



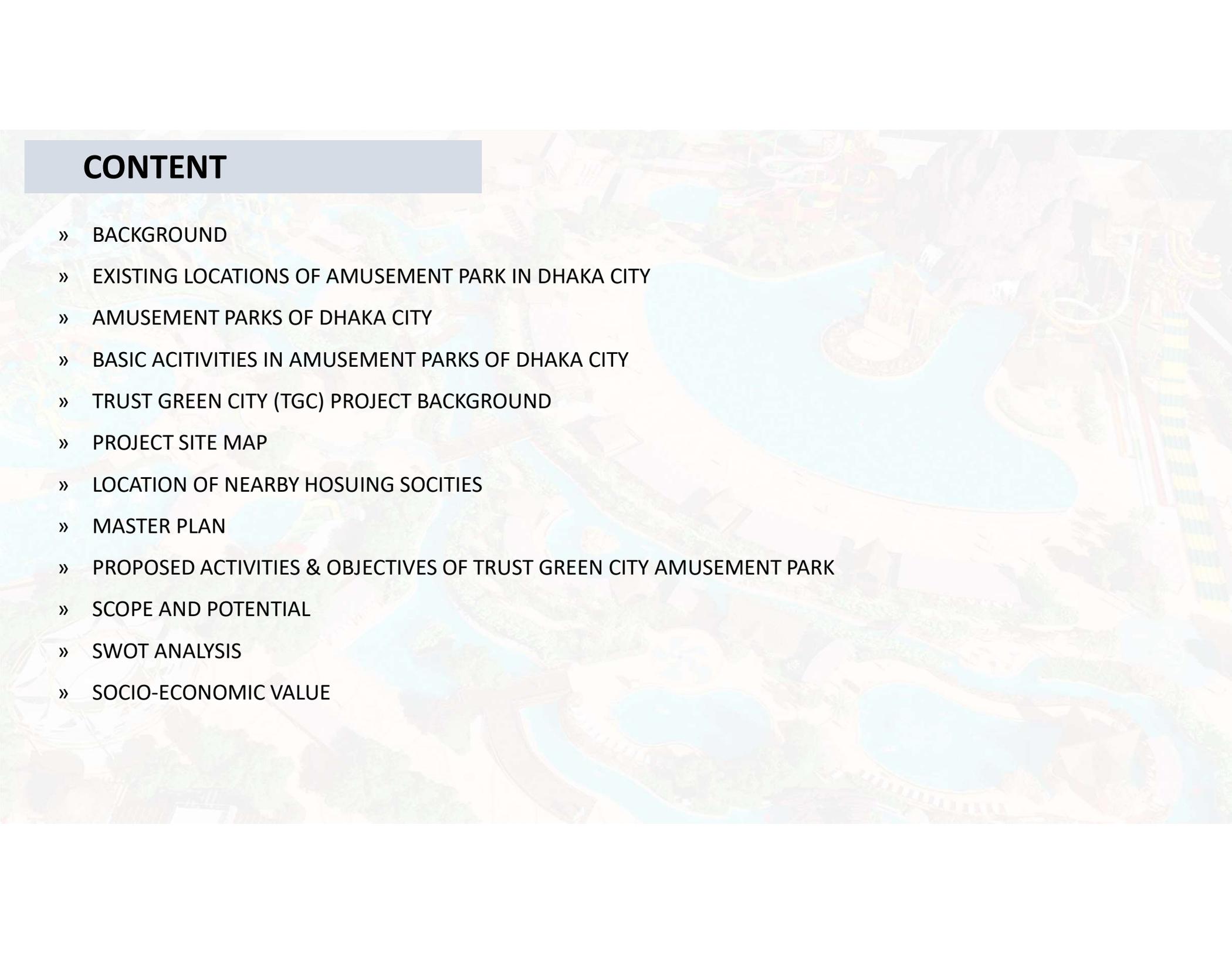
CONCEPT PAPER
ON
AMUSMENT PARK
PROJECT

AT
TRUST GREEN CITY,
DHAKA.

