

Study of Amusement Industry in Jharkhand Region

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Abstract: Whereas India is looking towards a 5 trillion economy, Indian lease industry is still underdeveloped. Traditional bank financing systems still dominate the Indian economic system. In terms of volume, Indian lease industry ranks below 50, globally. Similarly, Indian amusement sector contributes 40% to the overall lease industry but the situation of the amusement lease sector is worse than any other sector nowadays. It not only lost its peak season (March-September) but also suffered to pay wages and salaries to its workers and employees, respectively.

The study aims to identify and analyse all the various factors that can impact the amusement park in the Jharkhand region. This paper can help to analyse the behavioural aspects of the people of Jharkhand.

Keywords: Lease Industry, Amusement industry, Jharkhand region, Consumer behaviour.

Introduction

Nothing can give you more enthusiasm and happiness than spending a day in an amusement park with your friends and family members. Amusement parks are one of the favourite places of recreation for Americans. Americans had imported the concept of amusement parks from Europe and re-exported successfully throughout the world in the 1980s. [1]

One of the earliest amusement parks (Pleasure garden) was found in 1133, England. It is assumed that amusement parks evolved from the three historic traditions [2].

- Travelling and periodic fairs
- Pleasure garden
- Exhibitions

On 17th of July 1955 Magic Kingdom of Walt Disney, which is more commonly known as “Disneyland” established in Anaheim, California. Disneyland attracted more than 4 million visitors in the period of 1955-1956 and maintained its popularity ever since.

Following is the list of top 5 amusement parks worldwide and their annual attendance [3]:

Rank	Amusement Park	Location	2017	2018	2019
1	Magic Kingdom Theme Park at Walt Disney	Lake Buena Vista, Florida, United States	20,450,000	20,859,000	20,963,000
2	Disneyland Park	Anaheim, California, United States	18,300,000	18,666,000	18,666,000
3	Tokyo Disneyland	Tokyo, Japan	16,600,000	17,907,000	17,910,000
4	Tokyo DisneySea	Tokyo, Japan	13,500,000	14,651,000	14,650,000
5	Universal Studios Japan	Osaka, Japan	14,935,000	14,300,000	14,500,000

Table1.0 Top 5 Amusement Parks (Source- List of amusement park rankings, Wikipedia).

Amusement parks are famous for their unique attractions. It would not be wrong to say that they are specially designed to attract more & more visitors throughout the world. Traditionally, theme parks were known for rides like roller coasters, ferris wheel, electric rides, water rides and carousels. But technology and science always changed the old definitions and created a new one. Within the past few years, new rides have been emerged and attract more visitors. Such as:

- Dark ride
- Flat ride
- Virtual reality (VR)
- 4D Ride
- Motion simulator ride
- Millennium falcon
- The Simpsons ride.

Appu Ghar was the maiden amusement park of India. It was established in 1984 and inaugurated by the former Prime Minister of India, Mr. Rajiv Gandhi. Appu is situated in Pragati Maidan, New Delhi. Appu was an elephant mascot that became famous in Asian

games held in New Delhi, 1982. [4] It is assumed that by the end of 2020, the amusement and theme park of India would reach the worth of 10,000crore. Currently, there are only 120 amusement and theme parks and 45 family entertainment centers across India.

Indian Association of Amusement Parks and Industries (IAAPI) is the apex organization that represents and controls the amusement industry. IAAPI is a non-profit, non-government, industry-managed organisation. The primary objective of the organisation is to enhance the amusement sector of India. IAAPI was founded in 1999. IAAPI also runs various training programmes, seminars, trade shows, etc to improve the quality of both the operational part of amusement parks and the manufacturing sector.

Recently, the 20th IAAPI Amusement Expo-2020, [26 Feb - 28 Feb/2020] supported and organised by the Ministry of Tourism of India, inaugurated by “the International Association of Amusement Park and Attractions”. It was the biggest Business to Business (B2B) exhibition, and the primary agenda was to promote leisure, recreation and amusement Industries [5].

