An investigation of factors impacting visitors to a botanic park: Factor analysis of push and pull framework

Nguyen Hoang Sinh[1*], Hoang Thi Hoa[1]

[1]Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam
[*]Corresponding author: sinh.nh@ou.edu.vn

ARTICLE INFO

DOI:10.46223/HCMCOUJS.econ.en.12.2.2156.2022

Received: January 13th, 2022

Revised: April 14th, 2022

Accepted: April 18th, 2022

Keywords:

botanic park; loyalty; push and pull; Saigon Zoo and Botanical Gardens; visit

ABSTRACT

The paper focuses on investigating factors impacting visitors' loyal behaviour and factor analysis of push and pull motivations to a botanic park. To do so, the research is divided into two phases that are qualitative and quantitative. In the qualitative phase, in-depth interviews are used to gather initial insights into the visitors' push and pull motivations to a botanic park. In the quantitative phase, a survey is taken to collect data then factor analysis is carried out to group similar variables of push and pull together for the identification of different market segments.

Survey data is gathered from a sample size of 228 individuals and analyzed in SPSS. The analysis from the quantitative phase validated the insights/concepts deriving from the qualitative phase. As a result, results of factor analysis show that the total of 09 push variables have been combined into 02 factors (family/fun and thrill-seeking) and 12 pull variables into 03 factors (nature/resources, facilities/services, place/accessibility). By grouping these similar motivations together, it helps support park managers in enhancing and improving the park's motives, features, and facilities in a way that satisfies visitors the most.

1. Introduction

When it comes to thinking about nature-based entertaining destinations that enable people to both enjoy their leisure time in a green way and perceive more about the natural lives of animals, most people respond that it must be the zoo - a facility with usually indoor and outdoor settings where living, typically wild animals are kept especially for public exhibition (Merriam-Webster, 1835). Luebke and Matiasek (2013) mentioned in their research about zoo visitors' exhibit experiences and reactions that visiting a zoo or aquarium is not only fun but can also have a positive impact on visitors' knowledge and attitudes regarding animals and the environment. The reasons why people would like to spend their time visiting a zoo vary from entertaining reasons, like escaping from their daily-life paces or having a good time with families and friends, to study purposes, since the zoos are excellent and reliable sources of information of natural environment for botanists and researchers. Beside of providing a wide range of recreational activities for both local people and tourists, zoos also play an important role in preventing the extinction of endangered species.

Being well-known as the unique zoo located in Ho Chi Minh City, Saigon Zoo and Botanical Gardens (SZBG) has monopolized its position in this city's citizens' minds. It was first

constructed in 1864 by Pierre Paul Marie Benoît de La Grandière – the Governor of the colony of Cochinchina, which is the southern third of current Vietnam (Saigonzoo, 2019). Since then, this one of the oldest zoos in the world has become a must-visit destination in Ho Chi Minh City for not only local residents but also tourists.

Visiting the zoo is considered an activity of "ecotourism" when it involves responsible travel to natural areas, conserving the environment, and improving the well-being of the local people (Global Ecotourism Network, 2016). Its purpose may be to educate the traveler, provide funds for ecological conservation, to bring direct benefit to economic development (Honey, 2008). Generally, ecotourism deals with interaction with components of the natural environments (Sadry, 2009).

Due to an increasing rate of people showing their interest in the necessity of conserving the natural environment as well as animals' wildlife which indicates a trend among nowadays generations to have a more responsible view about ecosystems and natural environment around them. "The tourism product is the environment, tourism depends on the environment for its continuing success; therefore; it is in tourism's interest to preserve and enhance the environment" (Wheeller, 1996, p. 15). Regarding to that, SZBG should take its opportunity, along with its advantage of operating green and natural space, to attract more visitors to the zoo. However, exploring and understanding the factors that impact the decisions of people whether they visit the zoo are some first steps to fulfill the issue of an increasing number of visitors.