Presented by
ALTEC CONSULTANT LTD



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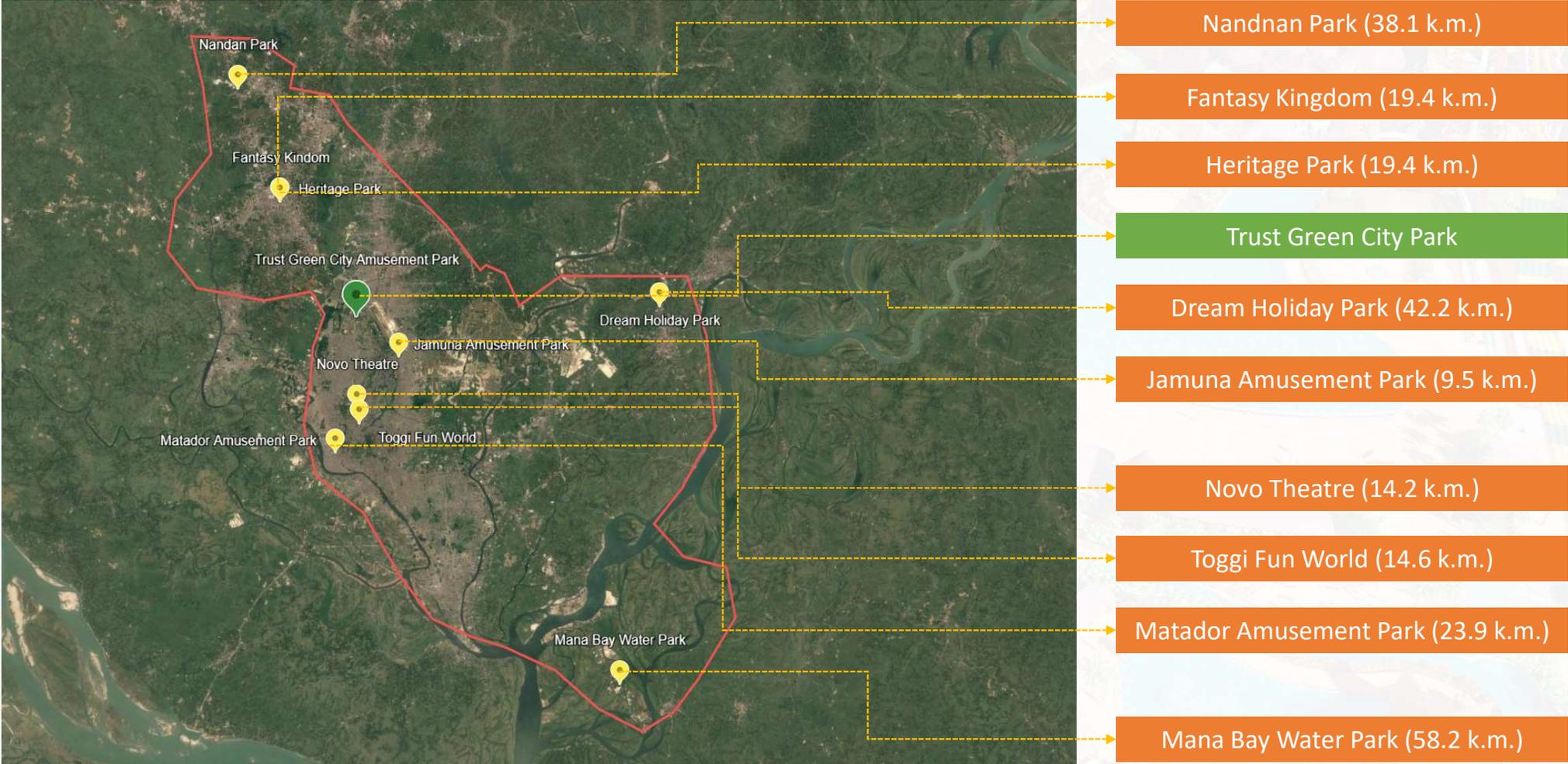
BACKGROUND

AMUSEMENT PARKS OF DHAKA CITY

Entertainment parks have become a significant part of the tourism industry in **Bangladesh**, offering an alternative to natural attractions due to urbanization and time constraints. A large number of visitors look for entertainment parks especially in **Dhaka** city. But the parks are extremely inadequate in numbers and also not in a good condition. Private sector parks like **Fantasy Kingdom, Nandan Park, Jamuna Amusement Park, Novo Theatre, Toggi Fun World, and Mana Bay Water Park** located in **Dhaka**, have become popular destinations. The tourism sector's contribution to the economy is growing, with projections showing a rise from **2.20%** of GDP in 2017 to **6.20% in 2018**. However, entertainment parks in **Dhaka** are limited in number and not in optimal condition. Key factors that attract visitors include medical services, ride prices, transport options, park cleanliness, facilities like food, toilets, and drinking water, as well as the general atmosphere and accessibility for all ages. Improving these areas would help enhance the appeal of **Dhaka's** entertainment parks.



