

“An Analysis of the Experience Marketing in Bangladesh: A Study on Amusement Parks in Bangladesh”

PREPARED FOR:

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

PREPARED BY:

Md. Muradul Islam

ID#191-12-688

MBA Program

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University



Daffodil International University

Date of Submission: December 31, 2024

LETTER OF TRANSMITTAL

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “An Analysis of the Experience Marketing in Bangladesh: A Study on Amusement Parks in Bangladesh”

Dear Sir,

With great pleasure, I am submitting my internship report on “**An Analysis of the Experience Marketing in Bangladesh: A Study on Amusement Parks in Bangladesh**” which was assigned me as a part of my MBA Program. I have completed this report as per suggestion and necessary information you give me time to time.

I am highly appreciated for your guide and consistent cooperation and I hope that the report will be completed as your expectations.

Thank you

Sincerely yours,



Md. Muradul Islam

ID: 191-12-688

MBA Program
Department of Marketing
Faculty of Business and Entrepreneurship,
Daffodil International University

STUDENT DECLARATION

I am **Md. Muradul Islam**, ID: **191-12-688** student of MBA program, Daffodil International University, thusly pronounces that the internship report entitled on “**An Analysis of the Experience Marketing in Bangladesh: A Study on Amusement Parks in Bangladesh**” Completely ready by me under the supervision and guidance of **Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business and Entrepreneurship**, Daffodil International University.

I announce that this report entitled “**An Analysis of the Experience Marketing in Bangladesh: A Study on Amusement Parks in Bangladesh**” Submitted by me to Daffodil International University, Dhaka for the fulfilment of MBA is of own and has not submitted to any other university.



Md. Muradul Islam

ID#191-12-688

MBA Program

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

LETTER OF ACCEPTANCE

This is to certify that the internship report entitled **An Analysis of the Experience Marketing in Bangladesh: A Study on Amusement Parks in Bangladesh** is prepared by Md. Muradul Islam, ID # 191-12-688, as a requirement of MBA Program under the Department of Business Administration, Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Mohammed Masum Iqbal, PhD

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First of all, I like to give thanks to my almighty for enable me complete this internship report within the scheduled time. With support of my Allah, I would not be able to complete this report in time.

At first, I would like to give thanks to my supervisor **Mohammed Masum Iqbal, PhD** Professor & Dean Faculty of Business & Entrepreneurship, Daffodil International University of Bangladesh who supervised me in the right way and given me best instruction for preparing this Internship report. I must mention the wonderful working environment and group communication of this organization that enabled me a lot deal to do and services activities during my internship period of three month. Finally, I give thanks all of my friend for give inspired me to complete this report and the course as well.

EXECUTIVE SUMMARY

The purpose of this research is to assess the marketing experience of amusement park in Bangladesh. Tourism is considered as the world's largest and rapid growing industry of modern world. This is an area which is explored widely in the Bangladesh, especially among the young people and its importance is rapidly increasing.

Data have been collected from primary and secondary sources. An exploratory followed by descriptive study on the marketing practices of amusement park industry was conducted. In depth interview with amusement park companies' managers and general employees were conducted. Specific questionnaire was used for addressing descriptive aspects of the study.

This research project includes seven chapters. These are Introduction (includes introduction, origin of the report, objective of the study, scope of the study, limitations of the study), Literature Review, Research Methodology (includes research type, data collection, sampling data, data analysis), Overview of Amusement Parks in Bangladesh, Marketing Strategies and Tactics of Amusement Parks in Bangladesh, Problems faced by both company and visitors and finally recommendations and conclusions of research project.

In the end questionnaires are given in graphical presentation which would be useful for understanding of the research project.

Table of Contents

LETTER OF TRANSMITTAL.....	ii
STUDENT DECLARATION	iii
LETTER OF ACCEPTANCE.....	iv
ACKNOWLEDGEMENT	v
EXECUTIVE SUMMARY	vi
Introduction	1
1.1 Introduction of the study:	2
1.2 Origin of the report:	2
1.3 Objective of the study:	2
1.4 Scope of the study:.....	2
1.5 Limitations of the study:	2
Literature Review	3
Research Methodology	5
Overview of Amusement Parks in Bangladesh	6
Marketing Strategies and Tactics of Amusement Parks in Bangladesh	9
Problems, Recommendations & Conclusion	18
APPENDIX A:	21
Survey Questionnaire:	21
Appendix B:	22
In-depth interview questionnaire:.....	22
References:.....	26

CHAPTER: 1

Introduction

1.1 Introduction of the study:

Tourism is considered as the world's largest and rapid growing industry of modern business world. It has a vital influence on economic development of any country. Bangladesh is full of natural attractive places as well as artificially constructed tourism places. Along with natural beauties, artificial establishments like amusement parks have great impacts on tourism of Bangladesh.

Amusement park can be best described as artificially created park that is designed and developed for the sole purpose of offering visitors entertainment and new experiences. It is the more generic term for a collection of amusement rides and other entertainment attractions. Amusement parks differ from circuses, carnivals, and world's fairs in those amusement parks are located permanently and they remain open either all year or seasonally every year.

Though the amusement park concept is new in Bangladesh, gradually it is gaining popularity like Western, European and other developed Asian countries. The first amusement park of Bangladesh is recorded to be "Shishu Park" established in 1979. Since then, over the years there has been the coming up of very notable high quality amusement parks in Bangladesh. At present, the total number of amusement parks in Bangladesh exceeds 50. There are endless economic aspects that are associated with the establishment of these parks apart from their notable influence on tourism. In the era of modern and dynamic business functions, developing a proper marketing strategy is the most vital composition for any business. A good marketing strategy is the key factor by which a company can change its competitive position. While the basic tenets of consumer marketing are equally applicable to service marketing like amusement park, the composition of the amusement park market is uniquely different, as are the forces that affect their demand. Amusement park marketing managers must market their offerings in uniquely specialized and amusing ways to their tourist target customers while maintaining corporate objectives and profits. This amusement park industry has huge prospects if proper marketing plan and strategy can be built and implemented.

