastructure significantly affect visitors' satisfaction with visiting NPT Zoo.

It is also found that infrastructure, services and safety positively affect satisfaction with 1% significant level, respectively. Moreover, the results demonstrated that safety has more influence than other motivations on visitors' satisfaction with NPT Zoo.

Regarding infrastructure, the reason is that most of the respondents are concerned about ancillary and facilities, equipment, systems, processes, and resources required for the functioning of every visitor destination. Therefore, they show interest in visiting NPT Zoo, that are enough space standards for all zoo components, elements, facilities for

animals, visitors and zoo personnel signage. Furthermore, they think that NPT Zoo maintains a healthy, hygienic and natural environment; hence the visitors get an adequate opportunity to experience a naturalistic environment.

According to the services, this motivation is based on actions related to the whole combination of products, services, and environments that are either purchased or experienced. For example, visitors to the NPT Zoo may become hungry while watching the animals around, or they may decide to purchase a souvenir of their favorite animal. For the convenience of those that visit NPT Zoo, restaurants are open there. Additionally, information on animal behavior is available to visitors. Visitors can ask any questions they may have regarding the animals of the zoo to the zookeepers or tour guides. Most respondents believe that security professionals provide security at the property's entrance and exit gates and specific locations within the property regarding the safety of the pull motivating element. Additionally, mobile security guards ride motorcycles to monitor the streets once every 30 minutes. The survey respondents discovered that CCTV cameras had been set up at the zoo's necessary locations. Additionally, they choose to go to the NPT Zoo because it guarantees the security and well-being of visitors.

4.3 Analysis on Effect of Satisfaction on Revisit Intention

In this section, visitors' satisfaction on revisit intention of visitors is identified using linear regression analysis. In this study, there are two variables: satisfaction and revisit intention. The independent variable is satisfaction, and the dependent variable is revisit intention. All the data types are consistent with the assumption of linear regression statistics.

According to the results, satisfaction has a positive effect on revisit intention of visitors towards NPT Zoo, revisit intention is regressed with satisfaction. The findings of the regression analysis are presented in Table (4.14).

Table (4.14) shows that R^2 is 0.538 and adjusted R^2 is 0.537. This model demonstrates that the variation of revisit intention is predicted by visitors' satisfaction as the value of R^2 is 53.8%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of the F test, the overall significance of the model, is highly significant at 1 percent level. Therefore, this specific model can be said to be valid.

Table (4.14) Effect of Visitors' Satisfaction on Revisit Intention

Dependent Variable: Revisit Intention	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.350	.131		10.295	.000	
Satisfaction	.666***	.032	.734	21.079	.000	1.000
R Square	0.538					
Adjusted R Square	0.537					
F value	444.337***					

Source: Survey Data (2022)

Note. *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

It is also found that visitors' satisfaction significantly positively affects on revisit intention. According to the results, the majority of participants were pleased with the wonderful opportunity they had to enjoy time with their loved ones and interact with some amazing animals at the NPT Zoo. Then they are satisfied with the level of hygiene at the NPT Zoo, representing that the organization is careful about the health of employees, visitors and animals. The respondents would prefer walking the rounds and taking it all in or just finding a bench and chilling, and they can rest their brain, heart, and nervous system at the NPT Zoo. Visitors can take an around-the-zoo trip riding horse-cart, E-bike or buggies. The Aquarium Museum is also located in the same compound. The taxidermy exhibition can be visited by those willing to learn or gain knowledge about taxidermy at NPT Zoo. All these results are derived from the satisfaction of employees. Therefore, it can be concluded that increasing visitor satisfaction positively affects revisit intention toward NPT Zoo.

CHAPTER V
CONCLUSION

In this chapter, the findings from both descriptive analysis and statistical analysis are discussed. Then, suggestions, recommendations, and the need for further research are pointed out.

