Key Attributes for Evaluating the Visitor's Satisfaction at Shopnopuri Artificial Amusement Park of Dinajpur

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ABSTRACT

This research aims to identify influential factors of visitors' satisfaction in Shopnopuri as a tourism destination and explores the level of satisfaction. A thorough and well-structured questionnaire based on the seven Point Likert scale was developed for primary data collection. A straightforward random sample process was used to choose 295 participants in total for the study. A multivariate analytic method like "Factor Analysis" was utilized to pinpoint the variables. Scale reliability was determined using Cronbach's alpha. The investigation shows that the constructs are very stable and internally consistent. Most observed variables had Cronbach's alpha values between 0.6 and 0.7. The study also demonstrates the substantial correlation between kids' entertainment and satisfaction. On the other hand, the quantity of rides strongly inversely correlates with enjoyment. According to the result of the study, aspects like more expansive Space and variety of foods, cleanliness and security, entertainment, and visitors are all crucial when deciding whether or not to visit Shopnopuri Park. Finally, 39 factors influence visitor satisfaction. First, the outcomes would improve Shopnopuri park's performance and tourist services, leading to increased satisfaction for both domestic and foreign visitors. The study is based on random sampling, so the result cannot be generalized.

Keywords: Amusement Parks, Visitors' Satisfaction, Factor Analysis, Attributes, Visitors' Experience

INTRODUCTION

People worldwide want to spend some time for mental refreshment, recreation, or entertainment, and investors worldwide try to introduce theme parks to them for business reasons. Amusement marketing is a subset of tourism and hospitality marketing. People go to amusement parks for fun and recreation (Bhuiyan & Banik, 2013). Tourism is the

fastest-growing industry in the global economy, generating a significant amount of foreign exchange for many developing countries (Cucculelli & Goffi, 2015). Every human being's ultimate desire is to have a good quality of life, especially to be able to relax in a tourist attraction. An amusement park is a different way for people to experience life different from their routine-work life. As a result, the amusement park industry has evolved to accommodate visitors of all genders, ages, and nationalities. In today's competitive business environment, amusement park owners must adjust their strategies to ensure smooth business operations by increasing visitor loyalty. Shapnopuri is a nandonic paradise for shapnil gratification. Privately constructed on over 150 acres of land, this recreation complex is continuously alive with the sounds of many bird species. Local and international trees are used to beautify the Shopnopuri amusement park. A variety of exhibits are available in the planetarium, including Robot Skrill Zone, Space Journey, Water Wave, Sea Paradise, Boat Trip, Animal Sculpture, Walk Way, 3D Movie, Fly Helicopter, Merry Go Round, Lake Drive, and Swimming Pool Fishing Setups. Using brick cement, animals-bird accurate sculpture, artificial hill, foura, and artificial map of Bangladesh.

A zoo with live birds and animals exists. Bioscopes, a dolna, a children's park, and other amenities exist. Shapnopuri is lovely because it contains beautiful areas, including a rose garden, a row of dabdaru trees, and various sculptures. The rows of dabdaru trees might capture our attention because of their alluring appeal. A remarkable beauty called "Nishepado" may be found amid Aleve's rose garden on the extended pond sides. A restroom, a dakbanglo, and some entertainment are available. An amazing artificial place in Bangladesh's northern region is Shapnopuri. Bangladesh's Rangpur division's Dinajpur district is a popular tourist destination called Shopnopuri Artificial Amusement Park. Rides, a zoo, a few rest places, gardens, lakes, the main picnic area, and a great deal of shopping are available.

Other tourist attractions include Fish World, the Rongdhonu Art Gallery, and the Moha Maya Indrojal. Fish and other wet creatures are available for purchase at Fish World. Life-size statues of several creatures, including flamingos, dinosaurs, and Pegasus, may be found around the Animal Kingdom. The "Rongdhonu" Art Gallery houses sculptures and paintings. The "Moha Maya Indrojal" is a magical place. There are several animal species as well and a well-liked picnic area. According to the World Economic Forum's most recent report for 2019, Bangladesh is ranked 120th out of 140 countries in terms of sustainable tourism development and competitiveness (World Economic Forum, 2019). What exactly is a theme park? A theme park is essentially an amusement park built to provide people with mental and physical refreshments while also serving as a source of profit generation.

