Investigating Visitors' Satisfaction Concerning the Quality of Services Provided in Egyptian Multi-Themed Parks

"Case Study of the Family Park in Cairo"

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ARTICLE INFO	Abstract
	Theme park is one of the most important assets in tourism industry. To maintain its existence, one of the most important things is by considering customer satisfaction. Since service quality is regarded vital due to its close connection with customer satisfaction, this study aims to assess service quality standards in Egyptian Theme Parks in general and multi-Themed parks in particular, as well as visitors' satisfaction concerning the services provided by these parks. To achieve this aim, closed-ended questionnaire was directed to a sample of 653 of "Family park" visitors in different visiting days and times (weekends, midweek, and national vacations) to investigate their opinions concerning the quality of services provided in the park. The study concluded that Family Park fulfill a good level of service quality dimensions and visitors' satisfaction as well, during low and moderate visiting flows, but with high visiting flows service quality dimensions are affected negatively to be weak or absent causing low level of visitors' satisfaction. However, training employees to work efficiently under pressure and maintaining healthy working atmosphere could guarantee a constant distinguished service quality level.

Introduction

Theme parks are famous attraction where people spend their time and have fun (Qu,2017.p. 1). The starting date for this industry was 1955, the year which Disneyland opened its' doors in California, USA (Clave, 2007. p. 3). Theme parks have been an essential component of tourism industry (Başarangil, 2016; Manthiou, Kang, Chiang, &Tang, 2016. pp. 362-379). Top 10 theme parks worldwide attendance in 2019 reached 521.2 million visitors (TEA. 2019. p. 6). The world's leading theme park investors include Walt Disney Attractions, Universal Studios Theme Parks, and Merlin Entertainment. When ranked, Disney parks were in the top three ranks for the most attended theme parks worldwide in 2017, generating approximately 20.3 billion U.S. dollars from its parks in 2018. This is the highest revenue the company has generated (in this segment) over the past 10 years (Lange, 2020).

In the tourism sector service quality is gaining tremendous attention (Augustyn & Ho, 1998. pp. 71-81; Khan & Su, 2003. pp. 114-125; Lau, et., al, 2005. pp. 46-55), however, providing high quality tourist facilities and services helps services providers to differentiate themselves

from their competitors, seek competitive advantage (Parasuraman, et., al, 1985, 1988. pp. 41-50), influence satisfaction of visitors and the possibility of getting return visits or repurchase (Hudson, et. al, 2004. pp. 305-312; Tak, et. al, 2006. pp. 965-975).

The aim of this paper is to monitor amusement and theme park industry in Egypt, and clarify its' products, services, components and features. As well as assessing its' services quality and how does it affect visitors' satisfaction and loyalty.

Literature review

1-Theme and amusement parks definition, concept, characteristics and types

There is usually misunderstanding about the difference between an amusement park and a theme park. The term 'amusement park' means 'a place to be amused' whereas a 'theme park' means 'a place for stories'. Generally, an amusement park has little or no theme and is simply a collection of rides while a theme park is like a three-dimensional story and its guests are active participants in the narrative (Kischuk, 2008, p.3).

Theme parks are referred to the amusement parks, or the funfair. The main difference between the funfairs and the present-day parks was their scale. Theme parks extend over immense spaces; they often take up areas that are comparable to those of small cities. An amusement park is a combination of various types of attractions which may be divided into several major categories and are more exciting and technologically more advanced than in traditional funfairs (Kruczek, 2012, p 2)

In general, theme parks can be defined as a subset of visitor attractions, which are described as permanent resources designed, controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public (Raluca and Gina, 2008, p. 642). According to the 2017 North American Industrial Classification System (NAICS) Manual, Amusement and Theme Parks comprises establishments which are primarily engaged in operating a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits, refreshment stands, applying and servicing coin-operated amusement (except gambling), organizing, promoting, and/or managing events, such as carnivals and fairs, with or without facilities and picnic grounds. These establishments may rent space to others on a concession basis (INEGI. *et al*. 2017, pp. 551-552).
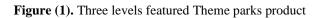
Modern theme parks turned developed be more elaborate than a simple city park or playground and are usually providing attractions meant to attract adults, teenagers, and small children. Furthermore, a theme park is a kind of amusement park which was built around one or more themes, such as an American West theme, or a jungle theme (Gothelf, *et al*. 2010, p. 48).

The development of theme parks over time has been different in each country, reflecting differences in a number of factors including the level of economic development, the distribution of wealth, the transport system, the natural environment and built heritage, the national culture, and the degree to which tourism is a matter of incoming foreign visitors rather than domestic demand.

The main features that remark theme parks from other types of visitor attractions are: a single pay-one-price admission, charge, they are mostly artificially created, and the requirement of high capital investments. Theme parks can create an atmosphere of another place and time, and usually emphasize one dominant theme around which architecture, landscape, rides, shows, food services, costumed personnel, retailing are orchestrated. History-periods, fairy tales, animals, water, marine and futurism are examples of kinds of themes used in theme parks. The

amusement parks has appeared before as the theme park concept, which were developed at the beginning of this century and consisted of a mixture of entertainment, rides, games, and tests of skill provided at fairs, carnivals, circuses, and frequently they had an outdoor garden for drinking (Raluca and Gina, 2008, pp. 643-645).