Literature review

After the tremendous success of Appu Ghar (1984), New Delhi, new investors came into the play and developed new amusement parks such as Essel World (1989), Mumbai, and Nicco Park (1991), Kolkata so on and so forth. At the beginning of the first decade of the 21st century many small and medium-size theme and amusement parks occupied the Tier-3 cities, but on the other hand, there are only 150 amusement parks in Tier-1 and Tier-2 cities. As per the report of Indian Association of Amusement Parks and Industries (IAAPI), Indian amusement parks have been growing more than 17.5% of the Compound Annual Growth Rate (CAGR) with the annual revenue of 17 Billion (INR). It is assumed that by the end of 2020, the amusement industry could achieve the target of 40 Billion. [6]

The amusement industry not only grows and generates income but also provides employment to more than 75,000 people (approx). Like any other entertainment industry, the amusement sector also tries to attract more and more visitors across the world. In India, more than 3crore visitors visit amusement parks every year. The contribution of the amusement industry is near about 40% of the total leisure industry turnover. [7]

Indian amusement industry plays a vital role in employment generation, both directly (wage and administrations) and indirectly (food & beverage, hospitality, transportation industry, local vendor marketing and many more ways. But in 2020, the amusement industry is badly affected by the COVID-19 outbreak. As a result, the amusement sector is looking at PAN India Financial Distress and Bankruptcy.

This year the amusement industry has already lost its biggest peak season that could be generated 45% - 55% of Earnings before interest, taxes, and amortization (EBITA). After the implementation of lockdown families are avoiding going to a crowded place. Similarly, intra state travelling was also restricted (or allowed in special cases, by following strict guidelines of central government).

Research Methodology

The study is Descriptive research and based on “Conclusive Research Design”

For the collection of data, the survey has been conducted and collected 500 genuine responses from different groups of people (including students).

Contact method- The collected data is exclusively based on the Mobile Marketing Survey method (MMR). Social media platforms such as *LinkedIn*, *Facebook*, *WhatsApp* have been used to collect the data.

For analysing secondary data, “collected from verified sources such as Published Journals, newspapers, government Reports” tables, graphs and line charts, pie-charts have been used.

Objectives

- The objective of the research is to check the feasibility of an amusement park in the Jharkhand region.
- To analyse the various demographic and economic advantages and disadvantages of Jharkhand.
- To examine the various factors that could affect the investment in amusement parks.

Jharkhand

Jharkhand, known as “*The Land of Forest*”, is situated in eastern part of India. Jharkhand shares its border with Bihar, Uttar Pradesh, Chhattisgarh, Odisha, and West Bengal. It is the 14th largest by population and 15th largest by area.

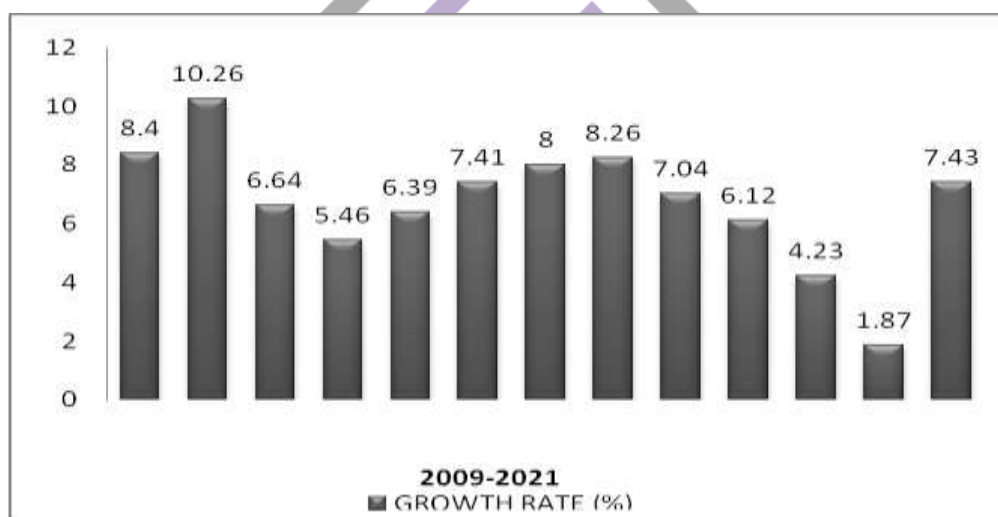
“The land of forest” is also known for its valleys, hills, waterfalls, and holy places.

