

**SCHOOLS PROVIDING EDUTAINMENT TO SCHOOLCHILDREN FOR THEIR
LEISURE TIME - A STUDY ON SCHOOLCHILD INSIGHT**

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Abstract

Event management companies today have various business opportunities in the market, as people today have no time to spend on planning and executing their personnel or professional events. People are looking out for subcontracting their Events. Schools providing Edutainment is one amongst the Events. Here in this study the School is the customer and Students are the Consumers. "When Consumer gratifies, Customer Upturns"

An Edutainment trip is a short journey taken for pleasure away from the normal environment. School trips are involvement in a real world experience makes learning more meaningful and memorable. This tends to be special and enjoyable learning experiences. This motivates students to increase their interest on the studies after the trip.

Students now a day's love to go for trip as today's environment has changed into a stressful Environment. Student travel at a very long distance from their home carrying a huge bag filled with thick books, engaging themselves whole day in school. Young minds require some fresh environment to refresh them. Students love to play in water that gives them a lot of enjoyment rather than taking to educational tours. They often love to travel for more than a day. They also would like to take their parents on a trip, because they feel they can buy anything they want if they are with their parents, and that would also help them with their safety and security. Travelling in a Bus would be a best mean as it can also be considered as safety and also all the students in a Bus can make them a enjoyable moment where they can sing, dance and enjoy while travelling. They also love to eat tasty foods which often schools provide. They love to be more adventurous they love to go for trekking and various adventurous games

Index Terms – Business opportunities, Edutainment, Fresh Environment, Adventurous.

I. INTRODUCTION

A trip is a journey or an act of stumbling (tripping/excursion). A trip is a short journey taken for pleasure away from the normal environment. Trips are for each and every one who need break from their daily activities. There are different types of trips such as:-

- Adventure travel

- Leisure vacation
- Romance & Honeymoon
- Weddings
- Golf Experience
- Sport Fishing
- Wellness
- Business & Meetings

When done for students it is also known as “SCHOOL TRIPS”.

A school trip is to visit to place apart from their regular classes, classrooms, schools and regular activities. This gives them nice exposure about society and culture. A new experience and knowledge for each one of us. This helps the student easier the learning theoretical concepts.

They will gain huge knowledge, ideas with society. This motivates students to increase their interest on the studies after the trip.

School trips add more variety and friendly environment among the students, teachers with the society. School trips can add a positive attitude, thinking's, and thoughts. In trips students can do both learning and enjoyments at a time. School trips provides a favorable time for each one of students teachers and even a parents in the instructional program. It helps the students to gain first-hand knowledge directly from the society.

A School trips improve communicate oral and written skills which reflects professional social work skills. School trips help to develop the social awareness. This helps to having knowledge of something learning activities in everyday life. School trips are involvement in a real world experience makes learning more meaningful and memorable. This tends to be special and enjoyable learning experiences.

II. OBJECTIVES

- To study the consumer preferences when they would like to spend their leisure time
- To understand the delight, they expect from the trip organisers.

III. LITERATURE REVIEW

- Gregory S. Carpenter and Kent Nakamoto says Market inventors today overtake future entrants in both industrial and consumer markets. The Entrant Blockades are rising from Pro-Active placing and substituting costs have been unconventional. This market share difference is termed as “revolutionary benefit “Revolutionary benefit are present in established markets in which product reposition and substituting costs are nominal. Revolutionary benefit can rise from the procedure by which end users learn about products and form their likings.
- Ravi Dhar says Traditionality emphasis in the decision making, it understands how consumers choose products from the given set of substitutes. The concept that Likes-In decision may lead to choice - delay. Choice is always influenced by the variance in

attraction among the variants provided choice delay can be over come by modifying the same alternatives which decreases the need among themselves.

- Richard L. Oliver and Gerald Linda says product satisfaction interferes between expectation dis-confirmation and various post purchase experiences. Studies supports that there is consequence of expectancy and disconfirmation on satisfaction of a brand.

IV. RESEARCH METHODOLOGY

Research was conducted through extensive use of structured questionnaire where in the sample size collected was 203.

