

Destination Geography

18 June 2019

Key Topics

- Basic concepts of world geography
 - Continents and oceans
 - Climate zone
- Attractions
 - Roles and functions of attractions
 - Typology of attractions
 - Theme park

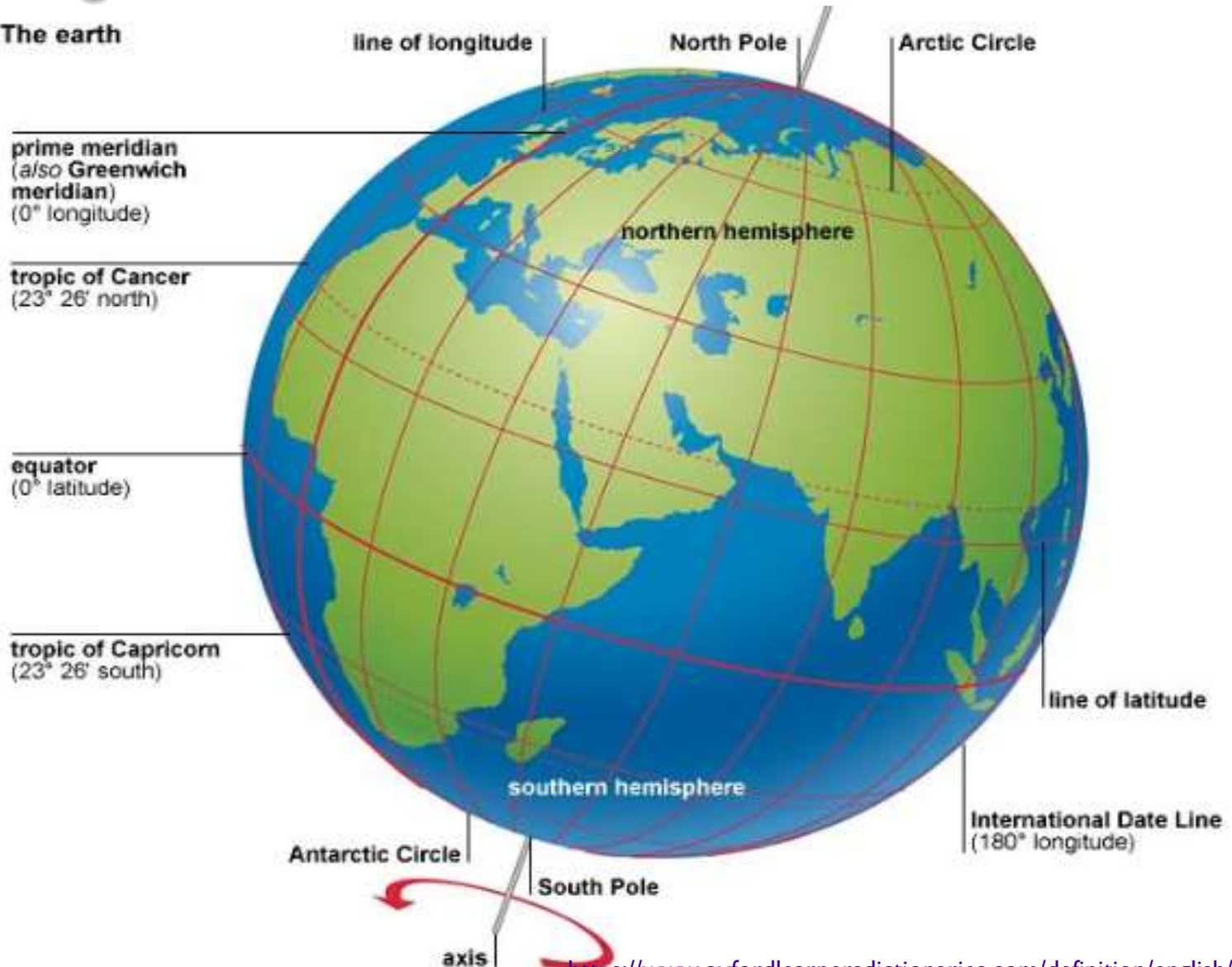
BASIC CONCEPTS OF WORLD GEOGRAPHY

Continents and Oceans



Hemisphere, Latitude and Longitude

The earth



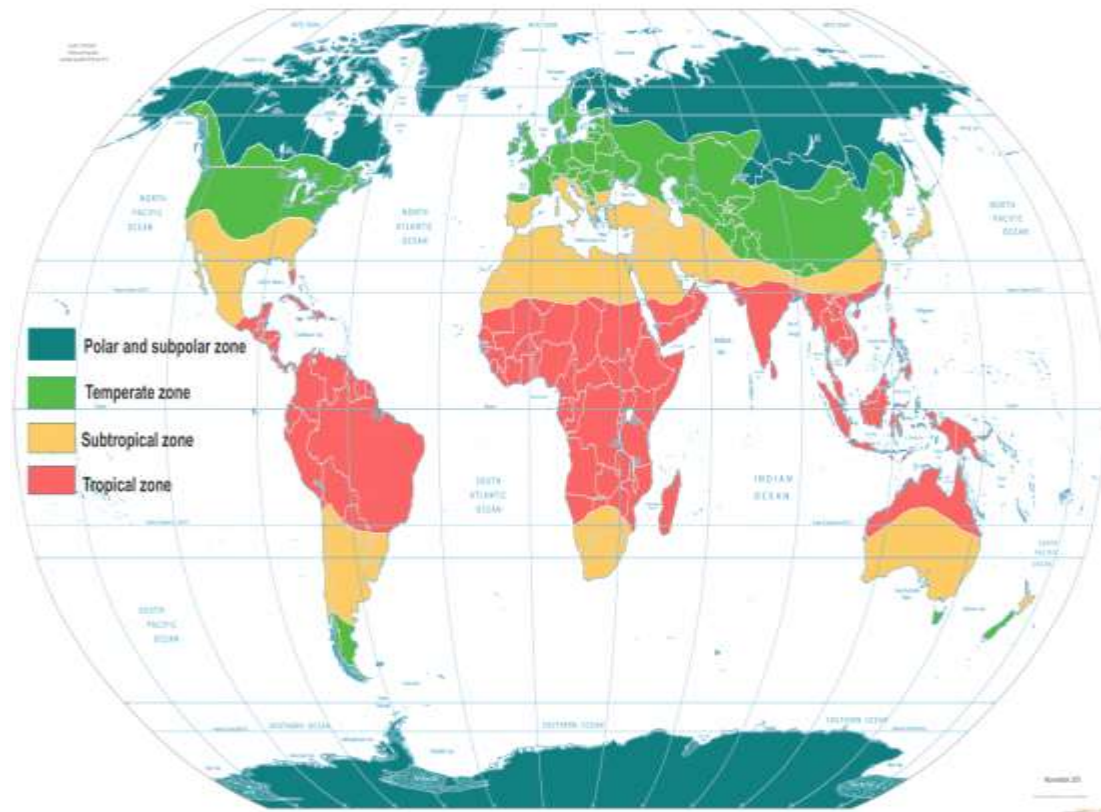
Time zone map of the world

WORLD TIME ZONES



Climate zone

- Polar (Arctic)
 - Very cold and dry all year
 - Darkness in winter
 - Continual day light in summer
- Temperate (Cool)
 - cold winters and mild summers
 - Four distinct seasons
- Sub Tropical (Dessert)
 - Dry, hot all year
 - Climate constant
- Tropical
 - Hot and wet all year
 - Short rainy seasons, warm and dry