Figure (1). Three levels featured Theme parks product

Source: (Kotler, 1994; Swarbrooke, 1995)

It is most appropriate to define theme parks in terms of a series of characteristics. The following criteria are proposed:

- Primarily an outdoor attraction.
- A visitor destination in its own right.
- Based on rides, which are operated as a single management unit.
- Generally, makes an admission charge or all-inclusive ride charge, which covers the use of all the major facilities in the park.
- Constructed around the needs of visitors, rather than relying on natural features.
- Focused on entertainment rather than education (Dybedal, 1998, pp. 33-38).
- The theme park must have particular theme with a consistent design, contrast with everyday life, have enough space, designed, financially viable and offer fun (Yeh, 2008, p. 25).
- They have a similar form, similar themes, equipment and system of organization, similar arrangement of space, a similar localization of services and a similar way of catering to the visitors' needs. However, in spite of this standardization, the success of the project sometimes depends on variety, by paying attention to the specific needs of the visitors which are often associated with the local culture, a different system of values or even the purchasing power of the local currency and climatic conditions (Schuckert, 2007, pp. 196-208).

The simplest distinction to make among theme parks is to classify them according to their scope, parks intended as destination theme parks, regional theme parks, city parks and highly specialized parks.

- **Destination theme parks**: typically include surrounding resort infrastructure (hotels, recreational activities, attractions and themed dining jnd merchandising hubs) that serve as tourist destinations. The parks are characterized by elaborate theming, often incorporating content from popular media franchises (movies, cartoons, television). Most are owned by

large corporations and operate on a year-round basis. The majority of their guests (approximately 90%) are derived from the tourist sector, meaning that park visitors originate from an area that is at least 50 miles from the park. Disneyland Paris is an example of a destination theme park resort, attracting visitors throughout Europe,

- **Regional theme parks:** attract the majority of their attendance from the area immediately surrounding the park; approximately 90% of their guests reside within a three-hour drive of the park. Regional theme parks operate on a seasonal schedule, approximately 150 days per year. They are often dominated by their thrill rides and increasingly are operated by chains. Parc Asterix is an example of a regional theme park serving the local French population (Richard, *et al.*, 2017, pp. 1218-1221).
- **City parks:** are visited exclusively by local residents (the theme of these parks is limited; fades into the background; – attractions).
- **Highly specialized parks:** are small recreational areas where certain topics are developed. The number of visitors is very modest. This type is designed primarily for narrow market segments (Levochkina 2018, pp. 1-4).

Theme parks can be classified into seven theme types and related attributes as follows:

Table (1) Theme types of parks and their related attributes

Types	Attributes	Types	Attributes
Adventure	Excitement and action, Frightening, Mysterious, Thrill rides	Movies	American Wild West shows, Comedy, Motion pictures, Show business, Stunt shows.
International	Flavors of the world, International village, Miniature replicas, Scenic spots, World expositions	Nature	Animals, Floral displays, Horticultural gardens, Landscaping, Marine life, Natural wonders, Ocean, Wildlife
Fantasy	Animation, Cartoon characters, Childhood enchantment, Children's play park, Fairy tales, Magic, Make believe, Myths and legends	History and Culture	Aboriginal, Authentic, Cultural heritage, Cultural village, Gold rush, Historic ambience
Futurism	Advances in society and technology, Discovery, Exploration of science and technology, Robotics, Scientific, Science fiction		

Source: (Wong & Cheung, 1999. pp. 319-332)

Although theme parks were thought of offering visitors one major theme, today most of the theme parks contain multi-themes in terms of different attraction points or themed areas (Wong & Cheung, 1999).For example, Ocean Park Hong Kong major theme is nature but it has multi-themes including wildlife animals and marine life (school of hotel and tourism management, 2021, pp. 12-28).

2. *Importance and scope of Theme and Amusement parks Industry*

In 2008, over 186 million people visited the top 25 worldwide parks (Rubin, 2009). This figure is higher than the number of international tourists that visited Spain, China, Italy, and the UK combined in 2008 (World Tourism Organization, 2009).

