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Visitors' Perception About the Entertainment Parks in Dhaka City of Bangladesh

Dr. Nazrul Islam [α], Tanvir Islam [σ], Syed Mahdee Abbas [ρ], Raisa Binta Huda [ω], Anika Tabassum[¥] & Quazi Nahin Mubassira[§]

Abstract- Nowadays, entertainment parks are one of the paramount segments of the tourism industry of any country. Bangladesh is also a country with a full of attractive places for the visitors and tourists. Some of the entertainment parks are also made by the private sector entrepreneurs in Bangladesh. Due to rapid growth of urbanization, people are divested of enjoying natural attractive places, due to their time constraints. Therefore, the concept of entertainment park is becoming vital in developing countries like Bangladesh. Along with natural tourist spots, there are four main private sector entertainment parks that are located in Dhaka and Chittagong, the main cities of Bangladesh. They are: Fantasy kingdom, Nandan Park, Sishu Park, and FoyezLake. The tourism sector's contribution to the economy is also increasing day by day. In 2017, it was 4.2 percent of the GDP, increasing to 4.4 percent in 2018[1]. To develop this sector, a diversified approach with the concentration on theme-based entertainment parks might be more attractive to the urban people of Bangladesh. A large number of visitors desire entertainment parks, especially in Dhaka city. But the parks are extremely inadequate in numbers and also not in good condition. Hence, this study identifies the visitors' perceptions about the entertainment parks located in Dhaka city – the capital city of Bangladesh. This study was conducted among the visitors who have already visited the entertainment parks of Dhaka city. To conduct this study, a total of 214visitors were interviewed with the help of a structured questionnaire. Both descriptive and inferential statistics were used to analyze the data. Multivariate analysis techniques like factor analysis were performed to identify the factors related to the entertainment parks of Dhaka city. Multiple regression analysis was performed to identify the relationships between the factors and the overall conditions of the entertainment parks of Dhaka city. Results show that there are twelve factors which are important to the people of Dhaka city who frequently visit entertainment parks. The factors are: medical and first aid services, rides price and mobile network, road transport and discount facilities, trees and gardens, park employee's behavior & sitting facilities, food and toilet facilities, picnic spot facilities, drinking water facilities, attractiveness of the park, quiet and noiseless, open for all ages of people, and availability of the rides. It is suggested that the park authority should focus on the mentioned factors so as to make the entertainment parks more attractive to the increased number of visitors from Dhaka city.

Keywords: entertainment park, rides price, park employees behavior, quiet and noiseless, availability of rides.

I. Background

Entertainment parks are the places where people go for amusement and fun. It is a large area of land with grass and trees, usually surrounded by fences or walls, and specially arranged so that people can walk in it for pleasure or children can play in it[2]. However, parks have evolved far beyond this definition. Parks are not only open areas of grassland now, rather they are places of entertainment for the people. Now, parks have different rides, museums, botanical gardens, open-air theater, picnic spots, etc. Kaplan, & Kaplan, (1989) defined park as an essential part of modern infrastructure from where people would like to have mental health benefits. It is also important to provide access for all ages and income abilities people, for their mental well-being in the parks.

There are different types of parks in Bangladesh such as mini parks, community parks, government or privately-owned parks, theme parks, amusement parks or entertainment parks, etc. Every locality of Dhaka city, there are parks which are not ideally standard in condition. Entertainment parks in Dhaka city are becoming attractive to the visitors nowadays. The reasons might be attributed to the population pressure in the city, where about 20 million people are living (Parvin, 1991). They do not have places to go on their weekends and holidays. But the facilities in the parks are hardly up to the standards. Therefore, this study was conducted to identify the visitors' perception of the entertainment parks of Dhaka City of Bangladesh. The distinct objectives of this study are: (i) to describe the parks and entertainments spots of Bangladesh, (ii) to identify the visitors' perception about the entertainment parks located in Dhaka City, and (iii) to provide suggestions to improve the quality of the park's environment and entertainment spots of Dhaka city.