5.1 Findings and Discussions

This research studies visitor' push and pull motivation, satisfaction, and revisit intention towards NPT Zoo. Visitors' push and pull motivation factors (knowledge and experience, social interaction, escape and relaxation, infrastructure, activities, services and safety) are used to analyze the visitors' satisfaction. In addition, revisit intention towards NPT Zoo is also used to find out. This study uses descriptive and analytical research methods to explore factors affecting visitors' motivation on satisfaction and revisit intention towards NPT Zoo.

The visitors' motivation factors for visiting to NPT Zoo are analyzed based on 383 respondents who visited NPT Zoo in Naypyitaw. It was found that out of 383 respondents, 136 visitors were students. It is found that females like to visit NPT Zoo more than males. The age group ≤20 years old is more favorable for those interested in visiting zoo than any other age group. The younger age group had the highest interest in the push factors as visit zoo. The single group has a higher to visit NPT Zoo than the married group. It was noted that most respondents were students and had monthly incomes less than MMK 300,000 Kyats. They can depend on their parents for financial support because they don't have their own source of income. Respondents with the primary school have the highest intentions to revisit NPT Zoo, and lower-income groups have the highest intentions to revisit NPT Zoo than other groups. Most of the respondents go visiting Zoo once in two months.

Visitation patterns of NPT Zoo visitors, the majority of respondents were repeated visitors who had visited NPT Zoo before. Almost half of them travelled with their children or family. The largest group of respondents preferred to spend around 1-2 hours inside the Zoo. Most of the respondents used their previous experience as their primary source of information. Most of the visitors towards the NPT zoo are from low income level. Most of the respondents have more than three times to visiting zoo experience. It is

the most from Naypyitaw region among the visitors towards NPT Zoo from all regions and states of Myanmar; as a result, almost half of the respondents are visiting NPT Zoo.

In this analysis, the motivations of visitors have been categorized as push motivation and pull motivation factors. Push motivation is measured with knowledge and experience, social interaction, escape, and relaxation. In contrast, pull motivation is measured with infrastructure, activities, services and safety. Regarding the push motivation factors, the results show that the motivation of social interaction influences push motivation factors on satisfaction. Concerning the social interaction factor, visitors want to make new friends, spend a day with family and friends, enhance communication with people with similar interests who love animals and experience interaction with animals during their visit. The result highlights the fulfillment of social interaction push motivation factors leads to a positive perception of satisfaction with the overall services they received at the NPT Zoo.

The results also indicated that three pull motivation factors: infrastructure, services and safety have significantly influenced satisfaction. Among these three variables, safety is the most significant effect on satisfaction, followed by the services and infrastructure of NPT Zoo. Regarding safety, the results demonstrate that visitors are motivated by providing adequate security, sufficient safety measures to protect visitors from animals, hygiene and the quiet and peaceful city of Naypyitaw. It is found that visitors are satisfied with the security services, such as registration the visitors' cars and motorcycles at the security gate at the entrance of the zoo and mobile security personnel patrolling the streets every thirty minutes on motorcycles within the zoo. Concerning the services, it is found that most of the visitors prefer the zookeepers at the NPT Zoo always patiently explain the animals to them. The zookeeper invited visitors to feel free to ask any questions about the large animals and their surroundings. For the infrastructure of NPT Zoo, the study finds out that visitors have positively perceived the hygiene and cleanliness of the exhibits in the NPT Zoo, enjoying beautiful scenes and landscapes, various food and beverages, convenience to ride buggies to see the exhibits inside the zoo, convenient and easy access to the zoo. The results prove that fulfilling those three pull motivation factors has created the positive perception of satisfaction they realized at the NPT Zoo.

In addition, to examine the influence of visitors' satisfaction on their destination loyalty of revisit intention. The study has conducted multiple regression analysis. The regression results show that satisfaction significantly influences revisit intention.

Regarding satisfaction, the results show that they have satisfied with getting new knowledge and experiences from the NPT Zoo, satisfied with the quality of services applied in transportation, accommodations and restaurants, and satisfied with the experience confirming as a good decision for their choice and the chance to enjoy with a variety of attractions and being comfortable with a friendly and hospitable atmosphere during a visit to NPT Zoo. Therefore, the results indicate that satisfaction affects the revisit intention and the recommendation of the place to other people.