1. GDP and Per Capita Income analysis:

The gross domestic product (GDP) of Jharkhand is US\$ 54 Billion, (Rs. 3.83 lakh crore) in 2020-2021 Financial Year.

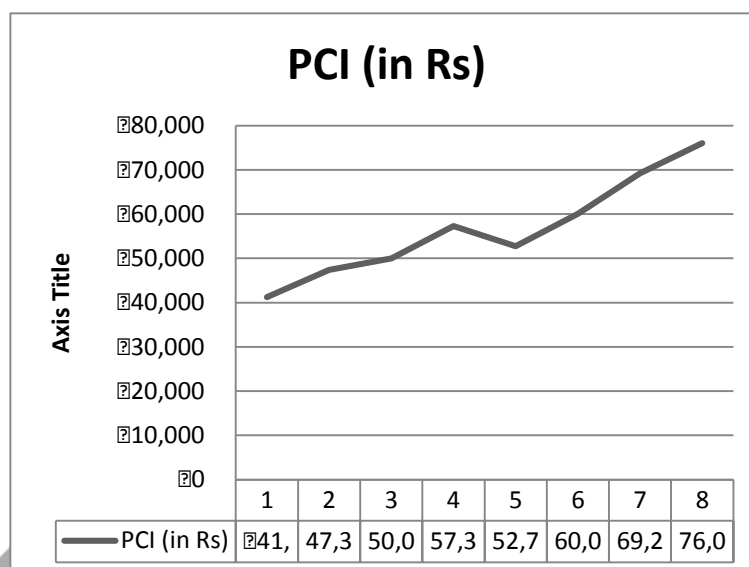
GDP OF JHARKHAND 2009-2021	
YEAR	GROWTH RATE (%)
2009	8.4
2010	10.26
2011	6.64
2012	5.46
2013	6.39
2014	7.41
2015	8
2016	8.26
2017	7.04
2018	6.12
2019	4.23
2020	1.87
2021	7.43

(Table.2.0 GDP of Jharkhand 2009-2021, Source- Statista 2020)



Per capita income of Jharkhand	
Year	PCI (in Rs)
2012	41,254
2013	47,360
2014	50,006
2015	57,301
2016	52,754
2017	60,018
2018	69,265
2019	76,019

(Table 3.0)



(Chart 1.0)

Analysis:

By using a simple mean method of Central Tendency, the Average GDP of the last 12 years and one upcoming year of Jharkhand is 6.73%. On the other hand, average growth rate of the last 10 years of India is 7.53% [8]. That simply indicates that the growth of Jharkhand is lagging the overall growth of the nation.

Similarly, in 2012, the per capita income of Jharkhand was 41,254 and increased by 34,765 in 8 years. Per Capita of the Jharkhand is 76,019 [FY-2019]. As per the report published by The Financial Time [7 Jan 2020] [Source- National Statistical Office] Per Capita Income of India of FY-2019-2020 is ₹1,35,048 [risen by 6.8%]. It is clearly visible that the growth rate of Jharkhand is not up to the mark. As compared to the national figure, Jharkhand Per Capita income is less by 59,029. That could not be taken as a good growth rate.

Population Analysis

As per the senses of India [2011]- Ranchi is the most populated city of Jharkhand, followed by Dhanbad and Giridhi. The total population of the Ranchi district is 29,14,253. [2011] and expected to reach 33,22,248 by 2020. Similarly, Dhanbad and Giridhi are holding 2nd and 3rd positions with 8.14% and 7.41% respectively. The total population of Dhanbad and Giridhi is 26,84,487 [2011] and 24,45,474 [2011] and expected to reach 30,60,315 and 27,87,840 by 2020, respectively. [12]

District like Lohardaga 4,61,779 [1.4%] and Simdega 5,99,578 [1.82%] less than 3% of the Jharkhand's population simultaneously. It is expected that Jharkhand will reach a population of 30 million by the end of 2020.