II. Entertainment Parks in Bangladesh

In Bangladesh, parks have got historical connections. A renowned par of Dhaka city is Ramna

[1] knoema.com/atlas/Bangladesh/topics/Tourism/Travel-and-Tourism-Total-Contribution-to-GDP/Contribution-of-travel-and-tourism-to-GDP-percent-of-GDP

[2] https://www.portsmouth.gov.uk/ext/documents-external/cul-parks-strategyentirelowresolution.pdf

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Park, which is the first natural park in Bangladesh (Chandan, 2016). It is situated at the heart of Dhaka city. It started its journey around 1610 during the Mughal Period. Although it was a barren area after 1825, it regained its glory and beauty. Over time it gradually grew and finally officially inaugurated in 1949 with an area of 88.50acres. Other natural parks started its activities before independence include Bahadur Shah Park (formerly known as Victoria Park) located in Shadarghat, was started after 1857. In 1909, a botanical garden named Baldha Garden was established, which is located in Wari, Dhaka; where more than 672 species of plants can be found (Chandan, 2016).After the independence of Bangladesh in 1974, the first park was 'Bangladesh National Zoo' located in Mirpur, Dhaka (Chandan, 2015). Outside Dhaka, some of the major natural parks are Himchari National Park, Sitakunda Botanical Garden and Ecopark, Madhabkunda Ecopark, Lawachara National Park, etc.

Entertainment and amusement parks are mainly privately owned in Bangladesh except Shishu Park which was established in 1979. It is the only public sector park for the children's amusement in Bangladesh located in Shahbag, Dhaka (Jahan, 2016). Another park, Wonderland, is situated in Gulshan, Dhaka and owned by Wonderland Group Bangladesh, is the first ever amusement park in the private sector, operating since 1990 (Wonderlandgroupbd.com, 2010). The first-ever theme and heritage park of Bangladesh is the Fantasy Kingdom, established in 2002, which is situated in Ashulia, Dhaka (Fantasy Kingdom, 2013). There are many parks not only in the heart of Dhaka city, but also around Dhaka city, which are listed in Table 1. It is not an exhaustive list.

Table 1: Parks and Entertainment Sports of Dhaka City

	Categories of Parks	Name of the Parks	Location
1.	Parks	Ramna Park	Dhaka city
		Gulshan Lake Park	Dhaka city
		Bangabandhu Safari Park	Gazipur
		Nuhash Polli	*Gazipur*
		Zinda park	*Narayanganj, Dhaka*
2.	Entertainment and Amusement Parks	Shishu Park	Dhaka city
		Wonderland	Dhaka city
		Fantasy Kingdom	Ashulia, Dhaka
		Fantasy Island	Diabari, Dhaka
		Dhaka Sishu Mela	Dhaka city
		Turag Recreation World	Birulia, Dhaka
		Nandan Park	Nabinagar, Dhaka
		Jamuna Amusement World	Dhaka city
		Tamanna World Family Park	Dhaka city
		Suvarnagrama Park & Resort	Dhaka-Sylhet Highway
		Swamibag Wonderland	Sayadabad, Dhaka
		A Plus Bangladesh	Pallabi, Dhaka
		Dream Holiday Park, Narsingdi	Norshingdhi, Dhaka
		Eastern Plaza Kidz Zone	Dhaka city
		Hatirjheel Lake Park (Western Side)	Dhaka city
		Flying Disco	Dhaka city
		Carnival	Pragati, Dhaka
		Civil Aviation Children Park	Dhaka city
3.	*Gardens*	National Botanical Garden	*Dhaka* city
		Baldha Gardens	*Dhaka* city
		Rose Garden	*Dhaka* city
		Sadullapur Flower Garden	*Savar, Dhaka*
4.	*National Parks*	Bhawal National Park	*Gazipur, Dhaka*
		Gajni Obokash Kendro	*Sherpur, Dhaka*
		Madhutila Eco-Park	*Nalkura, Dhaka*
5.	Bodies of Water	Jamuna River Side	*Tangail, Dhaka*
		Upendra Sorobor	*Tangail, Dhaka*
6.	Beaches	Road To BD	*Dhaka* city
7.	Dams	Mangla Dam	*Mirpur, Dhaka*
8.	Other Parks	Dhaka Zoo	*Dhaka* city
		Jerry Bees	*Uttara, Dhaka*