5.2 Suggestions and Recommendations

This study aims to understand the visitors' motivation factors influencing visitors' satisfaction and revisit intention towards NPT Zoo. Based on these findings, some relevant suggestions and recommendations for relevant authority concerns and policymakers are provided to stimulate motivation, enhance satisfaction, and revisit intention of visitors towards NPT Zoo.

By conducting multiple regression analysis, the result of this study highlights that among three push motivation factors, social interaction has significantly influenced visitors' satisfaction. To enhance the push motivation factors of the visitors, some suggestions and recommendations are provided as follows.

Among the three motivational factors, knowledge and experience influence visitor satisfaction, but it is found to be the weakest. If NPT Zoo can provide more knowledge and good experience to visitors, it will increase the satisfaction of the visitors to NPT Zoo. Therefore, NPT Zoo should effectively explain about animals and how to preserve them to the visiting students and children and distribute pamphlets. Education programs about taxidermy should also be carried out more widely. Educators of NPT Zoo should make sure to explain the endangered species of the world and Myanmar to the visitors so that they want to contribute to the survival of those species. There should be enough buggies and electric bikes for the visitors during the weekend when there are many visitors to NPT Zoo and they should also be upgrade. Regarding the social interaction included in motivational activities, accommodations and programs should be provided to encourage family vacations and picnics with friends to the NPT Zoo.

Among the four pull motivation factors, infrastructure and service are found to be the weak in influencing visitors' satisfaction. NPT Zoo is difficult to reach by visitors due to its isolated location on the outskirts of Naypyitaw and Pyinmana cities. It is a bit far for visitors who come with their own car, and it is difficult for visitors who do not have their

own car to visit. Therefore, to improve the transportation of visitors to the NPT Zoo, the Zoo's buses should run from the densely populated areas of Naypyitaw and Pyinmana cities to it. In addition, it should coordinate with relevant ministries and hotel tourism businesses so that family members of ministry employees and hotel guests can easily visit NPT Zoo. Also, regarding the infrastructure of NPT Zoo, the animals' dormitories and exhibits, which have deteriorated during the Covid-19 period, should be improved and modernized, and modern buggies should be purchased. Regarding the service of NPT Zoo, all the services provided by the zoo should be done until the visitors are satisfied that the fees paid by them are absolutely reasonable. In particular, all Zoo staff who come in contact with visitors from the entrance gate of NPT Zoo to the point of departure should treat visitors with a warm welcome and be willing to provide all necessary assistance. Activities, which are a pull motivation factor, can strongly influence visitors' satisfaction, but if some factors can be improved, it can be more influential. For this, the sea lion exhibitions and elephant exhibitions should be better displayed at the NPT Zoo. Also, a new modern playground should be built so that the children visiting the NPT Zoo can play happily.

Especially for visitors who visit NPT Zoo, the management of NPT Zoo should do everything to make their next visit better than their previous visit. People tend to visit various places of recreation during their vacations, therefore NPT Zoo should be made more attractive to visitors than other places of recreation in Naypyitaw. Then visitors will recommend their friends and others to visit NPT Zoo.

5.3 Need for Further Research

This research identified some limitations that might restrict the result of a collected data set, findings and analysis, time constraints, and other factors. Some of these limitations were intentionally set to confine the research scope; some might be only drop-in respondents who were not potential ones, which would result in an inaccurate study. The selected sample size is 383 respondents. This sample size is not sure to cover the whole country and not even the city's people's motivation on satisfaction and revisit intention towards NPT Zoo in Naypyitaw. The framework examined the impacts of push and pull motivation factors, including knowledge and experience, social interaction, escape and relaxation, infrastructure, activities, services and safety, on satisfaction, which leads to the revisit intention to NPT Zoo. The study found that most of the respondents who visited the NPT Zoo were residents of Naypyitaw. Therefore, further studies should

be conducted to compare motivation and satisfaction and intention of visitors from different regions. Then more demographic factors could be added for further research. Moreover, researchers should find visitors' motivation in other zoos in Myanmar to understand and attract more zoo visitors.