People often equate amusement thrills with fun, but these spots indeed redeem many more benefits; not only to visitors but also to landlords, developers, and the local economy alike. More broadly, amusement attractions are seen as key drivers to domestic activity and tourism development (Mohamed 2019a). However, theme parks industry can afford a wide range of advantages:
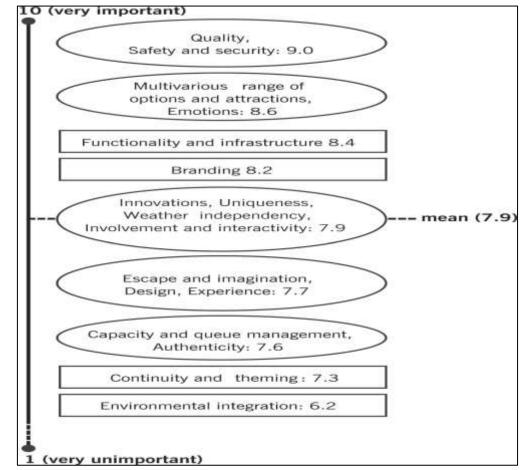
- Theme parks and attractions can provide leisure and recreation facilities for local communities as well as for tourists.
- They can provide opportunities to gain political advantage, locally, nationally, and in some cases internationally.
- Many destinations provide incentives for theme parks developers. On the other hand, large corporations invest in theme parks and attractions because they are motivated by profit, diversification of their product portfolio, achieving a particular rate of return on investment, and increasing the corporation's market share.
- New theme parks and attractions can also improve the image of a destination, increase tourism and hence economic benefits for the local community, and provide education and entertainment opportunities to the public (Milman, *et al*. 2010,pp. 338-345).
- They can contribute to the sustainability of a destination by providing an opportunity for employment for all segments of the labor market. For example, the US amusement park industry provides jobs for approximately 500,000 year-round and seasonal employees (International Association of Amusement Parks and Attractions (IAAPA, 2009a, b).
- Theme parks and attractions are now more integrated with other tourist and leisure facilities and consequently they provide more economic impacts. The theme park industry generates a wide circle of social, economic, and political influences ranging from town planning, historic preservation, building architecture, shopping mall design, and landscaping (Milman, 2010).
- Respect for the environment, peace, animal affinity, tolerance toward ethnic, and racial diversity is continuously featured by many theme parks globally (Milman, *et al*. 2010,pp. 338-345).
- Theme parks are effective communication tools for building city brand assets. Theme parks are considered as landmarks of cities, attracting domestic and international visitors (Bae, *et al*., 2018).
- The existence of major theme parks and attractions leads to the development of new public services, infrastructure and public transport services to meet the demand of visitors and residents as well (Raluca & Gena,. 2008, p. 644).
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3. Success and Flop Factors of Amusement and Theme Parks

President of Six Flags International Development Company David McKillips claims that the largest challenge for any investor is finding the right location, forging a strong partnership with the local government, and developing an overall investment consortium that has the patience and long- term commitment to success, As well Experts agree that patience and belief in the investment model, along with a clearly-defined sustainable strategy, are the main determinants driving a long-lasting success (Mohamed, 2019b).

Schuckert concluded through a study to monitor success and flop factors of amusement and theme parks, using personal interviews with 20 theme park managers in Austria, Germany and Switzerland. Moreover, interviewed parks managers ranked these factors importance to mention quality, security and safety in the first rank with the highest importance, while environmental integration occupied the last rank with the lowest one (Schuckert. 2007, pp. 197-208) , as illustrated in figure (2):
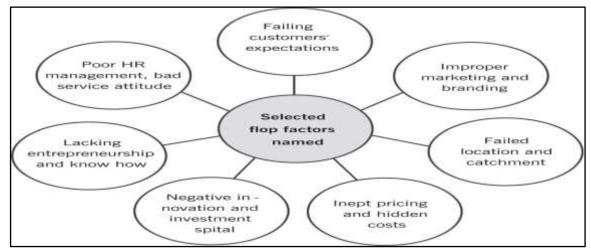
Figure (2) Theme and Amusement Parks Success Factors by Rank

Source: (Schuckert, 2007)

The study concluded also that other factors may cause theme parks flop and failure, which are illustrated in figure (3)

Figure (3) Theme Parks Flop Factor

Source: (Schuckert, 2007)

4. The effect of Theme Parks services quality on visitors' satisfaction

Different authors have defined service quality concept as service outcome "overall impression of the relative inferiority and superiority, intangible activities, customers' expectations and quality control. Earlier, using the gaps theory, service quality is defined as a function of the

difference between service expected and customers' perceptions of the actual service delivered to those customers in an industry or a country Three themes on service quality were revealed: complicated to evaluate when compared to tangible goods quality, service quality perception results from actual service performance versus consumer expectations and quality evaluation not only focused on the outcome of service but also involved service delivery process. However, measuring service quality is complex due to the multi-dimensional and subjective nature of services (Mamoun, N. *et al.* 2016, pp. 11-44).

Satisfaction is most commonly described in terms of the disconfirmation approach, which describes it as the variation between a customer's pre-purchase expectations and post purchase perceptions of the actual service performed (O'Neill, 2001) The general thought is that satisfaction mediates the relationship between perceived service quality and firm performance (Fornell, 1992, pp. 6-21; Gotlieb et al., 1994. pp. 875-885; Babikas et al., 2004, pp. 713-737). However, some research suggests that satisfaction is an antecedent to service quality (Bitner, 1990, pp. 69-82; Bolton & Drew, 1991, pp. 375-384).