From the above discussion it is evident that proper utilization of an effective and efficient marketing strategy is a prerequisite for success in this potential industry of amusement parks in Bangladesh. This topic is therefore worthy to research.

1.2 Origin of the study:

This report has been prepared as an integral part of the M.B.A program under the department of Marketing from the Faculty of Business and Entrepreneurship, Daffodil International University. This report will definitely increase the knowledge of other students to know the amusement park industry of Bangladesh and the various aspects of marketing strategies in the amusement park industry.

1.3 Objective of the study:

The main purpose of the study is to understand the marketing practices of amusement park in Bangladesh. However, in the light of main objective, specific objectives are as follows:

1. To observe the marketing strategies of Amusement Park in Bangladesh;
2. To explain the marketing mix of Amusement Park in Bangladesh;
3. To identify problems related to the marketing activities of Amusement Park in Bangladesh;
4. To make recommendation to solve the problems.

1.4 Scope of the study:

The scope of this study is to measure the marketing practices and strategies of amusement park industry in Bangladesh. This study provides the basic overview of amusement park industry in Bangladesh. This report covers all the aspects of a formal standard report. This report includes proper introduction, literature review, use of proper methodology, analysis of the findings and some recommendations regarding the findings.

1.5 Limitations of the study:

Despite the sincere activity of the researcher, every research project may face some limitations. The study may contain the following shortcomings:

1. The major limitation of this study is lack of clarification in many aspects of the organizational part as well as in the industry analysis part.
2. The data collection was complex because relevant data sources are hard to find out.
3. Time constraints. It was hard for me to complete this study within a very short period of time.
4. Also, I had to take a sample of few respondents as in case of broader prospect it would have been too much costly and time consuming.

CHAPTER: 2

Literature Review

An overview of Amusement Park Industry in Bangladesh:

Many developing countries have managed to increase their economic performance through development of tourism sector (Taylor, 2001). The tourism industry is no doubt a large part of most national economies and it increasingly viewed as an important tool in promoting economic growth (Foot, 2002).

Tourists of modern days increasingly search for calmness, authenticity and soft tourism experiences. (Goulding, 2000). But, side by side of recognized and acknowledged attractions; tourists also search for multi optional offers and experiences, which are delivered in an exciting but also very comfortable atmosphere. So the tourism supply side is faced with new challenges. (Reiter, 2004).

In Storybrooke's (1995) classification of tourist attractions, among the four groups of tourist traps, we come across the category referred to as "places designed and built from scratch." This is an example of an attraction belonging to the group called amusement park. Especially within mature markets, amusement parks in its various forms have been viewed as central means to fulfill new leisure and tourism trends. They offer more quality for less, they are safe and clean, their offers are multi-optional and time-saving as well as emotional and sense giving and their visitation also meets the needs of soft individualism (Bieger, 2002).

According to Camp (1997) 'An amusement park can be defined as being an outdoor attraction which combines rides, attractions and shows and as being charging a admission fee to visitors'. According to P.L. Pearce (Jafari J. 2000) "amusement parks are capital-intensive, highly developed, independent recreational areas which invariably charge an entrance fee from visitors. Entertainment, rides, special catering and amusement facilities are usually concentrated around parks or similar thematic complex that indicates to a particular period of history or to exceptional geographical features of the area. But Liu (2002) defined amusement park giving more importance on climate and style. He argued "With specific atmosphere built inside, amusement park is a park in which consumers are deeply influenced by factors such as climate and tourist styles".

A common word synonymously used with amusement park is theme park (Walsh, 1990). However, a theme park can be regarded as a distinct style of amusement park. According to the International Association of Amusement Parks and Attractions 'A theme park is an amusement park that has themed attractions, be it food, costumes, entertainment, retail stores and/or rides' (Wong & Cheung, 1999, p.320). Although theme parks were thought of offering visitors one

major theme, today most of them contain multi-themes in terms of different attraction points or themed areas (Wong & Cheung, 1999).

The history of evolution of amusement park suggests that amusement parks evolved from European funfairs that were created for people's recreation (Gary, 2005). By the 18th and 19th century, different funfairs were arranged and they had evolved into places of entertainment for the masses, where the public could view freak shows, acrobatics, conjuring and juggling (McClung, 1991).

The second influence for the development of amusement park was the pleasure garden. One of the earliest gardens was the Vauxhall Gardens, founded in 1661 in London. By the late 18th century, the site had an admission fee for its many attractions. It regularly drew enormous crowds, with its paths being noted for romantic assignations, tightrope walkers, hot air balloon ascents, concerts and fireworks provided amusement (Wroth, 1896).

World's fairs and expositions were another influence on the development of the amusement park industry (Wroth, 1896). The first World fair began in 1851 with the construction of the landmark Crystal Palace in London, England. The purpose of the exposition was to celebrate the industrial achievement of the nations of the world and it was designed to educate and entertain the visitors (Midway, 2007).

In 1955, Disneyland opened to rave reviews, and completely changed the landscape of the amusement park industry (Milman, 2001). No longer did guests want a group of rides in a field by a lake, they wanted an entire perfect world to take them out of the real world for a day. The thrills of theme parks are often obscured from the outside by landscaping, re-enforcing the feeling of escape.

Amusement parks of modern days may be classified into many categories. Some parks merely contain a number of thrilling rides, some parks give more priority to nature, while some parks give importance on education or picnic (McClung, 1991). In modern significance, the amusement park is appearing as a developed form of rising tourism industry. It has become one of the integral parts of tourism sector. Over the last hundred years, Amusement Parks have become a top destination for many travelers. In the U.S alone amusement parks were able to attract 351 million visitors in 2011. (Theme Index, 2011).

