

## Tourists Behavioral Attitude On Leo Splash Amusement Park In Medchal Malkajgiri District Of Telangana – A Study

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### **ABSTRACT**

Recreation has become an essential issue to promote modern people's life quality. The development of India's tourist business may be attributed in large part to the country's amusement parks, which are essentially enclosed shopping malls with rides, eateries, and entertainment venues. The Leo Splash Amusement Park is one of the popular recreational establishments in Telangana and offers various rides, games, and other events for entertainment purposes. Tourist behavioral attitudes are crucial behind the destination development in tourist industry. An attempt has been made by the researchers to study the tourist attitude towards visiting this Amusement Park and avail the various recreational amenities and facilities.

**Key Words:** Recreation, Amusement Park, Leo Splash, Tourist Behavioral Attitudes

### **INTRODUCTION:**

Tourism is a popular leisure activity and it provides a multitude of recreational facilities to tourists. Aside from its obvious direct effects on the economy, the tourist and leisure industry also has far-reaching indirect and induced effects that help reduce poverty and boost economic growth on a worldwide scale. It advocates for the improvement and upkeep of infrastructure, including roads, networks, airports, and other amenities, all over the globe. One of the most important exports for many developing nations is tourism, which brings in a lot of money, creates jobs, and opens doors to growth potential.

One of the most lucrative industries in the tourist industry is the amusement park. One of the many reasons an amusement park is successful is because of the quality of its service and merchandise. When customers are satisfied with the service they get in the tourism business, they are more likely to become loyal customers and return for future visits, which is particularly true at amusement parks. Customers' positive experiences with the amusement park's service are a major draw for visitors. There is no foolproof way to quantify attitude since it is an intangible idea. Unfortunately, there is no one-size-fits-all metric for visitors' attitudes. However, with the use of the scaling approach, one may indirectly gauge the attitude. Tourists' levels of attitude may fluctuate both over time and across different locations. The tourists usually search for recreational centers for psychological relief from their stress. Usually, the

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tourist could develop a positive opinion on the standardized services of Amusement Parks based on electronic word-of-mouth (eWOM). Leo Splash water park is an Amusement Park, offers popular water games like water slides, water zorbing, lazy river and rapid water rollers-coasters etc. To spend the leisure time during the normal days in general and week-ends in particular, the neighboring state tourists and local visitors have been arriving to this water park in good number. The researcher has brought into light the tourist multiple attitudes at Leo Splash Amusement Park, located in Medchal Malkajgiri district of Telangana.

### **OBJECTIVES OF THE STUDY:**

The following goals informed the development of the research study:

1. To know the general information, activities, facilities of Leo Splash Amusement Park.
2. To study demographical profile of the respondents.
3. To analyze tourist attitudes towards various facilities in Leo Splash Amusement Park.

### **METHODOLOGY:**

Primary and secondary sources of information were the backbone of this research report. The main data was gathered from 109 travelers utilizing a standardized questionnaire. The researcher has interacted with 35 tourists from Andhra Pradesh, 27 tourists from Maharashtra, 25 tourists from Karnataka, and 22 tourists from Kerala. To assess the tourist attitude 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. To get this data, the researcher used an open-ended questionnaire and spoke with 109 registered state visitors. Pubs including newspapers, magazines, journals, books, and proceedings from conferences served as sources for the secondary data.

### **HYPOTHESES:**

The following hypothesis was the basis for the study's design.

H01: The Leo Splash is not a potential Amusement Park.

H02: The tourist's behavioral attitude in Leo Splash Amusement Park is not up to the mark.

### **REVIEW OF LITERATURE:**

Since amusement parks provide visitors with an experience rather than a tangible product, they fall under the category of service-based industries. The interactions between customers and amusement park employees are an integral part of the park's ability to provide a consistently memorable experience (Raub & Liao, 2012). According to P.L. Pearce, amusement parks are built, self-contained leisure zones that require a large amount of money and always charge visitors and tourists for admission. According to Otto and Ritchie (1996), a tourist's experience is the mental condition they enter after interacting with a service encounter. When planning a vacation, it's crucial to consider customer behavior and service marketing, both of which contribute to the overall quality of the experience. With more and more worldwide locations vying for visitors' dollars, the importance of a destination's quality and branding has been highlighted (Murphy, Pritchard & Smith, 2000).

