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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Amusement parks are recreational facilities that offer a varied range of entertainment options ranging from theme parks to spine chilling roller coaster, 3D theater to giant wheel, in a cluster format. These parks provide one-stop-shop leisure and entertainment solutions for the entire family at one place and are a key source of tourist attraction (domestic and foreign) and revenue generation for the state. The demand for entertainment options such as amusement parks, Imax, shopping malls are rapidly increasing across the country. The key demand derives for the segments are rising base of middle class, increasing disposable income, changing life style, cultural shift and increasing emphasis to lead a holistic life with a balance of work and leisure realizing the increasing demand for high end leisure facilities. The government of MP proposes to establish a modern amusement park in the state. Unlike the make shift carnivals or temporary amusement facility, the proposed park would be a permanent facility. It would encompass a geographic collection of various fulfilled and exciting range of entertainment options at a single location with access throughout the year the park would have customized recreation avenues for individuals age group such as kids' corner and a range of generic entertainment facilities for all. Thus it would cater to the requirement of all age individuals from children to adults.

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 Charts, 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

All business success and failures are depends upon their customers. So customer satisfaction is the important factor of organizational success. In order to improve the performance of Vismaya Water theme park and to attract more people it is felt that a study considering some factors relating to the satisfaction of customers is viable

1.3 SIGNIFICANCE OF THE STUDY

The significance of the study should be viewed from various angles on. In this study helps to understand the performance of Vismaya Water theme park. Vismayapark is a one of the most trending amusement park in kerala. It offers a varied range of entertainment options. So many studies are conducted about amusement park in Kerala. But only few studies are conducted about consumer satisfaction towards vismaya park. So it has more significance in present time.

1.4 SCOPE OF THE STUDY

The scope of the study limited to Vismaya amusement park, Parassinikadavu, Kannur. This study is an attempt to understand the facilities provided by Vismaya and how much the customers are satisfied with their facilities

1.5 OBJECTIVES OF THE STUDY

- To study the tourist satisfaction regarding safety measure.
- To check whether the tourists are satisfied with the entertainment facilities provided by the water theme parks.
- To make suggestions for improving the facilities in order to attract more people.

1.6 METHODOLOGY OF THE STUDY

Research methodology is a way to systematically solve the research problem. Here we study the various steps generally adopted by the researcher in studying the research methods to continue a part of research methodology. In this research, both Primary and Secondary data taken into consideration. The project would be executed through primary data i.e. questionnaires, discussion with various age groups of employee, information from other group of companies, internet data.

1.6.1 SOURCE OF DATA

Both primary and secondary data were used in the study.

Primary Data

Primary data are collected through Questionnaire and orally from the staff.

Secondary Data

Secondary data are collected from published and unpublished source like internet, reports, company records.

1.6.2 Sampling

The selected respondents from the universe is technically called sample and the selection process is called sampling technique.

Sample Size

The sample size refers to the number of items to be selected respondent. The sample size for the study was 50 respondents.

Sampling Design

A sample design is definite plan obtaining a sample from a given populations. It refers to the technique or a procedure, the researcher would adopt in selecting items for the sample.

Sampling Method

For this research Convenience Sampling is used. As the name implies, convenience sampling refers to the collection of information from members of the population who are conveniently available.

1.6.3 Data Analysis

Questionnaire had been prepared to get the response of the people as per guided by the organizational guide. To provide the best end results without any kind of biasness, which can give a brief idea about sampling and would be beneficial for making inferences for tabulations and calculations with research instruments? I made a survey through questionnaire as prepared by me.

1.6.4 Research Instrument

A simple percentage was used for analyzing the data. The data collected were tabulated and the percentage was calculated the values where then plotted using the pie charts and bar chart tools of analysis .

1.7 LIMITATIONS OF THE STUDY

- The whole project is done on the basis of data collected from a single water theme park,vismaya.
- Customers are hesitant to reveal full.
- Lack of previous facts experience in doing project.
- The time allotted for the project work was very limited

- It was difficult to get proper information from the visitors of the park because they were indulging in some other activities.
- Lack of experience was also a limitation

1.8 ORGANIZATION OF CHAPTERS.

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of Vismaya Park, Parassinikadavu.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Vismaya Park, Parassinikadavu.

Chapter – 5

This is the final chapter which highlights various findings of the study in a systematic manner and the chapter also gives some recommendation to improve the facilities in the temple.