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APPENDIX A
QUESTIONNAIRES

Dear Respondents,

This questionnaire is an academic survey to examine the visitors' push and pull motivations effect on satisfaction, and revisit intention towards Zoological Garden in Naypyitaw. This survey questionnaire is concerned with the visitors' motivation factors on satisfaction, and revisit intention towards Zoological Garden in Naypyitaw. This research paper is to understand the motivation and suggestions on visitors' satisfaction of Zoological Garden in Naypyitaw. All responses will be kept highly confidential and used for academic purposes only. Thank you for your precious time and participation.

Yours Faithfully,

…….

Mr. Than Zin Tun

Roll No-10

EMBA-II (Naypyitaw)

Section (A)

Demographic Profile

Please put a tick mark on the racket of the correct answer to the following questions.

A1. What is your gender?

- ☐ Male
- ☐ Female

A2. Marital Status

- ☐ Single
- ☐ Married

A3. What is your age group?

- ☐ Under 20 or 20 Years
- ☐ 21-30 Years
- ☐ 31-40 Years
- ☐ 41-50 Years
- ☐ 51-60 Years
- ☐ Above 60 Years

A4. What is your highest level of education?

- ☐ High School
- ☐ Graduate
- ☐ Undergraduate
- ☐ Postgraduate

A5. What is your occupation**?**

- ☐ Student
- ☐ Company Employee
- ☐ Government Employee
- ☐ Self-Employed
- ☐ Pensioners

A6. How much is your monthly income?

- ☐ Less than Kyats 300,000
- ☐ Ks 300,001 to Ks 500,000
- ☐ Ks 500,001 to Ks 700,000
- ☐ Ks 700,001 to Ks 900,000
- ☐ Above Ks 900,000

A7. With whom you do engage in visiting to?

- Families
- Friends
- Partner
- Colleagues
- Alone

A8. Frequency of visiting within one year

- Once a year
- Twice a year
- 3 times per year
- More than 3 times per year

A9. Average amount you spent when you visit once

- Less than 10,000 Kyats
- Kyats 10,000 to Kyats 20,000
- Kyats 20,001 to Kyats 30,000
- Above Kyats 30,000

A10. 11.Which of the following State or Division have you come from?

- Kachin
- Yangon
- Kayah
- Ayarwaddy
- Kayin
- Pago
- Chin
- Mandalay
- Mon
- Sagaing
- Rakhine
- Magway
- Shan
- Tanintharyi

Section B

Travelling Motivation Factors

Instruction: Based on the scale below, please tick the number of your choice to indicate the extent you agree or disagree with the given statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

Push Motivation Factors

(i)Knowledge and Experience

Sr.No.	Statements	1	2	3	4	5
1	I visited the Naypyitaw Zoological Garden to gain new knowledge and experience.					
2	I visited the Naypyitaw Zoo to study educational programs related to animals.					
3	I visited the Naypyitaw Zoological Garden to learn about animals' conservation.					
4	I visited the Naypyitaw Zoological Garden to learn about study rare and endangered animals.					
5	I visited the Naypyitaw Zoological Garden to ride the elephant.					
6	I visited the Naypyitaw Zoological Garden to ride electric bikes and buggies.					
7	I visited the Naypyitaw Zoological Garden to ride a horse cart.					

(ii) Social Interaction

Sr.No.	Statements	1	2	3	4	5
1	I visited the Naypyitaw Zoological Garden to spend time with family.					
2	I visited the Naypyitaw Zoological Garden to have a picnic with my friends.					
3	I visited the Naypyitaw Zoological Garden to meet new friends.					
4	I visited the Naypyitaw Zoological Garden to interact with other people.					
5	I visited the Naypyitaw Zoological Garden to meet people with similar interests.					