The research revolves around the management decision problem "the number of visitors to SZBG" with following research problems and specific research questions. Based on that, the objective is developed which is to obtain an understanding of the underlying reasons and motivations affecting the numbers of visitors to SZBG.

Two research methods are used which are the qualitative method and quantitative research. The first stage of the research is qualitative analysis with the data gained from in-depth interview. The second stage is the quantitative analysis using data from a large-scale survey.

2. Literature review

For a long time, nobody has been looking at the zoo as a tourist and leisure attraction (Turley, 2001). Before, Zoos were only mentioned in the brochures about tourist destinations in cities. However, in the past three decades, many major publications that elaborated on the zoo began to be produced (Mason, 1999). Several other previous studies - although not much has also addressed the study of factors that influence people's decision to visit the zoo, such as The likes and dislikes about animals in the zoo were analyzed based on surveys of main children living in London (Morris, 1961); Population size, country income are factors impacting visitors to the zoo (Davey, 2007); The prevalence of animals at the zoo had an impact on visitor numbers (Whitworth, 2012). Another research on the factors related to the number of zoo visits in zoos in the Czech Republic, included: the level of income, the size of the exposition part of the zoo, the number of public subsidies provided to the zoo, the number of inhabitants in the region and the number of tourists in the region (Kalábová, Lukáš, Lind, & Zdenka, 2019).

Although there are a number of articles that have mentioned several factors affecting visitors to the zoo, the studies are quite primitive and leave many gaps for further research. Furthermore, there is no research on the factors impacting visitors to a botanic park.

Besides, no research has been done based on the push and pull framework as well as by the combined research method. Therefore, this paper as a new discovery, was conducted to find out factors impacting visitors to a botanic park by factor analysis of push and pull framework, using mixed method: qualitative and quantitative.

3. Research methods

3.1. Qualitative research

3.1.1. Method

For the qualitative analysis, firstly an interview guide is developed from the specific research questions (see *Appendix 1*). Then 03 in-depth interviews are conducted. The in-depth interview is an adequate method to gain the initial insights, ideas, and perceptions of visitors to SZBG. The interviewees are individuals who already had experience with SZBG, especially with its overall facility and services, and therefore, preferably the ones who have visited SZBG many times and have proper insights about the venue. Our preliminary research revealed that the two practical target groups for this research are parents, especially those with children under 10, and young individuals, preferably over 17. Hence, the interviews were carried out with 03 individuals belonging to two mentioned groups, namely 01 married males, 01 married female, and 01 single female. All 03 individuals have had experiences with SZBG.

The interviews were carried out in cosy, comfortable and convenient locations for the interviewees. It is important that the interviewees feel relaxed so that they can open up to more ideas and answers. The interview started with the interviewer explaining the purpose of the research and the importance of the interviewees' input to this report. The interviewees are encouraged to openly share their opinions and experiences as there is no judgment towards their answers and the responses are only used for the research. Asking for the contentment of the use of the audio recording is crucial and the interviewer made sure that the recording process is as least distracting as possible. Throughout the interview, the interviewer maintained proper eye contact, and a neutral yet friendly tone. The use of written notes is minimized as it may make the attendees feel unnatural and uncomfortable. This seemed to yield decent results as all three interviewees were able to deliver responses to the questions in a relaxed and contented manner. However, the process could have been better if the transitions between parts of the interview were handled more smoothly. Besides, the interviewer should have been flexible and tried to use more probe questions for more detailed insights. Overall, the interviews were pleasant and all the interviewees were happy to share their experiences along with perspectives.

The audio data from interviews was transcripted into written form and was coded with keywords. The codings were grouped to form the patterns and themes for the research. Based on the decision tree and the research objectives, there are four main categories/factors needed to be analyzed to achieve the key objectives which are discussed below.

3.1.2. Results and discussion

The result of the qualitative analysis showed interesting patterns in four main factors which are the motives of visitors coming to SZBG, the attractive features of SZBG, how SZBG communicates with its visitors along with how customers perceive SZBG, and the loyalty factor, which is how strong the support of visitors for SZBG and willing to revisit.