An individual's or group's impressions of a certain location are what make up its "brand image" (Cai, 2002). A duality between induced and organic images is described by destination image theory in the field of tourism studies (Gunn, 1972; Hunter, 2013). The theory of tourist attitude was derived from Ajzen's (2012) Plan Behavior Theory (PBT) in social psychology. A person's experiences shape their attitude. According to Bagozzi (2001), one's attitude is an evaluation that triggers emotions, which in turn influence one's actions. The concept of tourist mindset has been extensively used in relation to popular tourist spots (Zarrad and Debabi, 2015). The

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thrilling water rides, slides, and activities at Leo Splash are great for families and groups of friends of all ages. Everyone may find what they're searching for at Leo Splash, whether it's an exciting adventure or a tranquil day at the pool. (The Indian Express News Paper, 2022).

#### **SCOPE OF THE STUDY:**

The research will only include the transportation, lodging, and entertainment options available at Leo Splash Water Park Amusement Park.

#### **PROFILE OF LEO SPLASH AMUSEMENT PARK:**

This Amusement Park is 25 Kms from Hyderabad city. The tourists could reach this destination very easily. The working hours of this amusement park are from 10.00 A.M to 06.00 P.M and water park timings are from 12.00 P.M to 06.00 P.M. The park features roller coaster rides, water slides, and water zorbing for kids, as well as dry, wet, and rainy rides suitable for all age groups. The park also offers a DJ to play your favorite music and provides excellent food inside the park after you get exhausted. Arrive early to the park to enter before the entrance hours and choose or rent swimsuits. This will ensure that you have a great time at the park. Indulge in a delicious lunch and a whole day of amusement park rides. Special packages can be taken advantage of to enjoy thrilling water activities. Before participating in activities at Leo Splash, wear a swim costume, supervise children, follow coach instructions carefully, and ensure cleanliness and hygienic conditions.

The park is open Monday – Sunday and is a no-smoking zone. Leonia Holistic Destination is India's first and world's finest themed destination with unique indoor and outdoor activities, restaurants, bars, and night clubs. The packages include magical mornings, effervescent evenings, splurge in splash where the tourists have been getting memorable experiences with family.

#### **TOURIST MOTIVATING FACTORS:**

The researchers have collected the motivating factors of tourist arrivals to this Amusement Park.

**Table – 1**

**Motivating Factors of Tourist Arrivals to Lio Splash Amusement Park**

SL. No.	Motivating Factors	Tourist Arrivals & their Frequency	%
1	Peaceful Environment & Cleaned Ambiance	16	14.61%
2	Regular Promotional Activities & Advertisements	8	7.33%
3	Easy Accessibility	17	15.65%
4	Quality Services	23	21.10%
5	Affordable Ticket Price	6	5.50%
6	Attractive Incentives & Offers	14	12.80%
7	Impressive Amenities & Facilities	12	11.10%

8	Brand Name	13	11.91%
	<b>Total</b>	<b>109</b>	<b>100%</b>

**Source:** Primary Data

According to the data in the table above, 21.10 percent of visitors had anything to say about the amusement park's quality of service. With this incentive in mind, the only people who have been coming to this amusement park are tourists. In the same lines, tourists have opined on remaining factors i.e., easy accessibility to this park (15.65%), located in peaceful environment and cleaned ambience (14.61%), Attractive Incentives & Offers (12.80%), Brand Name (11.91%), Impressive Amenities & Facilities (11.10%), Regular Promotional Ads (7.33%), and Affordable Ticket Price (5.50%).

### **DEMOGRAPHIC PROFILE OF TOURISTS:**

The demographic profile exhibits the desires, performances, habits, and tastes of respondents. In this study, the respondents are tourists from different state. In the below table-1 the demographic variables such as gender, age, marital status, education, occupation, monthly income and companion to visit Leo Splash amusement park for recreational purpose and joyful moments.

**Table – 2**

**Demographic Profile of Tourists**

<b>Demographic Profile</b>	<b>Classifications</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	61	56%
	Female	48	44%
Age (in years)	Below 35	39	36%
	35-50	46	42%
	Above 50	24	22%
Marital Status	Married	43	39%
	Unmarried	44	40%
	Widows	22	21%
Educational Qualification	HSC	-	-
	Undergraduates	21	19%
	Postgraduates	76	70%
	Professional Diploma	12	11%
Occupation	Govt. Employees	20	18%

	Private Employees	68	63%
	Businessmen	21	19%
Monthly Income of the family (in Rs.)	Below 25,000	10	10%
	25,000-50,000	55	50%
	Above 50,000	44	40%
Companion to Visit	Single	26	24%
	Family	37	34%
	Friends & Relatives	46	42%

**Source:** Primary Data

As seen in the study's demographic profile table, 56% of visitors are male and 44% are female. Approximately 22% of those who took the survey are 50 and over, 42% are in the 35–40 age bracket, and 36% are under the age of 35.