The number of amusement park tourists grew for the fourth consecutive year in 2013. The amount of money spent by these tourists rose by 3.9% at a global level, and by over 10% within South East Asia (Oxford Economics, 2013). It is clear that the growth in amusement park demand from emerging markets continues with pace, as large rising middle classes, especially from Asia and America are willing to spend money on amusement sector. The sustained demand for amusement.

CHAPTER: 3

Research Methodology

3.1 Research type and design:

An exploratory followed by descriptive study on the marketing practices of amusement park industry was conducted in the context of amusement park industry in Bangladesh. In-depth interviews with amusement park companies' managing directors, marketing managers, brand activation personnel and general employees were conducted. Specific questionnaire was used for addressing descriptive aspects of the study.

3.2 Data collection:

Data have been collected from both primary and secondary data sources.

Primary data sources:

Primary data was collected from in-depth interviews of the amusement park companies' managing directors, marketing managers, brand activation personnel and general employees. . In case of descriptive research primary data were collected through field visit and survey from the respondents. On the basis of primary data the study has undermined marketing strategy, marketing tactics, communication strategy, tables, and graphs and so on.

Secondary data sources:

The secondary data sourced from various published materials especially from books, journals, Internet, and seminar proceedings as well as some working papers. An extensive review of literatures helped to make coherent picture on the topic of the study.

3.3 Sampling:

Sampling frame: Out of total 50 amusement parks in Bangladesh, 5 prominent parks of Dhaka City were selected on the merit of market leadership; giant players & accessibility. Data was collected from their marketing manager and employees. So these 5 amusement parks constitute my sampling frame.

Sample size: 10 respondents from each of the 5 amusement parks were selected for both in-depth interviews and descriptive survey. So, total numbers of respondents were 50.

Sampling technique: Judgmental sampling technique was used for sample selection. I selected respondents from among the students of different universities, employee of different organizations, businessmen, housewives who visited the parks on various occasions.

Chapter: 4

Overview of Amusement Parks in Bangladesh

4.1 Amusement Parks of Bangladesh:

Despite of having many natural tourist spots in Bangladesh, a notable number of target tourists live far away from them due to tremendous urbanization in the major cities. Urban people also hardly manage their time to visit natural tourists spot though they always like to do so. Amusement and theme park act as replacement in these cases. A great number of amusement parks have been established in Bangladesh in the recent decade. At present the total number of amusement park has crossed 50.

A brief overview of some parks is given below:

1. **Fantasy Kingdom:** Fantasy kingdom is one of the pioneer amusement parks of Bangladesh. It is situated in Ashulia, 40 minutes away from Dhaka, on the Dhaka-Ashulia highway at a place called Jamgora. It has been set up on 20 acres of land. The owner of the park is Concord group. The park has international standard and thrilling rides as well as some beautiful gardens, fountains, statuettes, pillars and walkways.
2. **Heritage Park Concord:** Heritage park is a sister project of Concord group. It is situated just beside the Fantasy Kingdom. This park is a humble effort on the part of Concord to highlight the history and heritage of Bangladesh. What has been installed here are replicas of some architectural and archaeological objects as well as various other articles being used traditionally from time immemorial by the agro dependent common people of Bangladesh.
3. **Water Kingdom:** Water Kingdom is another project of concord group. It is a water theme park located behind Fantasy Kingdom. The park basically features various thrilling water rides for children and adults of all ages.
4. **Nandan Park:** Nandan Park is a project of Nandan group a well-established business company of Bangladesh. It is basically a joint venture of Nandan Park limited and Nicco Parks & Resorts Limited, India. They have total 16 investor and 14 of them are United Kingdom's citizen. The park is situated on Baripara and it is just 25 minutes from the city, on the Dhaka-Chandra highway. Nandan Park is now country's largest and only family Amusement Park, which is attracting largest crowd every day. Nandan is one of the very rare leading groups that operate the business targeting people of all ages of the society.

4.2 Demography of Dhaka City amusement park tourists:

It is important to analyze the demographic information of tourists in order to understand what type of people gather in the amusement park of Bangladesh. For this reason, the researchers of ministry of civil aviation and tourism conducted a survey in 2010 regarding demographic information like age structure, income level, and gender status. The results of their study are discussed here.

4.2.1. Age range of the tourists:

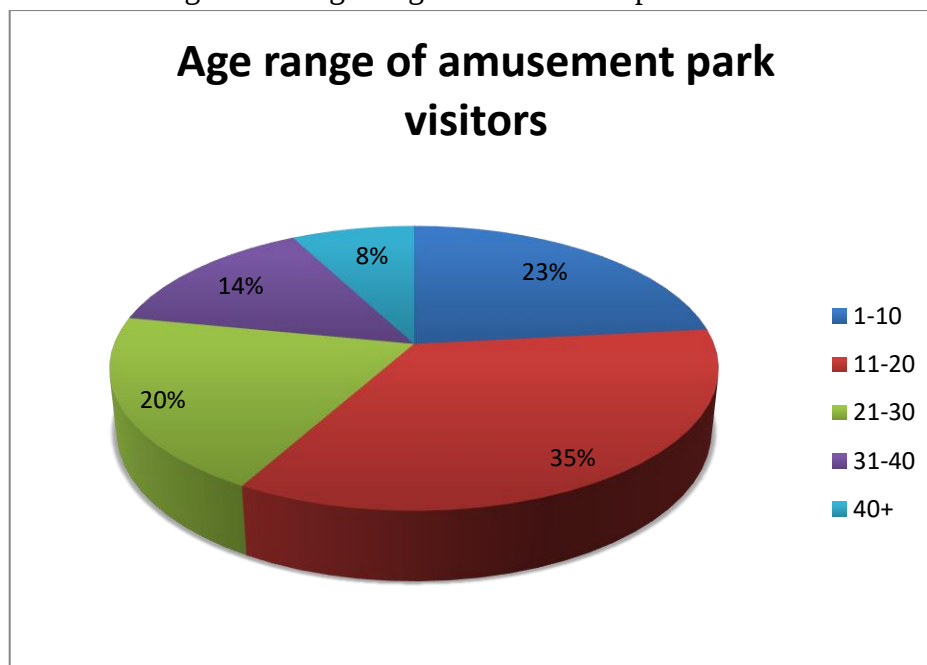
The following table and graph are showing the age range of tourists who frequently visits amusement park of Bangladesh for themselves and family.