District wise population in Jharkhand			
District	Population (2020 est.)	Population (2011)	Percentage
Garhwa	15,07,974	13,22,784	4.01
Chatra	11,88,890	10,42,886	3.16
Kodarma	8,16,535	7,16,259	2.17
Giridih	27,87,840	24,45,474	7.41
Deoghar	17,00,963	14,92,073	4.52
Godda	14,97,448	13,13,551	3.98
Sahibganj	13,11,646	11,50,567	3.49
Pakur	10,26,481	9,00,422	2.73
Dhanbad	30,60,315	26,84,487	8.14
Bokaro	23,51,056	20,62,330	6.25

Lohardaga	5,26,441	4,61,790	1.4
Purbi Singhbhum	26,15,068	22,93,919	6.95
Palamu	22,11,451	19,39,869	5.88
Latehar	8,28,755	7,26,978	2.2
Hazaribagh	19,77,324	17,34,495	5.26
Ramgarh	10,82,365	9,49,443	2.88
Dumka	15,06,444	13,21,442	4.01
Jamtara	9,01,788	7,91,042	2.4
Ranchi	33,22,248	29,14,253	8.83
Khunti	6,06,349	5,31,885	1.61
Gumla	11,68,743	10,25,213	3.11
Simdega	6,83,519	5,99,578	1.82
Pashchimi Singhbhum	17,12,665	15,02,338	4.55
Saraikela-Kharsawan	12,14,164	10,65,056	3.23

(Table 4.0, Source-Wikipedia)

Economic data of “Tier-II cities” of Jharkhand

Sl. NO	Name	Literacy rate (%)	Average Monthly Salary	Labour Force population
1	Jamshedpur	89	18,000	3,43,008
2	Dhanbad [Dhanbad]	79	25,000	5,46,714
3	Ranchi [Ranchi]	87	35,100	72,009
4	Bokaro Steel City	84	27,666	6,85,368
5	Deoghar	76	16200	2,97,146
6	Phusro	78	27,666	6,85,368
7	Hazaribag	70	24000	3,27,316
8	Giridih	65	25000	4,12,912
9	Ramgarh	73		2,21,112
10	Medininagar (Daltonganj)	87	19000	2,83,702
11	Chirkunda	64	25,000	5,46,714
12	Jumri Tilaiya	62	22000	1,43,324
13	Sahibganj	42		4,90,202
14	Saunda	63		2,83,702
15	Chaibasa	75.54	13600	3,43,008
16	Lohardaga	85.37	17000	2,21,332
17	Chakradharpur	75.9		3,43,008
18	Madhupur	59.6	16200	2,97,146
19	Gumla	66	12500	4,87,508
20	Chatra	60	19,000	1,95,502
21	Godda	57	20800	2,35,735
22	Gumia (Gomia)	64	27,666	6,85,368
23	Dumka	89.92	19400	2,37,479
24	Garwa	61		2,78,931
25	Pakaur	50.17		2,52,017

(Table 5.0, Source- worldlistmania, [13])

Analysis

As per the senses of India, the Literacy Rate of Jharkhand is 67.63% that is less than the national average literacy rate of 74.04% [2011]. Similarly, as per the revised estimated updated data, Dumka is holding the 1st position with 89.92%, followed by Jamshedpur and Ranchi of 89% and 87% respectively.

With the average monthly salary of 35,100, Ranchi is holding a 1st position in the state. Only cities like Dhanbad, Bokaro, Giridhi, Phusro, Gumia are caring for the average salary amount of more than ₹25,000. Unfortunately, famous cities like Jamshedpur, Deoghar, Hazaribag are having the salary of less than ₹25,000

Tourist attractions and visitors

Jharkhand is one of the most famous and beautiful parts of Indian Peninsula. The scenery of beautiful hills, waterfalls, valleys can easily mesmerize anyone. Jharkhand is not only known for its hills and waterfalls but also for its famous pilgrim places like Parasnath [eastern end of Chota Nagpur Plateau], Baidyanath Dham, also known as Vaidyanath Joytirling temple [Deoghar], Rajrappa [Pilgrimage center in Ramgarh] and so on.