Source: Websites

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For the last few decades, the travel and tourism sector of Bangladesh has progressively turned into an essential driver for financial and social advancement. It can help development through the creation of employment and venture creation and can give huge foreign exchange returns to the country (Parveen, 2013).Entertainment parks are one of the largest sectors in tourism industry of any developing country. Bangladesh is also a place where these parks can create significant revenue as well as increase the number of employment opportunities. Therefore, amusement parks are currently under the considerations of park entrepreneurs, due to which more rides and modern facilities are introduced in the entertainment parks, so as to attract and satisfy the visitors. Currently, investors are also more interested in investing in the entertainment parks (Shams, Jalil & Faruq, 2006).They are concentrating more on diversification and theme-based parks in Bangladesh. It is thought that the diversification approach will boost domestic tourism and attract foreign tourists. Both the private and public sectors are investing in the entertainment parks to ensure high contributions to the economy of the country(New Age Bangladesh,2018).In 2018, the total contribution of the Travel & Tourism sector to GDP was 4.4% ("Bangladesh - Contribution of travel and tourism to GDP as a share of GDP", n.d.) which shows a huge development and progress of the tourism sector. Hence, it can be said that amusement parks play a very important role in Bangladesh. There are a lot of amusements parks in Bangladesh, of which most are in Dhaka city

If this sector gets proper investment and attention, it will contribute much more to the GDP, besides attracting both domestic and foreign visitors in greater numbers. The parks also need a more standardized, proper plan. The parks should also diversify themselves through enriched technology (New Age Bangladesh, 2018). The investors can also follow a more sophisticated way to make the parks more comfortable to attract tourists and visitors (New Age Bangladesh, 2018). Therefore, tourism can open another skyline for Bangladesh. The entertainment parks are one of the most potential areas in the tourism sector to invest in and attract the visitors.

III. Visitors' Perception of the Entertainment Parks

In selecting park, visitors consider some factors like the park's environment, facilities, rides, location, etc., which are expected by them over there. Cheng,. et.al., (2016) identified seven factors influencing visitor perception about the park such as: visitor variety-seeking, visitor satisfaction, switching cost, perceived value, competitor attraction, theme park image and visitors' involvement. Çay (2015) observed that in recent years, along with the increasing competition and physical as well as mental pressures in daily lives, recreation and entertainment are becoming an indispensable need. Hence, visitors would like to go to a place where there are recreation facilities and, they can relax. This study identified the importance of open spaces and recommended parks to be planned for everyone keeping the mental, physical, social needs in mind. Therefore, the importance of proper design for such parks and also the investment can mark a change in the output (Godbey and Mowen, 2011). Parks and outdoor spaces along with recreation facilities, which can be educative or something funny (Neumeyer & Neumeyer, 1958), has a paramount influence on education (Guggenheimer, 1970). So, it is perfectly understandable that parks and recreational arrangements are very much important in human lives and their education.

The attitude of the visitors also matters when they visit entertainment parks. Schiffman & Kanuk (2007) described three components of attitude: cognitive, affective, and behavioral, which are also connected to the entertainment parks. Ajzen and Fishbein (1991) emphasized that attitude influences both intention and behavior. Therefore, to properly evaluate the perception a visitor has regarding a park, it is crucial to understand the attitudinal factors of the visitors that influence their cognitive dimension and behavioral dimension, leading to positive or negative visitor behavior. Quintal and Ian (2008) used attributes like perceived attractions, perceived quality, perceived risk, and perceived value to measure visitor satisfaction while Prayag (2008) made use of comfort facilities, safety, infrastructure, cultural attractions, shopping, ambiance, variety and accessibility. However, they failed to rank the factors in terms of importance to the visitors. Çoban (2012) made use of factors such as, tourist attractions, basic facilities, cultural attractions, tourism substructures and transportation options, natural environment, variety and economic factors and found that cognitive and affective dimensions affect the satisfaction of the visitors.

Similarly, Sakip, Akhir & Omar (2015) identified four main factors related to the parks such as Good of access and linkage (GAL), degree of comfort and image (DCI), users' activities (UAC) and sociability (SOC). They found that the GAL factor is the most important factor. Ray and Hossain (2015) identified concerned with the visitor's perception about the parks such as Safety and Security, Food and Beverage, Attractions, Price, Variety of Animals and Birds and the Environment. They found that "Attraction" factor was the most important to visitors while "Safety and Security" and "Variety of Animals and Birds" were the lowest affecting factors contributing to positive visitors' perception. The second and third most attitudinal factors are "Environment" and "Price"

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respectively. Ray, et al., (2013) determined ten identical attitudinal factors to measure visitor satisfaction among the visitors of Zia Park in Rajshahi, Bangladesh. The attitudinal factors are Environmental (Natural & Artificial) Scenery, Safety and Security, Structure and Location, Transportation and Communication System, Management Services, Ride Facilities, Entertainment and Recreation Facilities, Visitors' Facility Services, Food and Beverage Facilities and Price Charges. The summary of the literature review is shown below in Appendix 1.