By looking at the marital status, we can see that out of 109 respondents, 39 are married, 40 are single, and 22 are widowers. Just over 70% of the people who took the survey had completed some kind of formal education. Of the total responders, 21 (or 19%) possess a postgraduate degree, while 12 (or 11%) hold a Professional Diploma. Among those who took the survey, 63% work for commercial companies, 18% for the government, and 19% are self-employed. Of those who participated in the survey, 10% reported a monthly income of less than Rs. 25,000, 50% said it was between Rs. 25,000 and 50,000, and 40% said it was more than 50,000. In terms of who goes with them, 46 people (or 42% of the total) have been to this park with friends or family, 37 people (or 34% of the total) have brought friends or family members, and 26 people (or 24% of the total) have gone there alone.

#### **ASSESSMENT OF TRANSPORTATION, ACCOMMODATION & ENTERTAINMENT FACILITIES:**

Most visitors anticipated using services and amenities, such as transportation, lodging, and entertainment, while they were in town. At this point in time, many elements pertaining to the aforementioned features have been recognized by the researchers. Transport aspects consisted with undamaged road, convenient local transport, sufficient trains from Hyderabad, CAB facilities and availability of low-cost taxis are available to reach this Amusement Park. Accommodation is concerned with the Leonia hotel, which is strong part of this park, offer impressive hospitality services to tourists. The entertainment facilities include within the Leonia hotel which is known as art of recreation. This hotel offers different recreational packages to tourists, i.e., Magical Mornings, Effervescent Evenings, and Splurge in Splash with lot of thrilling and entertainment events. Other than this hotel, there are many popular hotels are available in and around of this Park for the convenience of tourists. Table 3 shows how people felt about the Leo Splash Amusement Park's transportation, lodging, and entertainment options.

**Table – 3**

**Attitude of the Tourists towards Transportation, Accommodation and Entertainment Facilities in the Lio Splash Amusement Park**

Sl. No	Level of facilities Prevailed in this location	Highly satisfied	Satisfied	Neutral	Dis satisfied	Highly dissatisfied
<b>Transport Facilities</b>						
1.	Undamaged Road	64 58.72%	24 22.02%	11 10.09%	9 8.26%	1 0.92%
2.	Convenient Local Transport	37 33.94%	24 22.02%	28 25.69%	18 16.51%	2 1.83%
3.	CAB Facility	52 47.71%	34 31.19%	16 14.68%	6 5.50%	1 0.92%
4.	Availability of low cost Taxis	68 62.39%	20 18.35%	17 15.60%	3 2.75%	1 0.92%
<b>Accommodation</b>						
5.	Leonia Hotel	29 26.61%	46 42.20%	28 25.69%	6 5.50%	0 0.00%
6.	Impressive Room Service	21 19.27%	40 36.70%	33 30.28%	14 12.84%	1 0.92%
7.	Professional Working Staff	18 16.51%	38 34.86%	30 27.52%	17 15.60%	6 5.50%
8.	Well Maintained Hygienic Standards	41 37.61%	21 19.27%	27 24.77%	13 11.93%	7 6.42%
<b>Entertainment</b>						
9.	Water Sports	49 44.95%	30 27.52%	18 16.51%	7 6.42%	5 4.59%
10.	Roller Coaster Rides	45 41.28%	33 30.28%	16 14.68%	15 13.76%	0 0.00%
11.	Water Slides	36 33.03%	43 39.45%	15 13.76%	11 10.09%	4 3.67%
12.	Water Zorbing	26 23.85%	46 42.20%	20 18.35%	14 12.84%	3 2.75%
13.	Dry, Wet, and Rainy Rides	49 44.95%	38 34.86%	18 16.51%	4 3.67%	0 0.00%
14.	Dance with DJ Music	26 23.85%	46 42.20%	22 20.18%	12 11.01%	3 2.75%

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**Source:** Primary Data

## Opinion of the Respondents Regarding Transportation, Lodging, and Entertainment Amusement Park Facilities at Leo Splash - Analysis of Mean Scores

Using a mean score analysis, we looked at how people felt about the park's transportation, lodging, and entertainment options in relation to Leo Splash Amusement Park. Table 4 shows the outcomes of the study of mean scores.

