

# 1 Visitors' Perception About the Entertainment Parks in Dhaka 2 City of Bangladesh

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6 Received: 11 December 2018 Accepted: 1 January 2019 Published: 15 January 2019

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## 7 **Abstract**

8 Nowadays, entertainment parks are one of the paramount segments of the tourism industry of  
9 any country. Bangladesh is also a country with a full of attractive places for the visitors and  
10 tourists. Some of the entertainment parks are also made by the private sector entrepreneurs in  
11 Bangladesh. Due to rapid growth of urbanization, people are divested of enjoying natural  
12 attractive places, due to their time constraints. Therefore, the concept of entertainment park  
13 is becoming vital in developing countries like Bangladesh. Along with natural tourist spots,  
14 there are four main private sector entertainment parks that are located in Dhaka and  
15 Chittagong, the main cities of Bangladesh. They are: Fantasy kingdom, Nandan Park, Sishu  
16 Park, and FoyezLake. The tourism sector's contribution to the economy is also increasing day  
17 by day. In 2017, it was 4.2 percent of the GDP, increasing to 4.4 percent in 2018<sup>1</sup> 1  
18 knoema.com/atlas/Bangladesh/topics/Tourism/Travel-and-Tourism-  
19 Total-Contributon-to-GDP/Contribution-of-travel-and-tourism-to-GDPpercent- of-GDP . To  
20 develop this sector, a diversified approach with the concentration on theme-based  
21 entertainment parks might be more attractive to the urban people of Bangladesh. A large  
22 number of visitors desire entertainment parks, especially in Dhaka city. But the parks are  
23 extremely inadequate in numbers and also not in good condition.  
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25  
26 **Index terms**— entertainment park, rides price, park employees behavior, quiet and noiseless, availability of  
27 rides.

## 28 **1 Visitors' Perception About the Entertainment**

29 Parks in Dhaka City of Bangladesh Dr. Nazrul Islam ?, Tanvir Islam ?, Syed Mahdee Abbas ?, Raisa Binta  
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31 the paramount segments of the tourism industry of any country. Bangladesh is also a country with a full of  
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34 Due to rapid growth of urbanization, people are divested of enjoying natural attractive places, due  
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42 with the concentration on theme-based entertainment parks might be more attractive to the urban people of

43 Bangladesh. A large number of visitors desire entertainment parks, especially in Dhaka city. But the parks  
 44 are extremely inadequate in numbers and also not in good condition. Hence, this study identifies the visitors'  
 45 perceptions about the entertainment parks located in Dhaka city -the capital city of Bangladesh. This study  
 46 was conducted among the visitors who have already visited the entertainment parks of Dhaka city. To conduct  
 47 this study, a total of 214 visitors were interviewed with the help of a structured questionnaire. Both descriptive  
 48 and inferential statistics were used to analyze the data. Multivariate analysis techniques like factor analysis were  
 49 performed to identify the factors related to the entertainment parks of Dhaka city. Multiple regression analysis  
 50 was performed to identify the relationships between the factors and the overall conditions of the entertainment  
 51 parks of Dhaka city. Results show that there are twelve factors which are important to the people of Dhaka  
 52 city who frequently visit entertainment parks. The factors are: medical and first aid services, rides price and  
 53 mobile network, road transport and discount facilities, trees and gardens, park employee's behavior & sitting  
 54 facilities, food and toilet facilities, picnic spot facilities, drinking water facilities, attractiveness of the park, quiet  
 55 and noiseless, open for all ages of people, and availability of the rides. It is suggested that the park authority  
 56 should focus on the mentioned factors so as to make the entertainment parks more attractive to the increased  
 57 number of visitors from Dhaka city.

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

## 59 2 I.

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

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

78 In Bangladesh, parks have got historical connections. A renowned par of Dhaka city is Ramna Park, which  
 79 is the first natural park in Bangladesh (Chandan, 2016). It is situated at the heart of Dhaka city. It started its  
 80 journey around 1610 during the Mughal Period. Although it was a barren area after 1825, it regained its glory  
 81 and beauty. Over time it gradually grew and finally officially inaugurated in 1949 with an area of 88.50acres.  
 82 Other natural parks started its activities before independence include Bahadur Shah Park (formerly known as  
 83 Victoria Park) located in Shadarghat, was started after 1857. In 1909, a botanical garden named Baldha Garden  
 84 was established, which is located in Wari, Dhaka; where more than 672 species of plants can be found (Chandan,  
 85 2016).After the independence of Bangladesh in 1974, the first park was 'Bangladesh National Zoo' located in  
 86 Mirpur, Dhaka (Chandan, 2015). Outside Dhaka, some of the major natural parks are Himchari National Park,  
 87 Sitakunda Botanical Garden and Ecopark, Madhabkunda Ecopark, Lawachara National Park, etc.

