

Introduction

For most of history, tourism has been associated with towns and villages but in recent times tourism industry has also grown into metropolitan Areas such as cities. City Tourism is now one integral part of the tourism industry. Statistics and data have shown that most crowd-pulling attractions for both tourists and locals alike have been amusement parks. The most famous chain of amusement parks in the world is Disney World it is themed after Disney's characters and locations from Disney's pop culture.

In India, the largest chain of amusement parks is Wonderla. Owned and operated by wonderland holiday Limited which has its headquarters in Bidadi which is 28 km from Bengaluru Karnataka. Wonderla holiday limited has three amusement parks in India, they are located in Bengaluru Hyderabad and Kochi. This study going to be concentrating on the branches in Kochi and Bengaluru branches. Since the branch in Hyderabad was Open only in 2016 there is a lack of data on it. Wonderla holiday limited the first branch was opened in the year 2000 in Cochin it was named Veegaland which was a little rebranded as Wonderla in the year 2011. Wonderla the second branch in Bengaluru was opened in 2005 and is one of the best amusement parks in Asia.

Stakeholders

The Wonderla opened in Kochi and was one the first amusement parks in Kerala it was started by Kochouseph Chittilappilly. 75 crore what's the total investment for the construction and it was a smash hit. Wonderla is a public limited company and the majority of the shares are held by Arun Chittilappilly who is the son of Kochouseph Chittilappilly. He owns 36% of the shares of Wonderla. The second highest stakeholder of Wonderla Kochouseph Chittilappilly and he holds 26% of the shares this is a key indicator that Although the business public limited more than 50% is of a stake is owned by one family. The third-highest take holder only owns 5.8% of the states. The firm has a capital of 13 billion rupees and they have shares amounting to 9.4 billion rupees.

SWOT Analysis

Three of the operating branches of Wonderla a situation the most popular cities of the respective States. Each of the branches spans across a very large stretch of land which enables the branches to install many attractions the area is so large that new attractions can be installed as the years go by.

Wonderla offers enough more attractions that a whole day is required to enjoy the place completely. It also caters to all demographics and age groups which is a significantly unique advantage that amusement parks in general have over other tourist attractions. Unlike Disneyland where attractions are more child-friendly Wonderla offers rights which are more inclined towards all demographics. Wonderla also attracts children by basing attractions on local pop culture. This way modern millions of people visit the East branch of Wonderla annually.

Most amusement parks have land rides or water rides but Wonderla hit the sweet spot where it balances both land and water rides equally. This is an excellent strategy it attracts the most people and it offers rights which are mild and fun to extremely thrilling on both land and water.

All though Wonderla is the most famous amusement park franchise in India it does not attract people from across India most of the tourists who visit Wonderla are locals. This is because of the competition from other amusement parks. People prefer to go to amusement parks that are near to them this shows that even when Wonderla Holidays has the best attractions it is not significant enough to triple crowds for a place.

The three cities in which Wonderla branches are situated, they are located in strategically perfect places just set up amusement parks as most tourists who visit the state do not skip those cities from their itinerary Wonderla can benefit if they can innovate attractions that can rival even the best amusement parks in the world. An opportunity that Wonderla Holidays is taking full advantage of is that students get special discounts on the matriculation exams. This attracts a large number of students and is highly profitable for all parties included.

Although Wonderla is the most famous amusement park franchise in India it is not as recognisable as even remotely close to Disneyland. Not having such a brand name is one of the reasons why Wonderla has not been able to attract crowds from across India. The marketing strategy of amusement parks stems from the attractions it offers and failing to innovate can put the business in serious jeopardy. Wonderla Holidays Limited has in-house manufacturing in Kochi. It is used to manufacture attractions and amusement rights. This in-house manufacturing facility reduces the burden of spending extra for acquiring rights and attractions. It is to be noted that not all the amusement rides and attractions are manufactured by their in-house manufacturing facility, but still, it is a very rare amusement park company to also own an in-house manufacturing facility.

Wonderla Holidays also gives utmost priority to Environment protection as Wonderla Kochi and Wonderla Bangalore have met the BSI to SAS 18001: 2007 safety standards and were certified by Bureau Veritas certification(India) Private Limited. Both these amusement parks have also been certified by Bureau Veritas certification(India) Private Limited for meeting ISO 14001: 2004

environment protection standard in the operation and maintenance of its water and land attractions as well as related amenities which the visitors are provided by the company. Wonderla Bangalore uses reverse osmosis Technology which ensures that the water is potable safe and clean which is used in all of the park's water-based attractions. The quality of the water is checked at regular intervals by using extensive water filtering and recycling systems for each pool at Wonderla Bangalore and Wonderla Kochi generators which have a combined capacity of 4.9 MVA are set up to ensure continuous power supply.