(iii) Escape and Relaxation

Sr.No.	Statements	1	2	3	4	5
1	I visited the Naypyitaw Zoological Garden to take a rest.					
2	Visiting Naypyitaw Zoological Garden was a complete escape from my daily routine.					
3	I visited the Naypyitaw Zoological Garden to escape from physical stress at home.					
4	It was pleasant just being at the Naypyitaw Zoological Garden.					
5	It's fun to see the animal exhibitions at the Naypyitaw Zoological Garden.					

Pull Motivation Factors

(i) Infrastructure

Sr.No.	Statements	1	2	3	4	5
1	I visited the Naypyitaw Zoological Garden because of the ease with the transportation system.					
2	The landscaping views of the zoo are very beautiful.					
3	The facilities for exhibiting the animals are very good.					
4	It is very convenient to ride buggies to see the exhibits inside the zoo.					
5	This Zoological Garden can provide various food and beverages.					
6	I satisfy the hygiene and cleanliness of the centers in the Naypyitaw Zoological Garden.					

(ii) Activities

Sr.No.	Statements	1	2	3	4	5
1	The activities in the NPT Zoological Garden were amusing.					
2	I visited the NPT Zoological Garden because I wanted to see an elephant show.					
3	I visited the NPT Zoological Garden because I wanted to see the Sea Lion show.					
4	I like to take photos with the animals at the NPT Zoological Garden.					
5	I like to get in touch with some animals in it.					
6	Our children can play happily at the playground in the NPT Zoological Garden.					
7	It feels good to celebrate birthdays by donating food to all the animals in the NPT Zoological Garden for a day.					

(iii) Services

Sr.No.	Statements	1	2	3	4	5
1	I think, the fee paid for the visit of the Naypyitaw Zoological Garden is quite appropriate for the provided services.					
2	Employees are friendly and willingness to help visitors.					
3	The zookeepers at the Naypyitaw Zoological Garden always patiently explain the animals to us.					
4	Employees are sincere interest to solve visitor problem.					
5	Overall service quality of the Naypyitaw Zoological Garden is good.					

(iv) Safety

Sr.No.	Statements	1	2	3	4	5
1	Naypyitaw Zoological Garden has good public security.					
2	Adequate security is provided during the visit.					
3	I think, the provided safety measures to protect tourists from animals are sufficient in the Naypyitaw Zoological Garden.					
4	I think, the taken measures and provided guidelines for the safety of kids are quite appropriate.					
5	Naypyitaw is a quiet and peaceful town.					

Section C: Visitor Satisfaction of Naypyitaw Zoological Garden

Satisfaction

Sr.No.	Statements	1	2	3	4	5
1	I am satisfied about getting new knowledge and experiences from the Naypyitaw Zoological Garden.					
2	My Naypyitaw Zoological Garden experience is better than I expected.					
3	I am pleased with my experience at the Naypyitaw Zoological Garden.					
4	I feel enjoyable about this travel experience.					
5	I am satisfied on the quality of services applied from transportations, accommodations and restaurants.					
6	Naypyitaw Zoological Garden is a good place to visit for my trip.					
7	I think that I made a right decision to visit the Naypyitaw Zoological Garden.					
8	The overall sight and impression of the Naypyitaw Zoological Garden inspired me.					

Section D: Revisit Intention towards Naypyitaw Zoological Garden

Revisit Intention

Sr.No.	Statements	1	2	3	4	5
1	I would revisit this place in the future.					
2	If given the opportunity, I would return to this place.					
3	Naypyitaw Zoological Garden will be a priority travel destination in the future.					
4	Anytime I have holidays, I will visit the Naypyitaw Zoological Garden.					
5	My past experience I had will enable me to visit the Naypyitaw Zoological Garden again.					
6	I intend to revisit the Naypyitaw Zoological Garden if I would come to the destination again.					
7	I would recommend this place to my friends and others.					
8	I would encourage friends and relatives to visit this place.					

