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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Globalization and the growth of economic integration have had an enormous impact on the area of leisure and tourism. The theme park industry has been growing fast globally in the last three decades due to the development of different types of theme park in respect to size, capacity, products and entertainment offerings. Theme parks provide the opportunity to obtain political advantage – locally, nationally and internationally. Theme park attractions are able to improve the destination image, enhance tourism, benefit the economy and provide education, recreation and entertainment opportunities to the people. In addition, theme parks also provide the employment opportunities, which sustain the country. Theme parks are becoming more integrated with other tourist and leisure activities nowadays . Contemporary theme parks offer services, such as accommodation, on-line booking services, night entertainment activities and transportation services other than the rides, performances, retail outlets and food services .

Theme parks are what their name implies. Through careful planning, a specific atmosphere is created through the physical and interior design of the park and its component parts, and the dress and attitude of its personnel. The theme park is more than a set of amusing experiences in one location; it allows one to escape through fantasy. Through its rides, exhibits, restaurants, and lodging accommodations, it gives the visitor a total experience. Theme parks are different from traditional amusement parks not only because they are based on a theme or several themes, but also because of their huge operating scale.

A water park is an amusement park that features water play areas, such as water slides, splash pads, spray grounds (water playgrounds), lazy rivers, or other recreational bathing, swimming, and bare footing environments. Water parks in more current states of development may also be equipped with some type of artificial surfing or body boarding environment such as a wave pool or Flow Rider.

There are so many devices used in amusement park to give different types of pleasure. These devices function within limit of physical laws, hence one can practically observe the laws. These devices are too costly so one doesn't have courage to buy them independently that is why people come to amusement parks to get pleasure by riding these devices and by driving the devices like striking cars, miniflights and Mo' bike etc. Children love every moment of riding on Marry-go-round, coin operated baby Chats, Bruco baby train, Minitrain, Mini Enterprise and Dragon roller coaster, a perfect ride for only the brave ones is the columbus. In the modern times there is a great trend towards Amusement parks by virtue of health awareness and merry - go concept of living. People resort to such modes of amusement and recreation for enthralling their hearts and exhibiting a cheerful disposition of mind. Amusement Parks are the fascinating spots of retreat and picnic for enjoyment purpose.

1.2 STATEMENT OF THE PROBLEM

Theme parks are star players in the tourism industry. In the tourism industry context, theme parks are places of entertainment where visitors experience mostly hedonic goods and services and thus are characterized as real pioneers of the experience economy. Therefore, theme park experiences are of great importance to the tourism industry.

1.3 OBJECTIVES OF THE STUDY

- To identify the role played by theme parks in promoting tourism
- To identify the challenges faced by theme parks as a tourism product
- To study the customer satisfaction with the experience of Wonderla water them park.

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

Amusement park is not only a source of entertainment but also a vibrant source of profit for a country. Rapid economic growth along with evolving of service sector espouses a substantial number of people who have regular income with diversified need. Among those needs entertainment plays a very important role. Because today's people are very much concern about their mental health. They are aggressively active in entertainment market in order to maintain as well bring something new to their busy and rigid life structure. In order to earn handsome profit as well as ensure continuous growth, any entertainment sector needs to find new areas for providing service. Starting a new venture with new items with latest technology, extreme customer care and promptness in all area of operation can be finest solution of it. Today's very much competitive business world it has become the toughest task to achieve customer satisfaction through quality service.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, "the best practices" can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study state. The secondary data pertaining to the Wonderla and tourism. In addition many institutions, libraries, interpretation centres, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research problem. Several research references, such as journals, books periodical web references and data basis were also reffered to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

Selection of Sample size and sample method.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire. Questionnaire distributed to the tourist and travelers in the site area to collect the visitor experience and suggestions for the better development of Wonderla.

The time period for the collection of data is schedule from November 2019 to February 2020.

SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of Wonderla. The data collected, filtered and finally determined for data analysis.

QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well-structured questionnaire was prepared.

The questionnaire was designed for the tourists of Wonderla.

DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 50 questionnaires from the tourist have been finally retained for data analysis. The selected data is coded and entered in Microsoft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.6 ORGANIZATION OF CHAPTERS

The entire Project report is divided into five chapters.

Chapter – 1

The first chapter gives a general introduction about Wonder la. It also includes the Objectives, Period of study, Nature of data, and Limitations of the study.

Chapter – 2

The second chapter deals literature review related to amusement parks, customer satisfaction.

Chapter – 3

Third chapter deals with Overall profile of Wonder la collected through websites, brochures and personal visit to the park.

Chapter – 4

Fourth chapter includes the Data analysis and interpretation based on relevant data collected during the study through questionnaires and personal observation and interpretation done by preparing charts and diagrams.

Chapter – 5

The fifth chapter brings out major findings, suggestions and conclusion and this is followed by a bibliography and annexure

