

## **CHAPTER V**

### **SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

This chapter presents the summary of findings, the drawn conclusions and the suitable recommendations made by the researchers.

#### **Summary**

The purpose of this analysis was to find out how Enchanted Kingdom Theme Park provides excellent service to its guests.

Specifically, it endeavored to answer the following questions.

1. How do the guests rate the experience of staying in a theme park through its products and services?
2. What are the problems encountered by the guests with the products and services offered by the park during their stay?
3. What probable solutions must be employed to solve these problems?

The researchers used the descriptive method of research in this study for it complements with the aims and purposes of the study. A questionnaire was formulated by the researchers themselves and was then passed to their thesis adviser for checking and approval. It was used as the sole and major instrument to gather data needed to support and make this study credible and factual.

One hundred (100) randomly selected guests visiting the theme park were involved in this study as the respondents. The study was conducted during the second semester of the academic year 2006-2007.

Weighted mean was employed as the statistical instruments in order to present and interpret the data gathered.

## **Findings**

Based from the data collected, the following important findings were uncovered and revealed in this study.

1. Evaluation of products and services offered by Enchanted Kingdom Theme Park.

Among the ten (10) items on the evaluation of the products and services offered by Enchanted Kingdom Theme Park, the top three products and services got the highest evaluation were rides and attractions, night lighting and pyrotechnics display with the weighted mean 4.01, 3.96 and 3.83 respectively. The least product and service was the entertainment shows which only got a weighted mean of 3.40. The average weighted mean was 3.66 and was interpreted as very good.

2. Common problems encountered by the guests during their stay inside the theme park.

The most common problem encountered by the guests inside the theme park out of the (10) variables were expensive souvenir items, expensive foods and drinks and the loose security measures. The weighted mean of these variables were 3.22, 3.13 and 3.10 correspondingly. Last in the rank was the dirty comfort room with a weighted mean of 2.50. The average weighted mean was 2.92 and was interpreted as observed.

3. The probable solutions to be employ in solving the problems encountered.

Crowd control leads the rank in probable solutions to be employ in solving the problems met by the guests inside the theme park. It got a weighted mean of 3.12. On the second rank was to regulate souvenir item price with a weighted mean of 3.11 while employ and tighten security got the third rank with a weighted mean of 3.09. Ranking tenth was to add food court garnering a weighted mean of 2.86. Interpreted as observed was the average weighted mean of 3.00.

### **Conclusions**

Based on the findings of the study, the following conclusions were drawn.

1. The most aftersought product and service offered by Enchanted Kingdom Theme Park is its rides and attractions.
2. The most common problem encountered by the guests during their stay inside the theme park is the expensive souvenir item price.
3. Crowd control was the most agreed probable solution to be employed in solving problems encountered by the guests.

### **Recommendations**

Arising from the conclusions drawn from the findings, the following recommendations are formulated and are offered.

1. Enchanted Kingdom Theme Park management must uphold and maintain their main product which is its rides and attractions magnetizing numerous visitors nationwide giving enjoyment not only to children but also for the young-at-heart.

2. The managers of the theme park should always take into account that their guests come to their property to gain total theme park experience and that includes souvenir items and guests are expecting that these items are fairly sell in it most bargain price.
3. Park relations officers should control and regulate the number of their guests coming to avoid inconveniences to other visitors.
4. Theme park industry should develop number of ways in nurturing the type of business they're into which is depicting that people visiting the park are in different place and time. The products and services should be highly consulted to a trusted and licensed theme park developer.
5. A follow up study on the guest satisfaction from products and services offered by a theme park maybe conducted by future researchers to determine whether the concept of a satisfactory service was fully understood and comprehended by the guests visiting a theme park. The follow up study may also be done to know if changes were made and applied by Enchanted Kingdom Theme Park in providing a satisfactory service to their guests through its products and services.