88 Entertainment and amusement parks are mainly privately owned in Bangladesh except Shishu Park which  
 89 was established in 1979. It is the only public sector park for the children's amusement in Bangladesh located  
 90 in Shahbag, Dhaka (Jahan, 2016). Another park, Wonderland, is situated in Gulshan, Dhaka and owned by  
 91 Wonderland Group Bangladesh, is the first ever amusement park in the private sector, operating since 1990  
 92 (Wonderlandgroupbd.com, 2010). The first-ever theme and heritage park of Bangladesh is the Fantasy Kingdom,  
 93 established in 2002, which is situated in Ashulia, Dhaka (Fantasy Kingdom, 2013). There are many parks not only  
 94 in the heart of Dhaka city, but also around Dhaka city, which are listed in Table 1. It is not an exhaustive list. For  
 95 the last few decades, the travel and tourism sector of Bangladesh has progressively turned into an essential driver  
 96 for financial and social advancement. It can help development through the creation of employment and venture  
 97 creation and can give huge foreign exchange returns to the country (Parveen, 2013).Entertainment parks are one  
 98 of the largest sectors in tourism industry of any developing country. Bangladesh is also a place where these parks  
 99 can create significant revenue as well as increase the number of employment opportunities. Therefore, amusement  
 100 parks are currently under the considerations of park entrepreneurs, due to which more rides and modern facilities  
 101 are introduced in the entertainment parks, so as to attract and satisfy the visitors. Currently, investors are also  
 102 more interested in investing in the entertainment parks (Shams, Jalil & Faruq, 2006).They are concentrating  
 103 more on diversification and themebased parks in Bangladesh. It is thought that the diversification approach will  
 104 boost domestic tourism and attract foreign tourists. Both the private and public sectors are investing in the

105 entertainment parks to ensure high contributions to the economy of the country (New Age Bangladesh, 2018). In  
106 2018, the total contribution of the Travel & Tourism sector to GDP was 4.4% ("Bangladesh -Contribution of  
107 travel and tourism to GDP as a share of GDP", n.d.) which shows a huge development and progress of the  
108 tourism sector. Hence, it can be said that amusement parks play a very important role in Bangladesh. There are  
109 a lot of amusements parks in Bangladesh, of which most are in Dhaka city

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

### 116 3 III.

## 117 4 Visitors' Perception of the Entertainment Parks

118 In selecting park, visitors consider some factors like the park's environment, facilities, rides, location, etc., which  
119 are expected by them over there. ??heng,. et.al., (2016) identified seven factors influencing visitor perception  
120 about the park such as: visitor varietyseeking, visitor satisfaction, switching cost, perceived value, competitor  
121 attraction, theme park image and visitors' involvement. ??ay (2015) observed that in recent years, along with the  
122 increasing competition and physical as well as mental pressures in daily lives, recreation and entertainment are  
123 becoming an indispensable need. Hence, visitors would like to go to a place where there are recreation facilities  
124 and, they can relax. This study identified the importance of open spaces and recommended parks to be planned for  
125 everyone keeping the mental, physical, social needs in mind. Therefore, the importance of proper design for such  
126 parks and also the investment can mark a change in the output (Godbey and Mowen, 2011). Parks and outdoor  
127 spaces along with recreation facilities, which can be educative or something funny ??Neumeyer & Neumeyer,  
128 1958), has a paramount influence on education (Guggenheimer, 1970). So, it is perfectly understandable that  
129 parks and recreational arrangements are very much important in human lives and their education.

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

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

### 149 5 IV.

## 150 6 Research Methods

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

## 155 7 a) Sample Design and Determination of Sample Size

156 Respondents were selected from the visitors who frequently visit the entertainment parks of Dhaka city. To select  
157 the respondents, the interviewers went to the park(s) and interviewed at the spot. It was presumed that more  
158 than five hundred thousand people of Dhaka city usually visit entertainment parks of in a month. The sample  
159 size of this study was determined by using the following formula suggested by Yamane (1967),
$$n = \frac{N}{N+1} + \frac{d^2}{N}$$

