

Planning an Amusement Park

Travel & Tourism Final Project

For your final project, you will be designing an amusement park that you think will draw crowds and make money. You get to choose whether you want a traditional amusement park or if you want a water park. However, you will need to make sure that you accomplish each of the following. You will be given one regular sized posterboard to create a map of your park. On the back side of the posterboard, you will need to put some additional information that wouldn't go on the map such as prices, season dates, etc.

Basics

- ✓ 6 attractions with pictures. You will also need to name each ride. Don't use existing names; be creative. You will also need to provide a two sentence description for each of the rides. If there is a height restriction for any of the rides, that will need to be noted as well.
- ✓ Children's area. You need to create an area dedicated just for kids. What will your age limits be? Name the children's area. What activities/attractions will there be in this area?
- ✓ 3 Restaurants. You can choose either brand name restaurants to include or you can create your own restaurant. You will need to provide a two sentence description for each restaurant, so customers know what to expect. Remember, that customers pay for convenience, so even if you include a well-known restaurant, the prices will be higher than a traditional restaurant. Don't forget to include table space for your patrons.
- ✓ 3 Drink/Snack Stands. These stands can include specialty drinks or snacks. Provide a two sentence description of what customers will be able to find.
- ✓ 3 Novelty stands. These stands can have either novelty items for sale or can be customized-type stands such as wax hand sculptures or caricatures.
- ✓ Game/arcade area. What type of games will you have? What prizes will you make available?
- ✓ 1 Souvenir Stand. This should be a pretty large souvenir stand to accommodate all that want to shop. What all will you offer in the souvenir stand?
- ✓ Theater type space. This can be indoor or outdoor, but you must include some type of theater seating.
- ✓ Front Gate. Where is your entrance gate? How many ticket/entry counters will you have?
- ✓ Guest services. Where would you locate guest services?
- ✓ First aid. You have to have a first aid stand. Where would you locate the first aid stand?
- ✓ Restrooms. You will need at least four restroom areas.
- ✓ Prices. What would you charge for a season pass? Daily admission?
- ✓ Target market. Who is your target market? Be specific.
- ✓ Name. You need to name your amusement park! Be creative!

What Goes Where?

Front of the Posterboard-Map of all of the basics with pictures. Very little writing. A legend for your attractions and children's area. You will have to designate your attractions with either letters or numbers and then reference them on the legend with names. The name of your amusement park needs to be somewhere also.

Back of the Posterboard-All of the descriptions and information requested that is not in a picture format such as prices, types of food available at the restaurants and snack stands.

Plan of Attack

Here is a schedule that you will need to follow to keep on pace to finish on time. By the date listed, all the information needs to be finished for that particular section.

April 24	6 attractions
April 25	Children's area
April 29	3 Restaurants
April 30	3 Novelty Stands
May 2	Game/arcade, Souvenir stand
May 7	Theater area/Front Gate/Guest Services/First Aid Center/Restrooms
May 8	Prices/Target Market/Name
May 12	Poster Due

The poster should look like it was well planned and put together with some thought. Please double check spelling and grammar to prevent errors.