

The world of tambun theme park



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In this research, I have selected the Lost World of Tambun a theme park of my choice. The Lost World of Tambun is an action-packed, exciting adventure with the most thrilling rides and attractions in Ipoh, Malaysia. Located in the historic town of Ipoh, in the middle of the North-South corridor in Perak, this place is not just a man made water theme park with beautiful Mayan architecture, gargoyles, and water canals, but is surrounded by 400-million-year-old natural limestone hills which offers a unique breathtaking view.

The World of Tambun is built by Sunway Group in 2006 at a cost of RM60 million, this theme park is well-designed with many unique features. It has many different “ playgrounds” and is certainly an added attraction to the popular Sunway Lagoon theme park in Kuala Lumpur.

Five main elements that make up this world of adventure are the Water Park, the Amusement Park, Lost World Hot Springs, the Tiger Valley and the Lost World Petting Zoo. It is a perfect escapade for family and city slickers who want to have a short break away from the city and enjoy the outdoor elements from man made beaches, to hot water springs, theme park rides; both wet and dry, a tiger valley where you get to see the wild beast roam freely, and beyond that jungle trekking, caving and tunneling activities.

Answer Water Park

Begin the journey at River & Beach Garden, a landscaped beach with waterfalls surrounded by 20 feet twin waterfalls with two rivers flowing into the pool. For a start, grab a float for a single person or two, and jump into Adventure River, Asia’s longest man-made river ride with a wave generator

in the water park section. Besides, refresh with a musical shower at the Musical Body Wash before heading to the Sandy Bay for an intense game of volleyball with friends and family or perhaps, for a relaxing soak in the sun.

Next, get ready for a wet world of fun in the kids-only zone, Explorabay, specifically designed children. Explorabay boasts special smaller slides and a large, wet, interactive play area with giant tipping buckets, water canons, spraying elephants, water curtains and fountains. Designed for more-thrill seeking adults and teenagers, the Cliff Racer injects a boost of adrenaline when your mine cart flies, Indiana Jones style – straight down the speed-coaster at maximum speed! In addition, do not miss going on the Tube Raiders, longest inflatable tube ride in Malaysia!

Amusement Park

Enjoy the scenery while you dry off on the Dragon Flights ride, as you get swung in the air in this thrilling swing-chair ride; before you sail on over to the Stormrider, a pirate boat which will swing you 180 degrees for some knee-knocking, spine-tingling excitement. Besides, get your little ones to cool down after playing explorer at the water park, on the Perak Parade carousel; and go on the Giddy Galleon for a perfect family ride away from the water. In addition, make sure you go on the Adventure Express; where you can sit back and let this ancient locomotive take you and your family on a journey past majestic ruins, surging waters and wild tigers; giving you a quick tour of the Lost World of Tambun's other attractions.

Lost World Hot Springs & Spa

Afer a day of excitement, immerse yourself in the source of pure relaxation in our Lost World Hot Springs. The 100% natural mineral hot springs is clean and fresh as the water flows through the pool continuously from the main source and is then channeled to the nearby Kopisan River. Containing healthy minerals such as Calcium Carbonate, Sodium, Calcium, Potassium, Magnesium, Sulphate, Chloride and Iron, the Hot Springs are heavenly for those looking for a healthy retreat.

This addition includes many elements which are catered for everyone: giving them the ultimate relaxation experience. The elements include Infinity Pool, Lost World Steam Cave, Foot Spa, Crystal Spa, Top of the World Pool, The Geyser of Tambun, Crystal Pool and Saphira's Bistro.

Infinity Pool

It is specially designed as a true spa and can accommdate up to 300 people at once and is surrounded by the serene and calming sounds of the volcanic waterfall.

Lost World Steam Cave

The Lost World Steam Cave is great for those looking for a respite after long stressful days. The steam cave acts as a sauna promotes the action of sweating where the toxins and waste are expelled through the pores on the epidermis leaving the dermis clean and refreshed. The high temperature also prmotes blood circulation.

Foot Spa

Foot Spa in the Lost World Hot Springs and Spa has reflexology pebbles fitted to the floor. Visitors can walk on the pebbles while enjoying the hot springs water soothing their feet.