Wonderla holidays have a Resort beside Wonderla Bangalore which was opened in march 2012. The resort amenities like banquet halls board room solar heated swimming pool recreational area conference room multi-cuisine restaurant activity centre and a well-accepted gym, it also has 84 luxury rooms. The resort how are wedding receptions and other corporate events and meetings.

In India amusement parks are still seen as a leisure activity and are not given much priority, still, amusement parks are direct competitors of tourism activities such as Heritage Tours cinemas and dining etcetera. A significant number of visitors to the park are individuals and since amusement parks are seen as a luxury fluctuation in the economic situation in the country directly affects the increase or decrease of footfalls.

Another factor that every amusement park has to be weary about is that any incident of an accident affects the business it will result in the park being temporarily closed. This is the fact that the majority of the revenue generated by all the branches of Wonderla is a truth ticket sales.

Objectives

It is the objective of almost every business to be the biggest player in its field and Wonderla is already India's largest franchise of amusement parks. Although it has this achievement under its belt amusement park franchises in India are not very popular and hence make it mark Wonderla Holidays aims to stretch its boundaries. In the upcoming years, Wonderla Holidays targets to grow across the country and attract crowds from not just south of India from the north. As the first step towards this achievement, they have already planned an amusement park in Chennai which will ensure that all the major South Indian cities have a branch of Wonderla Holidays.

Wonderla also plans to increase its revenue by stepping up its non-ticket sales business which constitutes 30% of the total revenue generated by the firm. To achieve this plants have been laid out to refurbish the restaurants and thereby increase the sale of food and beverages. In Bengaluru, the

capacity of the already existing Resort will be increased from 84 rooms to 104 or 114 rooms. Please rooms are promised to generate a lower-carbon footprint and be more sustainable

BALANCE SHEET

(Rs. in Cr.)

	Mar '17	Mar '16
	12 Months	12 Months
Total Share Capital	56.50	56.50
Reserves	379.57	346.50
Net worth	436.08	403.01
Secured Loans	14.34	5.16
Unsecured Loans	.00	.00
Total Liabilities	450.42	408.17
Assets		
Gross Block	491.33	293.72
Less: Accum. Depreciation	168.75	140.95
Net Block	322.57	152.78
Capital Work in Progress	.00	.00
Investments	75.03	84.40
Inventories	8.95	6.59
Sundry Debtors	.94	.78
Cash and Bank Balance	8.53	28.04
Loans and Advances	45.74	20.93
Total CA, Loans & Advances	64.16	56.34
Current Liabilities	29.38	24.40
Provisions	40.50	19.82
Total CL & Provisions	69.89	44.21
Net Current Assets	-5.73	12.12
Total Assets	391.88	249.30

PROFIT AND LOSS ACCOUNT

	Mar '17	Mar'16
	12 Months	12 Months
Revenue		
Sales revenue	270.41	205.36
Less: Excise duty	.00	.00
Net Sales	270.41	205.36
Other Income	0	0
Total Income	276.72	223.43
EXPENSES		
Manufacturing Expenses	60.38	36.10
Material Expenses	23.61	13.53
Personal Expenses	39.06	31.01
Selling Expenses	22.16	11.06
Administrative Expenses	52.60	29.45
Expenses Capitalised	.00	.00
Total Expenses	197.80	121.16
Operating Profit	72.61	84.20
EBITDA	78.92	102.28
Depreciation	29.28	13.92
EBIT	49.64	88.35
Interest	1.26	1.33
EBT	48.38	87.02
Taxes	15.31	27.21
Profit/Loss for the year	33.07	59.82
Reported PAT	33.07	59.82
Equity Dividend	.00	9.34
Equity Dividend	.00	16.53
Shares in issue (lakhs)	565.01	565.01
EPS –Annualised	5.85	10.59