<https://content.meteoblue.com/nl/meteoscool/general-climate-zones>

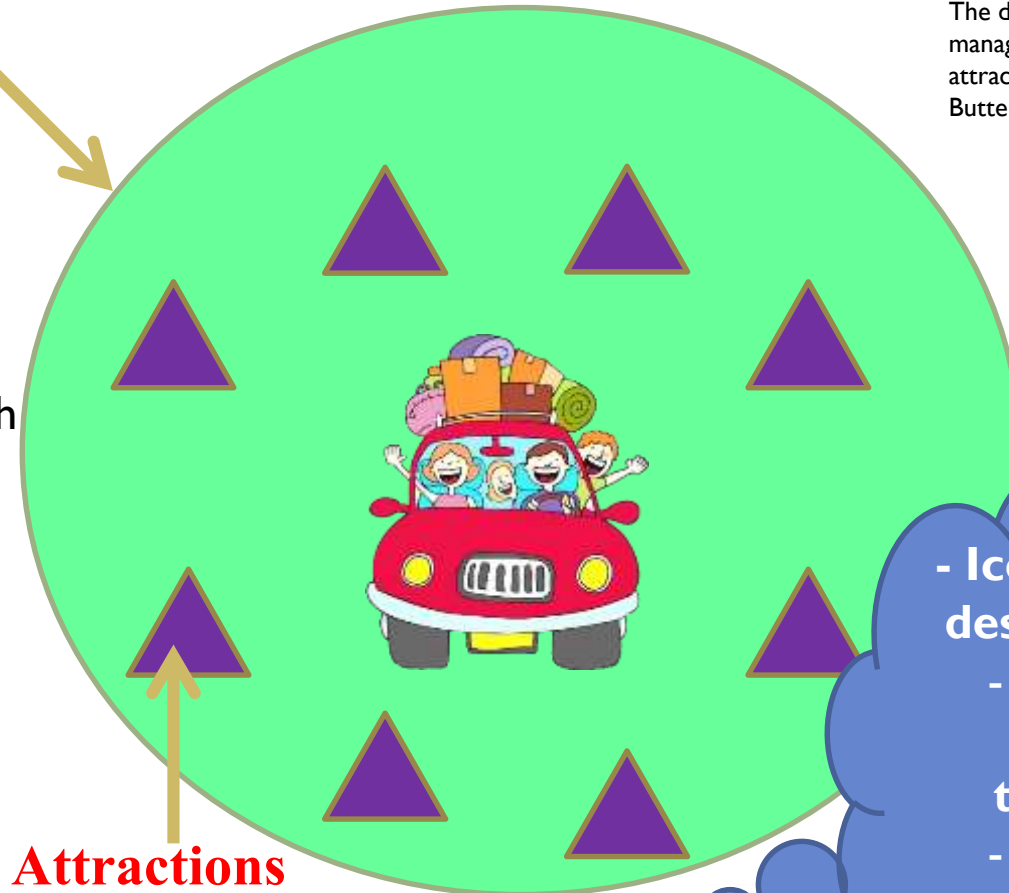
ATTRACTIONS

Attractions and Destination

Source: Swarbrooke, J. (2003).
The development and
management of visitor
attractions, 2nd ed. Oxford, UK:
ButterworthHeinemann.

Destination

- Larger areas
- Include a number of individual attractions together with the support services required by tourists