Table 4.2: Age range of amusement park visitors

Age	1-10	11-20	21-30	31-40	40+
No. of Respondents	233	348	200	142	77
Percentage	23%	35%	20%	14%	8%

Source: Ministry of civil aviation and tourism

Figure 4.1: Age range of amusement park visitors



The above table and figure shows that there is the greater tendency of visiting amusement parks who have the age level of 11 to 20 years of age. The tourists who are in 11-20 years are 35% followed by 23% (1-10 years), 20% (21-30 years), 14% (31-40 years) and 8% (above 40 years).

4.2.2. Income range of the tourists:

The following table and graph are showing the income range of tourists who frequently visits amusement parks.

Table 4.3: Income range of amusement park visitors

Income	0-15000	15000-30000	30000-45000	45000-60000	60000+
No. Respondents	120	473	198	114	95
Percentage	12	47.3	19.8	11.4	9.5

Source: Ministry of civil aviation & tourism

There are many reasons of visiting an amusement park, such as birthday parties, educational programs, picnic, concert, company picnics, group outings, family days, wedding parties, various festival, family demand etc. According to the research of ministry of civil aviation and tourism, about 42% of amusement park tourists are general visitors. The other reasons of amusement park visits are family program/outings (21%), group outings (9%), educational institution's program (8%), national festival (7%), picnic party (5%), company program (3%) and wedding party(1%). This is very important for the park authority that general visitors those who have moderate income as they like to visit this type of park frequently

Chapter: 5

Marketing Strategies and Tactics of Amusement Parks in Bangladesh

My research aims to identify the marketing strategy and tactics of amusement park industry in Bangladesh. The study findings are divided in two parts; the first one is marketing strategy and another one is marketing tactics.

5.1 Marketing Strategies:

Segmentation:

The amusement parks of Bangladesh use demographic, psychographic and behavioral segmentation to segment their market. The segmentation strategy followed by different amusement parks of Bangladesh is shown in table below:

Table 5.1: Market segmentation of amusement park in Bangladesh

Name of Park	Demographic	Psychographic	Behavioral
Fantasy Kingdom	Age: 4-8 years, 9-17years, 18 -onwards	Personality: Thrill seekers and non thrill seekers	User status: Regular visitor, irregular visitor
Heritage park Concord	Age: 4-9 years, 9-onwards	Social Class: Middle class and upper class	User status: Regular visitor, irregular visitor
Water Kingdom	Age: 4-12 years, 13 years- onwards	Personality: Thrill seekers and non thrill seekers	User status: Regular visitor, irregular visitor
Nandan Park	Age: 0-12 years, 13-40 years, 40-onwards	Personality: Thrill seekers and non thrill seekers	Occasions: Government Holidays

Source: Research data analysis

The amusement parks of Bangladesh use this segmentation strategy to determine where to place their food stores, what kind of ride to develop and what will be the theme of park. The parks categorize their offerings based on their respective segments.

Target Customers:

Fantasy Kingdom & Water Kingdom targeted customers are upper middle class and upper class and their income level starts from 20 to 25 thousands per month. There are various people visit the park everyday and most of the people come from Dhaka city. Some people come from the surrounding districts of Dhaka like Narayanganj, Manikganj, Gazipur, Savar etc. So it can be underlined that the target customers of Fantasy Kingdom, Water Kingdom and Heritage parks are the people of Dhaka and surrounding district.

Nandan Park's target customers is middle class and upper class. They targeted that those people's income level starts from 15 to 25 thousands per month. The management told us that 15% of their daily visitors are the people coming from Dhaka and different district of Bangladesh.

Table 5.2: Target customers of amusement parks in Bangladesh

Name of Parks	Age	Class	Region
Fantasy Kingdom	Teenagers, Adults	Upper middle class	Dhaka and surrounding regions
Heritage park Concord	Children with parents	Middle class	Dhaka and surrounding regions
Water Kingdom	Teenagers, young adults	Upper to Upper middle class	Dhaka and surrounding regions
Nandan Park	All ages	Middle to Upper middle class	Dhaka and surrounding regions

Source: Research data analysis

5.2 Marketing Tactics:

Product:

Most of the amusement parks of Bangladesh offer various rides and attractions, so that the visitors can get the thrill in their leisure time. The people who come from outside can avail the stay facilities provided by the hotels in amusement parks. The rides and hotels facilities offered by amusement parks of Dhaka are shown below:

Name	Rides and Attractions	Hotel Facilities
Fantasy Kingdom	More than 26 rides. Roller Coaster is the most popular one. The rides are mostly for teenagers and adults, not suitable for kids. There are giant flume, Santa Maria ,	Overnight stay facilities in a 3 star hotel named "Resort Atlantis." The guest of this hotel has free access to all three adjoining parks of concord.

	zuzu train and many more. There are arrangements of concerts and various cultural programs .	
Heritage Park Concord	Replica monuments of Bangladesh history and culture, 13 rides.	Resort Atlantis.
Water Kingdom	Offers 8 water rides	Resort Atlantis.
Nandan Park	More than 23 rides, Cable car, 5D Cinema Theatre, Well equipped picnic spot. Cable Car , Wave Pool , Zip Slide ,Rock Climbing , Rippling first introduced here . Most attractive rides are Moon Walker, Ice Land , Caterpillar, Tilt-a-whirl	No hotel facilities.