The first factor presents some of the main reasons motivating people to visit SZBG. Transcripts and codings of this category refer to four motives including attending "events", taking part in "leisure activities" with family and friends, "sightseeing", and "study and research". Among those codes, the most common ones are "leisure activities" and "sightseeing". The two remaining purposes of attending "events" in SZBG and doing "study and research" are less common among the responses. Yet, these two motives are essential ones because they are the reasons for the returns to SZBG every year of the two interviewees.

The second factor emphasizes the most attractive features of SZBG. Overall, data from this category can be divided into positive and negative perspectives. The positive perspectives consist of visitors' enjoyment of the "flora and fauna" of SZBG, the "adequate infrastructures", "friendly staff", good electric "car service" as well as "amusement service", and "decent food services and area". Among these, the "flora and fauna" system gains the most interest from visitors. Besides that, the "decent food services and area" are also emphasized, particularly due to the spacious dining area and quality as well as fresh food. The negative perspectives include visitors' concern about the "cleanliness" of the sightseeing area, "the high food price", "old animal caging system", the "bad parking lot", lack of "seatings" and service guide. The most infuriating and unpleasant experiences mostly come from high food prices according to the report from three interviewees. The other factor that all three were dissatisfied with is the outdated caging system and urged for a change. The hygiene problem and lack of seatings also cause unpleasant impressions.

The third factor is the communications of SZBG to its visitors and potential visitors. The communication and visitors' speculation of SZBG is quite simple. The most popular means of communication are through friends, family, or co-workers. In addition, "newspaper" is the second common source of information although most of the articles are not directed from SZBG's marketing activities. The frequency of information about SZBG is very low, as the interviewees referred to it as "occasionally" or "one to two times a year". In general, SZBG does not have a proper marketing campaign and relies only on its existing reputation and word of mouth from visitors.

The last factor, the core theme of the research is loyal behaviour, which is strongly related to the core research objective and related to every other factor/category. General analysis from the coding procedure showed that the key trend in this group is the infrequent visits of all three attendees about one to two times a year. However, the improvement of facilities and services may encourage them to "considering revisit" or "revisit". One interviewee said she would like to introduce SZBG to her friends on the condition that it carried out some renovation. In general, this can be used for further suggestions in the operation and marketing plan for SZBG.

The result also emphasized the relationships among four factors/categories, with the loyalty category being the core. However, there is an urge to improve the outdated caging system and adjust food prices. It is necessary to note that the communication of SZBG needs major renovation. Currently, there are hardly any marketing activities and information mostly comes from word of mouth. Communication plays an important role in attracting potential visitors and establishing loyalty.

3.1.3. Conceptual framework

After conducting three interviews, the data is coded with keywords. The codings are grouped to form the patterns and themes for the research. Based on the decision tree and the research objectives, there are four main categories/factors needed to be analyzed to achieve the key objectives, which are the motives of visitors coming to SZBG, the attractive features of SZBG, how SZBG communicates with its customers along with how customers perceive SZBG, visitors' experiences with SZBG and the needs to improve (Nguyen, 2013; Nguyen & Nguyen, 2020; Phau, Lee, & Quintal, 2013). The relationships among the four categories are illustrated in *Figure 1*.

