



## Study of Visitor & Tourist Expectations in Wonderla Amusement Park of Rangareddy District, Telangana

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### ABSTRACT

Since a global phenomena, tourism affects the most profound and profoundly personal desires of every individual. In many developing nations, tourism plays a significant role in advancing political and social stability. When it comes to global tourist markets, India is among the most promising. Amusement Parks have been playing the vital role behind the growth of India tourism industry. The Wonderla Amusement Park is one of the leading and well-known tourist and visitor recreational establishments of Telangana. Attractions including rides and games, along with other fun things to do, are available at this park. A large number of tourists and visitors have been recorded. Modern consumers have high expectations for the experiences they purchase, and they would rather spend their money on them than on material goods. Customer expectations are important because it helps to the management indirectly and influences the park brand reputation, increase brand loyalty, influence product sales, and stand out against competitors. This research paper showcases about visitor and tourist expectations in analytical manner. The *Convenience Sampling Technique*, and *Structured Questionnaire* was made use to bring into light the concern findings. This study could help the tourism planners and stake holders to know the overall potentiality of this Amusement Park in Telangana.

**Keywords:** Tourism, Wonderla, Amusement Park, Showcases, and Expectation

### INTRODUCTION:

Globally, tourism is a phenomena. In terms of size and rate of growth, it is unparalleled. The many companies and groups that make up this enormous sector cater to the unique wants and requirements of vacationers. The transportation, hospitality and entertainment are the allied industries in tourism industry, which are inter connected and inter depended. Tourism is a popular leisure activity. Employment, business formation, infrastructure development, and tax income are all ways in which tourism contributes to societal and economic advancement. As a medium for social education and improved understanding among the people of the nation, it plays an essential role in the country's cultural and social development as well as in the promotion of long-lasting goodwill and regional development. Tourist goods are the fourth most exported product category worldwide, behind petroleum, chemicals, and automobiles. Developing nations rely on it as a major export earner and source of foreign currency; it also provides much-needed jobs and opens doors to growth.

The Indian tourist industry is one that might see rapid expansion in the next years, which would be great news for the infrastructure in popular tourist spots. It can provide long-term development models and build on the country's success in the service industry. Along with construction, it is one of the main industries of service industry in India. Anyone looking for work, from those without specific training to those with extensive experience, may find it in this sector. Historical sites, monuments, forts, waterfalls, woods, and temples are just a few of the many tourist attractions in Telangana. The state has its diverse and has many rich heritage places and monuments which are located in different corners of state. The Rangareddy and

Hyderabad districts are quite close as neighboring districts, offers several prominent tourist destinations. The city people have been visiting to both manmade and natural potential tourist destinations during the weekends in good number. Amusement parks, also called theme parks, are huge places that have a variety of rides and attractions that draw people of all ages, but especially children. Today these kinds of parks have been offering fun and crazy activities and become one of key recreational centers to city people. There are around ten amusement parks, located in Rangareddy district. 'Wonderla', with locations in Kochi, Bangalore, and Hyderabad, is a titan in the Indian amusement capital.

### **OBJECTIVES:**

The research study was developed based on the following objectives:

1. To study the Profile of Amusement Park Industry.
2. To know the general information, activities, facilities and offers of Amusement Park.
3. To analyze visitor & tourist expectations in Wonderla Amusement Park.

### **METHODOLOGY:**

The two major types of data used to compile this study were primary and secondary sources. A total of 218 visitors and 174 tourists filled out the structural questionnaire, which served as the main data source. The period of the research conducted in between January, 2023 to March, 2013. To access the tourist and visitor expectations and satisfaction levels, the t-test and f-value was made use. Further the Chi-Square test was also made use for the proper assessment of developed hypothesis. The researcher has collected on ground data with the support of 30 open ended questionnaire. Sources for the secondary data included scholarly articles, books, magazines, journals, and proceedings from relevant conferences. The collected data was statistically analysed in analytical manner.