Source: Intranet of various amusement park companies

Pricing:

Some of the potential reasons for different price of amusement park in Bangladesh are the size of a park, the target segment, the theme of the park and the number of rides. Because lots of different factors affect fees, every amusement park has their own pricing strategy to maximize their revenue.

Pricing Strategies:

From the research it was found that the amusement parks of Dhaka City use three categories of product mix pricing. The first one is product line pricing, where different versions of products are priced differently based on their offerings. The price of amusement rides varies depending on the customer evaluation of ride features. Also there are different versions of hotel room in the park like deluxe, suite, economy class etc. All are priced differently based on their cost and features. The second type of pricing strategy used in Bangladesh is two-part pricing. The price of the park is brought into a fixed fee plus a variable usage rate. In these cases, a regular entry fee is charged, plus additional fees are charged for food and other features inside the park.

The table below pictures the best example of two-part pricing strategy of amusement park.

.

The third type of pricing strategy used in Bangladesh is bundled pricing. Different park offerings are combined and they are offered at a reduced price. Nandan Park, Fantasy kingdom, Heritage Park and Water Kingdom have Bundle entry, rides and food and makes different packages.

Water kingdom's bundled pricing



Regular Ticket:

- Adult: Water Kingdom Entry + All Rides = Tk. 650
- Kids: Water Kingdom Entry + All Rides = Tk. 600



Family Package (4 Persons):

- Fantasy Kingdom Entry + Water Kingdom Entry & All Rides Unlimited + Heritage Park Entry + Lunch/Dinner = Tk. 3600

Fantasy Kingdom's bundled pricing



Regular Tickets:

- Adult: Entry = Tk. 350
- Kids (below 4'): Entry = Tk. 250
- Adult: Entry + All Rides = Tk. 650
- Kids (below 4'): Entry + All Rides Once = Tk. 400



Family Package (4 Persons):

- Entry + All Rides Once + Lunch/Dinner = Tk. 3200

Heritage Park's bundled pricing



Regular Tickets:

- Adult: Entry = Tk. 150
- Adult: Entry + All Rides Once = Tk. 250
- Kids (below 3'): Free

Source: Fantasy Kingdom Company's Webpage

Price adjustment strategies:

The amusement parks of Bangladesh use two categories of price adjustment strategies namely discount pricing and promotional pricing. Discount pricings are offered during rainy seasons and promotional pricings during special events like Eid, Puja, New Year etc.

The duration of regular price, discount price and promotional price offered by different parks are shown on table below:

Table 5.8: Regular price and adjusted price duration

Name of Park	Regular Price Duration	Discount Price Duration	Promotional Price Duration
Fantasy Kingdom	9 month	2 month	1 month
Water Kingdom	9 month	2 month	1 month
Nandan Park	8 month	2 month	2 month
Heritage Park Concord	Not Known	Not Known	Not Known

The above table shows that 76% time regular price, 13% time discount price and 11% time promotional price are used by amusement parks of Dhaka City.

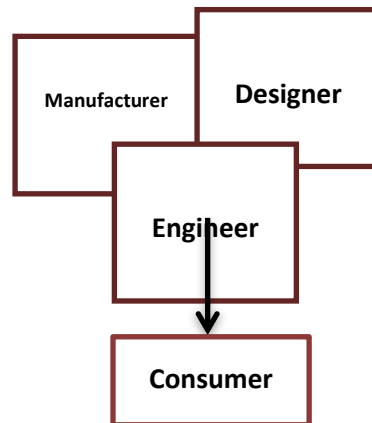
Place:

The distribution system of amusement rides & foods and amusement parks location constitute the ‘place’ segment of my research.

Distribution channel:

Two types of channel arrangements are used in amusement parks of Bangladesh. In case of amusement rides, vertical marketing systems are mainly used. In this case, the manufacturers, designers, engineers and the others who support the creation of amusement rides act as a unified system.

Figure: 5.3: Distribution Channel of amusement park (for rides)

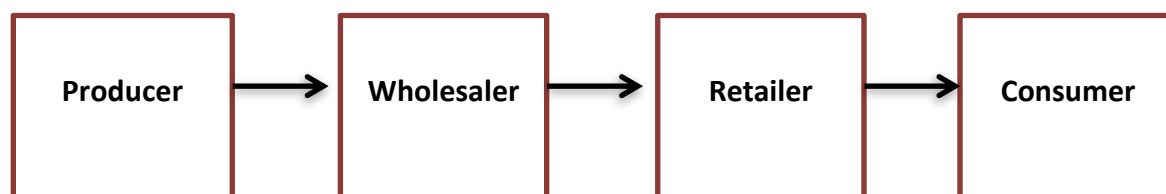


Source: Research data analysis

For food and restaurant purpose, conventional distribution channels are used. The survey reveals that the satisfaction of customers in amusement park depends largely on food and restaurant

experience the customer receives. The consumers generally want quality food at affordable prices. Quick replenishment of goods is very important, as amusement parks are generally located in suburb or village regions. So, considering all these, the retailers buy food items from renowned wholesalers who have capability to supply goods within time. The wholesalers also maintain good upward supply chain.

Figure: 5.4: Distribution channel of amusement park (food supply)



Source: Research data analysis

Amusement park location:

From the study, the factors that were found to affect the selection of amusement park location in Bangladesh are land and property value, climate, personal preference of owner and transport & communication system.