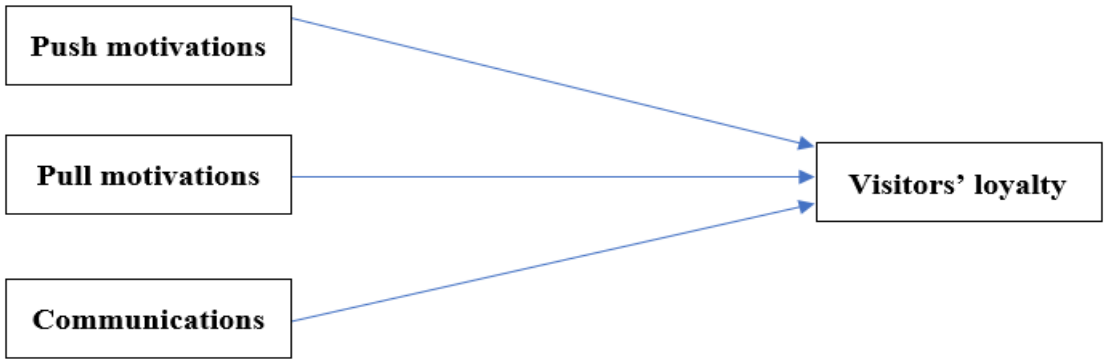

Figure 1. Conceptual framework

3.1.4. Push motivations

The transcripts and codings of this category refer to 09 motives including attending "events", taking part in "leisure activities" with family and friends, "sightseeing", and "study and research", ... Among those codes, the most common ones are "leisure activities" and "sightseeing" as all three participants stated them as their purposes for visiting SZBG. However, there are considerable differences among interviewees in these two motives. The first two interviewees, MD and TH, spend time on leisure activities and sightseeing mostly with their families. Particularly, interviewee TH interests most in her two children's opportunity to sightsee and explore new animals (TH, phrase #22). On the other hand, the third interviewee NQ enjoyed her time there with her friends (NQ, #16) and engaged in camping activities with her classmate (NQ, #8). The two remaining purposes of attending "events" in SZBG and doing "study and research" are less common among the responses as respectively noted by MD (MD, #10) and NQ (NQ, #16). Yet, these two motives are essential ones because they are the reasons for the returns to SZBG every year of the two interviewees.

3.1.5. Pull motivations

The facilities and services play key roles in attracting as well as retaining visitors to SZBG. Overall, there are many opinions on the facilities and services of SZBG and can be divided into positive and negative perspectives.

The positive perspectives consist of visitors' enjoyment of the "flora and fauna" of SZBG, the "adequate infrastructures", "friendly staff", good electric "car service" as well as "amusement service", and "decent food services and area". Among these, the "flora and fauna" system gains the most interest from visitors. All three interviewees agreed that the number of animals and plants in SZBG is adequate but they desired more diversity and rareness in the species. For instance, interviewee MD thought there should be an increase in rare species of animals to raise awareness. (MD, #54). Besides the popularity of the "flora and fauna" code, "decent food services and area" is also emphasized, particularly due to the spacious dining area and quality as well as fresh food.

The negative perspectives include visitors' concern about the "cleanliness" of the sightseeing area, "the high food price", "old animal caging system", the "bad parking lot", lack of "seatings" and service guide. The most infuriating and unpleasant experiences mostly come from high food prices according to the report from three interviewees. In detail, interviewee TH said the price for a dish of rice in the canteen is twice as expensive as the market price and some dishes are even three times more expensive (TH, #38). The other factor that all three were dissatisfied with is the outdated caging system and urged for a change. The hygiene problem and lack of seatings also cause unpleasant impressions.

3.1.6. Communications

The communications and visitors' speculation about SZBG is quite simple. All three interviewees stated that they knew about SZBG thanks to their friends, family, or co-workers (code "word of mouth"). In addition, "newspaper" is the second common source of information although most of the articles are not directed from SZBG's marketing activities, as noted by interviewees TH (TH, #66) and NQ (NQ, #62). The frequency of information about SZBG is very low, as interviewee MD (MD, #80), TH (TH, #70) referred to it as "occasionally" and interviewee NQ noted the frequency of about "one to two times a year" (NQ, #66). In general, SZBG does not have a proper marketing campaign and relies only on its existing reputation and word of mouth from visitors.

3.1.7. Loyalty

Last but not least, the loyalty category is strongly related to the core research objective and related to every other category. General analysis from the coding procedure shows that the key trend in this group is the infrequent visits (code "infrequency") of all three attendees about one to two times a year. However, the improvement of facilities and services may encourage them to "considering revisit" (MD, #34) or "revisit" (TH, #30). More than that, one interviewee said she would like to introduce SZBG to her friends on the condition that it carried out renovation (NQ, #28).