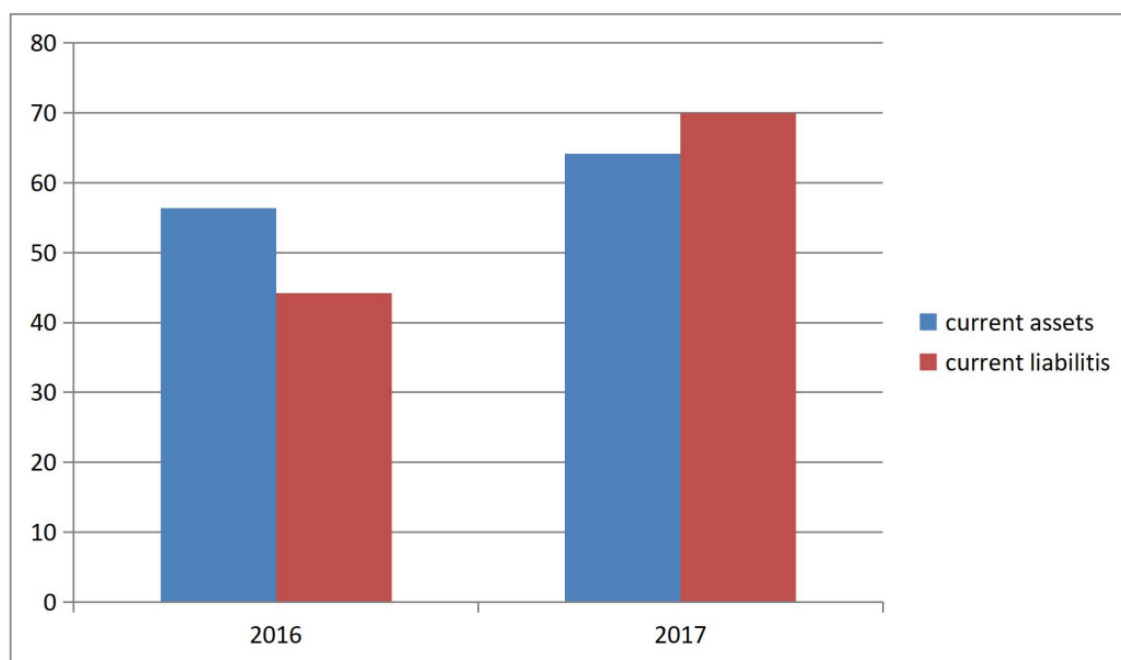
1. Current Ratio =
$$\frac{\text{Current Assets}}{\text{Current Liability}}$$

(Rs. in Cr.)

Year	2017	2016
Current Asset	64.16	56.34
Current Liability	69.89	44.21
Current Ratio	0.92	1.27

Table:1 Current Ratio

Table one shows the decrease in Current Ratio from 1.27 in 2016 to 0.92 in 2017

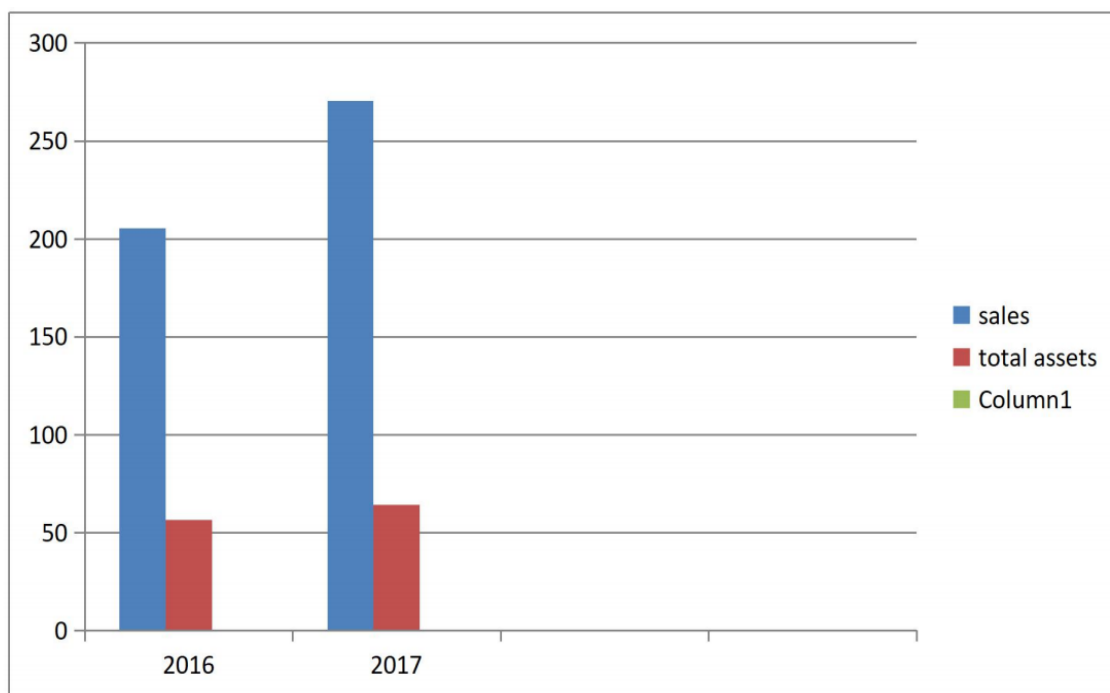


2. Quick Ratio = Quick Assets
Quick Liability

(Rs. in Cr.)