Furthermore, a theme park will have rides for people to enjoy their time and other facilities. Theme parks are primarily a newly developed business form in the tourism industry. According to Holiday World (2017), Santa Claus Land was the first theme park, and it has a toy store, toy displays, a café, kiddie rides, and many other attractions. Then there are theme parks worldwide, including Disneyland, Holiday World, SeaWorld Orlando, Dream World, Thorpe Park, etc.

Theme parks are now one of the most popular forms of entertainment for rural and urban residents (Hani, 2016). Maximum People are very busy performing their job and have little leisure period in the city, so life has become quite robotic. As a result, people want to maximize their vacation time. Theme parks can provide them with hours of entertainment.

Theme parks are built around a specific theme and include a variety of electrical rides as well as attractive swimming pools where people can relax (Bakhtgalieva et al., 2018).

Objectives of the Study

This study's prime goal is to identify critical factors influencing visitor satisfaction at Bangladesh's Shopnopuri Park. In light of the overall plan, the specific objectives are as follows:

- To identify main attributes that can be used to examine Shopnopuri Park from the existing visitors.
- To determine visitors' satisfaction degree depending on the conditions investigated.

The aim and objectives can be shaped to form two research questions:

- What are the key attributes that can influence to choice of Shopnopuri Park?
- What are visitors' satisfaction with Shopnopuri Park?

REVIEW OF RELATED LITERATURE

We know that several research papers and journal articles on various amusement park topics have been disclosed domestically and internationally. However, this study subjected some of the most significant research works and writings to critical examination.

According to Bell et al. (2007), recreation is anything individuals do for fun outside in the great outdoors. Instead, the state created Recreation Park to enhance citizens' social welfare and recreational opportunities (Saliev & Soliev, 2015).

Tuli (2014) said that a theme park is a location with amusement rides, performances, and other entertainment options. According to Roy et al. (2016), theme parks have rides and the rest of the amusement features, but all are different from amusement parks in that they are built around a particular theme.

According to Thach and Axinn's (1994) research, consumers' perceptions of product characteristics are influenced by their context; this is true for both the features' absolute and relative value to overall attractiveness and pleasure. The most crucial attributes of amusement parks are cleanliness and the availability of lovely landscapes; roller coasters, water rides, and a relaxed family environment are all vital. Other characteristics stand out because they make it possible to forecast how much time visitors will devote to each offered activity according to priority. Kemperman et al. (2003) created an ordered logit model based on a theme park. To estimate the model, data on the significance of park components in terms of visitor preferences and time spent on those preferences were collected using an experimental design. Finally, the results demonstrate how much time was expended.

Moutinho (1988) looked into Scots' Behavior while visiting amusement parks to help create strategic and tactical plans. The questionnaire included three variables to gather attitudinal data: customer selection criteria, information sources, and the significance of park qualities. The data indicated that enjoyable journeys, less waiting, and a favorable climate/environment were the most crucial selection variables. In addition to television and radio commercials, it was found that friends, family members, and friends were significant sources of information. To find factors influencing the choice of a theme park, McClung (1991) compared the characteristics of visitors and non-visitors. Analyzes preferences for attractions and themes. Telephone surveys were sent to 3039 homes. From 10 eastern US urban regions, they were selected at random. Favorite attractions and

themes were discovered using factor analysis. Finally, there were suggested placement techniques for theme parks.