In tourism studies, customer satisfaction is the visitor's state of emotion after experiencing their tour (Baker and Crompton, 2000, pp. 758-802; Sanchez et al., 2006, pp. 394-409). Destination holiday's customer satisfaction is the extent of overall enjoyment that the tourists feel, the result that the tour experience able to fulfill the tourists' desires, expectation, needs and wants from the tour (Chen and Tsai, 2007). Managers in tourism are keen to improve the quality of their services and the level of customer satisfaction, as they believe that this will create loyal visitors, who will return to the destination and recommend it to others (Tian-Cole & Cromption, 2003, pp. 65-80).

Sparks and Westgate (2002) suggest that service failure can have negative effects on an organization because customers frequently switch to a different provider when they experience a service failure. However, among customers who experience service problems, those who receive satisfactory resolution are more likely to remain loyal to the service provider.

Theme parks are a powerful revenue generator for the tourism industry, which means that people's needs for entertainment are urgently needed more than ever in the age of experience economy and social media. Moreover, with the growing of middle-class economy, evidences show that there is great potential in theme park business. However, a theme park would not be successful without good service quality. Service quality is vital because theme park could benefit from repeatable visits and the spread of positive word of mouth from satisfied visitors. In addition, this service quality has to be continuously improved due to its close connection with customer satisfaction (Formica & Olsen 1998, pp. 297-308; Milman 2001, pp. 139-147 ; Galbert & Veloutsou 2006,pp. 298-308).

5- *Theme parks services quality assessment methods according to visitors' satisfaction and perspectives*

Scholars have extensively studied and established various scales to assess the service quality; two of the most well-known scales are the classical SERVQUAL and SERVPERF that can be applied for various service settings. Since SERVQUAL has been subjected to a number of theoretical and operational criticisms, they adopted the later scale, SERVPERF, with weight factors. However, the attributes in the SERVPERF are intended for assessing the "general service", which is not intended in a particular theme park setting. As they employed the attributes in THEMEQUAL, which was developed in theme park setting in general, including six dimensions: (Astari, F. et al, 2020)

- **Tangibles**: is related to the physical environment of theme park, including facilities, stores, restaurants, and landscape.
- **Reliability**: from the classical SERVQUAL, it refers to the ability to perform the promised service dependably and accurately. However, safety and security of the facilities are added into the measuring items for accommodating the special characteristic in theme park setting.
- **Responsiveness and access**: refers to the willingness of the staff to help customers and provide prompt service.
- **Assurance**: is defined as the knowledge and courtesy of staff and their ability to convey trust and confidence.
- **Empathy**: is defined as caring, individualized attention the service providers provide to their customers.
- **Courtesy**: it refers to the politeness, respect, consideration, friendliness, and attitude of contact personnel, enabling visitors to have a pleasant experience.

6. Theme and Amusement Parks Industry in Egypt

Theme and Amusement parks industry in Egypt originates to 1 march 1891, when Khedive Ismail established and opened "The Giza Zoo", which is a zoological garden in Giza, Egypt. It was one of the few green areas in the city, and the first to be built in the Middle East, to be Giza's largest park. The zoo covers about 80 acres (32 ha), and is home to many endangered species, as well as a selection of endemic fauna. The zoo included a wide variety of Mammals, species of birds and reptiles, as well as a suspension bridge designed by Gustave Eiffel that lets visitors view the animals from above, to be the first elevated viewing area at any zoo in the world (Johnston, Cynthia 2008).

However, the industry developers consider the real start in Egypt took place when Bahgat Group made history and set the ball rolling back in 1999, after opening the first and largest theme park both locally and regionally, located in 6th of October City's Dream Land compound. Back then, Dream Park which was master-planned by top Canadian entertainment design company Forrec, (which took part in the making of Disney resorts and Universal Studios parks) was idolized as carving a city into the rocks, due to its secluded location in the craggy chunk of west Cairo's uninhabitable land. As it certainly blew a glimpse of hope for a burgeoning wave of amusement attractions development nationwide. Cut to 2019, Dream Park is not flourishing like old times. Apart from the deterioration in product quality, the project's diminishing momentum, among other phenomena, had undermined its potential as a successful model (Mohamed, 2019b).

However, few developers verged to capitalize on the spillover effects from Bahgat Group's archetype, buffeting the Egyptian amusement sector with a sprinkling of prosperous destinations. This notably includes Makadi Water World by Orascom Development Egypt and Africa Safari Park – the first open zoo not only locally but also regionally, as well as a wide variety of themed parks as shown in table (2) **(**Mohamed, 2019b)

Table (2) Egyptian parks industry classification by Theme type

Theme	Park Name
Multi-themes	Cosmic Village (6 October city), Family Park (6 October city)
International	**Non**
Fantasy	Teda Fun Valley. (Al-Ain Al-Sokhna), Illusions museum (6 October city)
Futurism	Planetarium Science center (Cairo)

