

# **PROJECT PROPOSAL**

**ON**

**“ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)”**

Submitted in partial fulfillment of the requirements for qualifying

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**SUBMITTED BY**

NAME

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ENROLLMENT NO.:

**UNDER SUPERVISION OF**

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# 1. TITLE OF THE PROJECT

**“ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)”**

## 2. INTRODUCTION TO TOPIC

"**Ropeways**" is a general term, all inclusive, used for the various transport systems qualifying as a ropeway. A ropeway is a system for transporting materials and/or passengers in carriers suspended from or controlled by ropes. A system would qualify when a rope propels or controls carrier motion in transit on rail or other fixed support (funicular). Watching the city scape through the bird's eye view is the dream of every traveler. Shimla from the range of best sight scenes, provide **Ropeways** as an excellent option to explore the mesmeric regions of Chahal. Traversing by rope way fills the soul with nature's bounty. The destinations which are blessed with Ropeway option are as follows:

**Kailasagiri Hill:** A verdant hill on the northern side of the city, the Kalasagiri Hill offers spectacular views of the winding shore line and undulated city scape. Of these 100 acres on the top, 50 acres have been developed into a beautiful park. Perched at an altitude of 130 meters, this hill top park faces the Bay of Bengal and is a very popular amongst tourist and picnickers. The travelers can also take a rope way ride, as an option to behold the bird's eye of the entire city. The rope way to the hill is one of the attractions in this city which can't be missed by any chance.

**Pathalganga Akkamahadevi Cave:** Akkamahadevi is a natural formation just above an expanse of Krishna river, about 10 km from Sirsailam. The cave is for its geological wonder, Rock arch. APTDC has constructed a ropeway to go Pataal Ganga. The rope running on the cable can really be a thrilling experience. While in cable car, the travelers, could sense the excitement of defying the gravity.

**Shimla** The Jagson International company, which is setting up the Rs 15-crore ropeway project for Shimla's Jakhu Hill, may have to wait for some more time to see the project through. The government decided on Friday to seek a report from the state's forest, tourism and also town and country planning (TCP) departments on the company's plea to raise the height of the base tower to put up a 4-metre high roof.

**Amusement** and theme parks are terms for a group of entertainment attractions and rides and other events in a location for the enjoyment of large numbers of people. An amusement park is more elaborate than a simple city park or playground, usually providing attractions meant to cater specifically to certain age groups, as well as some that are aimed towards all ages.

### **ABOUT CHAIL:**

Chail was essentially a sleepy little mountain village set in a beautiful locale till the 19th century. Its transformation began in 1893, when the Maharaja Bhupinder Singh of Patiala decided to create a new summer capital which would be 'better' than Shimla; all this for a bruised ego, after he was banished from Shimla for eloping with Lord Kitchner's daughter. Lord Kitchner just happened to be the Commander-in-Chief of the British Indian Army at that time. The present Chail is spread over an area of 72 acres on three adjacent hills-the Rajgarh Hill where the Palace is built, the Pandava Hill where the old Residency 'Snow View' is located and where the British Resident lived, and finally the Siddh Tibba, where the temple of Baba Sidhnath is located at a height of 2226 ft. Chail is connected by road.

### **3. RATIONALE FOR THE STUDY**

This study explains the values addition to the tourist place by creating ropeway & amusement park. India – the land of travel, a heaven of tourism delights is a civilization to tour through. Tourists come to India for its wealth of fascinating tourist sites, cultural exuberance as well as diversity of terrain and also that special something, an extra punch that only India promises and delivers. Today the landscape is enriched with modern ropeway, which is called to create a new charm. This makes it possible to have a short and safe communication for any village or hill station, Ropeways create architectural highlights. Amusement parks are built to attract not just the locals living within the park's vicinity but also those from other countries. Their aim is to be a tourist destination which is why a wide variety of attractions are presented. Nowadays, amusement parks are collaborated with beach resorts to provide total pleasure to its visitors. Since they are becoming tourist destinations, the visitors tend to spend several days to experience more of what the park can offer.