EXISTING LOCATIONS OF AMUSEMENT PARK IN DHAKA CITY



Source- Google Map

AMUSEMENT PARKS OF DHAKA CITY

Due to rapid growth of urbanization, people are divested of enjoying natural attractive places, due to their time constraints. Therefore, the concept of entertainment park is becoming vital in developing countries like Bangladesh. Along with natural tourist spots, there are four main private sector entertainment parks that are located in Dhaka, the main city of Bangladesh. These are:

1. Fantasy kingdom,
2. Nandan Park,
3. Jamuna Amusement Park,
4. Novo Theatre,
5. Toggi Fun World,
6. Mana Bay Water Park,
7. Matador Amusement Park,
8. Heritage Saif Park,
9. NOM Park, and
10. Dream Holiday Park.

The tourism sector's contribution to the economy is also increasing day by day. A large number of visitors desire entertainment parks, especially in Dhaka city. But the parks are extremely inadequate in numbers and also not in good condition.



Fantasy Kingdom



Nandan Park



Jamuna Amusement Park



Dream Holiday Park



Toggi Fun World



Mana Bay Water Park

BASIC ACITIVITIES IN AMUSEMENT PARKS OF DHAKA CITY

Entry Fee + Activities or Rides Cost Per Person Day Long around **500-6000 tk.**

Restaurant, Credit Card Facility, Telephone, En-Suite Bathrooms, Room Service, Car Parking, and Convenience Store.

Recreational Facilities: Exciting Rides at Adventure Land (Dry Park)

- Roller coasters
- Bumper cars
- The Magic Carpet
- Escape Room
- Dragon Hunter
- Gyro VR, Hado
- Hologate, Laser Tag
- Paintball
- 5D Cinema Theater

Water Park:

- Water Coaster
- Boating
- Central Pool



TRUST GREEN CITY (TGC) PROPOSED AMUSEMENT PARK SITE MAP



Source- Google Map

LOCATION OF PROPOSED PARK SITE & NEARBY HOUSING SOCIETIES



PROPOSED PARK SITE TO TONGI ZONE DISTANCE IS 8 k.m. & TONGI ZONE AREA 35.39 sq.km. and **POPULATION IS around 7,58,550 BOTH MALE and FEMALE**

PROPOSED PARK SITE TO UTTARA ZONE DISTANCE IS 6.7 k.m. & UTTARA ZONE AREA 17.31 sq.km. and **POPULATION IS around 2,15,905 BOTH MALE and FEMALE**

PROPOSED PARK SITE TO DAKSHIN KHAN ZONE DISTANCE IS 7.9 k.m. & DAKSHIN KHAN ZONE AREA 13.52 sq.km. and **POPULATION IS around 3,96,937 BOTH MALE and FEMALE**

PROPOSED PARK SITE TO BASHUNDHARA ZONE DISTANCE IS 18.4 k.m. & BASHUNDHARA ZONE AREA 113 sq.km.

PROPOSED PARK SITE IS IN **CANTONMENT ZONE** AREA OF 14.47 sq.km. and **POPULATION IS around 1,35,785 BOTH MALE and FEMALE**

PROPOSED PARK SITE TO MIRPUR ZONE DISTANCE IS 3.8 k.m. & MIRPUR ZONE AREA 28.66 sq.km. and **POPULATION IS around 5,46,203 BOTH MALE and FEMALE**

PROPOSED PARK SITE TO BADDA ZONE DISTANCE IS 12.2 k.m. & BADDA ZONE AREA 7.66 sq.km. and **POPULATION IS around 3,75,598 BOTH MALE and FEMALE**

PROPOSED PARK SITE TO MOHAMMADPUR ZONE DISTANCE IS 15 k.m. & MOHAMMADPUR ZONE AREA 3.97 sq.km. and **POPULATION IS around 5,27,771 BOTH MALE and FEMALE**