Following are the famous tourist destinations of Jharkhand:

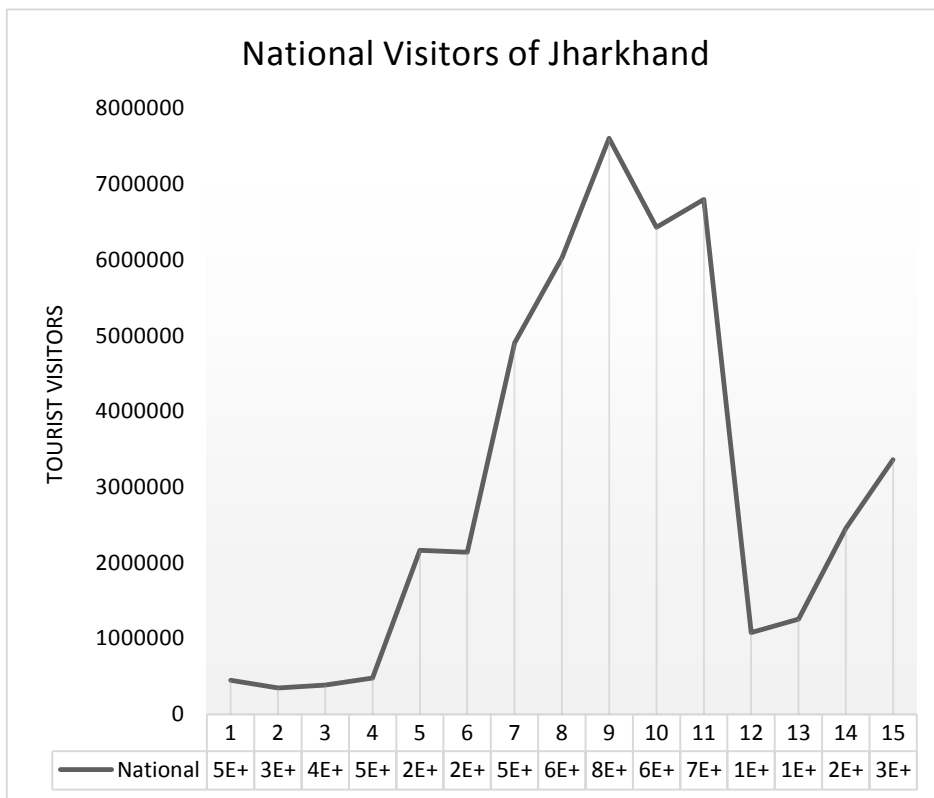
Top 20 Major Tourist Attractions			
Baidyanath Jyotirlinga, Deoghar	Naulakha Mandir, Deoghar	Shikharji Mountain Peak, Giridih	Netarhat Hill Station, Latehar
Jagannath Temple, Ranchi	Naulakha Mandir, Deoghar	Maithon Dam, Dhanbad	Jubilee Park, Jamshedpur
Bhuvaneshwari Temple, Jamshedpur	Zoological Park, Jamshedpur	Khandoli Dam, Giridih	Maluti Temple, Dumka
Sun Temple, Ranchi	Betla National Park, Latehar	Basukinath Temple, Deoghar	Naulakha Mandir, Deoghar
Deori Temple, Ranchi	Palamu Fort, Daltonganj	Rock Garden, Ranchi	Dalma Wildlife Sanctuary, Jamshedpur

(Table 4.0, Source- walkthroughindia)

In 2019, more than 10million tourist have visited India and spend over ₹1800 Billion (1,88,364 crore) during FY 2018-2019. Recently central government has launched a 5-year duration visa and a 1-month e-tour visa to promote Indian Tourism Industry [10]. The scheme will reduce the application fees. As per the Ministry of Tourism, the Central government had spent more than US\$ 68 Billion to improve the tourism infrastructure. The government had launched over 100 projects and schemes like Swadesh Darshan Scheme and National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive scheme (PRASHAD) to develop the tourism sector. [10] India is holding 34th (2019) rank in the Travel and Tourism Competitiveness Index (TTCI)- previously it was 64th (2013). [11]

Number of tourists visiting in Jharkhand		
Year	National	International
2014	3360000	154731
2013	2456580	45995
2012	1256582	31909
2011	1079600	72467
2010	6800000	15695
2009	6430083	8244
2008	7606160	8303
2007	6030028	5803
2006	4906394	4004
2005	2138685	3180
2004	2164483	5766
2003	477507	4620
2002	386506	3141
2001	346830	2322
2000	450447	3111

(Table 5.0, Source- Dr S. N. Prajapati, January 2017, Vol. XIII Issue II)



By analysing the table 5.0 with the help of graphical representation, it is clearly visible that there is a usability in the numbers of national visitors (across the country). From the period of 2000 to 2008, the figure is showing the increment in visiting figure. 2008 was the year when maximum (76,06,160) people had visited Jharkhand. But later, it started diminishing and in 2011 it was reached its minimum of 10,79,600 visitors only. Similarly, we can observe the maximum growth of international visitors by 1,08,736 visits in the year 2014, unless it was showing a disappointing figure.