### **REVIEW OF LITERATURE:**

When it comes to service quality, there is no clear owner since it is intangible and not monetary. How effectively the service satisfies the visitor's expectations is also a factor in this evaluation (Kotler et, 2017; Parasuram et al., 1985). Organisations seldom get to decide how good their service is; rather, it is the consumers who ultimately decide (Watiki, 2004). Amusement parks are a part of the service-based industry because they serve customers with an experience rather than a product. Amusement parks provide a unique experience every time a customer attends the property, and that experience includes employee interactions (Raub& Liao, 2012). The customer service must be consistently strong and helpful for every single customer, every single time to meet expectations. The customer service in amusement parks must be carefully designed not only because it is part of the entertainment and tourism industry, but also because amusement parks are meant to be pleasant experiences (Fornell, 1992). In order to get an advantage in the market and to create loyal clients, it is important to match their expectations (Avinash & Vidyavathi, 2017; Tweneboah-Koduah& Farley 2016).

According to Otto and Ritchie (1996), a tourist's experience is the mental condition they enter after interacting with a service encounter. Consumer behaviour and service marketing, which together form the tourist experience, are critically dependent on service quality. Hedonic, interactive/social, safe, stimulating/challenging-seeking, and novelty-seeking/escape were the six facets of a tourist's experience that Otto and Ritchie (1996) outlined. Four components make up what Aho (2001) called "the touristic experience": emotional, educational, practical, and transformative.

### **HYPOTHESES:**

The study was designed to test the following hypothesis.

H01: The Wonderla is not a potential Amusement Park

H02: The Wonderla Amusement Park never fulfills the visitor and tourist expectations.

### **CONCEPT OF AMUSEMENT PARK:**

The visit of popular landmarks is a common objective for vacationers. According to E. Cohen (1972), the term "tourist attractions" was first used in scholarly works. Natural attractions include things like weather, scenic beauty, beaches and marine areas, flora and fauna, and special environmental features like rock climbing and cave exploring. Cultural attractions include things like archaeology, history, festivals, arts and crafts, economic activities, museums and other cultural facilities, and shopping. Theme parks and amusement parks, circuses, shopping, meetings, conventions, special events, gambling casinos, entertainment, and sports are also popular types of tourist attractions. This was stated by Inskeep in 1991.

Modern tourism is based on the idea of activity-oriented tourism, in which visitors take part in a variety of unique and exciting pursuits. The Amusement Parks are very good tourist attractions nowadays, where the tourists could involve in several fun filled activities. There are many different kinds of rides that make up an

amusement park, but the most common ones include thrill rides, water attractions, covered train trips in the dark, family rides, and roller coasters. As a general, the attractions in amusement parks are more thrilling and technologically superior than those at more conventional fairs. At the busiest times of year, the largest parks have over 12 million visitors, which might mean high wait times for some attractions. Live music is one kind of extra entertainment that certain parks provide in order to pass the time while people wait in line. In addition to the many sights, tourists can't resist the temptation to peruse the many stores selling gifts and sample the many snack-bars serving local specialties. A combination of increased consumer spending and an increase in both local and foreign visitors has led to explosive growth in the amusement parks business over the last decade. The amusement parks in India are a major contributor to the development of the country's service sector, drawing in over 30 million people each year and accounting for approximately 40% of the total leisure industry sales.

#### **PRIMARY INFORMATION ON WONDERLA AMUSEMENT PARK, HYDERABAD:**

Wonderla is one of the leading amusement parks in Hyderabad. It is located in Ravirala village of Maheshwaram mandal, Rangareddy district. This Amusement Park is 28 Kms from Hyderabad city and close to Outer Ring Road exit number 13. The tourists and visitors could reach this destination very easily. The working hours of this amusement park are from 11.00 A.M to 07.00 P.M and water park timings are from 12.00 P.M to 06.00 P.M. The entry ticket prices have been categorised according to normal and peak season as below.