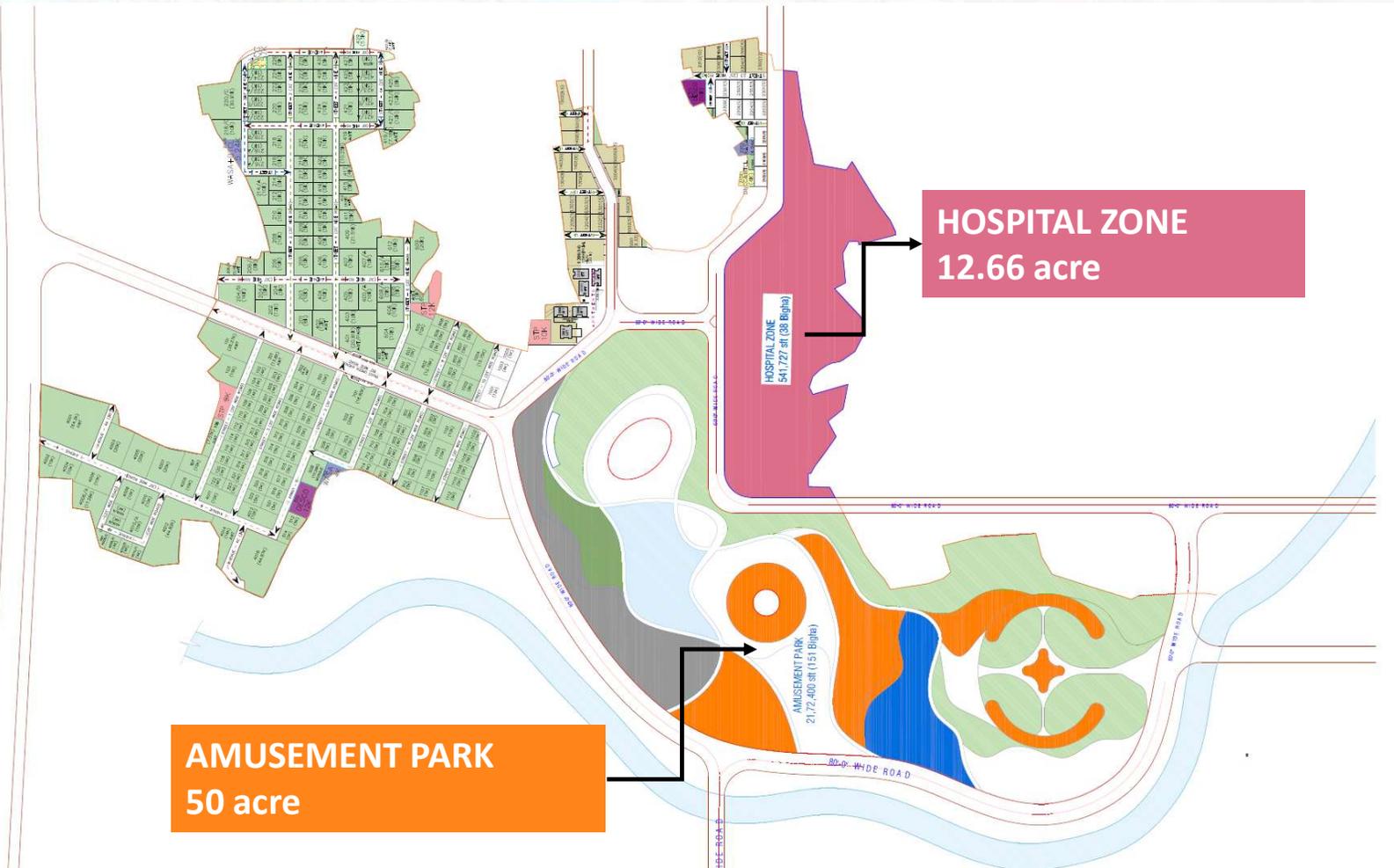
PRESENT CONDITION



M A S T E R P L A N

PROPOSED PLAN

M A S T E R P L A N

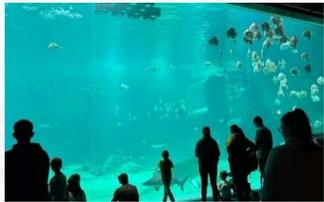


PROPOSED ACTIVITIES & OBJECTIVES OF TRUST GREEN CITY AMUSEMENT PARK

Project Objectives: To establish a comprehensive amusement facilities that integrates quality, affordability, safety, community awareness & green clean environment friendly.