Ease of Doing Business

World bank group has established a ranking index, commonly known as “Ease of Doing Business”, EoDB. As per the current ranking of EoDB, New Zealand is holding the 1st position worldwide. Followed by Singapore and Denmark. India is holding the 63rd rank.

On 5th Sept 2020, Central Government has published the rankings of the states. The ranking is exclusively based on the various business reform action plans and policies taken by the States and Union Territories in 2019. Jharkhand is holding 5th position whereas Andhra Pradesh is at the top of the index.

Ranking of states based on Ease of Doing Business in India (2020):

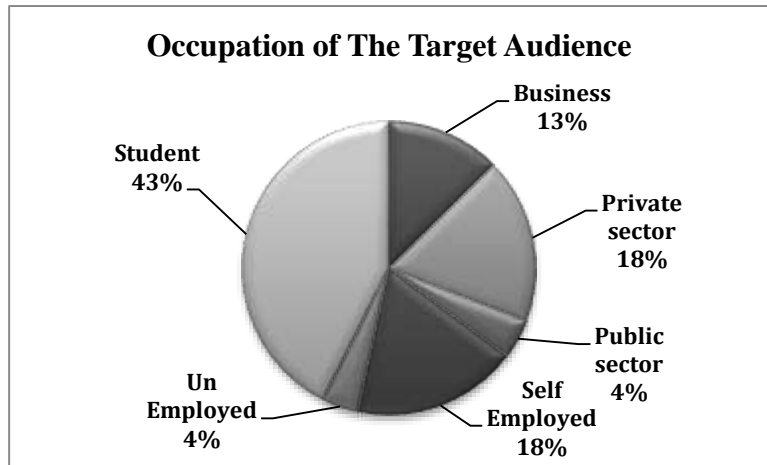
Rank	State
1	Andhra Pradesh
2	Uttar Pradesh
3	Telangana
4	Madhya Pradesh
5	Jharkhand
6	Chhattisgarh
7	Himachal Pradesh
8	Rajasthan
9	West Bengal
10	Gujarat

(Table 6.0, Source- The Hindu, 5 September 2020)

Recently, A consultant company known as ileadHR, [Ranchi-India] had been conducted a survey in which 500 people had participated and give their valuable feedbacks. The survey was organised in the month of July-August [2020]. It was exclusively based on the Jharkhand region. The objective of the survey was to figure out the feasibility of amusement park in Jharkhand region, focused on the capital city, Ranchi. A set of questionnaires was prepared and circulated among the targeted audience.

Occupation	No of People
Business	63
Private sector	91
Public sector	22
Self Employed	91
Un Employed	20
Student	213
Total	500

Table 7.0, Source- Sample Survey, ileadHR,Ranchi- [2020]



Out of 500 people, 63 people are businessperson, 91 people are working in private sector, 22 people are public sector employees, 91 people are self-employed and 20 un-employed participants. The maximum number of participants are college and higher secondary students, they are 213 in number.

One of the objectives of the survey was to determine how often target audiences are willing to visit amusement parks [pre-corona situation].

How Often Target Audience Are Willing to Visit Amusement Park	
Once in a month	240
Once in a year	82
Special Occasion	165
Never	13
Total	500

Table 8.0, Source- Sample Survey, ileadHR,Ranchi- [2020]