Movie	Magic Land
Nature & entertainment	Grand Aquarium – Hurghada, Africa Safari Park Alexandria, Giza zoo, Alexandria zoo, Maryland Park, Cairo, Al-Azhar Park, Cairo, El-Montazah gardens Park (Alexandria), Il-Campo (Cairo), International Garden (Cairo)
History and Culture	Pharonic Village (Giza), Child Park (Cairo)
Adventures & Sports	Makadi Water World, Hurghada, **Jungle Aqua Park Hurgada,** Dolphina Park, Sharm El Sheik, Sindbad Aqua Park, Hurghada, El Gouna Cable Park Sliders, Hurghada, Cleo Park Sharm Elsheikh, Sharm El Sheikh, Aqua Coraya, Marsa Alam, 5 Springs Aquapark, Hurghada, PrimaSol Titanic Aquapark, Hurghada, Cheeky Monkeys Playground and Amusement Center, Hurghada, Polar Express Ski Egy**pt** (6 October city), Dream Park (6 October city), Fabyland (Theme Park), Kouta Park (Alexandria), **Taverna Park (Alexandria), Gero Land (Cairo), Aqua Park (Al-Oboor city),** Mini Golf at Abu Tig Marina, Hurghada, Bike Park (Cairo)

Source: www.tripadvisor.com; www.Inspirock.com

As shown in the previous table most theme parks developers and investors in Egypt prefer to direct their investments to adventures and sports theme parks, given that most of them are concluded in an accommodation facility as one of its' provided services. Followed by nature and entertainment theme parks in the second stage and a humble presence to other categories. Moreover, it can be observed that most theme parks destinations in Egypt are: Cairo, Alexandria, Hurgada, Marsa-Alam and Sharm El-Sheikh.

Figure (4) Theme and Amusement Parks destinations in Egypt

Source: https://www.inspirock.com/theme-parks-in-egypt

In the interim, there is seemingly a silver lining for thrill ride fans in Egypt, since a Disneyland-style theme park is in the making. Egypt has unveiled partnering with the Entertainment World Company (EWC) to develop the 5,080-acre integrated entertainment resort in Marsa Matrouh on Egypt's North Coast.

Furthermore, the country finalized a deal with ATIP Entertainment for a 4,256-acre recreational district in the New Administrative Capital (NAC), east Cairo, with investments worth USD 20 bn. This comes in the wake of the US-based operator's signing of a memorandum of understanding (MOU) with the Administrative Capital for Urban Development (ACUD) to build the three-phase venue (Mohamed, 2019b).

"Manu Singh", head of Strategic Partnerships and Commercial Projects at Dubai Entertainments, underscores, confirming that the well-maintained amusement business is a feasible real estate product to be implemented in Egypt. As he said that "Egypt is strategically located to drive visitation from the most populated countries in the world. Given the sheer size

of the country, and tourism it already drives due to its history, I do not have any doubts that investment in theme/water parks will yield positive results for any investor" (Mohamed, 2019b).

7- Family Park: The first Multi-Themed Edutainment Culture Park in Egypt
Family Park is Egypt's first edutainment park. It features the country's highest-quality educational workshops and its best collection of family rides, shows and attractions – all in a safe and secure environment. It is established and managed by the National Services Projects Organization.

It's located at 26 km Suez Road, Rehab City Entrance 2, and New Cairo. Family Park's location is easily accessible from different spots. It's nestled between Rehab City and New Cairo to reach it effortlessly.

The idea is to create a place like the French Garden, the first of its kind in the Middle East, located on an area of 70 acres, and is managed entirely through modern electronic systems, and includes a cultural and recreational complex and mini models of the BA, The Giza Zoo and the Military Museum, to provide entertainment for the family that can spend a full day enjoying the greenery and practicing their children for games that will give them new educational information, skills and abilities that allow for their vital interaction. (www.trfihi-parks.com)

The park includes all the amenities that make visitors' day comfortable and hassle-free. Anything that pops to their minds is just there with top services to spend a time like no other, (Food court, Restaurants, Cafes, Kids playing area, Zoo, Military panorama, Museum, Water features, 3D cinema, Safari park, Courts, Theaters, Entertainment village, Dancing fountain, Lakes, Parking and Walking lanes. (www.propertyfinder.eg)

3D Theater: The 180 seat, 3D Theater will feature educational and family 3D movies.

Outdoor Theaters: Each will host a unique style of entertainment

Discovery Palace: It is three stages building on a space of 5925 square meters, where children will learn Biology, Chemistry, Geology, Physics and much more science fields in a fun, joyful and interesting way.

The Five Senses Exhibition: It is built on a space of 1770 square meters and it examines the wonders of senses and how they are connected to the human's brain, showing how it interprets and sends messages to the different body parts

Cultural centers: It is built on a space of 9035 square meters and contains six workshops that will provide guests unique experiences using state-of-the-art technologies. These exhibits will nurture children's creativity and develop their talents and imagination with hands-on activities.

Museum: The Museum presents the Egyptian history since the Pharaonic era to the current era.

Wedding events: IBIS hall, Royal palace and open air.