IV. Research Methods

This purpose of this study was to identify the factors concerning the visitors' perception of the entertainment parks of Dhaka city. Both primary and secondary sources of information were used to conduct this study. Primary data was collected from the regular park visitors and the secondary data was collected from the books, magazines, journals, and the concerned association.

a) Sample Design and Determination of Sample Size

Respondents were selected from the visitors who frequently visit the entertainment parks of Dhaka city. To select the respondents, the interviewers went to the park(s) and interviewed at the spot. It was presumed that more than five hundred thousand people of Dhaka city usually visit entertainment parks of in a month. The sample size of this study was determined by using the following formula suggested by Yamane (1967),

$$n = \frac{N}{1 + N(e)^2}$$

where, n is the sample size, N is the population size, and e is the level of precision. For this study, level of precision is presumed as 0.07 and the population size is 5,00,000. Putting these values in the above equation, the required number of sample size becomes approximately 204. This figure is well above the critical sample size of 204 for employing multivariate analysis (Hair et al., 1998). However, two hundred fourteen visitors were interviewed for this study. Sample distribution is shown in Table 2.

Table 2: Sample Distribution

Sl. No.	Name of the Park	No. of Respondents
1	Fantasy Kingdom	12
2	Ramna Park	10
3	Shishu Park	05
4	Water Kingdom	06
5	Wonderland	05
6	Toggy World	07
7	Bangabandhu Safari Park	09
8	Jamuna Future Park	12
9	Nondon Park	11
10	Botanical Garden	09
11	Zinda Park	07
12	Tamanna Park	08
13	Shadinota Complex	07
14	Chandrima Uddan	07
15	Hazaribag Park	05
16	Dream Holiday Park	05
17	Shyamoli Park	09
18	Butterfly Park	06
19	Farmgate Park	07
20	Rasel Park	09
21	Dhanmondi Lake	10
22	Mirpur DOHS Park	06
23	Dhaka National Zoo	10
24	Niketan Park	04
25	Shishu Mela	05
26	Aladin's Park	03
27	Disney	03
28	Baridhara DOHS Park	02
30	Gulshan Lake Park	03
31	Others	03
	Total	214

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b) Questionnaire Design

The structured questionnaire which was used in this study has been developed through a literature review. Responses to all the statements in the questionnaire were measured on a five-point scale ranging from 1 to 5 with 1 indicating strongly disagree and 5 indicating strongly agree. One of the relative advantages of using this scale is its suitability for the applications of multifarious statistical tools used in marketing and social research study (Malhotra, 1999). The collected data were statistically processed by using descriptive and inferential statistics. The reliability statistics show that the internal consistency of the questionnaire is under the acceptable limit (Nunnally, 1978). The reliability of 55 items of the questionnaire is found 0.939 which is at the acceptable limit.

c) Data Collection & Analysis

Data was collected from both primary and secondary sources. Primary data was used for the purpose of analyzing the opinions of the visitors regarding the entertainment parks of Dhaka city. The survey was conducted in 2018, among the visitors of more than 30 parks located in Dhaka city – the capital city of Bangladesh. The interviewers were properly trained on the items included in the questionnaire for data collection before commencing the interview. Along with descriptive statistics[3], inferential statistical[4] techniques such as, Factor Analysis and Multiple Regression Analysis were used to analyze the data. A Principal Component Analysis (PCA) with an Orthogonal Rotation (Varimax)[5] using the SPSS (Statistical Package for Social Sciences) was performed on the survey data. Multiple Regression Analysis[6] was conducted to identify the significant factors related to the visitors' perceptions in about the entertainment parks of Dhaka city.

