**Measuring the satisfaction of Nakhon Ratchasima Zoo visitors using bicycles
while visiting with GPS Trackers**

Mr. Wichit Kongkham
Bureau of Conservation and Research, The Zoological Park

Organization under the Royal Patronage of His Majesty the King

kongkham35@hotmail.com

**Abstract**

 GPS (Global Positioning System) is a system that locates the position on earth. GPS receivers convert satellite signals to coordinates (X, Y, Z), speed and time and they need at least 3 satellites to identify the position. GPS comprises 3 parts including space, control and user. With the ability of the GPS we can use the location data in many ways, for example navigation systems, automatic vehicle location, land surveys and mapping. The use of GPS trackers by people is to locate current locations, save directions when travelling to a location and give directions to a destination. When used in conservation tourism such as in zoos to track

visitors, we will be able to measure the satisfaction of the visitors towards animal exhibits, species in the exhibits, plants, trails and geographical data. The index from the GPS tracker can be analysed to show the average speed of travel, distance of travel and length of visit. The data can be statistically analysed, giving an indicator that ranks the visitors’ satisfaction towards animal exhibits from the number of people visiting the exhibit area, ranks the visitors’ satisfaction towards animal exhibits from the average time the visitors stay at each exhibit and ranks the visitors’ satisfaction towards the animal exhibits from the total time the visitors spend viewing the animal exhibits.

**Keywords:** GPS tracker, visitor satisfaction, bicycle,