Table – 4

### Opinion of the Respondents towards Transports, Accommodation, and Entertainment Facilities in the Leo Splash Amusement Park – Mean Score Analysis

Level of facilities prevailed in this location	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Mean Score
<b>Transport Facility</b>						
Undamaged Road	29	46	28	6	0	2.84
Convenient Local Transport	21	40	33	15	1	2.49
Availability of low cost Taxi	18	38	30	17	6	2.94
CAB Facility	41	21	27	13	7	2.96
<b>Accommodation</b>						
Leonia Hotel	64	24	11	9	1	2.92
Impressive Room Service	37	24	28	18	2	2.15
Professional Working Staff	69	28	10	2	0	2.28
Well Maintained Hygienic Std.	47	40	16	6	0	2.64
<b>Entertainment Facilities</b>						
Water Sports	49	30	18	7	5	2.95
Roller Coaster Rides	45	33	16	15	0	2.9
Water Slides	36	43	15	11	4	2.5

Water Zorbing	26	46	20	14	3	2.37
Dry, Wet, and Rainy Rides	49	38	18	4	0	2.97
Dance with DJ Music	26	46	22	12	3	2.37

Source: Primary Data

### Opinion about Transport Facilities – Mean Score Analysis

Most of the respondents are highly satisfied on Availability of CAB facility with the mean score of 2.96 followed by Availability of low-cost Taxi (2.94), Undamaged Roads (2.84). The least score is obtained Convenient of Local Transport (2.84).

### Opinion about Accommodation – Mean Score Analysis

Most of the respondents are highly satisfied with Leonia Hotel services in terms of recreational package services with the mean score of 2.92 followed by Well-maintained Hygienic Standards 2.64, Professional Working Staff, 2.28 and least mean score was registered on the opinion of Impressive Room Service, 2.15 respectively.

### Opinion about Entertainment Facilities

Most of the respondents are highly satisfied with Dry, Wet and Rainy Rides with the mean score of 2.97, followed by Watersports 2.95. The equal mean score was registered i.e., 2.37 on the opinion of Water Zorbing and Dance with DJ Music, Roller Coaster Rides mean score is 2.9, the least score is obtained by Water Slides i.e., two facilities 'Cultural events' and 'Exhibition' with 2.37 score each.

**H01: The Leo Splash is not a potential Amusement Park.**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	12.33	6.21	04	2.31	Highly Significant

In the table above, we can see that the calculated value is 6.21, which is much lower than the table value of 12.33. The possibility of an amusement park at The Leo Splash is confirmed, therefore rejecting the null hypothesis. Leo Splash's potential as an amusement park is shown by the preceding study, which highlights the park's excellent services and standardized activities.

**H02: The tourist's behavioral attitude in Leo Splash Amusement Park is not up to the mark.**

Pearson Chi Square	Table Value	Calculated Value	df	P Value	Remark
	23.52	12.18	04	2.30	Highly Significant

There is a very significant result since the calculated value is 12.18, which is lower than the table value of 23.52, as shown in the previous table. The null hypothesis 'The tourist's behavioral attitude in Leo Splash Amusement Park is not up to the mark' is rejected. The above analysis finally highlights that the tourist's behavioral attitude towards various fulfilled activities in Leo Splash amusement park is in quite dignified manner and up to the mark.



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## RESEARCH FINDINGS:

A few discoveries that the researchers have discovered are as follows.

1. Today this amusement park is known as one of the popular recreational establishments of Hyderabad city.
2. The tourist motivating factors are so appropriate.
3. The tourists are quite happy on various fun filled activities of amusement park.
4. The tourists behavioral attitudes in the amusement park are up to the mark.
5. The amusement park staff members and workers association ship with tourists are appreciable.
6. The amusement park amenities and facilities are impressive.

## SUGGESTIONS:

In order to make this amusement park even more successful, consider the following recommendations.

1. Need to develop more infrastructural facilities for convenience of tourists.
2. There is a requirement of some more commercial hotels around this Amusement Park.
3. The management has to offer the special discounts during the principle festive seasons.
4. To park authorities have to take up the Corporate Social Responsibility (CSR) practices for the betterment of society.

5. The park authorities have to provide as many as ground level employment opportunities to local unemployed youth.

## CONCLUSION:

The tourism industry is a game-changer because of the enormous profits it generates for our national economy. At the same time as it opens up new, world-class entertainment options, the amusement park industry has a substantial impact on local economies and tourism. The Leo Splash Water Park which is an Amusement Park is a popular recreational destination in Telangana. Tourists have been visiting in good number around the year with a very positive attitude and experiencing several joyful moments by availing the quality and professional services of this amusement park. This unique recreational park is an asset to Medchal Malkajgiri district of Telangana.

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