



De La Salle University - Dasmariñas

**PROPOSED ENHANCED OPERATION GUIDELINES OF SELECTED SERVICES
OF STAR CITY**

De La Salle University – Dasmariñas

Dasmariñas City, Cavite

A Thesis Presented to the
College of Tourism and Hospitality Management
In Partial Fulfillment of the Requirements for the Degree of
Bachelor of Science in Tourism Management

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Thesis Abstract

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Purpose of the study

This study focused on the assessment of Star City as to its operational management and queuing procedures, and evaluation of the guests to know whether they are really being achieved and whether Star City is really able to meet the full satisfaction of the guests.



Methodology

This study was a quantitative research that dealt on the assessment of the theme park which included the operational management and queuing procedures within the park. This was used to evaluate the performance of the theme park in terms of the critical factors. Evaluative research was adopted at the same time to find out the factors that would drive the consumers to visit and revisit Star City in the future.

The sampling method used in this study was the stratified random sampling. This method was used by dividing the Star City into strata. As the researchers' respondents were from different ages, the strata were composed of the different rides the kiddie, adult and family rides. And the respondents were based on the maximum capacity of each ride.

Survey questionnaires were distributed to 511 respondents which were composed of 379 guests and 132 employees. After gathering the data, they were statistically treated using mean, ranking, frequency and percentage. Analysis of Variance and T-test were used to determine the significant relationship between the profile of the respondents and the level of satisfaction in the services of Star City.

Summary of Findings

1. What is the profile of the respondents in terms of :

- a. Age



52.3 percent (267 out of 511) of the respondents belonged to the age group of 20 and below; 34.4 percent (176 out of 511) belonged to the age group of 21 – 30; 11.5 percent (59 out of 511) belonged to the age group of 31 – 40; 1.4 percent (7 out of 511) belonged to the age group of 41 – 50 and 0.4 percent (2 out of 511) belonged to the age group of 51 – 60.

b. Gender

56.9 percent (291 out of 511) of the respondents belonged to the male gender while 43.1 percent (220 out of 511) belonged to the female gender.

c. Civil status

80 percent (409 out of 511) of the respondents were single; 18.4 percent (94 out of 511) were married; 1.4 percent (7 out of 511) were separated; and 0.2 percent (1 out of 511) were widow.

d. Occupation

3.1 percent (16 out of 511) of the respondents were employed in government; 46.0 percent (235 out of 511) were employed in non-government offices; 49.5 percent (253 out of 511) were unemployed; and 1.4 percent (7 out of 511) were self-employed.

e. Place of residence

65 percent (332 out of 511) of the respondents were from Metro Manila while 35 percent (179 out of 511) were outside Metro Manila.



f. Educational attainment

0.4 percent (2 out of 511) of the respondents were elementary graduates; 19.8 percent (101 out of 511) were high school graduates; 48.3 percent (247 out of 511) were college undergraduates; 26.8 percent (137 out of 511) were college graduates; 2.5 percent (13 out of 511) had vocational course; 1.2 percent (6 out of 511) were master's degree holders; 0.6 percent (3 out of 511) were doctorate degree holders; and 0.4 percent (2 out of 511) belonged to others.

2. How do the respondents assess the services of Star City in terms of:

a. Entrance and exit procedures

The level of satisfaction of the respondents in the entrance and exit procedures had an interpretation of somewhat satisfied as it had a total mean of 4.29.

In the entrance and exit procedures: enough ticket counters to accommodate the guests, enough staff to assist the guests, ticket price lists are visible within park premises, enough food and beverage counters to accommodate guest, ride-all-you can tickets provided according to guests preference, enough security staff for all the guests, enough visible exits and entrances signage, enough emergency exits and accessible exits for the guests got a mean of 4.26, 4.24, 4.37, 4.44, 4.39, 4.21, 4.24, 4.18 and 4.27, respectively.

b. Kiddie rides



The level of satisfaction of the respondents in the kiddie ride had an interpretation of somewhat satisfied as it had a total mean of 4.31.

In the kiddie rides: enough space for guest when queuing in rides, queuing time for each ride, first come first serve procedure in line, the rules and regulations posted in each ride, appropriate signage for guests with medical conditions, required height standards being monitored, enough time allotted for the ride, time taken when exiting the ride, rides look appealing and safety of ride got a mean of 4.20, 4.12, 4.35, 4.43, 4.32, 4.33, 4.29, 4.31, 4.34 and 4.41, respectively.

c. Adult rides

The level of satisfaction of the respondents in the adult rides had an interpretation of somewhat satisfied as it had a total mean of 4.27.