**Table – 1 Normal Season Entry Ticket Prices**

SL. No.	Visitor/Tourist	Normal Season Entry Ticket Price			
		Week Days	Added GST %	Weekends/Holidays	Added GST %
01	Adult Regular	Rs. 815/-	18	Rs. 1015/-	18
02	Child Regular	Rs. 635/-	18	Rs. 790/-	18
03	Senior Citizen (60Yr Above)	Rs. 610/-	18	Rs. 760/-	18
04	Senior Citizen (70Yr Above)	Rs. 410/-	18	Rs. 510/-	18
05	Defence Staff	Rs. 650/-	18	Rs. 810/-	18
06	Fastrack Adult	Rs. 1225/-	18	Rs. 1525/-	18
07	Fastrack Child	Rs. 955/-	18	Rs. 1185/-	18

**Source:** Wonderla Information Booklet

**Table – 2 Peak Season Entry Ticket Prices**

SL. No.	Visitor/Tourist	Peak Season Entry Ticket Price			
		Week Days	Added GST %	Weekends/Holidays	Added GST %
01	Adult Regular	Rs. 1312/-	--	Rs. 1397/-	--
02	Child Regular	Rs. 1050/-	--	Rs. 1118/-	--
03	Senior Citizen Regular	Rs. 985/-	--	Rs. 1048/-	--
06	Fastrack Adult	Rs. 2625/-	--	Rs. 2795/-	--
07	Fastrack Child	Rs. 2100/-	--	Rs. 2235/-	--
08	Hall Ticket offer for Student	Rs. 853/-	--	Rs. 908/-	--
09	Adult College ID offer	Rs. 1050/-	--	Rs. 1118/-	--

**Source:** Wonderla Information Booklet, 2023

Since Amusement Parks have technological content in purchase process, payment methods, and tech-laden rides, visitor and tourist adoption of technology perceptions can be measured using the Technology Acceptance Model (TAM) worldwide. This Amusement Park is in execution of Centralized Online Ticket booking System i.e., <https://bookings.wonderla.com>. The OTP authentication mechanism was executed on each ticket booking. The e-tickets can be forwarded to tourists or visitor's mobile number or Mail after the successful digital payment.

#### **KEY ACTIVITIES:**

This Amusement Park offers the following key thrill activities to impress all age group tourists and visitors.

##### **I. High Thrill Rides:**

The state-of-the-art roller coaster Recoil was brought over from the Netherlands and has two 40-meter track ramps. A ride that doesn't play by the book is the 21-seater Maverick. This thing can spin, twist, tilt, and swivel. On the thrilling Equinox ride, up to 25 people may ride in the outward-facing, suspended chairs that are 5.5 meters in diameter. Riding at its highest point, the arm swings at 70 kmph, and the rider is upside down sixteen meters above the ground, experiencing a myriad of exhilarating sensations. The Techno Jump is structured of fourteen interconnected spokes. Located at the very tip of every spoke is a three-seater capsule. As the entire thing revolves like a carousel, the spokes are hydraulically lifted and lowered, guaranteeing that riders will have a blast. One attraction, the Twin Flip T. Rex, has two robotic arms that can extend up to a

height of ten meters. Each arm has three capsules that resemble fan blades. The Space Jam is an 18-seater thrill ride that starts at 5.5 meters in the air and travels clockwise and anticlockwise, delivering surprising accelerations and a jolt to riders.

## II. Land Rides:

A trip on the 443-meter-tall Sky Wheel, which has a circumference of 30 meters, offers guests a bird's-eye perspective of the theme park. In terms of height, this ferris wheel is second to none in India. Presenting Adventures of Chikku, a cutting-edge attraction including 180 air-conditioned seats, a 3D film, and physical and environmental effects. Travellers and sightseers may feel the ground tremble, hear the sound of water splashing, feel the wind in their hair, and even see elements from a magical film. The Pirate Slip is an adze-shaped swing made of wood. As it gains speed, it whips around in a full circle, giving you a real sense of exhilaration. The riders are securely fastened to their seats.