3.2. Quantitative research

3.2.1. Method

After conducting several narratives and selective literature reviews which relate to our research topic to identify the most appropriate practice for designing and conducting a questionnaire survey, we came to a decision of using a self-administered questionnaire.

This research survey is conducted online only using Qualtrics - an online data collecting tool - due to time constraints and for the convenience of each of the team members. Besides, this method appears to be the fastest and cheapest way of running this survey, since the expenses of printing the questionnaire and the time consumption of going directly to the zoo and other places to convince others to take part in answering the questionnaire are all eliminated. Furthermore, this way of doing a survey makes it easier and quicker to get our desired number of responses within the short given time.

3.2.2. Sampling design

With an eager of gathering relevant, useful, and correlated data for the best analysis, our team started by identifying target population and its size. Zikmund, Babin, Carr, and Griffin (2013) defined population operationally by considering specific and explicit tangible characteristics as well as stating the importance of determining target population, which, particularly in our research, is people having visited SZBG in the last 12 months. At least 200 responses of those are required to be collected in a time, which states the sample size of this survey is over 200. Although those numbers of people account for only a minority of the target population and hence may not guarantee to be fully represented for the whole population, due to our lack of time and financial support, requiring a larger sample size became inappropriate and was ignored. On the other hand, the process of sorting and choosing respondents to fulfill our survey form was done sufficiently and adequately for our team to meet thte objective of collecting data with a high rate of accuracy and reliability to win over the difficulty of lacking the necessary sample quantity. Malhotra (2015) mentioned highly accurate data can be collected regardless the sample size is small or large as long as the sample plan and choice of respondents are proper.

This survey was launched online by sharing Qualtrics link of our designed questionnaire and firstly taken by each member's friends, family, and relatives. Afterward, the snowball sampling technique was used as we asked our acquaintances to share the link with their friends and families. To enhance accuracy and reliability level as mentioned above, we added a screening question as the very first page of the questionnaire, asking whether that respondent has ever gone to SZBG. This kind of question is added with an intention of indicating if that respondent belongs to the target population of this survey. In other words, this helps ferret out participants who do not meet our requirements and qualifications necessary to take part in this survey.

During the time of collecting data from survey responses, we frequently checked the number of returned responses to see if it reached the planned sample size. At the time we needed to close the survey and stop receiving any more responses, there were 250 returned responses. After checking through each returned response, of all 250 responses there are 32 answers that were taken by whom have never paid a visit to SZBG and hence being ferreted out by the screening question in the first place. Among the remaining 228 responses, there are still several forms that are submitted halfway without fully completed. However, since this survey was conducted online, neither surely know these respondents' identification information nor assume their answers are not possible. Therefore, these uncompleted answers are left blank and other parts of the answers can still be used.

3.2.3 Results and discussion

Factor analysis of push and pull motivations

According to Wong (2003), in factor analysis, highly correlated variables will be combined into one new factor. By grouping similar variables together, different market segments can be identified by examining the resulting factors. In this research, this type of analysis is applied to push-pull framework (Mai & Huynh, 2014; Nguyen, 2013; Nguyen & Nguyen, 2020; Phau et al., 2013) to reduce the number of variables into a smaller number of factors that supports market segmentation.

Table 1 shows a principal component factor analysis with Varimax rotation performed to analyse the underlying factors for the push and pull motivations. The 09 push variables revealed two factors with eigenvalues > 1. These factors explained 58.76% of the variance and were labeled "family/fun" and "thrill seeking". Factor loadings for the 09 push variables ranged from 0.428 to 0.806. Similarly, factor analysis for the 12 pull items resulted in three factors that had eigenvalues > 1. The factors accounted for 62.47% of the variance and were named "nature/resources", "facilities/services", and "place/accessibility". Factor loadings for the 12 pull variables ranged from 0.430 to 0.768.