In the adult rides: enough space for guest when queuing in rides, queuing time for each ride, first come first serve procedure in line, the rules and regulations posted in each ride, appropriate signage for guests with medical conditions, required height standards being monitored, enough time allotted for the ride, time taken when exiting the ride, rides look appealing and safety of ride got a mean of 4.17, 4.11, 4.23, 4.43, 4.28, 4.39, 4.29, 4.29, 4.32 and 4.42, respectively.

d. Family rides



The level of satisfaction of the respondents in the family rides had an interpretation of somewhat satisfied as it had a total mean of 4.31.

In the family rides: enough space for guest when queuing in rides, queuing time for each ride, first come first serve procedure in line, the rules and regulations posted in each ride, appropriate signage for guests with medical conditions, required height standards being monitored, enough time allotted for the ride, time taken when exiting the ride, rides look appealing and safety of ride got a mean of 4.20, 4.15, 4.36, 4.42, 4.33, 4.35, 4.29, 4.32, 4.30 and 4.37, respectively.

3. Is there a significant relationship between the profile of the respondents and the assessment of the services of Star City?

The relationship between the level of satisfaction of the guests to their age. Since the p-value of the guests' ratings on the entrance and exit procedure (.00), kiddie rides (.00), adult rides (.00) and family rides (.01) are lower than .05 level of significance, the mean square value of the variables is found to be significant. Therefore, the null hypothesis which states that there is no significant relationship between the age of the guest respondents to their level of satisfaction in the entrance and exit procedures, kiddie, adult and family rides is rejected.

The relationship between the level of satisfaction of the guests to their gender. Since the p-value of the guests' ratings on the entrance and exit procedure (.11) is higher than .05 level of significance, the mean square value of the variable is found to be not



significant. Therefore, the null hypothesis which states that there is no significant relationship between the gender of the guest respondents to their level of satisfaction in the entrance and exit procedure is accepted. However, since the p-value of the guest's ratings on the kiddie rides (.03), adult rides (.04) and family rides (.00) is lower than .05 level of significance, the mean square value of the variables is found to be significant. Therefore, the null hypothesis which states that there is no significant relationship between the gender of the guest respondents to their level of satisfaction in the kiddie, adult and family rides is rejected.

The relationship between the level of satisfaction of the guests to their civil status. Since the p-value of the guests' ratings on the entrance and exit procedure (.24), kiddie rides (.92), adult rides (.59) and family rides (.94) is higher than .05 level of significance, the mean square value of the variable is found to be not significant. Therefore, the null hypothesis which states that there is no significant relationship between the civil status of the guest respondents to their level of satisfaction in the entrance and exit procedure, the kiddie, adult and family rides is accepted.

The relationship between the level of satisfaction of the guests to their occupation. Since the p-value of the guests' ratings on the adult rides (.08) is higher than .05 level of significance, the mean square value of the variable is found to be not significant. Therefore, the null hypothesis which states that there is no significant relationship between the occupation of the guest respondents to their level of satisfaction in the adult rides is accepted. However, since the p-value of the guests' rating on the entrance and exit procedures (.00), kiddie rides (.00) and family rides (.03) is lower than .05 level of



significance, the mean square value of the variables is found to be significant. Therefore, the null hypothesis which states that there is no significant relationship between the occupation of the guests respondent to their level of satisfaction in the entrance and exit procedures, kiddie and family rides is rejected.

The relationship between the level of satisfaction of the guests to their residency. Since the p-value of the guests' ratings on the entrance and exit procedure (.59), kiddie rides (.67), adult rides (.50) and family rides (.77) is higher than .05 level of significance, the mean square value of the variable is found to be not significant. Therefore, the null hypothesis which states that there is no significant relationship between the residency of the guest respondents to their level of satisfaction in the entrance and exit procedure, the kiddie, adult and family rides is accepted.

The relationship between the level of satisfaction of the guests to their educational attainment. Since the p-value of the guests' ratings on the entrance and exit procedure (.71), kiddie rides (.47), adult rides (.27) and family rides (.92) is higher than .05 level of significance, the mean square value of the variable is found to be not significant. Therefore, the null hypothesis which states that there is no significant relationship between the educational attainment of the guest respondents to their level of satisfaction in the entrance and exit procedure, the kiddie, adult and family rides is accepted.



Conclusion

1. Most of the respondents are age 20 and below and males are the predominant respondents. Majority of the respondents are single and most of the respondents are unemployed. Majority of the respondents reside within Metro Manila and are college undergraduate.

2. The overall rating of the respondents in the level of satisfaction of the entrance and exit procedures, kiddie, adult and family rides has an interpretation of somewhat satisfied.

