

Overview of Legoland Windsor Resort

The Legoland Windsor Resort is a theme park and resort in Windsor, Berkshire in, England, designed on the Lego brand. It is also stylized as Legoland Windsor and goes by Legoland Windsor. The theme park first opened its gates on March 17, 1996, and is presently managed by Merlin Entertainments. The park caters to children aged three to twelve with its assortment of building workshops, Lego-themed rides, and models. The primary audience for these activities is children (Bass, 2021). According to the park's annual report, it was the most popular amusement park in the United Kingdom, with 2.43 million guests in 2019. Despite this, the park was only open for a short period in 2020, owing to the widespread coronavirus epidemic and its restricted visitor capacity. Because of this, attendance at Legoland Windsor plummeted, and by 2020 it ranked just the fourth most popular amusement park in the entire United Kingdom. Since 2005, there has been a consistent increase in attendance overall and it has maintained that ranking annually since then. The months of March through November usually are when Legoland Windsor is open, with certain days being off-limits.



Goals of Legoland Windsor resort

The short term goals of Legoland Windsor resort

- To provide an enjoyable experience to the customers who visit Legoland Windsor resort.
- To offer excellent quality rides at reasonable prices.
- To make the environment of Legoland Windsor resort neat and clean

The long term goals of Legoland Windsor resort

- To create unforgettable experiences for its 67 million guests all over the world.
- To amaze the visitors of Legoland Windsor resort using its renowned brands and a variety of attraction forms and the dedication and enthusiasm of its workforce (Narayana Shankaranarayanan et al., 2020).



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Student Names/ID/ Tutor name

The vision of Legoland Windsor resort and Organizational values

The vision of this organization is to fulfil the customers' and their families' aspirations by offering a wide variety of recreational and joyful amenities. To foster a sense of brotherhood among those involved, it is necessary to bring together individuals from various walks of life on the same platform so that they may strengthen the social ties and connections they share. To establish and maintain high-quality recreational standards and services to the complete satisfaction of visitors and members, to inspire the visitors (James, 2021).

Their cherished vision is to establish themselves as a frontrunner in the provision of first-rate, one-of-a-kind, and really exclusive recreational, amusement, leisure, entertainment, and enjoyment facilities to our members in a warm and welcoming family environment.

The Legoland Windsor Resort can be found in Berkshire in England, and it's a place where guests report feeling the calmest, stress-free, and hassle-free versions of themselves, all while experiencing the highest degree of contentment. The proprietors' perseverance paid off in the form of the Legoland Windsor Resort, which they will be indebted for the rest of their lives.



Legoland Windsor Resort past operations that help achieve the vision

Among the past operations, Legoland Windsor Resort was to achieve the customers' experience. They also came to the conclusion that they would establish and uphold the high level of recreational standards and services to the entire satisfaction of visitors and members, therefore stimulating tourists and visitors from other nations to share in the economy of the country. To be the second home for our members and their families, after their own house, where they can come to enjoy/relax with a wide variety of cuisine and catering facilities, and to be the actual home of first choice for our members (Vogel, 2021).

The corporate vision establishes the course for future expansion and development, with consideration given to the ideal state in which the company will find itself in the foreseeable future (Qu et al., 2021). This business analysis case study of the Legoland Windsor resort features a mission statement that places an emphasis on leadership within the sector. In a similar vein, the leadership of the organisation is outlined in the vision statement for the corporation. However, similar to the situation with a large number of other businesses, Legoland Windsor Resort is able to enhance its corporate vision and mission statements to better accommodate the requirements of the company and to meet the most recent changes influencing the sector. When it comes to the expansion of Legoland Windsor resorts, having a vision that is more explicit might serve as a better guide for strategic management (Zhong and Peng, 2021).

Current operational issues and the impact of operations on the environment and the CSR activities

Due to Covid 19 Legoland Windsor resort operations' has been effected. The operational activities stopped because of restrictions being imposed by the government.

The concept of "Corporate Social Responsibility," or CSR, refers to the manner in which companies align their core beliefs and practices with the requirements and requirements of their stakeholders. Stakeholders include not only customers and investors but also employees, suppliers, communities, regulators, special interest groups, and society as a whole (Liang & Li, 2021). This indicates that companies must consider the entirety of society when making decisions, base their core beliefs and the nature of their business on the requirements of the community, and engage in ethical business practices. The necessity of acting and speaking ethically and carrying out actions that are moral to businesses is brought to light by CSR. It is about how companies affect both the community in which they are located and the society at large. Examples of externalities include things like pollution and unjust negative consequences (Atsiz, 2021). Human rights in the workplace for those who are employed, as well as emissions of carbon, businesses are required to make use of externalities in order to lessen their carbon emissions, ensure that their employees' human rights are respected while they are at work, and lessen their contribution to pollution by implementing a variety of pollution prevention strategies, as well as making use of pollution prevention technology and techniques. This is necessary because pollution has an effect on the health of both workers and members of the local community. CSR has had a tendency to make the explicit argument that "genuine" CSR is about more than simply philanthropy and community giving, but rather about how the whole operations of the corporation, that is, its fundamental business functions affect upon society (Abd Rahman et al., 2019). This provides a knowledge regarding the actual revenues that may be made through CSR initiatives involving philanthropy. It is not limited to assisting those in need or those living in impoverished communities; rather, it can refer to the manner in which a company manages its human resources department, the way it interacts with its workforce, the ways in which it assists communities (not just by donating money, but also in other ways), and the ways in which its activities can have an effect on or be of benefit to society (George, 2021).



Organisation's plans for market development and product development

A collection of amusement rides and several other types of attractions is what's referred to as a "theme park," and the phrase is used to describe these kinds of parks. These are put together in order to provide entertainment for a big number of individuals at once (Faerber et al., 2021). They are far larger than the majority of the city's playgrounds and parks. They are arranged not just for the purpose of drawing children but also for the purpose of attracting adults, teens, and even elderly people. In most cases, they are constructed on the basis of one or more central concepts. The Atlantis and the American West theme parks are two of the most well-known examples of theme parks (Külekcı & Gencer, 2021). Theme parks often consist of a large number of different areas. Every one of these chapters explains a distinct part of the narrative. In a theme park, the attractions, or rides, all have some connection to the park's overarching theme (Wanhill, 2022).

The administration of the Legoland Windsor resort as well as the government of the country frequently promotes the park as a tourism attraction that is suitable for the whole family. These are also some of the most popular tourist spots in the country as well as among visitors from other countries. In order to attract the most number of consumers possible, theme parks frequently sponsor events and products associated with their target demographic as part of their advertising strategy. Theme parks market and promote their surrounding areas and merchandise using a vast array of media, including television, video, the Internet, radio, print, brochures and collateral, billboards, and cinema. This helps them reach their target market and gain more clients (Brown et al., 2021). The amusement parks have eliminated even the most little forms of media in their efforts to attract visitors from a wide variety of backgrounds. The marketing approaches used by Legoland Windsor resort are subject to alter at any time during the year. Due to the presence of numerous events, holidays, and festivals throughout the year, these strategies are always altering; it is also likely that many theme parks adjust their plans for different weeks of the month. For instance, during the course of its history, on the other hand, it will not be possible for the proprietors of casinos to modify their marketing strategy quite as frequently as the owners of amusement parks can. (Fu et al., 2020) Throughout the course of the year, they will alter their advertisements and many other promotional initiatives, but any shifts in approach will be limited to a select few of the holiday celebrations.



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Student Names/ID/ Tutor name

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