Table 1

Factor analysis

Push items	**Factor loadings**		**Pull items**	**Factor loadings**		
	1	**2**		**1**	**2**	**3**
Family/fun			***Nature/resources***			
Relax	**.806**	.157	Conservation	**.723**	.414	.040
Escape	**.692**	.228	Landscape	**.720**	.205	.232
Health	**.583**	.254	Animals	**.651**	.204	.280
Weather	**.536**	.175	Children	**.573**	.000	.404

Push items	Factor loadings		Pull items	Factor loadings		
	1	2		1	2	3
Family	**.490**	.268	Culture	**.489**	.301	.191
Thrill seeking			Activities	**.430**	.288	.309
Enjoy	.304	**.792**	***Facilities/services***			
Nature	.186	**.780**	Food & Beverage	.280	**.768**	.046
History	.192	**.678**	Parking	.183	**.626**	.320
Curiosity	.305	**.428**	Restrooms	.112	**.616**	.032
			Info	.334	**.516**	.362
			Place/accessibility			
			Location	.176	.070	**.670**
			Silence	.246	.183	**.549**

Note: see Appendix 2 for explanations of acronyms
Source: SPSS outcomes

The table above shows the statistics results of factor analysis applied on push and pull motivations. For push motivations, a total of 09 variables has been combined into 02 groups of factors that share similar characteristics. The first group family/fun includes "take a rest", "get away from everyday life", "enhance health", "avoid hot weather", and "enjoyable time with family". The second group thrill-seeking consists of "enjoy natural resources", "have a time for natural study", "appreciate historic/cultural resources", and "fulfil curiosity". These two groups imply two different market segments, which make it easier for park managers to determine what they should include in one marketing campaign and who to aim it at.

Similarly, as presented in the table above, separates 12 variables of pull factors into 03 groups whose variables are highly related. "Well-conserved environment", "beautiful natural resources", "rare flora and fauna", "appropriate area for children's study on natural resources", "historical and cultural resources" and "suitable for team bonding activities" are grouped into one factor nature/resources. The second-factor facilities/services include the second factor consists of 04 variables: "restaurants/cafés", "convenient parking", "restrooms are conveniently located", and "information is well-organised". The last factor place/accessibility is comprised of "tranquil rest areas" and "convenient location". By grouping these similar attractions together, it helps support managers in the need of enhancing and improving the park's features and facilities in a way that satisfy customers the most.

4. Conclusion and implication

To achieve an understanding of visitors' perspectives, in-depth interviews are conducted and an analysis procedure is carried out in coding, grouping, and deducting patterns and themes. The result of the analysis emphasizes the relationships among four factors: push, pull, communications and loyalty. The push motivations, for example, sightseeing and enjoying leisure activities, motivate people to visit SZBG. The push motivations, on the other hand, attract potential visitors and influence their decisions. Visitors are quite pleased with the facilities and services of SZBG, especially with the flora and fauna system and the decent dining experience. However, there is an urge to improve the outdated caging system and adjust food prices. It is necessary to

note that the communications of SZBG need major renovation. Currently, there are hardly any marketing activities and information mostly comes from word of mouth. Communication plays an important role in attracting potential visitors and establishing loyalty.

Next, in order to run suitable marketing campaigns that meet customers' desires, managers of SZBG may want to consider grouping their group of target customers into factors whose variables share similar characteristics to some extent. The factor analysis results in this research are highly recommended, however, the act of applying it to real-life practice will be the necessity of putting into thorough consideration, due to the skewness of respondents' social demographic background which may not fully representative of the whole target population

References

Davey, G. (2007). An analysis of country, socio-economic and time factors on worldwide zoo attendance during a 40-year period. *International Zoo Yearbook, 41*(1), 217-225.

Falk, J. H., Reinhard, E. M., Vernon, C., Bronnenkant, K., Heimlich, J. E., & Deans, N. L. (2007). *Why zoos & aquariums matter: Assessing the impact of a visit to a zoo or aquarium*. Silver Spring, MD: Association of Zoos & Aquariums.