Year	2017	2016
Current Asset	64.16	56.34
Current Liability	69.89	44.21
<u>Current Ratio</u>	0.92	1.27

Quick Ratio has decreased from 1.27 in 2016 to 0.92 in 2017



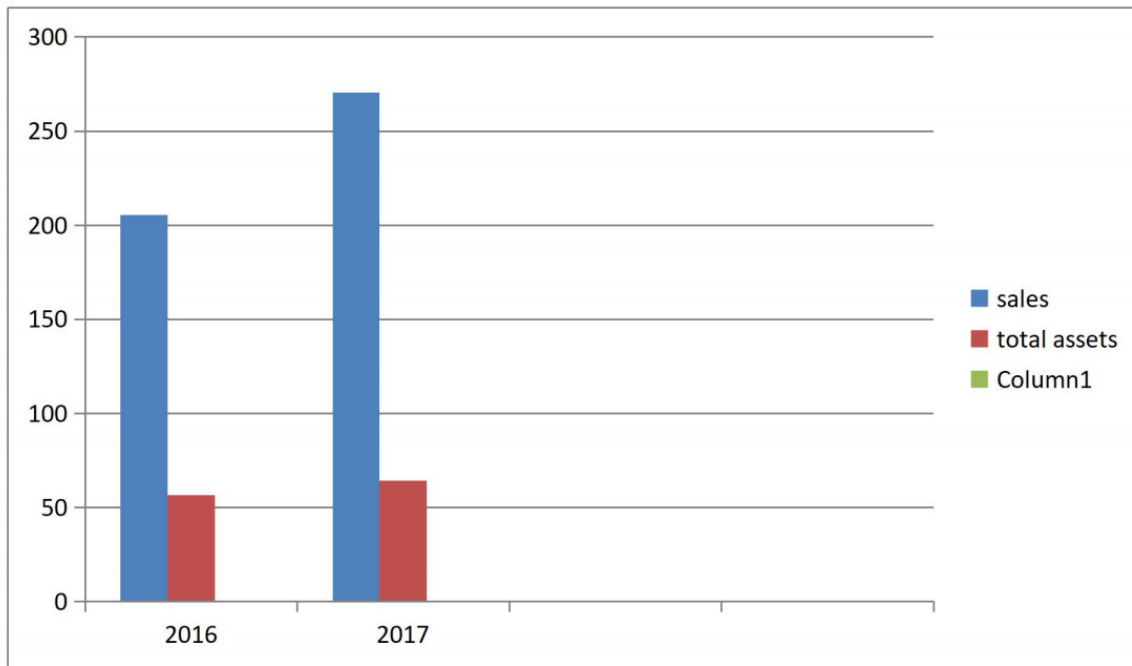
$$\text{3. Asset Turnover Ratio} = \frac{\text{Sales}}{\text{Total Assets}}$$

(Rs. in Cr.)

Year	2017	2016
Sales	270.41	205.36
Total Assets	64.16	56.34
Asset Turnover Ratio	4.21	3.97