Proposed Activities :

- Aquarium
- Roller Coaster
- Water Slides & swimming pool
- Bird Show/ Butterfly park
- 3D Museum
- 4D Cinema & 7D Animal Show
- Water Fountain Show
- Indoor Digital Game Space
- Fire Show
- Cable Car (Optional)
- Sound & Laser show



Aquarium



Roller Coaster



Water Slides



Bird Show/Butterfly Park



3D Museum



4D Cinema & 7D Animal Show



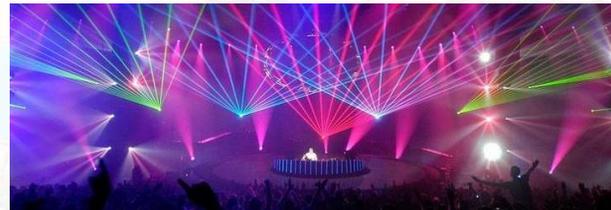
Water Fountain Show



Indoor digital game space



Fire Show



Sound & Laser show



Cable Car (Optional)

Here's a breakdown of facility types that could be included in an amusement park within Trust Green City in Dhaka, catering to a diverse range of visitors:

Thrill Rides:

- **Roller Coasters:**
 - Family-friendly coasters with moderate speeds and inversions
 - High-thrill coasters with intense drops, loops, and twists
- **Drop Towers**
- **Pendulum Rides**

Family Rides:

- **Carousel**
- **Bumper Cars**
- **Tea Cups**
- **Ferris Wheel**
- **Miniature Train**

Water Park Elements:

- **Water Slides**
- **Wave Pool**
- **Lazy River**
- **Children's Splash Pad**

Interactive Exhibits and Shows:

- **4D Theater**
- **Interactive Games**
- **Live Shows**

Kid-Friendly Play Areas:

- **Soft Play Areas**
- **Toddler Play Zones**
- **Picnic and Relaxation Areas**

Additional Facilities:

- **Food Courts and Restaurants**
- **Souvenir Shops**
- **Restrooms and Changing Facilities**
- **First Aid and Medical Services**
- **Guest Services**

By offering a diverse range of attractions and amenities, the amusement park can cater to a wide audience and provide a memorable experience for all who visit.

Setting up an aquarium within an amusement park in Trust Green City, Dhaka, has the potential to be a profitable venture, but it depends on several factors:

Potential for Profitability:

- **Complementary Attraction**
- **Educational Value**
- **Year-Round Appeal**
- **Potential for Special Events**

Challenges and Considerations:

- **High Initial Investment**
- **Ongoing Operational Costs**
- **Competition**
- **Sustainability**

Key Factors for Success

- **Unique and Engaging Exhibits**
- **High-Quality Animal Care**
- **Educational Programs**
- **Effective Marketing and Promotion**
- **Cost-Effective Operations**

Setting up an amusement park in Trust Green City, Dhaka, requires careful planning and consideration of several precautions to ensure a safe, successful, and sustainable venture. Here are some key precautions:

Safety and Security:

- **Thorough Safety Audits**

- **Qualified Staff**
- **Emergency Preparedness**
- **Crowd Control**
- **Security Measures**

Environmental Considerations:

- **Environmental Impact Assessment**
- **Sustainable Practices**
- **Noise and Pollution Control**
- **Green Spaces**

Legal and Regulatory Compliance

- **Licenses and Permits**
- **Safety Standards**
- **Insurance**
- **Legal Counsel**

Financial and Operational Considerations

- **Feasibility Study**
- **Funding and Investment**
- **Risk Management**
- **Marketing and Promotion**
- **Customer Service.**

By carefully considering these precautions, it is possible to establish a safe, successful, and sustainable amusement park in Trust Green City, Dhaka, that provides a fun and enjoyable experience for visitors while minimizing potential risks and negative impacts.

SWOT Analysis for an Amusement Park in Trust Green City, Dhaka

STRENGTHS

Strategic Location: Situated within a planned, modern city with a growing population and potential for high foot traffic.

Complementary to Existing Offerings: Fills a gap in entertainment options within Trust Green City and the surrounding areas.

Potential for Unique Theming: Can be themed around sustainability, eco-friendliness, or local culture to differentiate itself.

Opportunity for Partnerships: Potential collaborations with local businesses, schools, and community organizations for events and promotions.

WEAKNESSES

High Initial Investment: Significant capital required for land acquisition, construction, equipment, and operating costs.

Dependence on Weather: Outdoor attractions may be affected by inclement weather, particularly during the monsoon season.

Potential for Seasonality: Visitor numbers may fluctuate throughout the year, impacting revenue.

Competition: Potential competition from existing entertainment options in Dhaka, including other amusement parks.