Global Ecotourism Network. (2016). Retrieved October 10, 2021, from https://www.globalecotourismnetwork.org/what-it-is-not-ecotourism

Gorsuch, R. L. (2014). *Factor analysis*. New York, NY: Routledge.

Honey, M. (2008). *Ecotourism and sustainable development: Who owns paradise?* (2nd ed.). Washington, D.C.: Island Press.

Hunt, S., Sparkman, R., & Wilcox, J. (1982). The pretest in survey research: Issues and preliminary findings. *Journal of Marketing Research, 19*(2), 269-273.

Kalábová, M., Lukáš, N., Lind, M., & Zdenka, P. (2019). *Factors affecting the number of visits of zoo in the Creech Republic.* Paper presented at the 4th International Thematic Monograph: Modern Management Tools and Economy of Tourism Sector in Present Era.

Kim, S. S., Lee, C. K., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean national parks. *Tourism Management, 24*(2), 169-180.

Lee, S., Quintal, V., & Phau, I. (2017). Investigating the push and pull factors between visitors' motivations of fringe and urban parks. *Tourism Analysis, 22*(3), 389-406.

Luebke, J. F., & Matiasek, J. (2013). An exploratory study of zoo visitors' exhibit experiences and reactions. *Zoo Biology, 32*(4), 407-416.

Mai, K. N., & Huynh, H. T. T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam - A mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance, 5*(6), 490-496.

Malhotra, N. K. (2015). *Essentials of marketing research: A hands-on orientation*. Essex, UK: Pearson.

Mason, P. (1999). Zoo as heritage tourism attractions: A neglected area of research? *International Journal of Heritage Studies, 5*(3/4), 193-202.

Merriam-Webster. (1835). Retrieved October 10, 2021, from https://www.merriam-webster.com/dictionary/zoo

Morris, D. J. (1961). An analysis of animal popularity. *International Zoo Yearbook, 2*(1), 60-61.

Nguyen, S. H. (2013). Factors affecting botanic park visitation: The case of saigon zoo and botanical gardens. *Journal of Science, 3*(6), 112-122.

Nguyen, S. H., & Nguyen, A. T. P. (2020). Push and pull factors impacting visitors' loyalty: The case of saigon zoo and botanical gardens. *Journal of Science, 10*(2), 120-135.

Phau, I., Lee, S., & Quintal, V. (2013). An investigation of push and pull motivations of visitors to private parks: The case of Araluen Botanic Park. *Journal of Vacation Marketing, 19*(3), 269-284.

Sadry, B. N. (2009). *Fundamentals of geotourism with a special emphasis on Iran.* Tehran, Iran: Samt Organization Publishing.

Saigonzoo. (2019, March 25). *Kế hoạch sản xuất kinh doanh và đầu tư phát triển năm 2019 [Business and investment development plan 2019]*. Retrieved October 10, 2021, from http://saigonzoo.net/pictures/cv%20175%202.pdf

Turley, S. K. (2001). Children and the demand for recreational experiences: The case of zoos. *Leisure Studies, 20*(1), 1-8.

Wheeller, B. (1996). U.K. Focus: In whose interest? *In Focus, 19*, 14-15.

Whitworth, A. W. (2012). An investigation into the determining factors of zoo visitor attendances in UK zoos. *PLoS ONE, 7*(1), 1-10.

Wong, D. H. (2003). Dave's crash course in statistics using SPSS.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. South-Western, CA: Cengage Learning.

APPENDIX A.
Interview Guide

1. Tell me some information about you:

a. What is your name?
b. How old are you?
c. What are you doing now?
d. What your favourite things, places, animals?

2. Let's talk about Zoo and Botanical Gardens

a. How often do you come to Zoo and Botanical Gardens within a year?
b. Tell me some services that you think botanical parks are good at.
c. What activity do they join in when they go to Botanic park?
d. How do you feel about coming to Zoo and Botanical Gardens to visit?
e. How do you feel about the variety of amusement parks currently offered in the market?
f. How do you feel about the service at camping activities?