Table:3 Asset Turnover Ratio

In the above table Asset Turnover has increased from 3.97 to 4.21



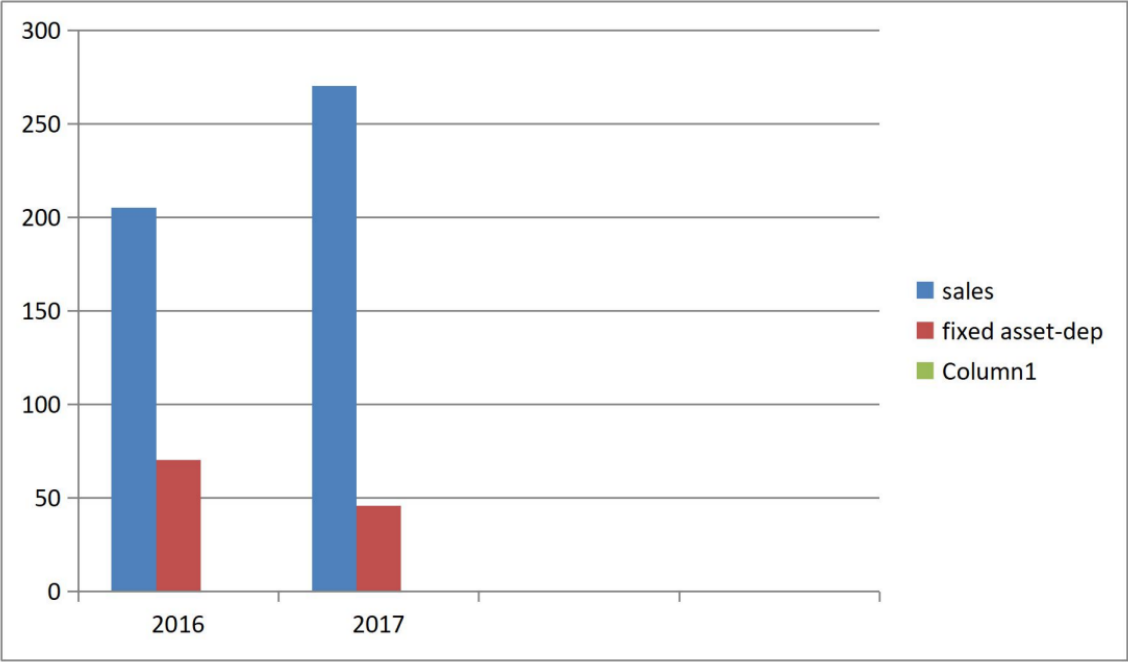
4. Fixed Asset Ratio =
$$\frac{\text{Sales}}{\text{Fixed Asset} - \text{Depreciation}}$$

(Rs. in Cr.)

Year	2017	2016
Sales	270.41	205.36
Fixed Asset-Depreciation	45.75	70.42
Fixed Asset Ratio	5.91	2.92

Table:4 Fixed Asset Ratio

Fixed Ratio has had a significant increase from 2.92 in 2016 to 5.91 in 2017



5. Proprietary Ratio = Shareholders Fund (Net worth)

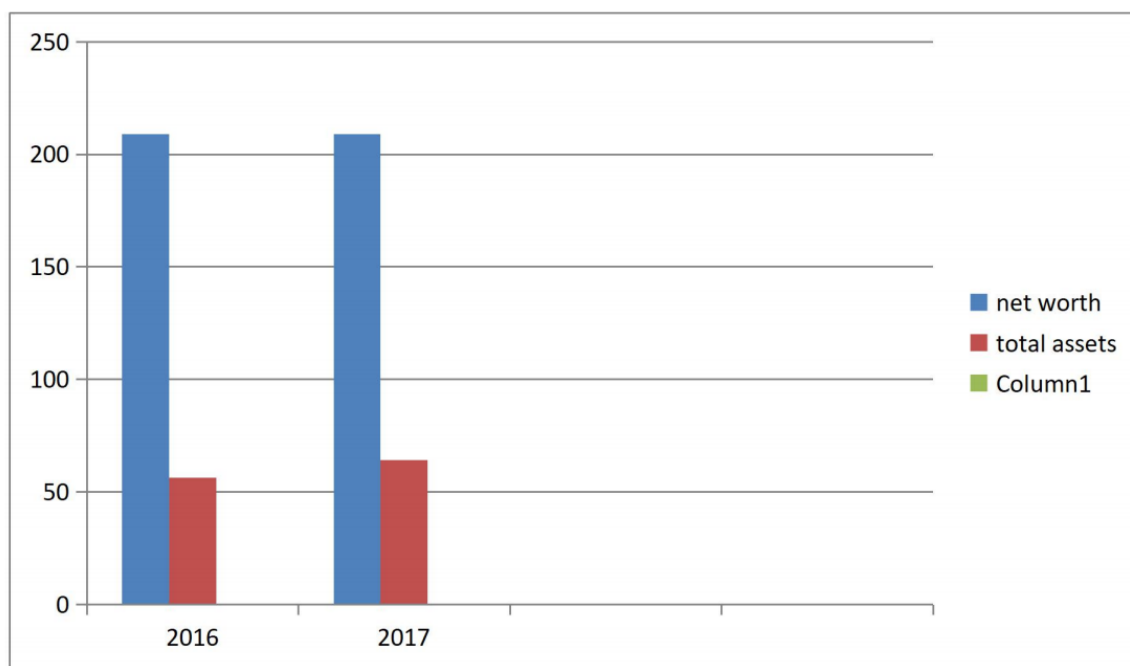
Total Assets

(Rs. in Cr.)