Thank you so much for your participation!

APPENDIX B

STASTICAL OUTPUT

Regression Analysis Result for Motivation Factors on Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.669[a]	.448	.445	.44093	.448	151.464	2	374	.000	1.386

a. Predictors: (Constant), Pull Motivation Factors, Push Motivation Factors

b. Dependent Variable: SatisfactionMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.894	2	29.447	151.464	.000[b]
	Residual	72.712	374	.194		
	Total	131.606	376			

a. Dependent Variable: SatisfactionMean

b. Predictors: (Constant), Pull Motivation Factors, Push Motivation Factors

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.153	.229		.668	.505	-.298	.604					
	Push Motivation Factors	.624	.095	.447	6.549	.000	.437	.812	.654	.321	.252	.318	3.149
	Pull Motivation Factors	.350	.095	.251	3.677	.000	.163	.537	.620	.187	.141	.318	3.149

a. Dependent Variable: SatisfactionMean

Regression Analysis Result for Push Motivation Factors on Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.668[a]	.446	.442	.44209	.446	100.127	3	373	.000	1.364

a. Predictors: (Constant), Escape and RelaxationMean, Social Interaction Mean, KnowledgeandExperiecnceMean

b. Dependent Variable: SatisfactionMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.707	3	19.569	100.127	.000[b]
	Residual	72.899	373	.195		
	Total	131.606	376			

a. Dependent Variable: SatisfactionMean

b. Predictors: (Constant), Escape and RelaxationMean, Social Interaction Mean, KnowledgeandExperiecnceMean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.534	.225		2.376	.018	.092	.976					
	KnowledgeandExperiecnceMean	.261	.048	.244	5.420	.000	.166	.355	.506	.270	.209	.734	1.363
	Social Interaction Mean	.439	.045	.435	9.686	.000	.350	.529	.604	.448	.373	.736	1.360
	Escape and RelaxationMean	.181	.048	.158	3.789	.000	.087	.275	.379	.193	.146	.857	1.168

a. Dependent Variable: SatisfactionMean

Regression Analysis Result for Pull Motivation Factors on Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.697[a]	.486	.480	.42643	.486	87.937	4	372	.000	1.513

a. Predictors: (Constant), SafetyMean, ActivitiesMean, ServicesMean, InfrastructureMean

b. Dependent Variable: SatisfactionMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.962	4	15.990	87.937	.000[b]
	Residual	67.644	372	.182		
	Total	131.606	376			

a. Dependent Variable: SatisfactionMean

b. Predictors: (Constant), SafetyMean, ActivitiesMean, ServicesMean, InfrastructureMean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.438	.217		2.018	.044	.011	.865					
	InfrastructureMean	.151	.056	.138	2.670	.008	.040	.262	.463	.137	.099	.515	1.942
	ActivitiesMean	-.002	.049	-.002	-.048	.962	-.099	.095	.309	-.002	-.002	.692	1.445
	ServicesMean	.185	.053	.178	3.517	.000	.081	.288	.496	.179	.131	.539	1.854
	SafetyMean	.566	.047	.514	12.112	.000	.474	.658	.651	.532	.450	.767	1.303

a. Dependent Variable: SatisfactionMean

Regression Analysis Result for the effect of Satisfaction on Revisit Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.740[a]	.547	.546	.36092	.547	452.858	1	375	.000	.979

a. Predictors: (Constant), SatisfactionMean

b. Dependent Variable: Revisit IntentionMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.992	1	58.992	452.858	.000[b]
	Residual	48.849	375	.130		
	Total	107.841	376			