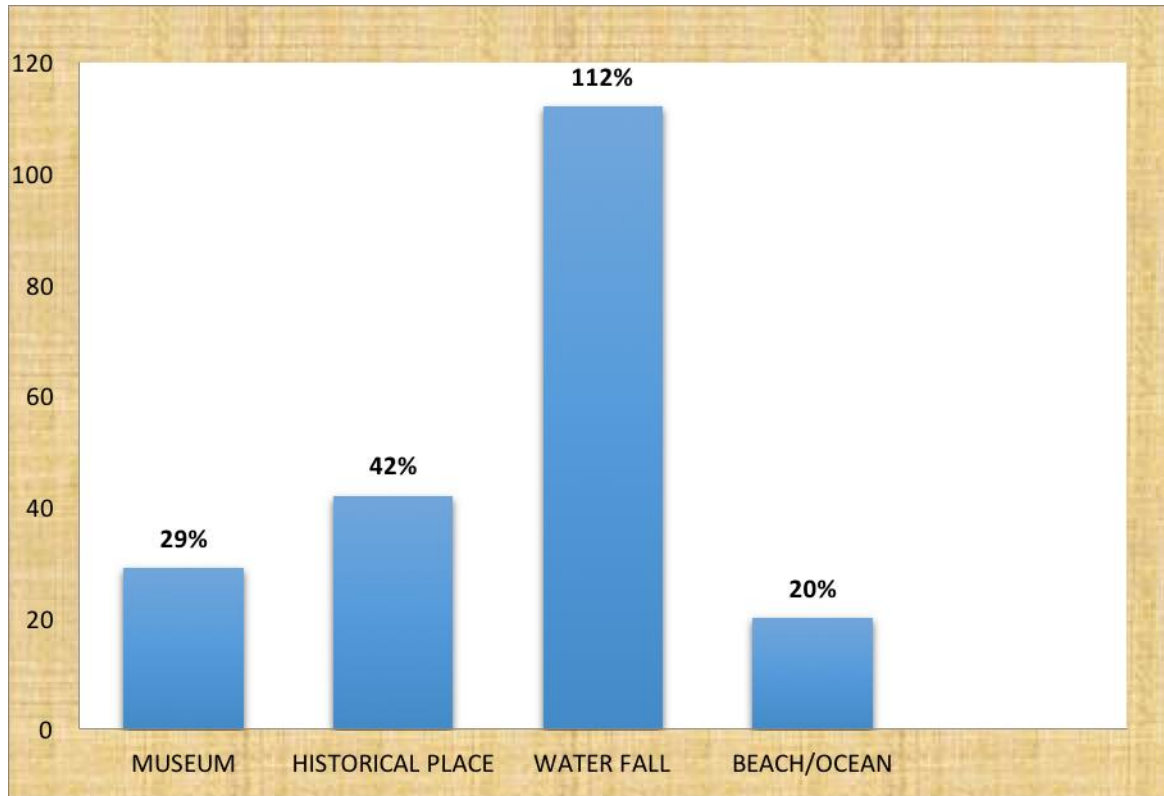
Primary data was collected through extensive use of questionnaire; survey was conducted in 4 Private Schools in Hubli region.

Secondary data was collected through various Manuscripts, Literatures and through various Internet acquaintances.

V. ANALYSIS AND INTERPRETATION

Annexure 1: - Places wish to travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MUSEUM	29.0	29.0	29.0	29.0
HISTROICAL PLACE	42.0	42.0	42.0	40.0
WATERFALL	112.0	112.0	112.0	112.0
BEACH/OCEAN	20.0	20.0	20.0	203.0
Total	203.0	203.0	203.0	