50% of park owners said they selected their park location considering the property and land value. Amusement park establishment requires a vast amount of land. The property value of town and city is very high in comparison to suburb and village regions. For this reason most of the amusement parks of Bangladesh are located outside main town.

Personal preference of owner was found the second most important factor for selection of park location. 30% of park owners said they had previously owned land and property that act as important factor for site selection. Parks like Nandan Water World, Water Kingdom, and Heritage Park were built beside the free space of their parent project Nandan Park and Fantasy Kingdom.

Promotion:

The amusement parks of Bangladesh use advertising, sales promotion, sponsorship marketing, buzz marketing, direct mail and online marketing as communication tools.

Advertising: The survey reveals that newspapers, magazines, brochures and leaflets are most widely used advertising media in the amusement parks of Bangladesh. Very few amusement parks are found to use Television and Radio as advertising media because of their high cost.

Only Fantasy Kingdom and Nandan Park gives Television commercial, although their frequency is very low. The table below indicates the media buying frequency of amusement park companies.

Table 5.9: Media used by amusement parks

Media Medium	Number of Users
Television	2
Radio	2
Newspaper and magazines	7
Brochures and Leaflets	8
No Advertisement	2

Source: Amusement Park survey (Appendix C)

The above table and chart shows that majority of parks use brochures and leaflets (8) as advertising media followed by newspapers and magazines (7). Only two parks use television and radio medium. Besides, now a day, Internet and social media advertising are also found playing important role. 8 amusement parks have web presence and almost all of them have social media presence.

Advertising funds are allocated on the basis of objective task method most of the time. For that the authority set an objective and develops an advertising budget for that. Sometimes the funds are also allocated on the basis of percentage of sales method.

Sales Promotion: The amusement parks of Bangladesh use coupons, discounts, premium, contests and event sponsorships as sales promotion tools. The comparative popularity of different sales promotion tools in amusement parks of Bangladesh are shown below:

Table 5.10: Sales promotion tools used by amusement park

Sales Promotion tools	Number of Parks
Coupons	4
Discount	2
Event marketing and sponsorship	8
Contest	3
Premium	1

Source: Amusement park survey (Appendix C)

Figure 5.7: Sales promotion tools used by amusement park



Source: Research Data analysis

The above table and chart shows that event arrangement and sponsorship (8) is the most popular means of sales promotion among the amusement parks of Bangladesh as followed by coupons (4), contest (3), discount (2) and premium (1).

Fantasy Kingdom, Water Kingdom, Nandan Park offers digital coupon to their customers using Grameenphone and Banglalink mobile operator.



Last Offer that was at Nandan Park

Fantasy Kingdom, Nandan Park and sponsored 35 major concerts and events during last 3 years including Close Up One Program, GPA 5 Celebration Program, Ittadi etc. The other parks were also found sponsoring different local concerts and events.

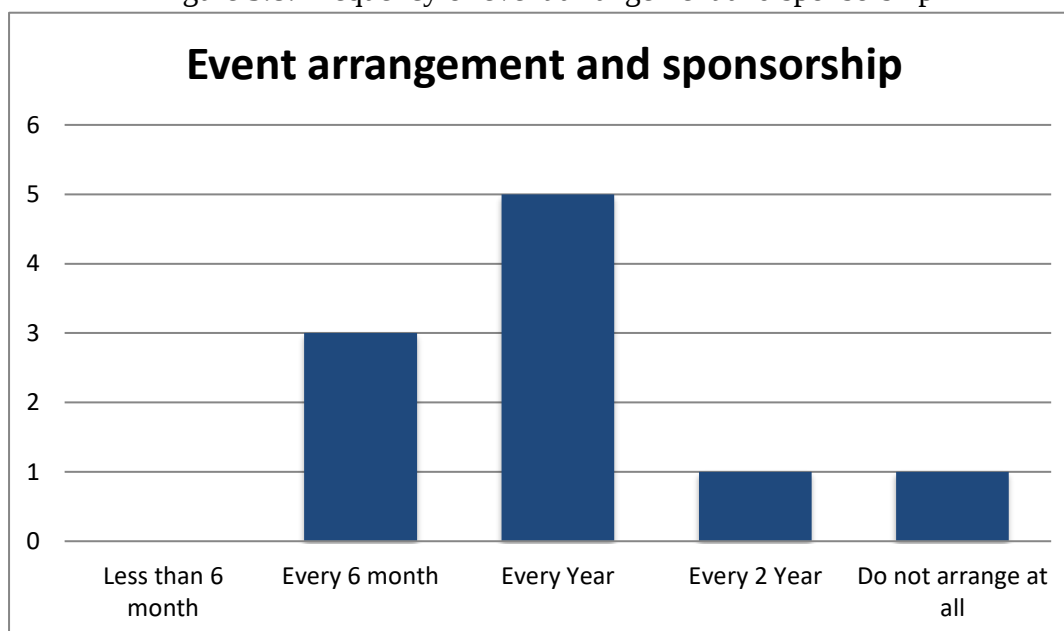
The frequency at which the amusement parks of Bangladesh sponsor programs and arrange concerts & events are shown below:

Table 5.11: Frequency of event arrangement and sponsorship

Frequency of Program	Number of Park
Less than 6 months	0
Every 6 month	3
Every Year	5
Every 2 Year	1
Do not arrange at all	1

Source: Amusement park survey (Appendix C)

Figure 5.8: Frequency of event arrangement and sponsorship



Source: Amusement park survey

The above table and figure shows that 50% of amusement parks sponsor and arrange events every year, while 30% arrange them more frequently every six months, 10% arrange them every 2 years and 10% park do not arrange or sponsor events at all.