Year	2017	2016
Net Worth	209.05	209.05
Total Assets	64.16	56.34
Proprietary Ratio	0.88	1.00

Table:5 Proprietary Ratio

Proprietary Ratio has seen a decrease from 1.00 in 2016 to 0.88 in 2017

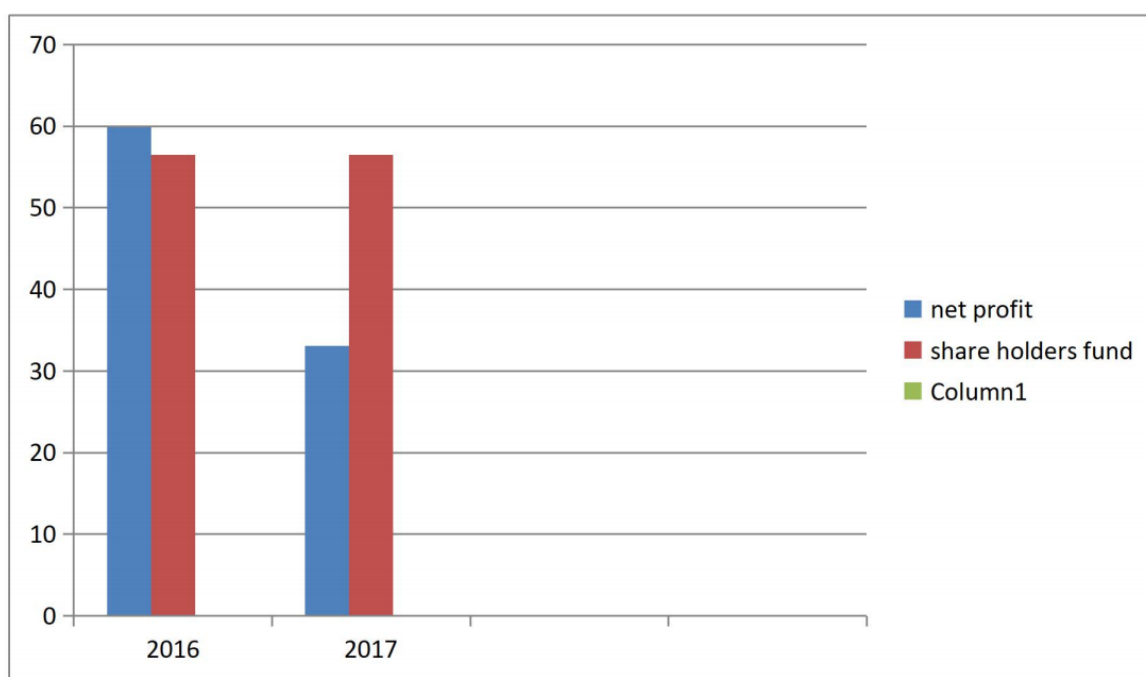


6. Return on Shareholders Fund =
$$\frac{\text{Net Profit after Tax}}{\text{Shareholders Fund}}$$

(Rs. in Cr.)

Year	2017	2016
Net Profit	33.07	59.82
Shareholder Fund	56.50	56.50
Return on SH's Fund	0.59	1.06