Bignéa et al. (2005) examined how visitor emotions affect satisfaction and behavioral intentions in a theme park scenario. Pleasure and arousal are the two different qualities that makeup emotions. The evaluation of two opposing models was conducted. In the first model, visitors' arousal results in pleasure and, as a result, approach or avoidance behavior (Mehrabian & Russell, 1974), which is developed from the environmental psychology research stream. In line with this emotion-cognition approach are Bakhtgalieva et al. (2018). The second hypothesis is based on Lazarus's (1991) cognitive theory of emotions. In the latter approach, visitors' discontent with the theme park produces feelings. Confirmatory component analysis revealed that the cognitive theory of emotions provided a more comprehensive account of how pleasure affects satisfaction and loyalty. Additionally, consumer discontent rather than happiness alone is more likely to lead them to increase their willingness to pay for the service. Finally, the management implications of the cognitive-affective sequence of satisfaction are examined.

The Behavior and attitudes of users of protected areas in Indonesia are influenced by cognitive interpretations of nature, according to Cochrane's (2006) research. Srimek et al. (2022) identified the actual tourist classification and their expectation. He also identified tourism products and determined the constraints of tourism marketing faced by the tourists in the study areas. Milman (2009) measured the tourists' preference in selecting tourism destinations and explored how tourism investors make the goal more lucrative for tourists. They also explored the tourists' attitude towards the destination and the type of visitors associated with various psychological determinants of demand, cost incurred while visiting a place, and positioning variables offered by competitive tourist organizations for these visitors.

Habib & Mahmud (2020) outlined essential characteristics that may be utilized to evaluate Shopnopuri Park from a tourists' viewpoint. For example, when picking an amusement park, Habib & Mahmud (2020) listed Space and food, cleanliness and security, entertainment, and visitors as crucial considerations.

Fakir (2017) highlighted the potential of ecotourism and the establishment of a marine park in Saint Martin. He recommended some factors for developing marine Park and ecotourism in Saint Martin: ensuring proper security, providing nature-based tourism, implementing a diversified program, encouraging private tour operators, participation of government, the role of Non-Government Organizations (NGOs), and attracting foreign investment. Islam et al. (2009) tried to measure the tourists' attitude towards the major and suggested improving the major as a tourist spot.

Horaira (2018) examined how the service environment, consumer preferences, and service experience assessment related to two Hong Kong theme parks. According to Fakir (2017), perceptions of service quality, customer happiness, and behavioral intentions are all significant variables affecting visits to theme parks. Srimek et al. (2022) found that the characteristics of an attraction and the spatial arrangement impact visitor mobility. Milman (2009) assert that support services and technical capabilities should be considered when choosing an amusement park.

Ahmed et al. (2015) state that Space and food, refreshment and entertainment, cleanliness and security, quality and comparison, Behavior and safety, pricing, and reduced artificiality are the most crucial considerations when choosing an amusement park.

Bangladesh offers a lot of well-known tourism destinations. Tourists seek natural, archaeological, historical, and artificial wonders to satiate their wanderlust. Bangladesh is one of the most attractive nations in South Asia, thanks to its welcoming people and natural beauty. However, due to inadequate planning and insufficient promotion for this business, the nation continues to fall behind other South Asian surrounding countries in drawing visitors (Karim, 2018).

Bangladesh has great potential to be a destination for international tourists looking to earn foreign cash due to its dynamic features, all-encompassing splendor, and authentic settings (Ferdous, 2021).

Bappy & Halim (2018) discovered that all of the identified factors positively and significantly contributed to visitor satisfaction, with tangible elements of theme parks proving to be the most crucial factor in this aspect.

The majority of individuals (36.50%), followed by the Sylhet division (23.05%) and Dhaka division (14.35%), select the Chittagong division as their trip destination, according to Karim (2018). The remaining divisions, including Rajshahi, Rangpur, Mymensingh, Barisal, and Khulna, are drawing more tourists due to their historical significance.

According to research by Habib & Mahmud (2020), safety, security, and time pass have been crucial considerations for choosing DNCC Wonderland.

The research was done by Ahmed et al. The results show that Space and food, refreshments and entertainment, cleanliness and security, comparability and quality, Behavior and safety, cost, and reduced artificiality have emerged as crucial selection criteria for Nandan Park.