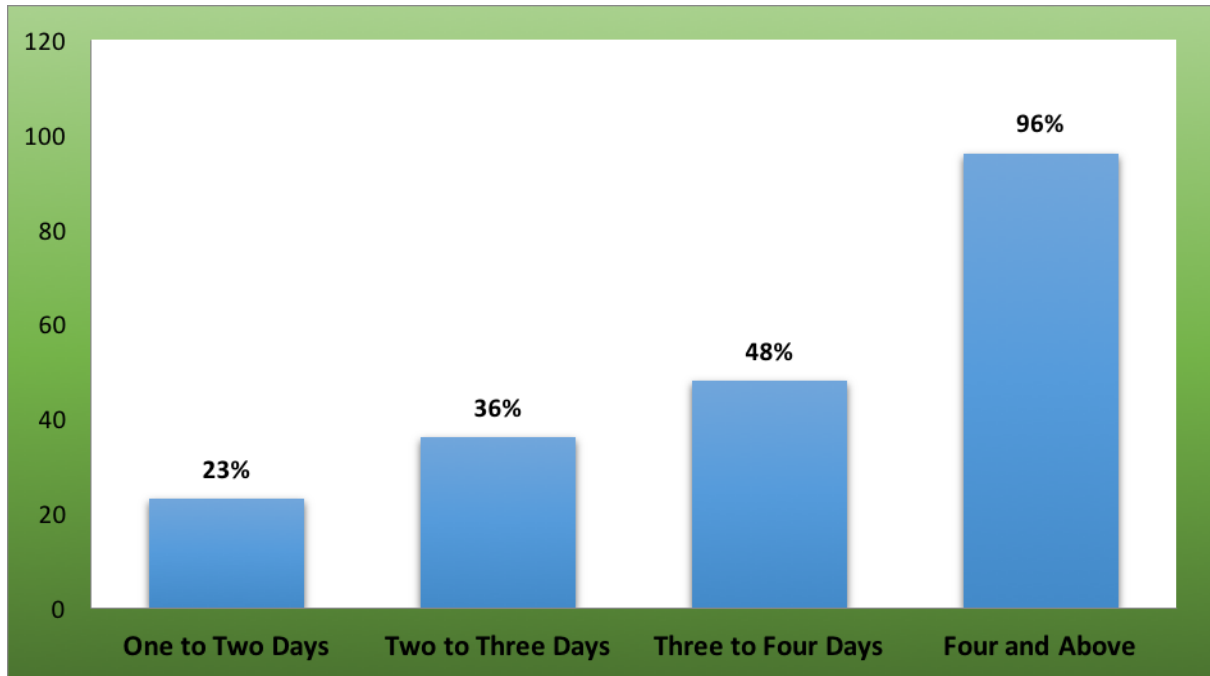


Interpretation:

The above graph indicates that out of 200% of respondents, 29% of the respondents would love to visit Museum, 42% of the respondents said they wish to go for historical places, 112% of respondents love to enjoy in waterfalls and 20% of respondents would like to go for Beach/Ocean.

Annexure 2: - No of days would like to travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 days	23.0	23.0	23.0	23.0
2-3 days	36.0	36.0	36.0	59.0
3-4 days	48.0	48.0	48.0	107.0
4 and more	96.0	96.0	96.0	203.0
Total	203.0	203.0	203.0	