Research questions and Objectives
This study aims to assess service quality standards in Egyptian Theme Parks in general and multi-Themed parks in particular, as well as visitors' satisfaction degree concerning the services provided by these parks. Through answering the following questions:

1- What is the importance and scope of theme and amusement parks industry?
2- What are the core products of this industry and the types of theme parks?

3- What are the factors that affect the success of theme parks, and the methods of assessing their quality of services?

4- To what extent does Egyptian theme parks industry fulfill service quality standards?

5- Are Egyptian Multi-Themed parks visitors satisfied concerning services quality level?

Methodology

The research used methodology of case study and it was conducted using a questionnaire distributed to the Egyptian visitors of "Family Park" in Cairo. During the period from July to November 2021. Five points Likert scale was used ranging from (1) strongly disagree, (2) disagree, (3) may be, (4) agree, and (5) strongly agree. The method of data collection was a self-completion questionnaire, returned by e-mail or personally collected by the researchers. The collected questionnaires were encrypted and statistically analyzed using SPSS v20.

Research Measures

The research comprised two phases. The first phase includes the demographic data of the respondents, the second phase includes the phrases that measures respondents' satisfaction concerning services quality in "Family Park". These phrases were adopted according to THEMEQUAL model dimensions (Astari, F. et al, 2020).

Sample Selection

The study was conducted on a sample of "Family park" visitors in different visiting days and times (weekends, midweek, and national vacations) during the period from July to November 2021 to investigate their opinions concerning the quality of services provided in the park.

The study was conducted on a sample of 700 visitor from an average population of 10000 visitor of Family Park, estimated according to visitation range in different periods of the year announced by the administration of the park (Family Park social department, 2021), having 653 valid and accurate forms (http://www.raosoft.com/samplesize.html)erty

Table (3) the distribution of visitors inside Family Park

Weekly data		National vacations	
Day	Number of visitors	Day	Number of visitors
Friday	7000 to 14,000	Eastern vacation	15,475
Saturday	5000 to 9000	Adha 1st day	19,625
Sunday	2800 to 7000	Adha 2nd day	22,720
Monday	2800 to 7000	Adha 3rd day	21,109
Tuesday	2800 to 7000	Adha 4th day	10,945
Wednesday	2800 to 7000	Sham el– Nesem	40,420

. **Source:** Family Park social department

Discussion and Data Analysis

The researchers use both descriptive and inferential statistics to test and determine the effect of service quality in Family Park on visitors' satisfaction. Mean scores, standard deviations are calculated for all factors in the research. T-test at a significance level of 5% is used to find differences between the opinions of Family Park midweek visitors, and weekend and official holiday's visitors' opinion concerning the existence of theme parks quality standards in Family Park. The collected data were analyzed using the statistical package for social science (SPSS v 20).

Descriptive analysis

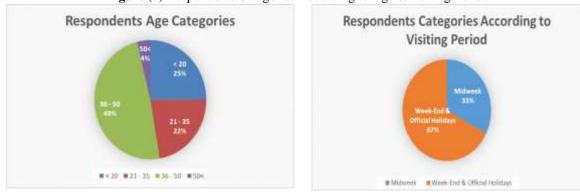### *1. Respondents Categories According to Age &Visiting Period*

Figure (5) Respondents Categories According to Age &Visiting Period

The previous figure shows that the study sample is composed of four age categories (<20 (25%), 21-35 (22%), 36-50 (49%), 50< (4%)), as well as two categories according to visiting period (Midweek (33%), Week-End & official holidays (67%)).

2. Mean, St. Deviation and respondents acceptance degree of service quality and satisfaction indicators in Family Park

Table (4) Mean, St. Deviation and respondents acceptance degree of service quality and satisfaction indicators in Family Park

	Dimensions	Midweek			Week-End & official Holidays		
		Mean	St. Deviation		Mean	St. Deviation	
	1-Tangibles:						
T1	The facilities within the park have a modern outlook.	4.03	.375	agree	4.28	.650	S. Agree
T2	The staff of the park have neat appearances.	3.56	.864	Agree	3.55	.844	Agree
T3	The facilities within the park are visually appealing.	3.87	.994	Agree	3.63	.889	Agree
T4	The information media (leaflets, signpost, and map) inside the park are visually appealing.	4.09	.659	Agree	4.05	.408	Agree
	2- Reliability:						
R1	The staff of the park helps the visitor to solve the problem when a visitor has a problem.	3.56	1.218	Agree	2.49	1.413	Disagree
R2	All the performance and activities of the park start on time.	3.31	1.131	maybe	2.02	1.158	Disagree
R3	The facilities in the park are safe.	3.39	1.039	maybe	2.58	1.492	Maybe
R4	The park can meet the commitment they have made in their advertisements and brochures	4.02	.618	Agree	2.10	1.288	Disagree
R5	The facilities within the park are reliable	4.04	.628	Agree	2.42	1.358	Disagree
R6	The park can accurately perform the service.	3.90	.565	Agree	1.82	1.035	.Disagree
	3- Responsiveness and access:						