OPPORTUNITIES

Diversification of Revenue Streams: Explore additional revenue streams through food and beverage sales, merchandise, corporate events, and educational programs.

Focus on Sustainability: Position the park as an eco-friendly destination, attracting environmentally conscious visitors.

Technology Integration: Incorporate technology into rides and attractions to enhance the visitor experience.

Community Engagement: Build strong relationships with the local community through partnerships and outreach programs.

THREATS

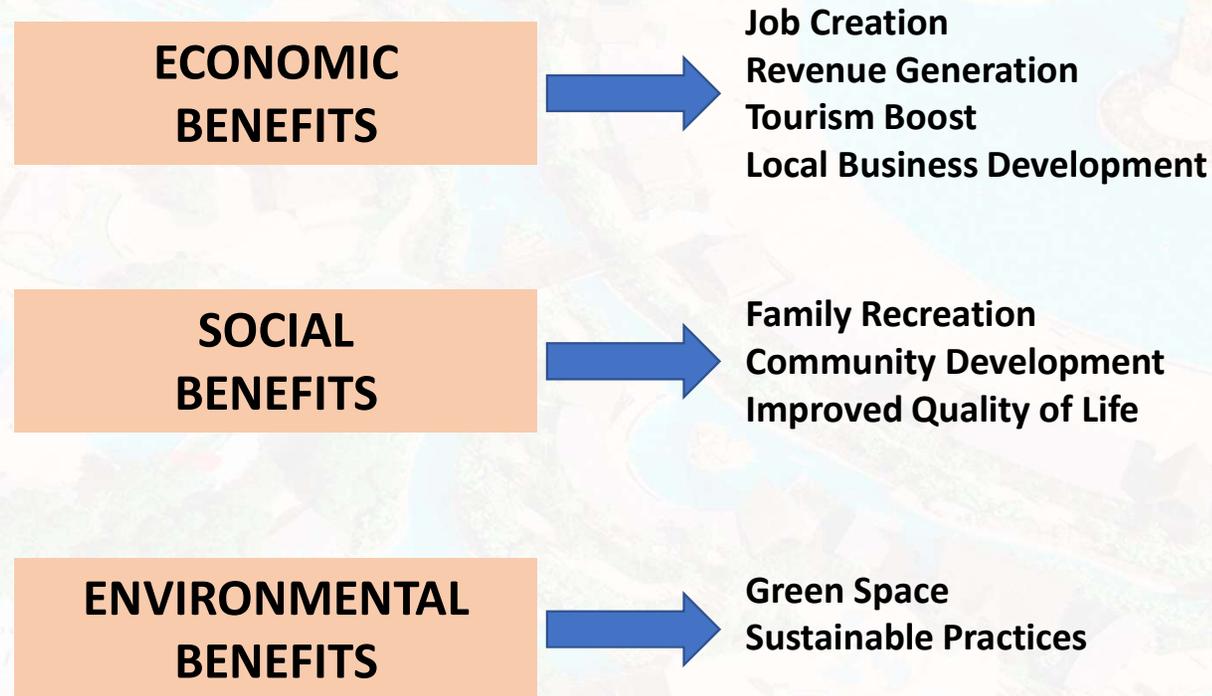
Economic Downturn: Economic fluctuations could impact consumer spending and reduce visitor numbers.

Safety and Security Concerns: Ensuring visitor safety and security is crucial to maintain a positive reputation.

Regulatory Challenges: Navigating complex regulations and obtaining necessary permits can be time-consuming and challenging.

Environmental Impacts: Addressing potential environmental concerns and ensuring sustainable operations is critical.

THE SOCIO-ECONOMIC VALUE OF SETTING UP AN AMUSEMENT PARK IN TRUST GREEN CITY, DHAKA, IS SIGNIFICANT AND MULTIFACETED



Overall, the socio-economic value of setting up an amusement park in Trust Green City, Dhaka, is substantial. The project would create jobs, generate revenue, boost tourism, and enhance the quality of life for residents. However, it is important to conduct thorough feasibility studies and environmental impact assessments to ensure the project's sustainability and long-term success.

An aerial, top-down view of a water park. The image shows several large, irregularly shaped swimming pools in shades of light blue and turquoise. Winding water slides in various colors (blue, yellow, red) snake through the landscape. There are also smaller pools, some with slides, and areas with greenery and brownish ground. The overall scene is a dense collection of water park amenities.

**THANK
YOU**