Research Gap

On the other hand, a review (Muzib & Banarjee, 2016) of earlier research indicates that several studies on the influence of various service quality on patron satisfaction in amusement park settings have been carried out, each from a distinct national or cultural viewpoint. From a Bangladeshi perspective, there has not been any factual or impartial study on how customer happiness is impacted by service quality. However, in light of the issues that have come before, it would seem that Bangladesh has not addressed tourists' opinions regarding amusement parks like Shopnopuri. It is therefore plausible to urge that the current attempt is the first of its type in Bangladesh and may be applied as a template for further research.

METHODOLOGY OF THE STUDY

The study covers information on the sample, sample size, sample selection techniques, data analysis, and other topics since its main objective is to determine the variables that affect travelers' choice of destination. This study aims to find out what are the key factors that influence visitor satisfaction at Shopnopuri Park. The quantitative analysis methodology was used in this report to make the research more reliable and to meet the study's objectives.

Sampling Procedure

The study considers a quantitative data gathering technique popular in social science and marketing research. They were chosen using a random sampling technique. The study's target demographics included spot visits; however, owing to the respondents' availability

and convenience, the sample size was reduced to 295 using the convenient sampling approach (Babble, 1990). In addition, 355 questionnaires were issued, and 307 were returned, or 86.28% of the total. In addition, 295 samples were chosen for the final study after the questionnaires were checked for completeness.

Questionnaire Development and Pre-testing

A recurring schedule of interviews was created to gather data from the existing sample group to fulfill the study's goals. The questionnaire was built using published research and practical information from earlier investigations (Hossain & Hossain, 2014). The questionnaire included the factors typically considered when choosing a trip destination. The respondents were asked to rate a variety of issues using a seven-point Likert scale (7 for highly strongly agree, 6 for strongly agree, 5 for agree, 4 for somewhat agree, 3 for disagree, 2 for strongly disagree, and 1 for very strongly disagree) to gauge overall satisfaction level in the matter. A preliminary questionnaire was created. Before being finished, the initial questionnaire was tested and corrected as needed. For scale dependability, the alpha value is taken into consideration. The item value was found to be 0.959, which is entirely trustworthy. Additionally, during the exploratory phase, participants' sociodemographic traits were measured using a structured questionnaire and a nominal scale.

Data Collection

Both primary and secondary data are used as the study's foundation. Based on the interview schedule, preliminary data were obtained through personal interviews with the visitors. The study was carried out between March 2021 and July 2021. Additionally, the desk research addressed both public and unpublished sources of information.

Data Analysis

We use factor analysis and descriptive statistics to examine our data in the current study. The research uses a personal computer for all of the analyses. The data are analyzed using the Statistical Package for the Social Sciences (SPSS 22). The distribution of the data is examined using descriptive statistics. Exploratory factor analysis is carried out to condense the number of items to a few associated dimensions. Without a predetermined structure on the outcome, it has been used to study the underlying factor structure of a set of observable variables (Child, 1990). The Principal Components and Orthogonal (VARIMAX) rotation approach is used to preserve only components with Eigen values equal to or greater than one (1). A variable is kept in the factor if its factor loading is 0.5 or above.

Factor Analysis

The phrase "factor analysis" refers to a collection of multivariate statistical techniques whose main objective is to specify a data matrix's underlying structure. Identifying a group of shared underlying characteristics known as factors addresses the issue of assessing the network of interactions (correlations) among a large number of variables (for example, test scores, test items, and questionnaire responses). The multiple dimensions of the structure may be identified using factor analysis, and the amount to which each size explains each variable can then be determined. The two main uses of factor analysis, summarization and data reduction, may be accomplished after these dimensions and the explanations for each variable have been established (Hair et al., 2006).