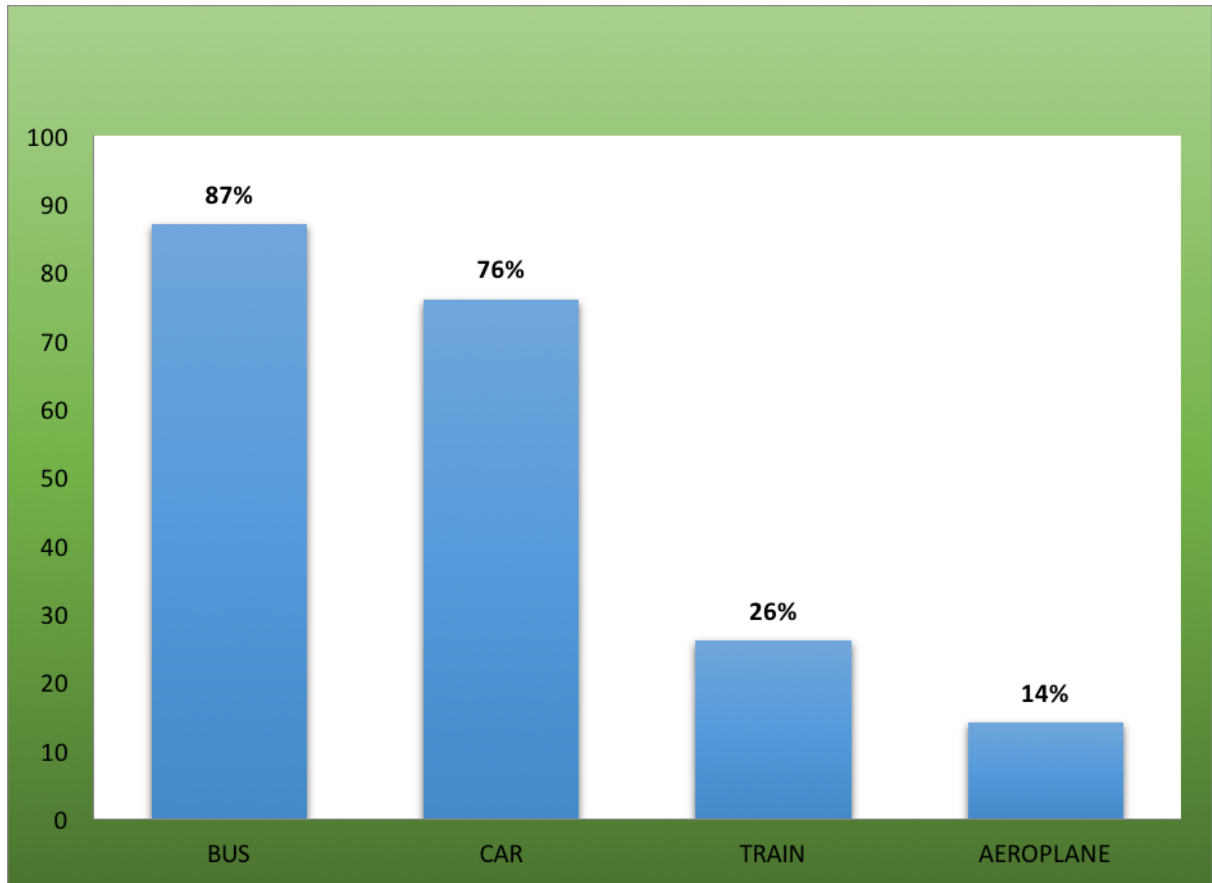


Interpretation:

The above graph indicates that out of 200% of respondents, 23% of the respondents would love to travel for at least One to Two days, whereas 36% of the respondents would like to travel Two to Three days, 48% of the respondents would like to enjoy for Three to Four days, and 96% of the respondents would love to travel for more than Four days.

Annexure 3: - Means to travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BUS	87.0	87.0	87.0	87.0
CAR	76.0	76.0	76.0	163.0
TRAIN	26.0	26.0	26.0	189.0
AEROPLANE	14.0	14.0	14.0	203.0
Total	203.0	203.0	203.0	