Decrease in Return in Stakeholders Fund from 1.6 in 2016 to 0.59 in 2017



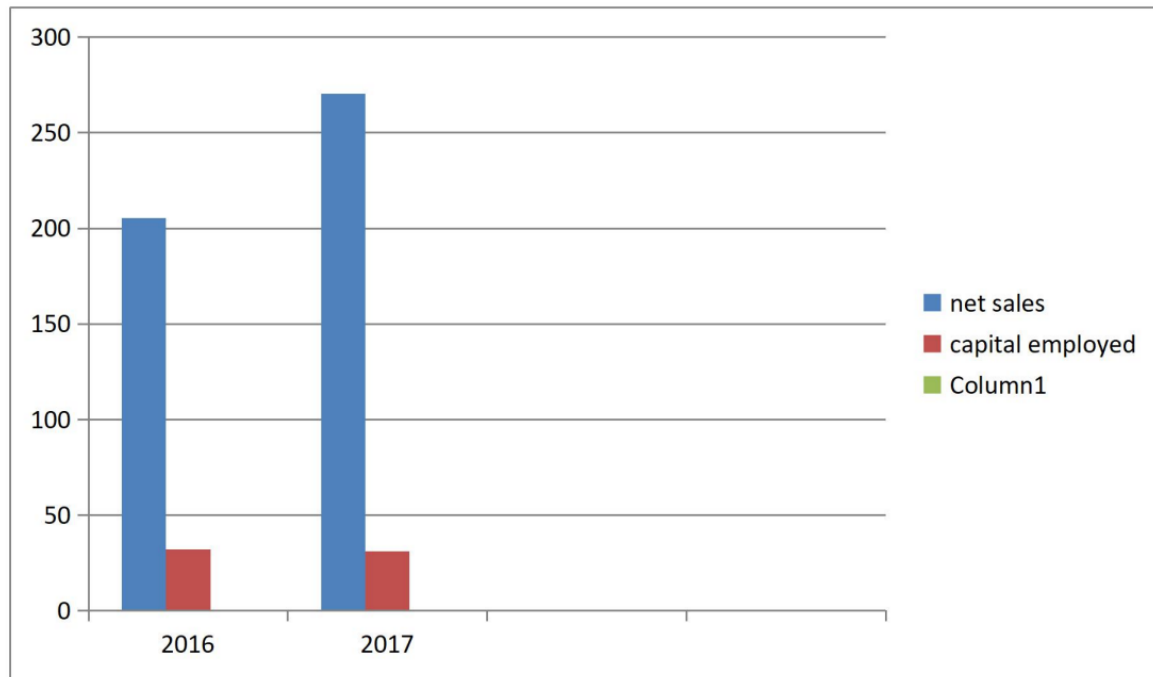
$$\text{7. Capital Turnover Ratio} = \frac{\text{Net Sales}}{\text{Capital Employed}}$$

(Rs. in Cr.)

Year	2017	2016
Net Sales	270.41	205.36
Capital Employed	31.01	32.01
Capital Turnover Ratio	8.72	7.82

Table:7 Capital Turnover Ratio

There is an increase in Capital Turnover ratio from 7.82 in 2016 to 8.72 in 2017



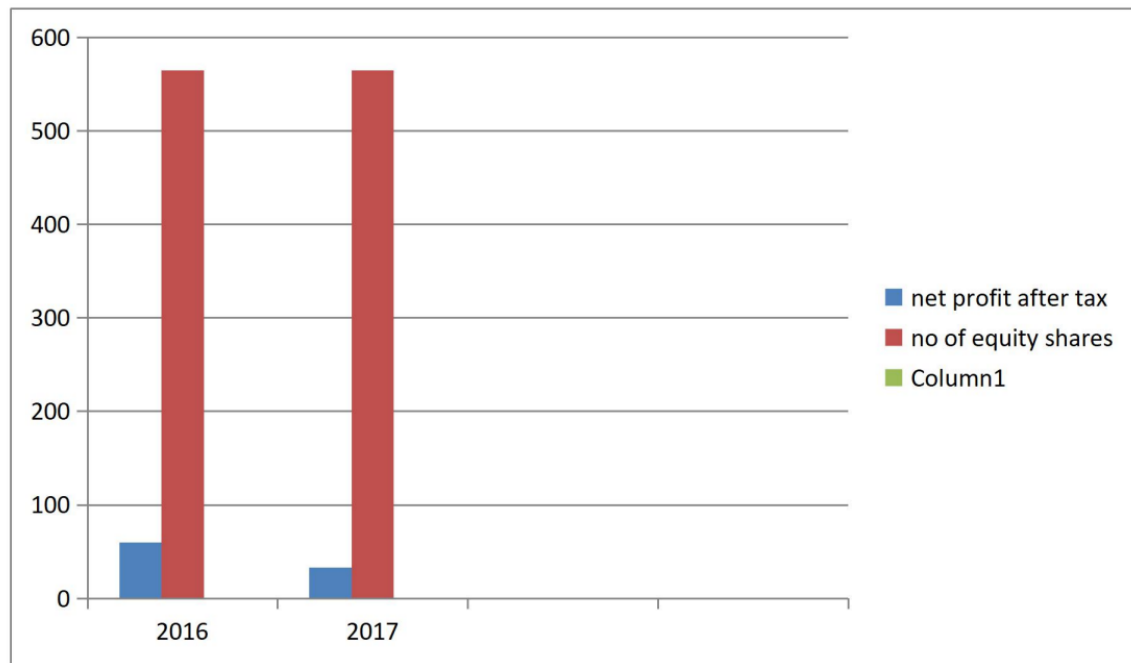
8. Earnings per share ratio =
$$\frac{\text{Net profit after tax}}{\text{Number of equity shares}}$$

(Rs. in Cr.)