## III. Water Rides:

Riders' nerves will be put to the test on Boomerang, an exhilarating water coaster. The float goes through a confined tunnel before plunging headfirst into a massive water slide in the form of a boomerang, setting it in a perpetual state of back-and-forth motion. Guests slither down the Fun Racers, which are water slides, while laying on rubber mats. The fantastic experience is enhanced by the interspersed level segments with the downhill descent. The four water slides at Drop and Tornado are shaped like tubes, and they take riders on a wild ride through several turns before dumping them into a little pool below. This ride would give an unforgettable thrilling experience.

## IV. Children Rides:

A rollercoaster that looks like a pair of saucers and cups is called the Coco Cup. Children sit in the cups, which spin slowly on their axis, providing a full view of the environment while also creating the illusion of being on a serene and tranquil merry-go-round. A carousel is a ride that takes kids on a joyride as they gallop around in circles on top of brightly coloured horses. The carousel is a popular attraction for children less than 10 years old, especially as the sun goes down. Little ones may slither down Moon Base's inflatable slides and play in the ball pits. To make it more safe for little ones, the slide has cushioned edges. The Circus Train is a tiny, colorful ride for little kids that will give them the look and feel of a miniature train and will take frolicking around the circuit in absolute merriment.

## AVAILABLE FACILITIES:

In this world-class Amusement Park the high standard facilities are available to cater the needs and wants of the tourists and visitors.

- ◆ Free RO purified drinking water to tourists and visitors
- ◆ Excellent First Aid Center is available for primary tourists and visitor care.
- ◆ Safety lockers can be provided to keep belonging and changing room facility is available
- ◆ Spacious Vehicle Parking facility
- ◆ Clock Rook facility is available to store heavy baggage
- ◆ Lost and Found Centre
- ◆ Beautiful Souvenir Centre is located within the premises

## OFFERS:

This Amusement Park offers several incentives to all age group of visitors and tourists. The **Hall Ticket Offer** is a true beneficiary to student community. The students who ever finish 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> Board exams, they can be invited in a special way into the park on the submission of their concern hall ticket at the counter. In this offer, the students can avail 35% of the discount on ticket purchasing. The special offer is for **Armed Force Personnel**. The park authorities could proud to offer this honor to Armed forces personnel on their valuable contribution. In this offer the concern persons and families members can avail 25% of the discount price on each ticket purchasing. The special offer is meant for **College Students**. The students who are at an age group of 22 years and below, they can avail this offer by getting 20% discount price on each ticket purchasing.

The research has been carried out between April to July, 2024. The researcher has collected the data from both visitors and tourists during these four months' time with the support of open-ended questionnaire. The below table number 3 highlights the brief profile of respondents i.e., visitors and tourists.