Crystal Spa

Crystal Spa is a spa facilities where visitors can enjoy body therapy at a nominal charge. There are three huts located here, named as a Sapphire, Topaz and Amethyst. The spa offers Aromatherapy Massage and Head & Shoulder Massage. Within the privacy and comfort of your own massage hut, you will be pampered and treated to an invigorating massage of your choice and feel rejuvenated from inside out.

Top of the World Pool

Top of the World Pool is a jacuzzi pool that allows a full range of therapeutic hydro-massage for muscles, joints and pressure points. It is advisable for guest who are suffering from muscle, neck, shoulder and back pain. Athletes recovering from sports injuries are encouraged to take a dip in this pool because it could help to speed up the recovery. Besides, the heat from the hot springs water ease joint movement for guest suffering from arthritis.

Saphira's Bistro

To further enhance the experience in the Lost World Hot Springs & Spa, a swim-up dining outlet known as Saphira's Bistro has been built to cater for visitors seeking for some bites to whet their appetites. This bistro boasts a healthy selection of food and bevarages such as Salmon Fillet, Chicken Stew, Open Sandwiches, Western Style Curry and Salads Saphira's Special.

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Tiger Valley

Meet Sultan, Raima, Putra, Jazz and Azian; Lost World of Tambun's very own Siberian tigers. One of the unique attractions here is the Tiger Valley where you get to see the wild animals roam freely in their enclosure, and perform stunts during feeding time. There are a total of eight tigers, formerly circus animals abandoned by their owners, when they could not afford to fly them back, and were subsequently adopted by the theme park and now given the best possible care by experienced trainers.

Lost World Petting Zoo

Take walk on the wild side at the Petting Zoo, where you will be able to get personal with just some of the zoo favorites such as Ruby the raccoon, Nia the Python and Wira the Green Macaw. Take some time to walk through the different areas, where you would be able to feed, touch and experience animals in their natural habitats. Besides, the Petting Zoo allows the public to touch, feel, feed and play with the animals; giving those looking for a more personal encounter, a closer perspective. It features a large variety of exotic animals in an environment created as close to nature as possible and apart from being a fun activity that families can do together, it also serves as a nature education platform for schools and tourists. Kids can look forward to having an enjoyable time petting and playing with rabbits, guinea pigs, tortoises, African Dwarf Goats and Deer and adorable primates such as the white-eared marmosets, black-eared marmosets and macaques. In addition, the large aviary houses over 500 birds from 18 species with all-time favourites such as cockatoos, mandarin ducks and peacocks. The Serpentarium features a host of slithering reptiles such as the reticulated

pythons, mangrove snake and the Giant Monitor Lizard. To keep the memory for a long time, kids and adults alike can pose for pictures with the ferret, wallaby, Sugar Glider, and Blue-Gold Macaw and the Giant Iguana at the Rock Canopy.

Adventure For The Eco-Enthusiast

Make your way, jungle trekking through the deep limestone hill forests of the Lost World of Tambun. Witness and explore the unique flora and fauna, get up close and personal with wild animals and experience the beauty of its waterfalls and mysterious caves.

Delve deeper into the caves for a one three exploration of the Gua Datok, a cave dating back to 400 million years; with naturist guides as they expose magnificent history and the formations of the stalagmites and stalactites. For the younger thrill seekers who wants a taste of the action there is a smaller cave called Gua Anak Datok, located at near the feet of Gua Datok. Opt for the three-hour cave exploration experience at the Six Mile Tunnel. Eco-enthusiasts are guided by experienced guides through the 700 meter long cave tunnel; walking through knee-deep mud, swimming across a shallow pool, before continuing to walk through chest-deep water inside the tunnel. Stay close to nature and camp overnight. Share adventures with friends and family over a bonfire at any one of the two camping sites at the Lost World of Tambun - the Needle Village, the Riverside Village; where you indulge in bonding activities such as lake kayaking, rafting, teambuilding sessions, as well as themed dinners.