V. Results and Discussions

The results of this study have been reported in two sub-sections such as results of factor analysis and results of multiple regression analysis. Factors analysis has been used to identify the factors that are related to the visitors' perception on entertainment parks in Bangladesh. Multiple regression analysis has been used to identify the significant factors concerning the visitors' perception on entertainment parks that are important for the improvement of the overall environment of the entertainment parks in Bangladesh.

a) Results of Factors Analysis

The results of Factor Analysis show that there are 12 independent factors concerned with the entertainment parks in Bangladesh. The factors are: (i) Medical and First Aid Services, (ii) Rides Price and Mobile Network, (iii) Facilities – Road Transport, Discount, Children, (iv) Trees and Gardens, (v) Park Employees Behavior & Sitting Facilities, (vi) Food and Toilet Facilities, (vii) Picnic Spot Facilities, (viii) Drinking Water Facilities, (vix) Attractiveness of the Park, (x) Quiet and Noiseless, (xi) Open for All Ages of People, and (xii) Enough Rides are Available (Table 4). These factors together explain 68.01% of the variance. This means that the data set used in this study covers 68.01% percent of the importance. The most important factors to the park visitors is the medical and first aid services followed by rides price and mobile network, facilities – road transport, discount, children, trees and gardens, park employees behavior & sitting facilities, food and toilet facilities, picnic spot facilities, drinking water facilities, attractiveness of the park, quiet and noiseless, open for all ages of people, and enough rides are available. The communalities of the variables also show very high indicating that the variables have strong relationships among them (Appendix 2).

[3] *Descriptive statistics includes statistical procedures that we use to describe the population we are studying. The data could be collected from either a sample or a population, but the results help us organize and describe data. Descriptive statistics can only be used to describe a group that is being studied. That is, the results cannot be generalized to any larger group.*

[4] *Inferential statistics is concerned with making predictions or inferences about a population from observations and analyses of a sample. That is, we can take the results of an analysis using a sample and can generalize it to the larger population that the sample represents.*

[5] *Varimax rotation is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables (rows) in a factor matrix, which has the effect of differentiating the original variables by extracted factor. Each factor will tend to have either large or small loadings of any particular variable. A varimax solution yields results which make it as easy as possible to identify each variable with a single factor. This is the most common rotation option.*

[6] *In statistics, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'Criterion Variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed.*

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Table 4: Variance of the Entertainment Park Related Factors

Factors	Initial Eigenvalues		
	Factors	% of Variance	Cumulative %
1. Medical and First Aid Services	13.832	25.148	25.148
2. Rides Price and Mobile Network	5.747	10.449	35.598
3. Facilities – Road Transport, Discount, Children	3.474	6.317	41.914
4. Trees and Gardens	2.490	4.527	46.441
5. Park Employees Behavior & Sitting Facilities	2.301	4.184	50.626
6. Food and Toilet Facilities	1.764	3.207	53.832
7. Picnic Spot Facilities	1.668	3.034	56.866
8. Drinking Water Facilities	1.366	2.483	59.349
9. Attractiveness of the Park	1.287	2.340	61.689
10. Quiet and Noiseless	1.239	2.253	63.942
11. Open for All Ages of People	1.171	2.129	66.071
12. Enough Rides are Available	1.064	1.935	68.006

Extraction Method: Principal Component Analysis.

The factors analysis results also show that the factors loadings of each factor are very high indicating that the variables constituted the factor(s) have a very strong association among them and constituted the factor(s). This means the correlations between the variables that are factor loadings have a very strong relationship to form a group and that is a factor (Table 5). However, variables number 13, 15, 18, 30, 33, 37, & 51, have factor loadings below than 0.50 and, hence, those are eliminated.

Table 5: Rotated Component Matrix[a]

	Factors											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00012	.830											
VAR00009	.758											
VAR00022	.749											
VAR00011	.739											
VAR00008	.731											
VAR00021	.668											
VAR00010	.654											
VAR00001	.629											
VAR00007	.624											
VAR00031	.616											
VAR00027	.577											
VAR00019	.575											
VAR00029	.566											
VAR00028	.533											
VAR00026	.521											
VAR00036	.506											
VAR00054		.853										
VAR00047		.853										
VAR00048		.815										
VAR00055		.815										
VAR00049		.680										
VAR00050		.612										

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VAR00044			.807								
VAR00046			.806								
VAR00053			.806								
VAR00043			.682								
VAR00042			.576								
VAR00003				.763							
VAR00004				.759							
VAR00024				.690							
VAR00025				.486							
VAR00023				.486							
VAR00038					.671						
VAR00039					.505						
VAR00014					.505						
VAR00035					.465						
VAR00034					.374						
VAR00017						.742					
VAR00041						.726					
VAR00040						.620					
VAR00052							.847				
VAR00045							.847				
VAR00016								.720			
VAR00005									.538		
VAR00002										.781	
VAR00006										.441	
VAR00020											.693	
VAR00032												.527

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 74 iterations.

b) Results of Multiple Regression Analysis

The results of multiple regression analysis show that the model identified by this study can explain 61.80% of the dependent variable i.e., the overall environment of the entertainment parks in Bangladesh (Table 6).