**Table – 3 Profile of Respondents**

SL. No.	Particulars	Visitors		Particulars	Tourists	
		No. of Responded Visitors	% Responded Visitors		No. of Responded Tourists	% Responded Tourists
<b>1</b>	<b>Gender:</b>			<b>Gender:</b>		
	Male	127	58%	Male	195	61%
	Female	91	42%	Female	126	39%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>
<b>2</b>	<b>Age:</b>			<b>Age:</b>		
	10-20	15	07%	10-20	39	12%
	21-30	34	16%	21-30	84	26%
	31-40	42	19%	31-40	92	29%
	41-50	59	27%	41-50	53	17%
	51-60	48	22%	51-60	45	14%
	60 Yr Above	20	09%	60 Yr Above	08	02%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>
<b>3</b>	<b>Education</b>			<b>Education</b>		
	Literate	154	71%	Literate	273	85%
	Illiterate	64	29%	Illiterate	48	15%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>
<b>4</b>	<b>Occupation</b>			<b>Occupation</b>		
	Students	31	14%	Students	68	21%
	Government Employees	57	26%	Government Employees	47	15%
	Private Employee	40	18%	Private Employee	83	26%
	Business	28	13%	Business	94	29%
	Any Other	62	28%	Any Other	29	09%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>
<b>5</b>	<b>Annual Income</b>			<b>Annual Income</b>		
	Below Rs. 50,000/-	62	28%	Below Rs. 50,000/-	85	26%
	Rs. 51,000/- to Rs. 1,00,000/-	59	18%	Rs. 51,000/- to Rs. 1,00,000/-	110	34%
	Rs. 1,00,000/- to Rs. 1,50,000/-	41	13%	Rs. 1,00,000/- to Rs. 1,50,000/-	74	23%
	Rs. 1,50,000 Above	56	17%	Rs. 1,50,000 Above	52	16%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>
<b>6</b>	<b>Marital Status</b>			<b>Marital Status</b>		
	Married	156	72%	Married	234	73%
	Unmarried	62	28%	Unmarried	87	27%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>
<b>7</b>	<b>No. of Accompanying Persons</b>			<b>No. of Accompanying Persons</b>		
	1 – 3	96	44%	1 – 3	179	56%
	4 – 6	74	34%	4 – 6	104	32%
	Above 6	48	22%	Above 6	38	12%
	<b>Total</b>	<b>218</b>	<b>100%</b>	<b>Total</b>	<b>321</b>	<b>100%</b>

**Source:** Primary Data

The researcher has approached 218 visitors and 321 tourists and collected the relevant information on their fulfillment of expectations in this Amusement Park. The respondents have also patiently filled the questionnaire and extended their co-operation to researcher. The above table showcases the primary information of respondents in terms of their Gender, Age, Education, Occupation, Annual Income, Marital Status, and No. of Accompanying Persons. There is a similar scenario in Visitor and Tourist Gender, where Male are in big number than Females. It has been observed that, the 41 to 50 age group of visitors (27%) have actively participated in all fun filled activities and where, 31 to 40 age group of tourists (29%), have involved in all fun filled activities in the park. The majority of the visitors are holding Other Livelihood Occupational status (28%) and among the tourists, the majority respondents are in Business line (29%). In the column of respondents Annual Income, the majority of visitors are in below Rs. 50,000/- (28%) and the majority of tourists Annual Income levels are in between Rs. 51,000/- to Rs. 1,00,000/- (34%). The both visitors and tourists are married in Marital Status and similarly the both visitors and tourists are in Accompany ship of 1 to 3 persons in the park.

**Table – 4 Motivating Factors of Tourist & Visitor Arrivals in Wonderla Amusement Park**

SL. No	Motivating Factors	For Visitor Arrivals & their Frequency	%	For Tourist Arrivals & their Frequency	%
01	Peaceful Location & Cleaned Ambiance	13	06%	39	12%
02	Brand Name	21	10%	42	13%
03	Easy Accessibility	30	14%	17	05%
04	Regular Promotional Activities & Advertisements	24	11%	48	15%
05	Affordable Ticket Price	28	13%	36	11%
06	Attractive Incentives & Offers	12	05%	44	14%
07	Standardized Range of Activities	42	19%	62	19%
08	Impressive Amenities & Facilities	48	22%	33	10%
	<b>Total</b>	<b>218</b>	<b>100</b>	<b>321</b>	<b>100</b>

**Source:** Primary Date

In the above table majority of the visitors(22%) have expressed their view on impressive amenities and facilities. Keeping in view this particular motivational factor only the visitors have been visiting the Amusement Park. The maximum tourists have opined (19%) that, they have been visiting the park based on the standardized range of activities/rides in professional manner.

#### **H01: The Wonderla is not a potential Amusement Park**

#### **Chi Square Test:**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	12.36	6.22	04	2.31	Highly Significant

The computed value (6.22 in this case) is much lower than the table value (12.36) in the previous table, indicating a strong statistical result. The null hypothesis 'Wonderla is not a potential Amusement Park' is rejected. The above analysis finally showcases that Wonderla is a potential Amusement Park with its quality services and standardized activities.