RA1	Staff are never too busy to respond visitors requests	3.24	1.130	Maybe	1.73	1.184	S. Disagree
RA2	Staff can tell visitors exactly when service or performance will be performed	3.71	.693	Agree	1.70	1.023	S. Disagree
RA3	Staff can give on time service to visitors	2.84	1.230	Maybe	1.60	.861	S. Disagree
RA4	Staff are willing to help visitors	3.69	.770	Agree	2.52	1.440	Disagree
RA5	Visitors can obtain information from staff easily	3.71	.835	Agree	1.75	1.039	S. Disagree
RA6	Visitors can access staff easily	3.56	.859	Agree	1.46	.713	S. Disagree
	4- Assurance:						
A1	The behavior of staff gives confidence to the visitors	3.48	.855	Agree	3.03	1.437	Maybe
A2	Visitors feel safe during transaction	4.08	.342	Agree	3.32	1.062	Maybe
A3	Staff has sufficient knowledge to answer visitors' questions	2.76	1.269	Maybe	2.50	1.328	Disagree
	5-Empathy:						
E1	The operating hours of the park are convenient for visitors.	4.17	.376	Agree	3.78	1.070	Agree
E2	The park has staff members who give visitors personal attention.	2.98	1.219	Maybe	2.29	1.162	Disagree
E3	The park has the visitor best interest at heart.	3.08	1.158	Maybe	2.30	1.200	Disagree
E4	The park can give visitors individual attention.	3.33	1.079	Maybe	1.97	1.133	Disagree
E5	Staff of the park can understand the specific needs of visitors.	2.10	.895	disagree	1.97	1.136	Disagree
	6- Courtesy:						
C1	We had a pleasant experience	3.35	1.175	Maybe	2.80	1.180	Maybe
C2	Staff members are consistently polite	3.67	.994	Agree	3.78	.803	Agree

As shown in table (4) THEMEQUAL indicators showed that during midweek visitation period:

- The absence of the indicators (E5), which mean that the staff can't understand and fulfill visitors needs properly, as this presents a high priority to be maintained.
- Weakness of the indicators (R2, R3, RA1, RA3, A3, E2, E3, E4, C1), which mean the presence of these indicators' initiatives, but not in its ideal form that accomplish permanent visitors' satisfaction.
- The presence of the other indicators in a satisfying form.

While concerning weekends and official holidays THEMEQUAL indicators showed:

- The absence of responsiveness and access of dimension including all its indicators, which mean that there is a big communication gap between the staff and the visitors of the park, however this presents a high priority to be resolved.
- The absence of reliability dimension with all its' indicators except (R3), as well as the absence of all the indicators of empathy dimension except (E1), so this indicator needs to be worked on to be achieved.

- Assurance dimension indicators are present, but they do not fulfill visitors' satisfaction, especially concerning staff knowledge and willingness.
- As for courtesy dimension, visitors' satisfaction about their experiences and staff politeness is moderate.
- Finally, tangibility dimension indicators have a high level of visitors' acceptance and satisfaction in all visitation times.

Table (5) Respondents' Acceptance degree concerning the presence of the main Theme parks quality factors in Family Park

	Midweek			**Week-End & official Holidays**		
	N	Mean		N	Mean	
Tangibles	213	3.8897	Agree	440	3.8778	Agree
Reliability	213	3.7027	Agree	440	2.2375	Disagree
Responsiveness and access	213	3.4366	Agree	440	1.7939	S. Disagree
Assurance	213	3.4366	Agree	440	2.9492	Maybe
Empathy	213	3.1324	Maybe	440	2.4632	Disagree
Courtesy	213	3.5094	Agree	440	3.2886	Maybe
total		**3.518**	**Agree**		**2.768**	**Maybe**

Tables (4) and (5) shows that midweek respondents claimed that Family Park fulfill the six dimensions of THEMEQUAL with a mean ranging from 3.1324 for empathy dimension to 3.8897 for tangibility, as well as (agree) for acceptance degree. However, week-end and official holidays respondents claimed the absence of Reliability, Responsiveness and access, and Empathy dimensions with means (2.2375, 1.7939, 2.4632) in order, as well as the weakness of Assurance and courtesy factors with means (2.9492, 3.2886) in order, and the presence of Tangibility dimension (3.778).

Inferential statistic

Table (6) Independent samples t. test: The difference between Respondents Samples Opinions

	N	Mean	S. deviation	T value	Sig
Midweek	6 standards	3.518	.2586	2.297	.028
Weekend	6 standards	2.768	.7561		

Table (6) shows that the mean of the first sample (midweek) is 3.518 with S. deviation.2586, and the mean of the second sample is 2.268 with S. deviation .7561 which mean that the first sample opinion's mean is bigger than the second one, and t. value is 2.297 with significant .028 which is lower than .05. Therefor There is a statistically significant difference between the opinion's mean of the first sample (midweek) and the opinion's mean of the second sample (weekend) about the existence of THEMEQUAL standards in Family Park, Assuring the previous conclusions mentioned in table (4&5), and clarifying that family park staff performance level is severely affected when they work under pressure specially in peak periods, causing low level of visitors' satisfaction concerning staff practices and offered services.