a. Dependent Variable: Revisit IntentionMean

b. Predictors: (Constant), SatisfactionMean

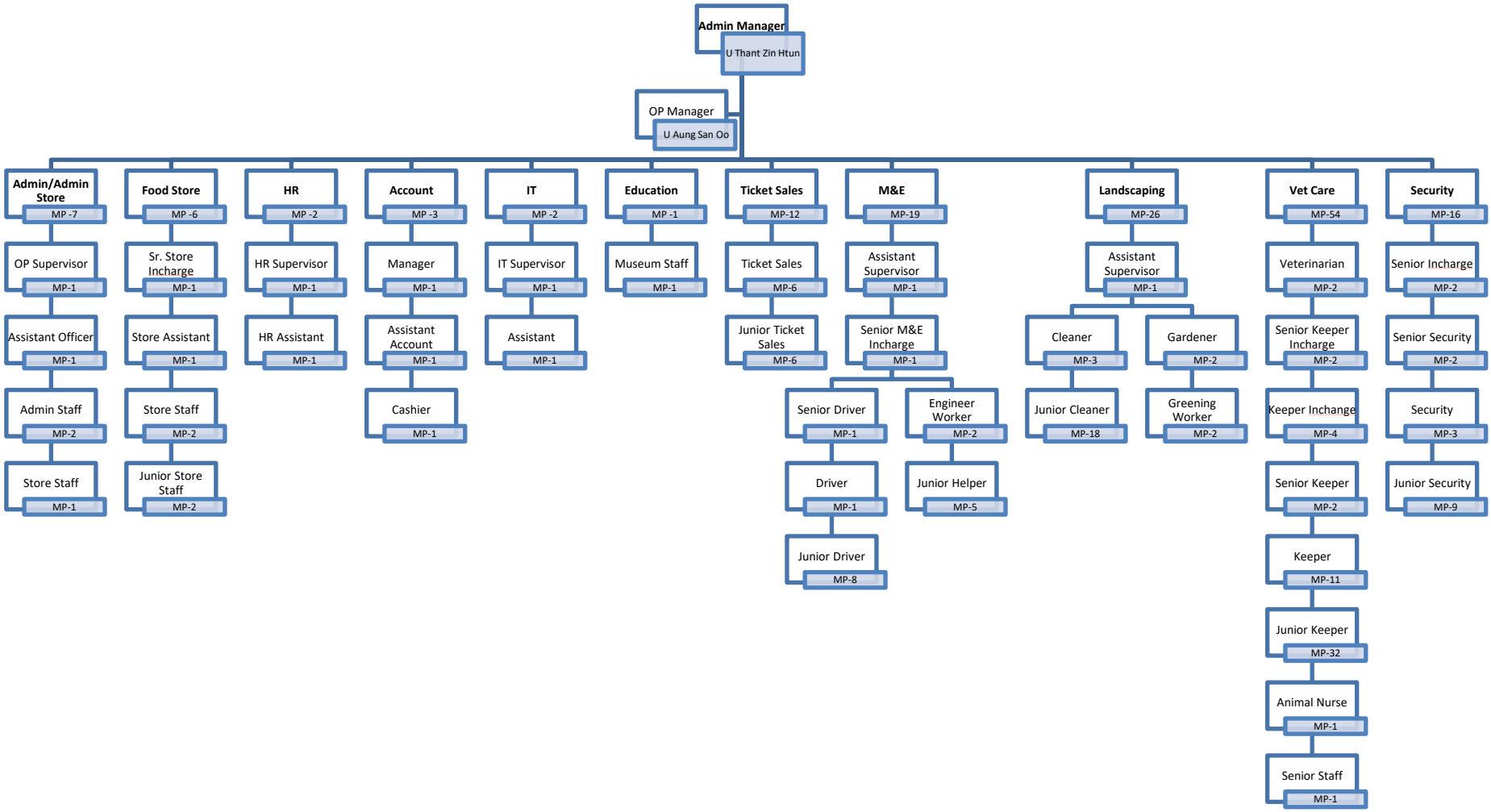
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.330	.131		10.170	.000	1.073	1.587					
	SatisfactionMean	.670	.031	.740	21.280	.000	.608	.731	.740	.740	.740	1.000	1.000

a. Dependent Variable: Revisit IntentionMean

APPENDIX C

Organization Structure of Naypyitaw Zoological Garden



Source: Survey Data (2022)