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786[a]	.618	.595	.55575

a. Predictors: (Constant), REGR factor score 12 for analysis 1, REGR factor score 11 for analysis 1, REGR factor score 10 for analysis 1, REGR factor score 9 for analysis 1, REGR factor score 8 for analysis 1, REGR factor score 7 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

The analysis result also shows that the ANOVA is significant at the zero percent level of significant. That means the factors identified in this analysis are together significantly related to the overall environment of the entertainment parks in Bangladesh (Table 7). If there is a change of the individual factors together there will be change of the dependent variable that is overall environment of the entertainment parks in Bangladesh.

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Table 7: Analysis of Variance - ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.223	12	8.352	27.041	.000[a]
	Residual	62.081	201	.309		
	Total	162.304	213			

a. *Predictors: (Constant), REGR factor score 12 for analysis 1, REGR factor score 11 for analysis 1, REGR factor score 10 for analysis 1, REGR factor score 9 for analysis 1, REGR factor score 8 for analysis 1, REGR factor score 7 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1*

b. *Dependent Variable: VAR00056*

The regression analysis results also show that the significant relationships of the factors with the overall park environment in Bangladesh. The results show that the factors like rides price and mobile network, trees and gardens, picnic spot facilities, drinking water facilities, quiet and noiseless, and availability of enough rides are individually significantly related to the overall park environment in Bangladesh (Table 8). These factors are in very poor conditions in the entertainment parks in Bangladesh that are to be improved. The factors such as, medical and first aid services, facilities – road transport, discount, children, park employee's behavior & sitting facilities, food and toilet facilities, attractiveness of the park, and open for all ages of people are not significantly related to the overall environment of entertainment parks in Bangladesh. The conditions of these factors are, perhaps, in a condition that is acceptable to the park visitors in Bangladesh.

Table 8: Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	3.425	.038		90.160	.000
1. Medical and First Aid Services	.061	.038	.070	1.598	.112
2. Rides Price and Mobile Network	***.594***	***.038***	***.680***	***15.599***	***.000***
3. Facilities – Road Transport, Discount, Children	.072	.038	.082	1.888	.061
4. Trees and Gardens	***.071***	***.038***	***.082***	***1.874***	.062
5. Park Employees Behavior & Sitting Facilities	-.052	.038	-.059	-1.359	.176
6. Food and Toilet Facilities	.046	.038	.052	1.195	.233
7. Picnic Spot Facilities	***.204***	***.038***	***.234***	***5.362***	***.000***
8. Drinking Water Facilities	***.110***	***.038***	***.126***	***2.890***	***.004***
9. Attractiveness of the Park	.021	.038	.024	.547	.585
10. Quiet and Noiseless	***.110***	***.038***	***.126***	***2.891***	***.004***
11. Open for All Ages of People	-.058	.038	-.067	-1.535	.126
12. Enough Rides are Available	***.171***	***.038***	***.196***	***4.487***	***.000***

a. *Dependent Variable: Overall*

VI. Conclusions and Recommendations

This study was conducted to identify the factors related to the entertainment parks in Bangladesh. As the number of park visitors is increasing day by day in Bangladesh, the identification of the perceptual factors is important to plan the parks for their improvements. This study shows that there are twelve areas concerning the environment of entertainment parks in Bangladesh such as, medical and first aid services followed by rides price and mobile network, facilities – road transport, discount, children, trees and gardens, park employees behavior & sitting facilities, food and toilet facilities, picnic spot facilities, drinking water facilities, attractiveness of the park, quiet and noiseless, open for all ages of people, and enough rides are available. These factors are together significantly related to the overall environment of the entertainment parks in Bangladesh.