Results

The study concluded the following results that covered the questions mentioned in the research problem:

1- On one hand theme parks could be classified according to their scope: as destination theme parks, regional theme parks, city parks and highly specialized parks, on the other hand theme parks could be classified into seven theme types and related attributes as: Adventure, International, Movies, Nature, Fantasy, History and Culture, and Futurism parks, providing three levels of products: core , supporting and facilitating products

2- Theme parks were thought of offering visitors one major theme, today most of the theme parks contain multi-themes in terms of different attraction points or themed areas, providing destinations major economic, environmental, political and developmental advantages as: wide leisure and recreational facilities, destination sustainability and image improvement, development of new public services, new communication tools, investment attraction and generating employment opportunities.

3- Theme parks experts and managers ranked quality, security and safety in the first rank with the highest importance as theme parks success factors, while environmental integration occupied the last rank with the lowest one. However, THEMEQUAL scale was developed to assess service quality in theme parks setting in general, including six dimensions (tangibles, Reliability, Responsiveness and access, Empathy, Assurance, and Courtesy).

4- A theme park would not be successful without good service quality. Service quality is vital because theme park could benefit from repeatable visits and the spread of positive word of mouth from satisfied visitors. In addition, this service quality has to be continuously improved due to its close connection with customer satisfaction.

5- Most theme parks developers and investors in Egypt prefer to direct their investments to adventures and sports theme parks, given that most of them are concluded in an accommodation facility as one of its' provided services. Followed by nature and entertainment theme parks in the second stage and a humble presence to other categories. Moreover, it can be observed that most theme parks destinations in Egypt are: Cairo, Alexandria, Hurgada, Marsa-Alam and Sharm El-Sheikh.

6- Family Park fulfill the six dimensions of THEMEQUAL in general, However, in visiting peak times as week-end and official holidays, visitors claimed the presence of Tangibility dimension., and the absence of Reliability, Responsiveness and access, and Empathy dimensions, as well as the weakness of Assurance and courtesy factors, affecting negatively their satisfaction.

7- There is a big communication gap between the staff and the visitors of the park, however this presents a high priority to be resolved.

8- The three absent quality dimensions during peak visitation times are related directly to employees' performance, meaning that, employees' performance is negatively affected during peak times causing service quality shortages and visitors' dissatisfaction.

Recommendations

Egyptian government should develop a complete policy to attract more investments to theme parks industry and maintain legislations and service quality criteria that guarantee a successful and flourishing theme parks industry in Egypt.

Theme parks visitors and employees must be aware that behaving responsibly during their presence in theme parks, helps theme parks managements maintain a proper constant level of service quality that accomplish their satisfaction.

Family Park managers should work on avoiding reduction in service quality level during peak visiting periods, through training their employees to work under pressure with the same quality level and maintain a healthy working atmosphere that helps them to work with their maximum power and work efficiency during peak visiting periods to guarantee a constant distinguished service quality level that accomplish permanent high level of visitors' satisfaction.

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تقييم رضاء زائري المتنزهات المصرية متعددة الأنشطة والمقومات عن الخدمات المقدمة بها، "دراسة حالة على فاميلي بارك بالقاهرة"

ملخص البحث	معلومات المقال
المتنزهات الترفيهية والمتنزهات متعددة الأنشطة من أهم وأحدث مقومات الجذب السياحي التي يمكن أن توفر العديد من المزايا الإقتصادية والبيئية والسياسية والتنموية للمقصد السياحي، بشرط أن تكون الخدمات المقدمة بها على درجة عالية من الجودة حتى يمكنها أن تحوز رضاء العملاء. تهدف هذه الدراسة إلى تقييم جودة الخدمات المقدمة في المتنزهات الترفيهية المصرية و مدى رضاء الزائرين عنها، وذلك من خلال تطبيق معايير قياس جودة الخدمات المقدمة في المتنزهات التي يشملها مقياس THEMEQUAL على متنزه Family Park كأول متنزه متعدد الأنشطة في مصر، وتم ذلك من خلال إستطلاع أراء الزائرين بإستخدام إستمارة إستقصاء تم تصميمها وتوزيعها على عينة من زائري المتنزه في فترات الزياره المختلفة (وسط الأسبوع، نهاية الأسبوع والعطلات الرسمية)، حيث تبين أن الخدمات في المتنزه ذات جودة عالية، إلا أنها تتأثر سلبا في فترات الذروه نتيجة لإنخفاض مستوى أداء العاملين. الأمر الذي يتطلب من إدارة المتنزه الإهتمام بتدريب وتأهيل العمالة بشكل أفضل حتى تستطيع تقديم الخدمة بمستوى جودة مرتفع وثابت يحقق الرضا الدائم للزائرين.	**الكلمات الدالة:** المتنزهات الجودة رضاء الزائرين