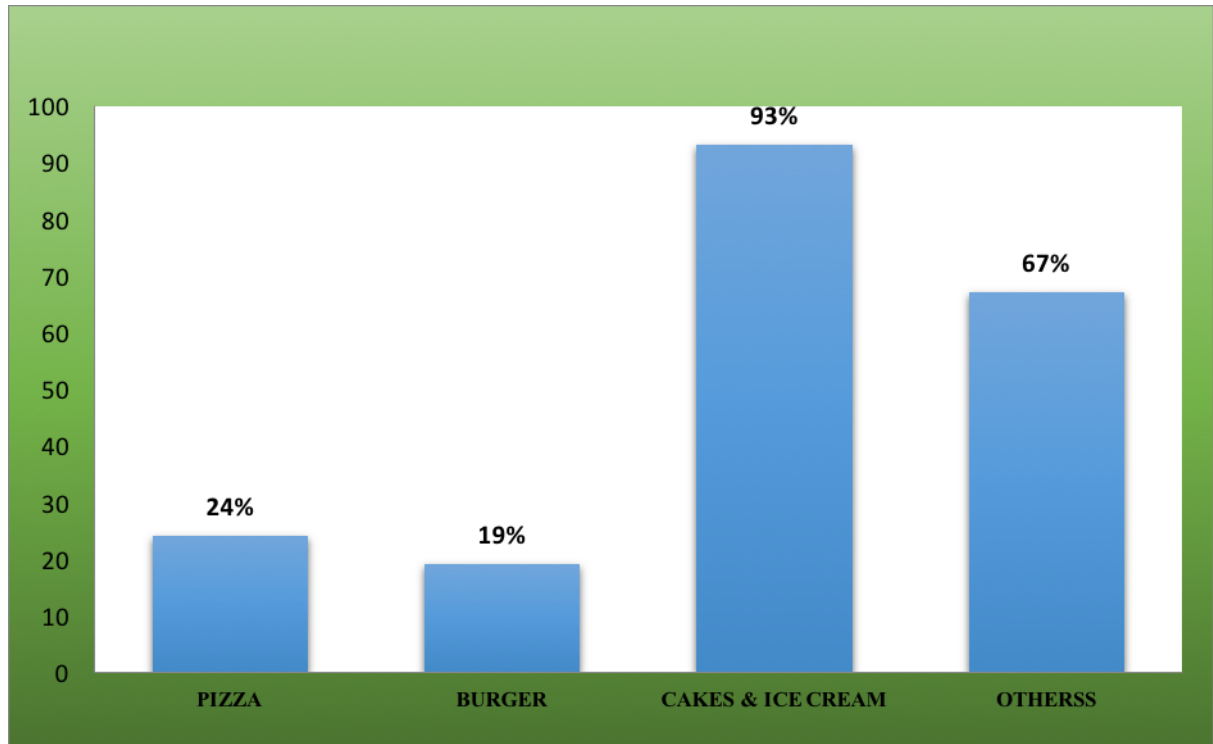


Interpretation:

The above graph indicates that out of 200% of respondents, 87% of the respondents would love to travel by bus, 76% of respondents would love to travel by car, whereas 26% of the respondents would love to travel by train, and 14% by airplane.

Annexure 4: - Food preferences on Travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PIZZA	24.0	24.0	24.0	24.0
BURGER	19.0	19.0	19.0	43.0
CAKES&CREAM	93.0	93.0	93.0	136.0
OTHERS	67.0	67.0	67.0	203.0
Total	203.0	203.0	203.0	

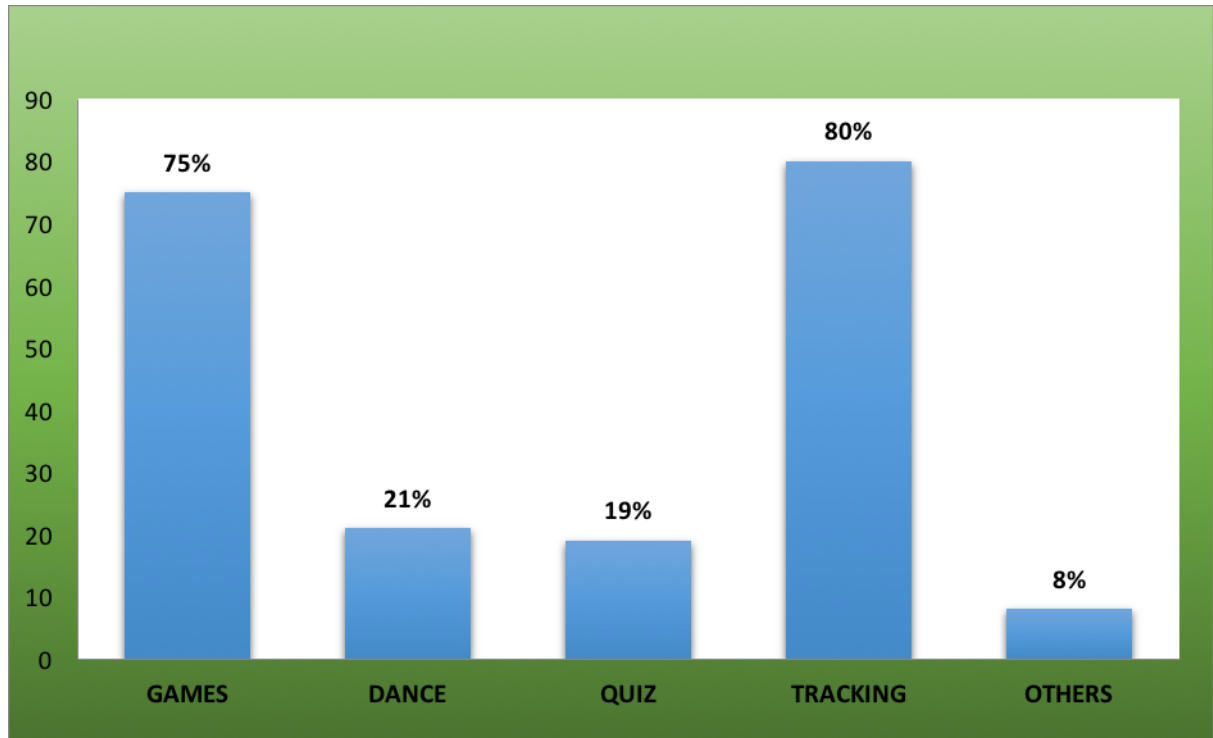


Interpretation:

The above graph indicates that out of 200% of respondents , 24% of the respondents are like to have Pizza when they are on their trip, 19% of the respondents would like to have Burger when they are on trip and 93% of the respondents would like to have Cakes & Ice creams and 67% of the respondents say they would like to have other food items.