If you are looking for a more relaxed break, hop on board the Tambun River Cruise at a mere RM6 per person. Sit back and take it all in as the cruise sails you through the picturesque bends of the Tambun River. Once you've sailed through the Tambun river, take control and take the lead by paddling around in the Lost World of Tambun's Koi Pond in one of the swan-designed paddle boats. Whether you opt for a partner, or go solo in the paddle boats, be sure to feed the Koi fish following you around!

Food and Beverage

The Ipoh White coffee is love at first sip! Made only from the finest selections of Liberica, Robusta and Arabica quality beans, the coffee is skillfully roasted to perfection by Ipoh's old, legendary masters.

If coffee is not your cup of tea, try Lost World of Tambun's Roasted Rice Tea. A traditionally unique cuppa, the Roasted Rice Tea reflects the authentic flavors of a recipe that has been handed down through many ancestral generations.

For those seeking any other reason to sample the Lost World of Tambun's Roasted Rice Tea, the tea touts a list of health benefits which include soothing sore throats, cooling down body temperatures and alleviating fevers.

The park is opened from Monday to Fridays from 11am to 6pm, and on Saturday and Sunday from 10am to 6pm, and during school and public holidays from 10am to 6pm. The park is closed every Tuesday except during Malaysian school and public holidays.

The park rates are RM30.00 per adult, RM24.00 for children below 12, and free of charge for children below 90cm in height. Group packages are also available with minimum number of 30 persons - advance booking is required.

The Lost World of Tambun is premier tourist destination for the region by the launch of its largest investment project which covers the tourism, real estate, hospitality, entertainment, leisure and retail sectors. The Lost World of Tambun is the best water theme park within the northern region because it offers various elements such as Water Park, Amusement, Hot Springs & Spa, Tiger Valley and Petting Zoo that attract visitors from local and tourists from other countries.

Besides, the Lost World of Tambun is the only water theme park with natural hot spring in Malaysia that can accommodate more than 10,000 people. Key attractions also include the action-packed dry and wet adventure rides as well as a range of eco-adventures. Furthermore, the Lost World of Tambun has received many prestigious awards for its excellent innovation, visual appeal, quality, branding and the uniqueness as a water theme park. For instance, the Lost World of Tambun has been awarded "Winner of the 2008/2009 Innovative Tourist Attraction Award" by Tourism Malaysia. Moreover, it has a large parking place and other park facilities such as prayer rooms, locker, tube & towel hire service, shower and changing rooms including for disabled, fully qualified lifeguards, fully equipped and staffed first aid station, hut areas and seating, bicycle hiring, security guard and ample parking space.

Future expansion to be made for example; expanding the theme for the building of hotels. Besides, monorail system to be introduced for an overall transportation for both visitors and staffs.

The Lost of Tambun can boost their sales and profits by offering family packages and extending their business time. Besides, they can organize party relevant to the theme park. In addition, they can invite international performers as a part of advertisement to attract more people to visit their theme park. A part for that, free water toys can be provided for children and special range to be offered for senior citizen.

One way to promote their business to a global scale is to advertise their business through travel and tours agency by putting what they have in packages. Besides, online promotion also helps them to promote their products and build closer customer relationships. They should also get foreigner investment to let them open a branch in their country. In addition, they can deal with large foreigner companies through international conferences and events.

Conclusion

In conclusion, the Lost World of Tambun certainly offers a unique experience beyond the thrills and spills of a theme park, with the opportunity of being in the heart of nature to witness something wonderful and irreplaceable.

Thus, constant facilities upgrade must be performed from time to time.

Besides, they need to keep on changing to follow up the current customer needs and wants. In addition, customer should be informed about the latest

news and happenings such as the launching of new products in their theme park.

The heart of each business lies in the hands of its customers. Therefore, the company's ability to establish and maintain a strong and firm customer base is essential for its growth and survival. All customers come into the customer situation with differing needs and wants. Thus, it is very important for a company to understand customer needs and wants to ensure the repeat customer. The one unseen bonus is that it actually costs less to service repeat customers because their expectations levels are established and they know the role they are to play. Final customer needs and wants are always the key to the success in a business.