RESULT AND DISCUSSION

Profile of Respondents

Only 33.2% of married respondents and a sizable number of single respondents made up the male and female respondents, respectively, in terms of marital status. 20.3% of all respondents are under the age of 20. In comparison, the most influential age group in this study—64.6%—is between the ages of 21 and 30. In this way, 10.7% were between the ages of 31 and 40, 1.4% were between the ages of 41 and 50, and only 1% were between the ages of 51 and 60. Students account for 64.5% of respondents, government employee's account for 10.8%, and private organization employees account for 16.8%. Thus, family and people in the business account for 4.8% and 4.5%, respectively, while other professionals account for only 1%. Most respondents (40.1%) have graduated, and 31.8% have completed post-graduate studies, indicating a higher literacy rate, while only 11.2% and 17% have completed SSC and HSC levels, respectively. A significant proportion of respondents (63%) want to return, which is a very positive motivation, and 19% of total respondents are considering returning.

A constructive ranking of the attributes based on their average satisfaction value are given below in table 1 with respective standard deviation.

Table 1: Average Satisfaction Value of Selected Attributes (N=295)

SL. NO.	Observed Variables/attributes	Mean	Std. Deviation
1	The destination has a unique and incredible diversity, more expansive Space, and a quality environment for amusement	5.97	0.914
2	These Destination attractions are renowned in case of child refreshment in the northern area of Bangladesh	5.79	0.854
3	Entertainment and amusement facilities are available here	5.99	0.869
4	The destination has excellent appeal both in natural and artificial beauty	5.89	0.910
5	It is famous for being a great fun and amusement place for northern area people	5.79	0.763
6	Safety and security of the place are expected of visitors	5.71	0.841
7	A large number of riders are available here for visitors	5.90	0.854
8	A large number of trees and flowers are available here	5.80	0.752
9	A large number of sculptures are available here	5.90	0.765
10	Birds and animals are available here to attract visitors	4.95	0.857
11	An artificial lake and fountain are available here	5.98	0.764
12	The destination is well decorated and attractive	5.99	0.851
13	Various Riding facilities are available here	5.58	0.858
14	The mini zoo is available here	4.58	0.845
15	Aquarium fishes are available here	5.39	0.760
16	The place has an arrangement for a picnic	5.47	0.953
17	Tom tom (Horse car) is available here	5.49	0.854
18	Sound accommodation and recreation facility	5.39	0.866
19	Shopping and learning facilities are available there	3.39	0.838
20	The similarity of snacks item, food, flowers, culture, and lifestyle with locals	4.49	0.868

21	Reasonable price of different food drinks, handicrafts products, and services	3.39	0.987
22	Availability of information and easy communication with local people	3.29	0.857
23	Overall tourism environment and facilities	4.23	0.600
24	Availability of roads, transportation, and other communications facilities	5.28	0.609
25	Safety and quality of transportation services	5.58	0.665
26	The destination is very noise free, neat, and clean	4.49	0.663
27	Car parking facilities are available	3.39	0.562
28	Availability of well design washroom and toilet	3.03	1.761
29	Availability of pure drinking water	4.29	0.667
30	Family-oriented visiting facilities are available here	3.28	0.661
31	Availability of telecommunications, internet, and ATM booth facilities	4.29	0.671
32	Healthcare and medical facility are available	3.69	0.672
33	Brand loyalty and Emotional attachment to the destinations	3.50	1.430
34	All types of Pollution accessible environments exist here	3.42	0.657
35	Sufficient online information about the destination	3.62	0.641
36	Fresh environment and Opportunity for rest	3.70	0.741
37	Affordable cost of transportation and others	3.50	0.751
38	Warm hospitality by responsible personnel	4.72	0.541
39	Polite and prompt Behavior of staff	4.54	0.542
Overall satisfaction level of visitors towards Shopnopuri Park, Dinajpur=4.73			

Source: Calculated from primary data

On a scale of 1 to 7, 39 qualities or factors were evaluated in this analysis that obtained a mean satisfaction score more significant than the 'average,' which is 4.73. In addition, respondents are satisfied with all aspects of their satisfaction survey. In this regard, the highest average satisfaction is seen in the destination amusement facilities (4.99), whereas the lowest is seen in well design toilet and washroom services (3.03).