Annexure 5: - Activities preferred on trip

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid GAMES	75	75.0	75.0	75.0
DANCE	21	21.0	21.0	96.0
QUIZ	19	19.0	19.0	115.0
TRACKING	80	80.0	80.0	195.0
OTHERS	8	8.0	8.0	203.0
Total	203	203.0	203.0	

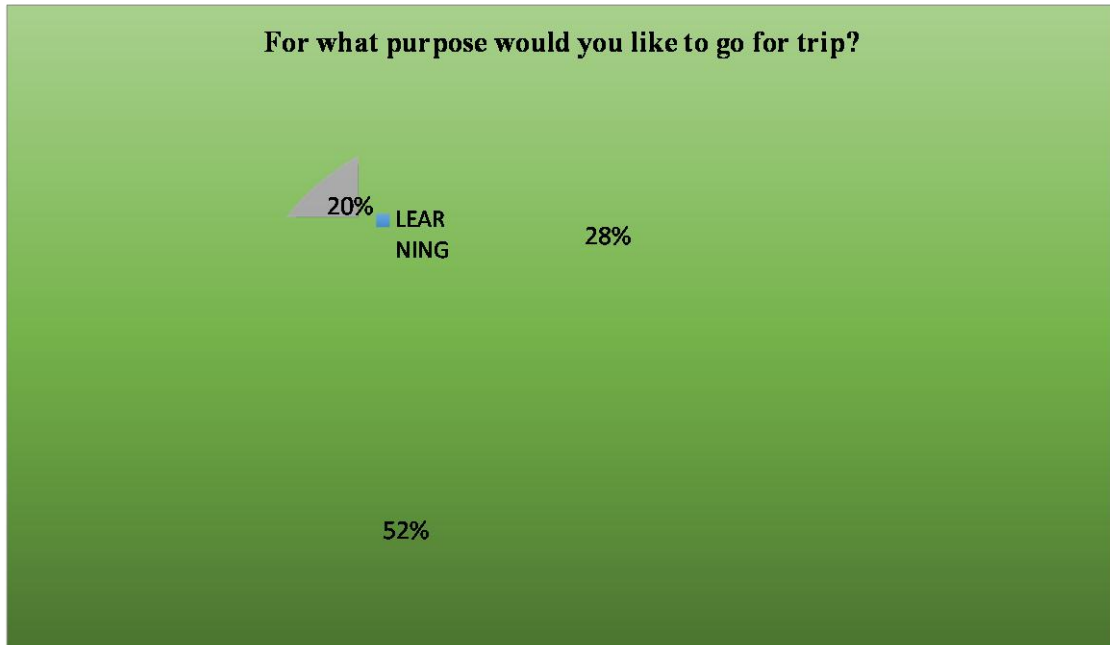


Interpretation:

The above graph indicates that out of 200% of respondents, 75% of the respondents would like to play various games when they are on trip, 21% of the respondents said would like to only dance and enjoy when they are on trip 19% of the respondents said they would like to enjoy their day with some Quiz competitions, and almost 80% of the respondents say they would like to go for Trekking and remaining 8% of respondents would like to enjoy with other activities when they are on trip.

Annexure 6: - Purpose of Edutainment trip

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LEARNING	70	70.0	70.0	70.0
ENJOYMENT	133	133.0	133.0	203.0
BOTH	52	52.0	52.0	255.0
Total	203	203.0	203.0	