CHAPTER: 6

Problems, Recommendations & Conclusion

.1 Problems Identified:

- **Intensified Competition with Other Parks:** The park faces constant pressure due to the ever-increasing competition from other amusement parks, which significantly impacts their operational strategies and keeps the management under constant stress.
- **Increased Costs During Special Occasions:** Visitor influx during special occasions leads to higher operational costs, as additional resources are required to accommodate the increased demand.
- **Unequal Access to Resources:** Some parks benefit from political influence, enabling them to acquire new equipment and rides at reduced costs. This creates an uneven playing field for parks that lack such advantages.
- **High Tax Burden:** The park faces a substantial tax liability, which adds financial strain and limits its ability to invest in improvements and innovations.
- **Limited Advertising Opportunities:** The inability to utilize billboards for promotional purposes, as most are allocated for political advertising, restricts the park's marketing reach and visibility.
- **Higher Charges by Concord Authority:** The Concord Authority imposes elevated charges on the park, further impacting its profitability and affordability for visitors.
- **Overcrowding on Weekends:** The park experiences excessive crowding during weekends, which overwhelms the staff and disrupts the visitor experience due to inadequate crowd management measures.
- **Need for Improved Cleanliness:** The park's environment requires consistent cleaning and maintenance to ensure a hygienic and pleasant atmosphere for visitors.
- **High Restaurant and Food Prices:** The food and beverage prices at the park's restaurants are comparatively high, which can discourage visitors from dining on-site.
- **Location Concerns for City Visitors:** The park's location is deemed inconvenient and less appealing for urban residents, affecting its overall visitor turnout from the city.

6.2 Recommendations:

- Amusement park companies have to expend their offerings by their nature of park; because if they offer any things unorthodox then it may hamper their brand image in long term and it can also cause their positioning strategy hazy.
- Their points of differentiation have to be based on their marketing objective. By the light of marketing objective and organizational goal the differentiated point has to be identified. Point of differentiation should be properly communicated through specific media.
- Amusement park offerings should be segmented by age not on the basis of income level. Thrilling rides have to be developed for the adult age group and fun based thrilling rides have to be developed for kids age range.
- Bundle product pricing & promotional pricing are more beneficial pricing policy for amusement park. Promotional pricing can be developed on the pick season also. So that they can grow the large number of target customers.
- Amusement park can introduce special day pricing policy in their pricing policy. Special days like Independence Day; victory day; valentine day can be covered by special pricing policy.
- Less entry fee makes visitors more participative in rides and other offerings. The captive product pricing can widely use to make the amusement park inside more interesting to the potential participants.
- Amusement park companies can introduce expert to develop new rides installment. Experts can make the rides safe and comfortable for the ride's participants. Also rides arrangements can be more strategic by the experts' advice.
- Location can be chosen on the light of amusement park nature, number of rides and availability of transportation.
- School activation and print media are the best-suited communication media of the amusement parks.
- Brochure & leaflets have to be more enriched with detail explanation. All rides features and facilities explained with detail amusement price mapping. To make the amusement parks brand awareness more visible they should enrich their website with detail information.

6.3 Conclusion:

Tourism has an increasingly vital economic, social, cultural and environmental impact, both globally and on the national scale, and that the continuing growth of tourism and tourism-related activities has diverse implications for attaining sustainable development. And undoubtedly artificial establishments like amusement parks constitute a major segment of tourism business along with the natural tourist spots. It is an emerging service sectors that has started contributing to our GDP growth and employment generation. But still this contribution is not enough to prove it as a competitive one comparing to other international amusement parks. In order to enhance their standard, the management authority of amusement park should take necessary initiatives to fulfill the demand of the tourists. Restructuring information transmission, development of infrastructure facilities, proper maintenance of picnic spots, improvement of law-and-order situation in the park areas, ensuring congenial and peaceful environment during peak season may be adopted for the development of this industry. Government can play a vital role by exempting or reducing the tax and increasing the infrastructure like supplying gas and improvement of law-and-order situation in the park areas. By the proper use of findings and recommendation of this study an amusement park company, specialist and distributors can improve their marketing strategy and tactics. In the concluding sentence I am confident to pronounce that the amusement park industry will contribute to GDP more than twice from now in coming 6 years and this industry will grow as a big revenue-generating sector if proper care is taken.

APPENDIX A:

Survey Questionnaire:

Name		Gender ☐ Male ☐ Female
Profession		
Age	☐ 15-20 ☐ 21-30 ☐ 31-40 ☐ 41-Above	

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The ticket price is favorable to you.				✓	
You did not spend too much by waiting in the ticket line.		✓			
After entering into the park you found all the information about rides was available				✓	
The information provided was easy to understand					✓
The guide service was available				✓	
It was easy to get additional information from the staff				✓	
There were many restaurants available for you.				✓	
The food quality was good enough				✓	
The surroundings was neat and clean					✓
The rides were very entertaining					✓
The rides were safe to ride					✓
The experience was memorable					✓

The service met my needs				✓	
I am likely to go to the park again				✓	
I would recommend this park to my friend					✓

Appendix B:

In-depth interview questionnaire:

Q.1 What are the bases of segmentation of your amusement park?

Q.2 Who are your target customers? Mention their age group, social class and geographical location.

Q.3 How do you differentiate your offerings from others? What is the main point of differentiation for your amusement park?

Q.4 What are the offerings of your parks

Q.5 What types of pricing strategies do you use?

Q.6 How do you approach your pricing adjustments? Is pricing adjustments are instrumented on the basis of events, occasions or seasons?

Q.7 What types of distribution channel are you using for the amusement rides of your park?

Q.8 What types of distribution channel are you using for the food supply of your park?

Q.9 How the rides and attractions are arranged in your park?

Q.10 What promotion strategy do you use for your amusement park?