**Table – 5Fulfillment of Tourist & Visitor Expectations in Wonderla Amusement Park**

SL. No	Expectations	Visitor Frequency	%	Tourist Frequency	%
01	Warm Welcome by Staff Members	14	07%	15	05%
02	Impressive Staff Members Assistance	11	05%	17	05%
03	Informative Do's & Don't Sign Boards	13	06%	23	07%
04	Providing Stress Free Experiences	18	08%	25	08%
05	Energetic Environment	16	07%	22	07%
06	Satisfying Needs and Exceeding Expectations	24	11%	24	07%
07	Up to the Mark Amenities & Facilities	13	06%	37	12%
08	Specious Ambience for Parking & Souvenir Shopping	10	05%	29	09%
09	Quality Entertainment Services	23	11%	23	07%
10	Pleasant Personalized Experiences	12	05%	22	07%
11	Value for Money	21	09%	28	09%
12	Easy & Efficient Communication	10	05%	11	03%
13	Reliable Safety Policies & Practices	12	05%	16	05%
14	Good Canteen Facility	10	05%	12	04%
15	Up to the mark Cleanliness in the Park	11	05%	17	05%
	<b>Total</b>	<b>218</b>	<b>100</b>	<b>321</b>	<b>100</b>

**Source:** Primary Date

Keeping in view set of expectations, every visitor and tourist enters into the amusement park. The above table highlights the fulfillment of visitor and tourist expectations in this Wonderla Amusement Park. According to



the above table, the majority of visitors have kept two equal expectations i.e., Wonderla could satisfy the visitor and tourist needs beyond the expectations and it offer the quality entertainment services (11%). In the same lines, the tourists have developed the expectation that, this amusement park could provide up to the mark amenities and facilities to impress the tourists and visitors (12%).

### **Ho2: The Wonderla Amusement Park never fulfills the visitor and tourist expectation.**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	23.64	12.23	04	2.31	Highly Significant

In the table above, we can see that the calculated value is 12.23, which is lower than the table value of 23.64. This finding is extremely important. The null hypothesis 'Wonderla Amusement Park never fulfills the visitor and tourist expectation' is rejected. The above analysis finally explains that Wonderla Amusement Park could certainly fulfill the tourist and visitor expectations, based on its impressive range of activities.

### **RESEARCH FINDINGS:**

The researchers have found the following few findings.

1. The wonderla is one of the leading key players of Indian Amusement Park business, located at Hyderabad, Bengaluru, and Kochi Metropolitan Cities.
2. Today this amusement park has become a great source of recreational center to Hyderabad, Medchal Malkajgiri, and Rangareddi district people.
3. This park plays the multifaceted role in offer impressive customer services.
4. Up to the mark of amenities and facilities are available in this amusement park.
5. This amusement park could fulfill sent percent tourist and visitor expectations.
6. On the whole, Wonderla is a potential amusement park.

### **SUGGESTIONS:**

If this amusement park wants to be even more successful, consider these key recommendations.

1. Need to recruit the good speaking ability efficient employs for tourists and visitors.
2. The State Government has to take the initiatives to create better infrastructure facilities.
3. The management has to offer the special discounts during the principle festive seasons.
4. To park authorities has to announce a special discount ticket price to all Government School Children for their recreation.

### **CONCLUSION:**

In addition to providing new forms of entertainment that meet or exceed international standards, the amusement park industry makes substantial contributions to local economies and tourist industries. The three major Indian towns of Kochi, Bangalore, and Hyderabad are home to "Wonderla," a prominent participant in the country's amusement business. Today the Hyderabad based amusement park becomes a great source of creational spot to city people and have been fulfilling the visitor and tourist huge expectations with its impressive work culture and services.

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