Year	2017	2016
Net profit after tax	33.07	59.82
No of Equity shares	565.01	565.01
EPS Ratio	5.85	10.59

Table:8 Earnings per share ratio

Decrease in EPS Ratio from 10.59 in 2016 to 5.85 in 2017



Findings

Analysis can be concluded that from 2016 to 2017 the gross working capital of Wonderla Holidays Limited from 59.8226 Nov 2022 to 33.07. The analysis also shows that the current ratio is also during 2016 when compared to 2017. The current ratio was recorded as 1.27 in 2016 compared to 0.92 in 2017. Can also be noted that has decreased when compared to the previous years the fixed asset turnover ratio has increased from 3.97 in 2016 to 4.21 in 2017. The graph also seems to have gone up in the case of the current asset turnover ratio. Debt collected by the firm has increased while the net profit has decreased from 2016 to 2017. One important factor to take away from this analysis is the fixed assets of the firm which is a positive aspect. On the negative side, it is an expense for a business which reduces its overall profit. Lastly, the analysis shows that the loans and advances of the firm have increased why the short-term liabilities have decreased, this indicates that the company has a lack of reserves for future purposes and contingency losses at the same time the company does not have any short-term solvency.

Customer engagement and customer experience yes one of the most important factors and Wonderla holidays has been planning to set up RFID Technology through wearable bands. The bands are

planned to be mandatory and are expected to be used as entry tickets.

The pandemic has left its mark on everything and the tourism industry is one of the most affected businesses. But once the government restrictions were reduced domestic tourism had a sudden rise and it has translated into the highest quarterly footfall Wonderla Holidays in a single quarter, which has seen numbers upwards of 1.1 million in the first quarter of the Year 2023. When Hyderabad recorded a footfall of 3.47 lacs Kochi also had similar figures of 3.48 lacs while Bangalore teeth at 4.23 legs footfalls.

The firm gave at most importance to the development of these bands to give read range as possible. To get the best range different combinations of RFID were used and finally, I design was settled in which the band had minimal contact with the body of the wearer as the least amount of body contact ensures the best performance from RFID.

It is calculated that 150 bytes of data can be sent out by a single pulse which means 500 KB to 750 KB of data can be sent by each band. Data lake data warehouse and real-time analytical tools for deploying to manage the massive influx of data generated. This project is initially implemented at the Bangalore amusement park and later at other parks. The cost of the project is estimated to be around 400000 US dollars.

Wonderla holidays has named its upcoming RFID band the Wonder band as the firm expects it to do wonders in giving a better customer experience and increasing profit. The wonder is expected to replace the entry ticket and locker keys. Data collected by the Wonder banned would be used for several different purposes. Most items can be tracked with the help of the band as well as white data on the guest routes. This band can also be used for tagging captured photos and videos which also aids in booking virtual queues.

According to the Managing Director of Wonderla Holidays Limited, this digital is to improve productivity and efficiency and thereby increase profit by going digital is the only option. The concern raised by the MD of the form is that the firm has no visibility of the crowd other than when they are using the amusement rights. This will be eliminated by the “Wonder band” as it ensures real-time tracking. This data will be collected by the Wonder banned and this will enable the visitors to understand which place is crowded at a given time. This will cover the probability of certain amusement rights being overcrowded. Furthermore, data regarding before routes inclination towards merchandise and phone for food would be collected by the band so that customers can get personalized services. The band is also expected to facilitate in categorizing rides from the age group and gender that the ride is preferred by. With the introduction of the band proximately 5% of footfall per year as well as an increase of 5% in sales per head is expected

Another advantage that the company expects after Wonder band has been implemented is that an improvement in purpose in spending will be evident. This is because the wonder band will replace cash transactions and also they need to use UPI oh cards for transactions. This will facilitate ease of payment and hence guess or expected to increase their spending. The project is expected to be implemented within the next 5 to 6 months.

Conclusion

Wonderla Holidays Private Limited is undoubtedly one of if not the top players in the amusement park business in India but has not been able to dominate the market despite being on the top. Collecting data on which kind of rides are preferred by the people would help the company focus on such amusement rides in the future and avoid spending capital on acquiring assets that are not so productive. The wonder band is a wonderful solution to this problem and will help the company focus their investments on assets that guarantee footfall by increasing profits. The firm also keeps its data and stats confidential. The firm can improve by increasing the workforce or increasing the working capital as it is difficult to sustain a firm without an adequate workforce to carry out the day-to-day activities. The

References

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