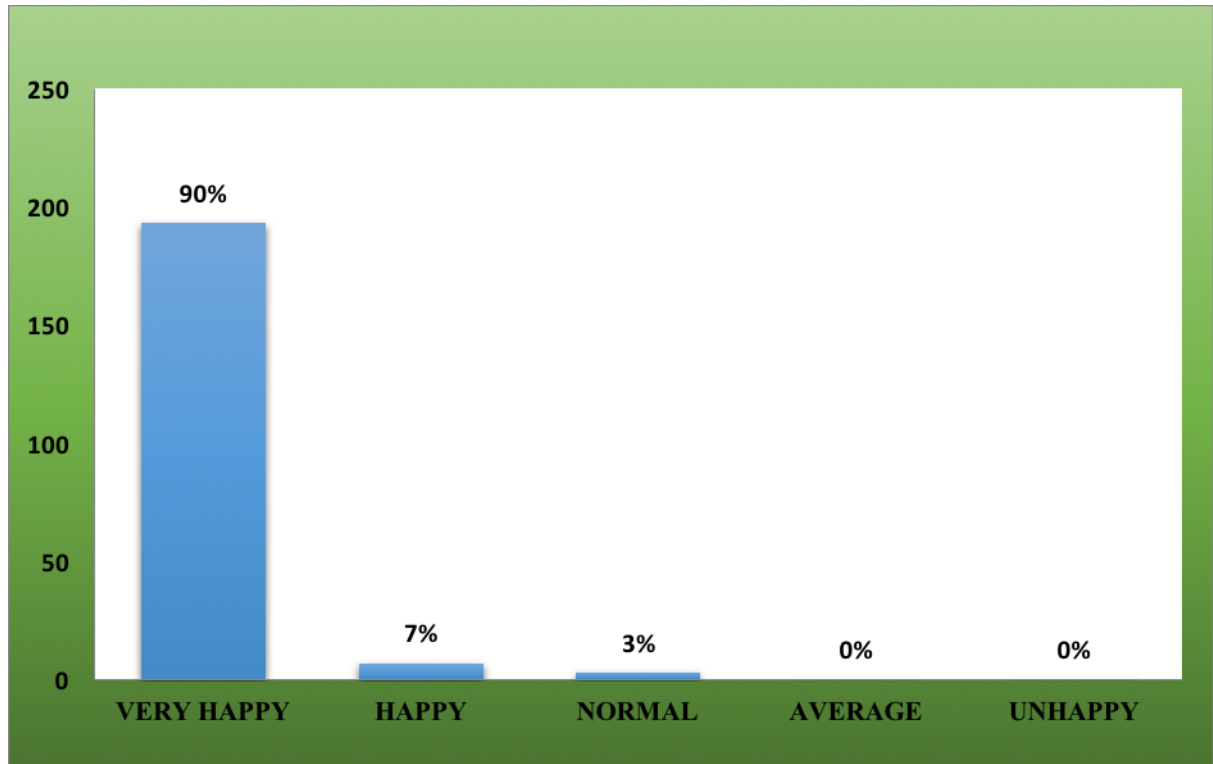


Interpretation:

The above graph indicates that out of 200% of respondents, 133% of the respondents would love to have their trips Enjoyable, where as 70% of the respondents would like to Learn new experiences during their trips and 52% of the respondents said they would like to Enjoy as well as learn new experiences.

Annexure 7: - Multiple time schools organizing trip

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very happy	193	193.0	193.0	193.0
Happy	7	7.0	7.0	200.0
Normal	3	3.0	3.0	203.0
Average	0	0	0	203.0
Unhappy	0	0	0	203.0
Total	203	203.0	203.0	



Interpretation:

The above graph indicates that out of 200% of respondents , 193%of the respondents are very happy if the school takes them for trip twice in year, 7% of the respondents are only happy, only 3% of the respondents reacted Normal, None of the respondents were On an Average or Unhappy for the above statement.

VI. CONCLUSION

- The study has been conducted to know understand the schools stipulating edutainment trips to schoolchildren for their leisure time, young mind often loves to play in water, but it would also be perilous to take them to water simulated water pool can be a safe for the young minds to enjoy their Leisure time
- Trips can be organized and taken at least for 2-3 days' parents can also be invited (at their own costs) as fledgling minds would feel more protected with a distinct care.
- Often due to rising generations and lots of In-security it is risky for a family even to send their children's far from their vision reach, so young minds should require some amount of change in ecosystem, it would feel very happy if the school provides Edutainment where in it can also enjoy and also can learn things from its experiences.
- Activities like Dance, Trekking Leadership games can make them engage whole day if there is a stay systematized can experience them with camp fire, engaging them to build

their specific woody huts for them to stay overnight, such activities can also help in increasing a kid's resistance power

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