3. How do you rank these following locations for their leisure time in order of precedence: mall, cafe, park, tourist attractions, cinema, etc.

a. Could you give me some reasons that Botanical park is interesting to citizens and foreigners?
b. With these purposes, what other places will you tend to choose as a substitution?
c. How do you feel about the things that you receive when you come to Zoo and Botanical Gardens different from the other places?
d. What factors affect your decision to choose a place to visit?

4. How do Zoo and Botanical Gardens' facilities affect a decision to come of visitors?

a. How your experiences with the facilities when you come to visit Saigon Zoo and Botanical Gardens?
b. What facilities in Zoo and Botanical Gardens attract you most?
c. What activity do they join in when they go to Botanic park?
d. How do you feel about coming to Zoo and Botanical Gardens to visit?
e. Who do you go with?
f. How often do the groups (family or friends or students) go to the Botanic park? What activity do they join in when they go to Botanic park?
g. What is attraction from Saigon Zoo and Botanical Gardens making you come here again and will prefer for you friends, family and people around you?
h. What do you think about a discount or vouchers to go to the botanic park when you become a member of this park?
i. What do you think about raising the price of a ticket?
j. How much money are you willing to pay?

5. Which places in Ho Chi Minh City do you typically look for when you want to see animals and enjoy nature?

a. What leads you to choose these places over other places in the market?

6. How much do you know about the Saigon Zoo and Botanical Gardens?

a. How do you think your friends, family and Vietnamese perceive the Saigon Zoo and Botanical Gardens?

b. How do you know the Botanical park?
c. Where does your school or old school take you go to see the real animals?
d. What do you think about preferring or inviting people around you to go here to relax, sightseeing, and visit animals?
e. Which channels affect visitors most in the decision-making process?
f. From which channels help you to know about Zoo and Botanical Gardens?
g. Which is the information you love to hear from Zoo and Botanical Gardens?

7. How would you feel if Saigon Zoo and Botanical Gardens upgrade its facilities and shows from animals?

a. How do you feel about the number of shows in Saigon Zoo and Botanical Gardens?
b. Comparing to another zoo (safari in Phu Quoc, Nha Trang, Singapore, China, …) how do you feel about the number of shows and the interested in Saigon Zoo and Botanical Gardens?
c. Should Saigon Zoo and Botanical Gardens upgrade facilities in order to attract more visitors? How do you think Saigon Zoo and Botanical Gardens would be portrayed in this market if they upgrade its facilities and shows from animals?

8. What information have you noticed that would lead you or others to choose to visit Saigon Zoo and Botanical Gardens?

a. Do you think this information is significant enough to encourage visitors to come to visit?
b. Have you ever listened or seen there are festivals, exhibitions, lectures, workshops or guided tours made by Saigon Zoo?
c. If yes, What do you think about it?
   If no, How do you think that they will do it in the future?

APPENDIX B.
Measurement of Push and Pull Motivations

Code	Push Motivations	Code	Pull Motivations
History	To appreciate historic/cultural resources	Animals	There are rare flora and fauna (plants and animals)
Enjoy	To enjoy natural resources	Landscape	There are beautiful natural resources
Nature	To have a time for natural study	Conservation	It is a well-conserved environment
Health	To enhance health	Children	It is an appropriate area for children's study on natural resources
Family	To have enjoyable time with family	Culture	There are cultural and historic resources
Curiosity	To fulfil curiosity	Food & Beverage	Restaurants/cafés are of good quality
Escape	To get away from everyday life	Restrooms	Restrooms are conveniently located
Relax	To take a rest	Activities	It is suitable for team bonding activities
Weather	To avoid hot weather	Location	The park is easy to access
		Silence	There are tranquil rest areas
		Parking	Convenient parking lots are available
		Info	Tourist information is well-organised

Creative Commons Attribution-NonCommercial 4.0 International License.