Data Analysis

Q1. The ticket price is favorable to you.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	2.0	2.0	2.0
Disagree	10	20.0	20.0	22.0
Neutral	12	24.0	24.0	46.0
Agree	24	48.0	48.0	94.0
Strongly Agree	3	6.0	6.0	100.0

Total	50	100.0	100.0	
-------	----	-------	-------	--

Interpretation: Among the 50 respondents, 24 persons that mean 48% agree with the statement. Here we see a big portion of respondents are happy with the prices taken by the parks .The overall stat indicates that tourists are satisfied with the prices.

Q2. You did not spend too much by waiting in the ticket line.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	24.0	24.0	24.0
Disagree	11	22.0	22.0	46.0
Neutral	6	12.0	12.0	58.0
Agree	6	12.0	12.0	70.0
Strongly Agree	15	30.0	30.0	100.0
Total	50	100.0	100.0	

Interpretation: 30% strongly agree with the statement. Many of the customers went there on different occasion. We generally know that on that time the parks become full of people. Those who disagree they went there on regular working hour. That's why the results are nearly same.

Q3. After entering into the park you found all the information about rides was available

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	6.0	6.0	6.0
Disagree	20	40.0	40.0	46.0
Neutral	11	22.0	22.0	68.0
Agree	15	30.0	30.0	98.0
Strongly Agree	1	2.0	2.0	100.0
Total	50	100.0	100.0	

Interpretation: 40% of the respondents disagree with the sentence. It was due to they have a little skill in English if the information was written in English or the place where the information was written was not seen by them as they are new comer

Q4. The information provided was easy to understand

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	12.0	12.0	12.0
Disagree	13	26.0	26.0	38.0
Neutral	17	34.0	34.0	72.0

Agree	12	24.0	24.0	96.0
Strongly Agree	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Interpretation: 24% agrees that it is easy to understand the information. Some of the respondents visited there first time with little knowledge of the parks. Most of the respondents gather information from friends who visited there before.

Q5. The guide service was available

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	16.0	16.0	16.0
Disagree	12	24.0	24.0	40.0
Neutral	12	24.0	24.0	64.0
Agree	17	34.0	34.0	98.0
Strongly Agree	1	2.0	2.0	100.0
Total	50	100.0	100.0	

Interpretation: As most of them visited there on holiday with family members, it was difficult for the guides to maintain routine work at a time with the huge number of customers. For this 34% agree with the statement and only 2% strongly agree.

Q6. It was easy to get additional information from the staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	10.0	10.0	10.0
Disagree	18	36.0	36.0	46.0
Neutral	11	22.0	22.0	68.0
Agree	5	10.0	10.0	78.0
Strongly Agree	11	22.0	22.0	100.0
Total	50	100.0	100.0	

Interpretation: Sometimes the visitors do want to get any help from the staff. Due to this the staff get angry and show reluctance to answer their questions. The pie chart shows the lowest number of people agree with the statement

Q7. There were many restaurants available for you.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	12.0	12.0	12.0
Disagree	13	26.0	26.0	38.0

Neutral	14	28.0	28.0	66.0
Agree	12	24.0	24.0	90.0
Strongly Agree	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Interpretation: On holiday the restaurants become full. Due the reason the customers can not buy or eat any foods easily. They have to wait for the table to be vacant. The chart shows their reaction on restaurants availability.

Q8. The food quality was good enough

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	16.0	16.0	16.0
Disagree	12	24.0	24.0	40.0
Neutral	19	38.0	38.0	78.0
Agree	7	14.0	14.0	92.0
Strongly Agree	4	8.0	8.0	100.0
Total	50	100.0	100.0	

Interpretation: Some of the restaurants that are cheap in food items do not have good environment to prepare foods. Different insects are moving around the food. And for many other reasons the food quality dishearten the visitors. The pie chart shows the condition.

Q9. The surroundings were neat and clean

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	2.0	2.0	2.0
Disagree	11	22.0	22.0	24.0
Neutral	21	42.0	42.0	66.0
Agree	15	30.0	30.0	96.0
Strongly Agree	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Interpretation: Though the area as well as the rides are cleaned when they are dirty , some parks do not have the fastest cleaning facilities such as the government parks . So the respondents like to neutral in this question's answer.

Q10. The rides were very entertaining

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Strongly Disagree	3	6.0	6.0	6.0
Disagree	12	24.0	24.0	3.0
Neutral	13	26.0	26.0	56.0
Agree	15	30.0	30.0	96.0
Strongly Agree	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Interpretation: Different types of rides are available and new ones are being entered by the park administration. The customers want new rides to enjoy their moment. Due to the addition of new rides, the customers get entertained more. 30% of respondents are agreed with the statement.

References:

- Aaker, D. (1996). Building Strong Brands, The Free Press
- Bennet ed. (1995) Dictionary of Marketing Terms. Chicago: American Marketing Association
- Berkowitz et all (1997). Marketing (5th ed.) McGraw Hill
- Booms, B., and Bitner, M. (1981) Marketing Strategies and Organization Structures for Service Firms', In Marketing of Services: 1981 Special Educators' Conference Proceedings, James Donnelly and William George, (Eds), Chicago, American Marketing Association, 46-51.
- Bitner, M. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees', Journal of Marketing, 56 (April):57-71.
- Bennett, A. R. (1997). The Five Vs - A Buyer's Perspective of the Marketing Mix. Marketing Intelligence & Planning, 15(3), 151-156.
- Collier, D. (1991). New Marketing Mix Stresses Service, The Journal of Business Strategy, 12(2):42-45

Web sites used:

<http://www.skyscrapercity.com>

<http://nandanpark.com/packages.php>

<http://www.fantasy-kingdom.net.bd/ticket-packages.php>