3. There is no significant relationship between the guests' ratings on the entrance and exit procedure in relation to their gender; the adult rides in relation to their occupation; and the entrance and exit procedures, kiddie, adult and family rides in relation to their civil status, residency and educational attainment. Therefore, the null hypothesis is accepted. However, there is a significant relationship between the guests' ratings on the entrance and exit procedure, kiddie, adult and family rides in relation to their age; the kiddie, adult and family rides in relation to their gender; and the entrance and exit procedures, kiddie and family rides in relation to their occupation. Therefore, the null hypothesis is rejected.

4. The researchers proposed an enhancement operation guidelines of selected services for the management and employees to encourage guests of all ages, gender, civil status, occupation, residency and educational attainment to be very satisfied with the services that they offer.



Recommendation

The researchers would like to recommend the following:

1. Enough emergency exits. Locate more emergency exits in a place with most number of people. Ensure that the emergency exits are enough per floor.
2. Ample security staff for all guests. Hire additional security staff to accommodate and ensure safety and security of all guests.
3. Availability of visible exit and entrance signages. Provide a vicinity map of where the guests are and indicate visible map of the flow of their entrance and exits.
4. Lessen the queuing time for each ride. Provide the guests the exact time by putting up a star flip timers (flipping time board) for them to wait in the rides.
5. Sufficient space for guests when queuing in rides. Provide ample space for rides that have a large number of capacities.
6. Ample time allotted for the rides. The most popular ride should extend the time frame of the operations and those rides that are not so popular should shorten the time frame of operations.
7. Ensure first come first served procedure in line. The management should provide the queuing rails with numbers to prioritize the first guest.
8. Proposed enhanced guidelines should be implemented to increase guest satisfaction.
9. Future researchers are encouraged to make similar studies regarding this topic, and it is recommended that they study the services not included in the recent study, such as



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Aliw Theater and Snow World; playground rides such as Little Tyke, Jumping Star, Jungle Splash and Telecombat; attractions such as 4d Super Maxrider, Pirate Adventure, Lazer Blaster, Kilabot Ng Mummy, and Dungeon, Land of Giants, Peter Pan, Time Tunnel and Gabi Ng Lagim; and side shows such as basketball game, shooting, monkey well, straight line, try your luck, throwing token, catch me, ball pool, kiddie fun rides, and wall climbing. In studying those services, it will broaden the research topic and further strengthen their study.

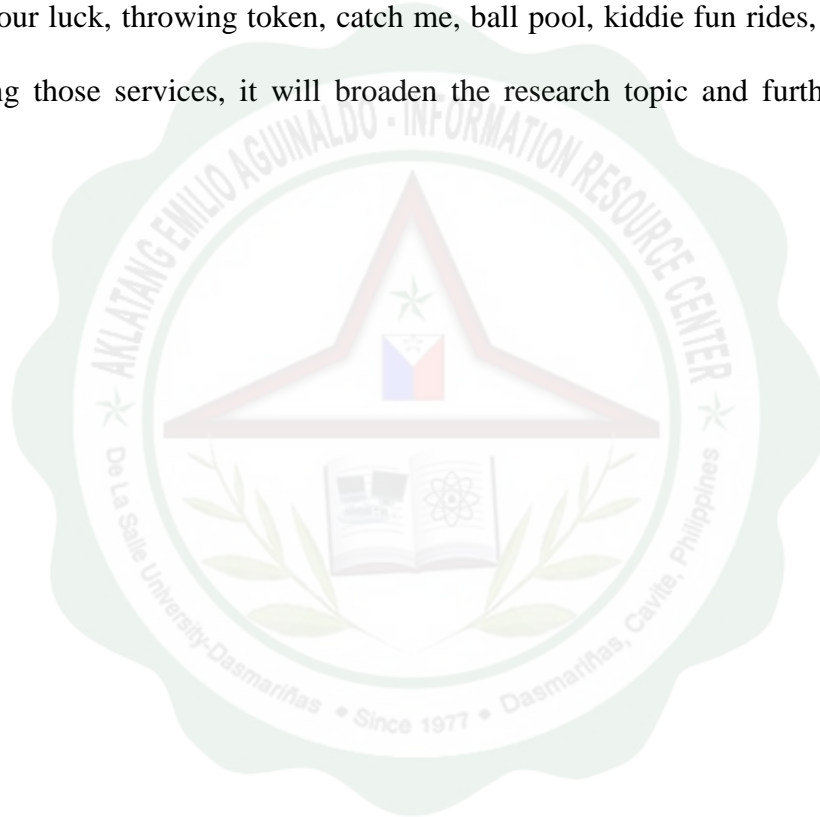




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