Reliability

Tables 2 and 3 demonstrate the constructs' high internal consistency and stability (Nunnally & Berstein, 1994). In each case, Cronbach's alpha exceeded Nunnally and Bernstein's (1994) recommendation of 0.7 and Bagozzi and Yi's (1988) of 0.6. For most of the observed variables, Cronbach's alpha value ranged between 0.6 and 0.7, and the overall reliability of the factor analysis was 0.655. Thus, the scales are sufficiently reliable for data analysis.

Table 2: Overall scale reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.655	9

Source: Calculated from primary data

Table 2 presents the overall scales reliability, reliability statistics Cronbach's Alpha is .655.

Table 3: Scale reliability of observed variables

		Item - Total Statistics		
	Scale Mean if Item Deleted	Scale Variance if Total Item Deleted	Corrected Item Total Correlation	Cronbach's Alpha if Item Deleted
More expansive Space and quality environment	24.16	21.221	.969	.439
Variety of Food and beverage	23.80	24.432	.881	.489
Entertainment	23.79	23.109	.997	.479
Fun	23.60	25.500	.690	.552
Child Refreshment	23.18	27.100	.510	.581
Amusement	24.28	34.300	.200	.665
Cleanliness and noise-free spot	24.04	40.508	-.232	.733
A large Number of Riders	24.50	43.400	-.410	.755
Safety and Security	24.10	41.010	-.345	.710

Source: Calculated from primary data

Total Variance Explained and Eigen Value

All the factors extracted from the study are shown in Table 4, along with their eigenvalues, the proportion of Variance each element contributes to, and the component's cumulative Variance. For example, 57.551% of the variation is explained by the first component, 18.516% by the second, and 15.616% by the third. The outcomes also demonstrate that three criteria have a role in selecting Shopnopuri Park. The elements include room and food (5.38), hygiene and security (1.866), as well as entertainment and riders (1.49). Because of this, only components with latent roots or eigenvalues higher than one are regarded as relevant; all factors with latent sources lower than one are considered unimportant and disregarded (Hair et al., 2006). These variables account for almost 91% of the variation, which suggests that they are more significant (Table 4).

Table 4: Eigenvalues of each factor

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative%
1	5.380	57.551	57.551
2	1.866	18.516	76.076
3	1.490	15.616	91.683
Extraction Method: Principal Component Analysis.			

Source: Calculated from primary data

VARIMAX Rotated Factor Matrix

Principal component factor analysis with rotated factor loadings was performed on the survey data (Table 5). The common technique of principal component analysis (PCA) is used to divide variables into a small number of unrelated elements. Variables with a factor loading of larger than 0.5 are considered factors. The link between the original variable and the particular component, known as a factor loading, is essential for comprehending the characteristics of that particular factor (Roy et al., 2016). Table 5 displays the rotational factor loadings versus the nine observed variables. Three derived factors are also

produced by factor analysis using Varimax rotation. The "space and food" factor has five different components. Wider Space and high-quality surroundings (0.978), a variety of food and drink (0.973), entertainment (0.929), fun (0.772), and kid refreshment are the titles of the variables (0.666). Cleanliness, noise reduction, and safety and security are listed as factors 2. The component comprises two variables: safety and security (0.948) and cleanliness and noise-free (0.948). The third (0.801) factor is "amusement and riders." Two amusement-related factors (0.935) and a high number of riders make up factor 15. (-0.861).

Table 5: Factor Rotated Component Matrix

Rotated Component Matrix			
	Component		
	1	2	3
More expansive Space and quality environment	**.978**	-.003	.120
Variety of Food and Beverage	**.973**	-.133	-.101
Entertainment	**.929**	-.270	.211
Fun	**.772**	-.532	.290
Child Refreshment	**.666**	-.659	.240
Cleanliness and noise-free	-.053	**.948**	.158
Safety and Security	-.351	**.801**	.411
Amusement and freshness	.169	.220	**.935**
A large Number of Riders	-.100	.378	**-.861**
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization			
a. Rotation converged in 5 iterations.			