#### **4. OBJECTIVES OF THE STUDY**

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

Every study is carried out for the achievement of certain objectives.

1. To find if the ropeway at Chail (Shimla) will increase the tourism activity & hence more revenue generation.
2. To find the Amusement park will do the value addition to the tourist place.
3. To find the feasibility in the current scenario at Chail.

## **5. RESEARCH METHODOLOGY**

It is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting a research. Research is the systematic design, collection and analysis and reporting of data and finding a solution to a specific situation or problem

### **Source of data collection**

The data will be collected by primary data collection methods as well as secondary sources.

#### **Primary Data:**

Most of the information will be gathered through primary sources. The methods that will be used to collect primary data are:

- a) Questionnaire
- b) Interview

#### **Secondary source:**

Secondary data that will be used are web sites and published materials related to tourist place by creating ropeway & amusement park as well as relevant information on Chail.

The secondary data was collected through:

- Text Books
- Magazines
- Journals
- Websites

### **Nature of the sample**

A sample size of 100 is considered and a random selection

The technique will be used for conducting the study is convenience sampling Technique as sample of respondents shall be chosen according to their convenience.

**Data Analysis & Interpretation** – Classification & tabulation transforms the raw data collected through questionnaire into useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted into understandable and orderly statistics. After primary data collection, the data would be classified, tabulated & processed with the help of suitable statistical tools.

### **STATISTICAL ANALYSIS TOOLS:**

The tools uses in this study will MS-EXCEL, MS-WORD. MS-EXCEL will use to prepare pie- charts and graphs. MS-WORD will use to prepare or write the whole project report.

### **GRAPHICAL REPRESENTATION**

Graphical representation of percentages of responses by the respondent was made by– charts to show the overall view.

## **6. EXPECTED CONTRIBUTION FROM THE STUDY**

The study will help to introduce innovation value addition to the tourist place by creating ropeway & amusement park, India is worldwide known for its tourism. Holiday and pleasure tourists fly less frequently than their business counterparts and have greater control over their destinations and flight timing. The amusement park industry's offerings range from large, worldwide type theme parks such as Disneyworld and Universal Studios Hollywood to smaller and medium-sized theme parks such as the Six Flags parks and Cedar Fair parks .Amusement park will do the value addition to the tourist place. Officials hope the ropeway and amusement park will be major attraction for tourists.

## **7. LIMITATIONS OF THE STUDY**

No study is complete in itself, however good it may be and every study has some limitations. Some of the limitations which I may face in this study are as follows:

- The study will be restricted to the creating ropeway & amusement park only.
- This is not an inclusive survey due to time and resource constraint.
- Since the convenient sampling technique will be adopted in the study, hence, it may not be the representative of the universe.
- Since the proposed sampling size is 100, so the findings and conclusions of the study may only be suggestive and not conclusive.
- The respondents (some) may provide biased information/views due to their personal issues in an organization.

## **8. CHAPTERISATION**

<b>Chapter –I</b>	Introduction
<b>Chapter –II</b>	Objective and scope of study
<b>Chapter –III</b>	Methodology
<b>Chapter –IV</b>	Current Scenario
<b>Chapter –V</b>	Study report
<b>Chapter –VI</b>	Conclusion
<b>Chapter –VII</b>	Limitations
<b>Chapter –VIII</b>	Recommendation
<b>Chapter –IX</b>	Bibliography
<b>Chapter –X</b>	Appendix-1

## **9. BIBLIOGRAPHY**

### **Books**

1. The Business of Tourism Management  
(John Beech, Simon Chadwick, 2005)
2. Tourism Management  
The Socio-Economic and Ecological Perspective  
(Tapan K. Panda, Sitikantha Mishra and Bivraj Bhusan Parida,  
2003)

### **Web sites**

- [www.scribd.com](http://www.scribd.com)
- [www.google.com](http://www.google.com)
- [www.wikipedia.org](http://www.wikipedia.org)
- <http://chail.in>