## 11 A) RESULTS OF FACTORS ANALYSIS

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161 where, n is the sample size, N is the population size, and e is the level of precision. For this study, level of  
162 precision is presumed as 0.07 and the population size is 5,00,000. Putting these values in the above equation,  
163 the required number of sample size becomes approximately 204. This figure is well above the critical sample  
164 size of 204 for employing multivariate analysis (Hair et al., 1998). However, two hundred fourteen visitors were  
165 interviewed for this study. Sample distribution is shown in Table 2. b) Questionnaire Design The structured  
166 questionnaire which was used in this study has been developed through a literature review. Responses to all the  
167 statements in the questionnaire were measured on a five-point scale ranging from 1 to 5 with 1 indicating strongly  
168 disagree and 5 indicating strongly agree. One of the relative advantages of using this scale is its suitability for the  
169 applications of multifarious statistical tools used in marketing and social research study ??Malhotra, 1999). The  
170 collected data were statistically processed by using descriptive and inferential statistics. The reliability statistics  
171 show that the internal consistency of the questionnaire is under the acceptable limit (Nunnally, 1978). The  
172 reliability of 55 items of the questionnaire is found 0.939 which is at the acceptable limit.

### 173 8 c) Data Collection & Analysis

174 Data was collected from both primary and secondary sources. Primary data was used for the purpose of analyzing  
175 the opinions of the visitors regarding the entertainment parks of Dhaka city. The survey was conducted in 2018,  
176 among the visitors of more than 30 parks located in Dhaka city -the capital city of Bangladesh. The interviewers  
177 were properly trained on the items included in the questionnaire for data collection before commencing the  
178 interview. Along with descriptive statistics 3 , inferential statistical 4 techniques such as, Factor Analysis and  
179 Multiple Regression Analysis were used to analyze the data. A Principal Component Analysis (PCA) with an  
180 Orthogonal Rotation (Varimax) 5 using the SPSS (Statistical Package for Social Sciences) was performed on the  
181 survey data. Multiple Regression Analysis ??3 Descriptive statistics includes statistical procedures that we use  
182 to describe the population we are studying. The data could be collected from either a sample or a population,  
183 but the results help us organize and describe data. Descriptive statistics can only be used to describe a group  
184 that is being studied. That is, the results cannot be generalized to any larger group. 4 Inferential statistics is  
185 concerned with making predictions or inferences about a population from observations and analyses of a sample.  
186 That is, we can take the results of an analysis using a sample and can generalize it to the larger population that  
187 the sample represents. 5 Varimax rotation is an orthogonal rotation of the factor axes to maximize the variance  
188 of the squared loadings of a factor (column) on all the variables (rows) in a factor matrix, which has the effect  
189 of differentiating the original variables by extracted factor. Each factor will tend to have either large or small  
190 loadings of any particular variable. A varimax solution yields results which make it as easy as possible to identify  
191 each variable with a single factor. This is the most common rotation option. 6

### 192 9 In statistics, regression analysis is a statistical process for 193 estimating the relationships among variables. It includes 194 many techniques for modeling and analyzing several variables, 195 when the focus is on the relationship between a dependent 196 variable and one or more independent variables. More 197 specifically, regression analysis helps one understand how the 198 typical value of the dependent variable (or 'Criterion

199 Variable') changes when any one of the independent variables is varied, while the other independent variables  
200 are held fixed.

201 was conducted to identify the significant factors related to the visitors' perceptions in about the entertainment  
202 parks of Dhaka city.

203 V.

## 204 10 Results and Discussions

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

### 210 11 a) Results of Factors Analysis

211 The results of Factor Analysis show that there are 12 independent factors concerned with the entertainment  
212 parks in Bangladesh. The factors are: (i) Medical and First Aid Services, (ii) Rides Price and Mobile Network,  
213 (iii) Facilities -Road Transport, Discount, Children, (iv) Trees and Gardens, (v) Park Employees Behavior &  
214 Sitting Facilities, (vi) Food and Toilet Facilities, (vii) Picnic Spot Facilities, (viii) Drinking Water Facilities, (vix)

215 Attractiveness of the Park, (x) Quiet and Noiseless, (xi) Open for All Ages of People, and (xii) Enough Rides  
216 are Available (Table 4). These factors together explain 68.01% of the variance. This means that the data set  
217 used in this study covers 68.01% percent of the importance. The most important factors to the park visitors is  
218 the medical and first aid services followed by rides price and mobile network, facilities -road transport, discount,  
219 children, trees and gardens, park employees behavior & sitting facilities, food and toilet facilities, picnic spot  
220 facilities, drinking water facilities, attractiveness of the park, quiet and noiseless, open for all ages of people, and  
221 enough rides are available. The communalities of the variables also show very high indicating that the variables  
222 have strong relationships among them (Appendix 2). The factors analysis results also show that the factors  
223 loadings of each factor are very high indicating that the variables constituted the factor(s) have a very strong  
224 association among them and constituted the factor(s). This means the correlations between the variables that are  
225 factor loadings have a very strong relationship to form a group and that is a factor (Table 5). However, variables  
226 number 13, 15, 18, 30, 33, 37, & 51, have factor loadings below than 0.50 and, hence, those are eliminated.