Source: Calculated from primary data

Correlation Matrix of Observed Variables

A correlation matrix is useful for compiling many correlation coefficients into a single table. A table called a correlation matrix provides all possible correlation coefficients between a groups of variables. Table 6 demonstrates the substantial correlation between children's enjoyment and refreshment (0.965). Additionally, there is a strong positive link between fun and entertainment (0.944), entertainment and diversity of food and beverage (0.955), fun and broader Space with an excellent atmosphere (0.949), and entertainment (0.949). (0.929). On the other hand, the quantity of rides strongly inversely correlates with enjoyment (-0.739).

Table 6: Correlation Matrix of Observed Variables

Observed Variables	1	2	3	4	5	6	7	8	9
More expansive Space and quality environment	1.000								
Variety of Food& Beverage	**.955**	1.000							
Entertainment	**.949**	**.929**	1.000						
Fun	.820	.820	**.944**	1.000					
Child Refreshment	.680	.720	.851	**.965**	1.000				
Amusement and freshness	.300	.041	.321	.281	.159	1.000			
Cleanliness and noise-free	-.090	-.158	-.359	-.600	-.688	.028	1.000		
A large Number of Riders	-.200	-.080	-.390	-.556	-.568	**-.739**	.444	1.000	
Safety and Security	-.306	-.500	-.455	-.546	-.655	.523	.700	.022	1.000

Source: Calculated from primary data

CONCLUSIONS AND RECOMMENDATIONS

This study explored the influential factors of visitors' satisfaction with Shopnopuri park, Dinajpur, in Bangladesh. The study explores and adopts nine exploratory characteristics to achieve the desired goal. The factors analysis produced nine dimensions: more expansive Space and quality environment, variety of food and beverage, entertainment, fun, child refreshment, amusement and freshness, cleanliness and noise-free, many riders, safety, and security. According to the above analysis, expansive Space and food, cleanliness and security, and amusement and riders have emerged as important factors for choosing Shopnopuri Park. The analysis identified three factors in play when Shopnopuri Park was chosen. Interested investors might use these three criteria as a reference. The two characteristics with the largest eigenvalues, Space and food, should be considered when choosing Shopnopuri Park. Thirty-nine parameters were studied, with nine variables as independent variables. As a result, several other factors could influence visitor satisfaction. For example, investors need to be aware of the different aspects that affect consumer choices. Finally, prospective investors should consider the study's conclusions about the elements that contributed to choosing Shopnopuri Park.

Practical Implications of the Study

The study's basic premise is to ensure the Shopnopuri park's sustainability by providing the best facilities for visitors in the northern area of Bangladesh. It will include attracting visitors to the garden by ensuring proper and better-desired service and planning to monitor from the appropriate authorities. A comprehensive study like this contributes significant findings for effective management policies to increase the park's acceptability and popularity to target visitors. By learning about the scores of individual factors, this study will identify the ethical responsibilities and initiatives of the authorities. As a result, these can assist owners, employees, planners, policymakers, the national tourism organization, and other related bodies in developing and implementing plans for the destination. The findings of the study should provide academics and researchers with new insights. For example, the study's conclusions might be applied as a benchmark for companies looking to expand their customer base by upgrading their offerings and tailoring their marketing plans accordingly. Finally, the study's findings have ramifications for academics and professionals that perform an increasing amount of consumer research.

Limitations with future implications

This paper has some limitations, which might spur additional reliable research in this area. First, only visitor impressions were used as sample responders in this study. Second, to provide more accurate data addressing the general atmosphere of Bangladesh's entertainment parks, more research might be conducted employing park managers and owners as sample respondents and more factors. Third, this study disregarded behavioral theories and tourist sentiments concerning the park. As a result, our current study strategy is to thoroughly examine data using several sample sizes (at least 400) to get beyond the restrictions mentioned above.

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