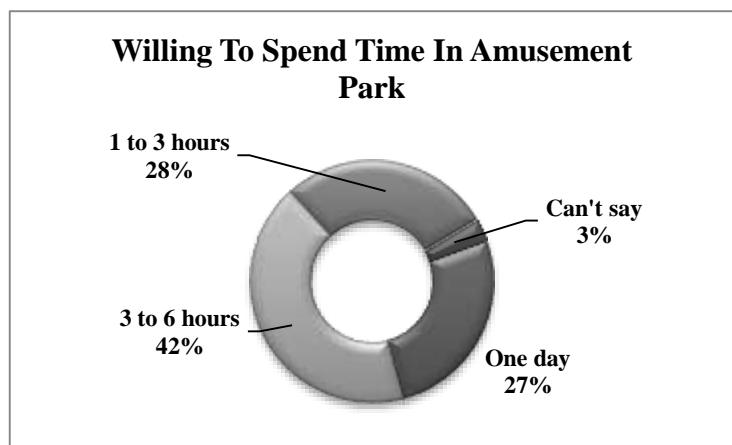


Analysis: As we can see in the above pie-chart 48% [240 people] are willing to visit an amusement park once in a month. But as per the collected data only 45/500, [9% only] people are willing to visit amusement parks in their weekends. Most of the people are willing to spend their weekends with their family members of watching movies in the theatre. Hence, 48% of the figure is not justifying the usual consumer behaviour of Indian citizens, [Jharkhand]. On the other hand, there are 33% of people who wanted to visit an amusement park on special occasions only and 16% are wanted to visit once in a year.

By analysing how much hours a person willing to spent in an amusement park with her/her family and friends, how often a person will visit the amusement park.

How much hours they are will spent in amusement park?	
One day	132
3 to 6 hours	212
1 to 3 hours	141
Cannot say	15
Total	500

Table 9.0, Source- Sample Survey, ileadHR,Ranchi- [2020]



Analysis Out of 500 people, 212 and 141 people are willing to spend their 3 to 6 hours and 3 to 6 hours in an amusement park, respectively. It would not be wrong to say that 70% of the population wanting an amusement park near their locality so that they do not have to travel a long distance and they can enjoy one quatre of the day. Only 27% of the people willing to spend a full day in an amusement park. It is a clear indication that they are looking for an amusement park that is bit far from their locality. It is also possible that they are willing to spend more than a day or they could have plans for a vacation.

The lease and entertainment industry got badly affected when the novel corona virus hit India in the month of March-2020. As per the climate pattern on Indian seasons, March- September is the peak time for the amusement industry. But because of the lockdown of more than 3 months, amusement sector lost their peak time. Even after the withdrawal of lockdown, everyone is avoiding going to a crowded place like a movie theatre, shopping malls and public parks. Now it is important to understand what common people are thinking about the post-corona situation.

No of visitors like to visit amusement parks after the withdrawal of lockdown.	
Yes	394
No	46
Not Sure	60
Total	500

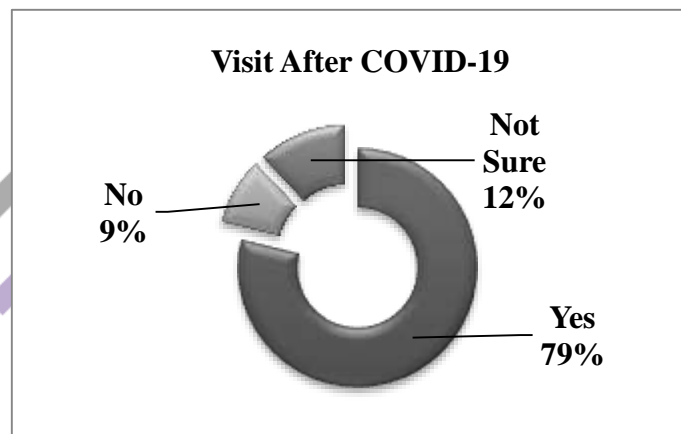


Table 10.0, Source- Sample Survey, ileadHR,Ranchi- [2020]

Analysis:

79% of the people found that they are willing to visit amusement parks and entertainment centres. But in the same study, it is also found that more than 70% of the sample population would visit public gathering sites only when a proven vaccine will be discovered.

Conclusion

After analysing pros and cons of both statistical data and behavioural aspects of consumers, it would not be wrong to say that citizens of Jharkhand are expecting an amusement park in their locality (in the capital city). But because of the novel pandemic, everyone is avoiding going outside and enjoying their weekends and vacations. On the other hand, Indian economy is continuously going downwards and almost reached the position of rescission.

Hence, before investing in the amusement sector, investors must have thought twice or more. Most often, amusement parks touch their break-even point after 10 years or more, but in this current scenario, it is hard to determine the correct figures.

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