## 227 **12 b) Results of Multiple Regression Analysis**

228 The results of multiple regression analysis show that the model identified by this study can explain 61.80% of  
229 the dependent variable i.e., the overall environment of the entertainment parks in Bangladesh (Table 6). The  
230 analysis result also shows that the ANOVA is significant at the zero percent level of significant. That means the  
231 factors identified in this analysis are together significantly related to the overall environment of the entertainment  
232 parks in Bangladesh (Table 7). If there is a change of the individual factors together there will be change of  
233 the dependent variable that is overall environment of the entertainment parks in Bangladesh. The regression  
234 analysis results also show that the significant relationships of the factors with the overall park environment in  
235 Bangladesh. The results show that the factors like rides price and mobile network, trees and gardens, picnic  
236 spot facilities, drinking water facilities, quiet and noiseless, and availability of enough rides are individually  
237 significantly related to the overall park environment in Bangladesh (Table 8). These factors are in very poor  
238 conditions in the entertainment parks in Bangladesh that are to be improved. The factors such as, medical and  
239 first aid services, facilities -road transport, discount, children, park employee's behavior & sitting facilities, food  
240 and toilet facilities, attractiveness of the park, and open for all ages of people are not significantly related to  
241 the overall environment of entertainment parks in Bangladesh. The conditions of these factors are, perhaps, in a  
242 condition that is acceptable to the park visitors in Bangladesh. This study was conducted to identify the factors  
243 related to the entertainment parks in Bangladesh. As the number of park visitors is increasing day by day in  
244 Bangladesh, the identification of the perceptual factors is important to plan the parks for their improvements.  
245 This study shows that there are twelve areas concerning the environment of entertainment parks in Bangladesh  
246 such as, medical and first aid services followed by rides price and mobile network, facilities -road transport,  
247 discount, children, trees and gardens, park employees behavior & sitting facilities, food and toilet facilities, picnic  
248 spot facilities, drinking water facilities, attractiveness of the park, quiet and noiseless, open for all ages of people,  
249 and enough rides are available. These factors are together significantly related to the overall environment of the  
250 entertainment parks in Bangladesh.

251 Factors like rides price and mobile network, trees and gardens, picnic spot facilities, drinking water facilities,  
252 quiet and noiseless, and availability of enough rides are significantly related to the overall environments of the  
253 entertainment parks in Bangladesh. This indicates that if these factors are changed or addressed properly, the  
254 overall park environment will also be improved, and more visitors will be attracted. The factors including medical  
255 and first aid services, facilities -road transport, discount, children, park employee's behavior & sitting facilities,  
256 food and toilet facilities, attractiveness of the park, and open for all ages of people are found not significantly  
257 related to the overall environment of the entertainment parks. These areas of the park environment are acceptable  
258 to the visitors of the parks in Bangladesh.

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

## 263 **13 Global Journal of**

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<sup>1</sup><https://www.portsmouth.gov.uk/ext/documents-external/cul-parksstrategyentirelowresolution.pdf>

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

Figure 1: Table 1 :

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

Figure 2: Table 2 :

4

Factors	Factors	Initial Eigenvalues	Cumulative % of Variance
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.

Figure 3: Table 4 :

5

Factors

Figure 4: Table 5 :

6

Model

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
Square	Re	Er	Square
			or
			of
			the
			Esti-
			mate

1

.786618.595 .55575

a

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

Figure 5: Table 6 :

Year 2019  
( ) F

Figure 6: Table 7 :

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(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					

Figure 7: Table 8 :

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	
	Safe foods are served in the park	.609	
	Adequate life security is ensured in the park	.632	
	Generator facilities are available at the park	.731	
	Instruments of the rides are regularly checked and maintained properly	.559	
	Local people are receptive to the visitors	.666	
	Restaurant and food corners are available	.622	
Year	Pure drinking water supply is available	.607	Year
2019	Fast food facilities are available	.612	2019
)			)
(			F

Figure 8:



265 [Quintal and Phau ()] 'A structural approach towards perceptions and satisfaction of revisit intentions'. V  
266 Quintal , I Phau . *Proceedings of Australian and New Zealand Marketing Academy conference*, (Australian  
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