Factors like rides price and mobile network, trees and gardens, picnic spot facilities, drinking water facilities, quiet and noiseless, and availability of enough rides are significantly related to the overall environments of the entertainment parks in Bangladesh. This indicates

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that if these factors are changed or addressed properly, the overall park environment will also be improved, and more visitors will be attracted. The factors including medical and first aid services, facilities – road transport, discount, children, park employee's behavior & sitting facilities, food and toilet facilities, attractiveness of the park, and open for all ages of people are found not significantly related to the overall environment of the entertainment parks. These areas of the park environment are acceptable to the visitors of the parks in Bangladesh.

This study only included the visitors' perception in its sample respondents. However, there is also an ample scope to conduct further study by park managers and owners as sample respondents and more variables into account that may produce more precise results concerning the overall environment of the entertainment parks in Bangladesh.

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Appendix 1: Summary of Literature Review

Authors	Recreational Facilities	Environment	Safety	Structural Design	Investments	Economical Contribution	Ride Facilities	Price	Transportation Toward Park
Çay, 2015	✓	✓							
Godbey and Mowen, 2011				✓	✓				
Neumeyer & Neumeye, 1958	✓						√		
Guggenheimer, 1970	✓								
Parveen, 2013						✓			
Shams, Jalil & Faruq, 2006					✓	✓			
Prayag, 2008			√	√					√
Çoban, 2012		✓		✓		✓	√		
Sakip, Akhir & Omar, 2015	✓		✓						
Ray and Hossain, 2015		✓	✓					✓	
Alim and Ray, 2013	✓	✓	✓	✓			√	✓	
Total	5	4	4	4	2	3	3	3	1

Appendix 2: Communalities of the Variables

Var. No.	Name of the Variable	Extraction
1	The park is neat and clean	.688
2	The park is quiet, soundless and noiseless	.741
3	Different types of trees are available at the park	.704
4	Beautiful garden is available at the park	.712
5	The park is attractive to the visitors due to its beauty	.743
6	Weather condition of the park is comfortable	.610

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7	The park is a non-smoking park	.706
8	Medical or first aid services are available at the park	.627
9	Safety in different rides are ensured	.665
10	Safe foods are served in the park	.609
11	Adequate life security is ensured in the park	.632
12	Generator facilities are available at the park	.731
13	Instruments of the rides are regularly checked and maintained properly	.559
14	Local people are receptive to the visitors	.666
15	Restaurant and food corners are available	.622
16	Pure drinking water supply is available	.607
17	Fast food facilities are available	.612
18	Food preparation is hygienic at the park	.587
19	Preferable foods are available	.581
20	The park is open for all ages of people	.679
21	Cultural programs are arranged at the park	.698
22	The park is suitable for passing leisure time	.679
23	The park is an amusement place for the children	.630
24	Children can dance or perform if they desire at the park	.695
25	The park is well decorated and well structured	.685
26	The park has nice and secured surroundings	.533
27	The park has vast area to move	.606
28	Nice lake with boat facilities are available inside the park	.603
29	Artificial monuments are available at the park	.584
30	The park has good image to the public	.554
31	Efficient rides operators & supervisors are available	.676
32	Enough rides are available at the park for children and adult	.603
33	Different types of rides are available	.653
34	Dustbin facilities are available at the park	.566
35	Guide facilities are up to the necessity at the park	.651
36	Information desk is available at the park	.585
37	Signboard and map of the park is available	.439
38	Behavior of park employee is satisfactory	.658
39	Sitting facilities are available	.625
40	Car parking facilities are available	.682
41	Separate toilet facilities are available for male and female visitors	.661
42	Separate prayer facilities are available for male and female visitors	.712
43	Shopping facilities are available inside the park	.806
44	Special facilities for children are available at the park	.730
45	Picnic spot facilities are available at the park	.919
46	Discounts facility or family discount for picnic party are available	.866
47	Rides price is reasonable at the park	.893
48	Food price is reasonable at the park	.891
49	Ticket price is reasonable at the park	.618
50	Free entering facilities for the child and the disables are available at the park	.642
51	Buying different goods‟ price is reasonable at the park	.609

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52	Public transport is available in front of the park	.919
53	Road transport facilities are available	.866
54	Mobile network & top-up facilities are available	.893
55	Interaction with people is possible	.891

Extraction Method: Principal Component Analysis.

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