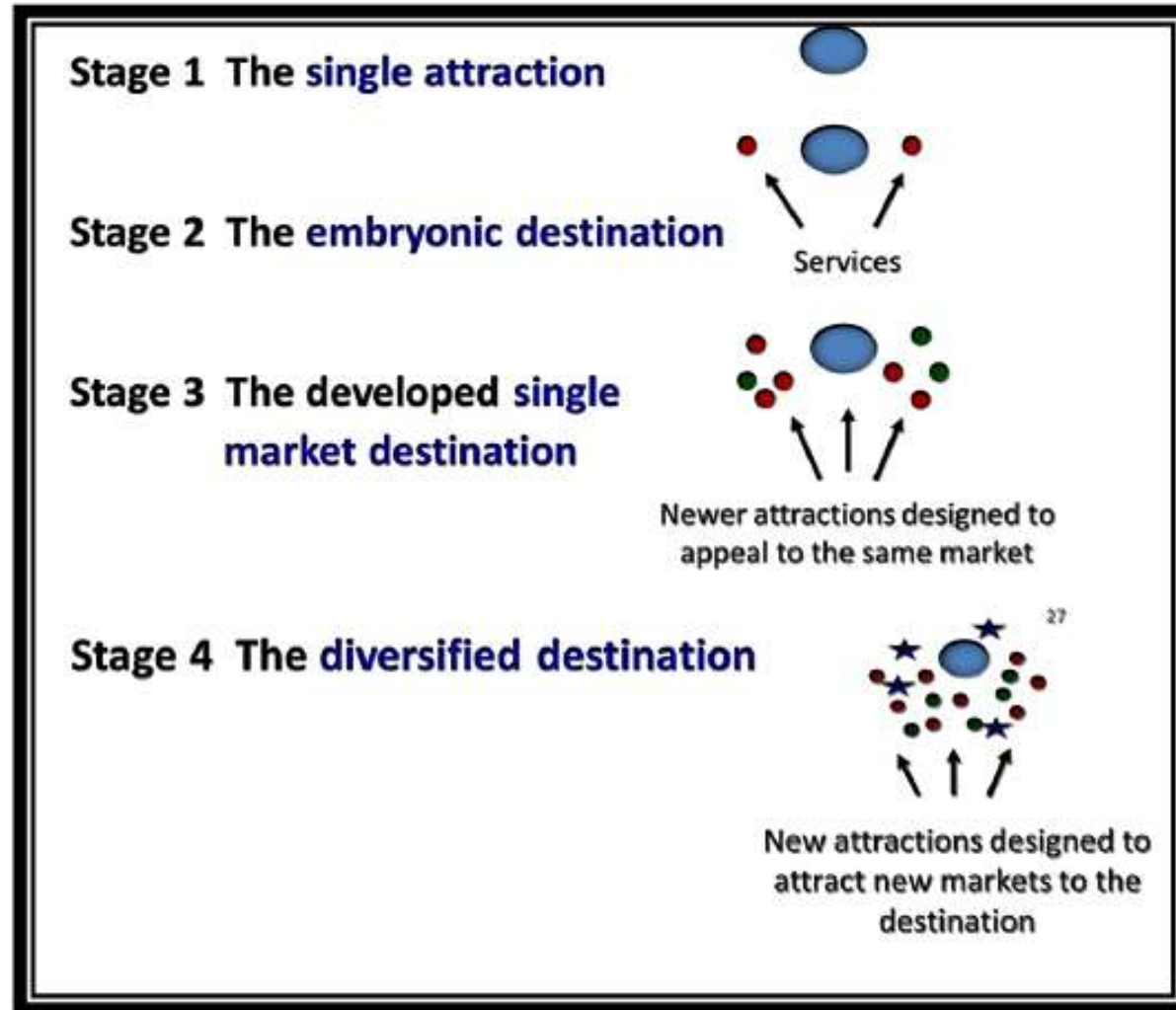


Attractions

- Generally single units
- Individual sites or very small
- Easily delimited geographical areas based on a single key feature

- Icon of the destination
- New public transport
- Tour operations

Attractions and development of destination



Definitions

A visitor attraction is a feature in an area that is a place, venue or focus of activities and does the following things:

- Sets out to attract visitors/ day visitors from resident or tourist populations, and is managed accordingly
- Provides a fun and pleasurable experiences and an enjoyable way for customers to spend their leisure time
- Is managed as an attraction, providing satisfaction to its customers
- Provides an appropriate level of facilities and services to meet and cater to the demands, needs, and interest of its visitors
- May or may not charge an admission for entry

(Swabrooke, 2001)

(Walsh-Heron and Stevens, 1990)

Attributes of attractions

High Quality



Appearance, resources
protection, smooth
customer-oriented
operations, friendly
hospitality

Authenticity



True picture (sense of
place)

Uniqueness



Unique or ubiquitous

Drawing Power



Number of visitors, repeat
visits

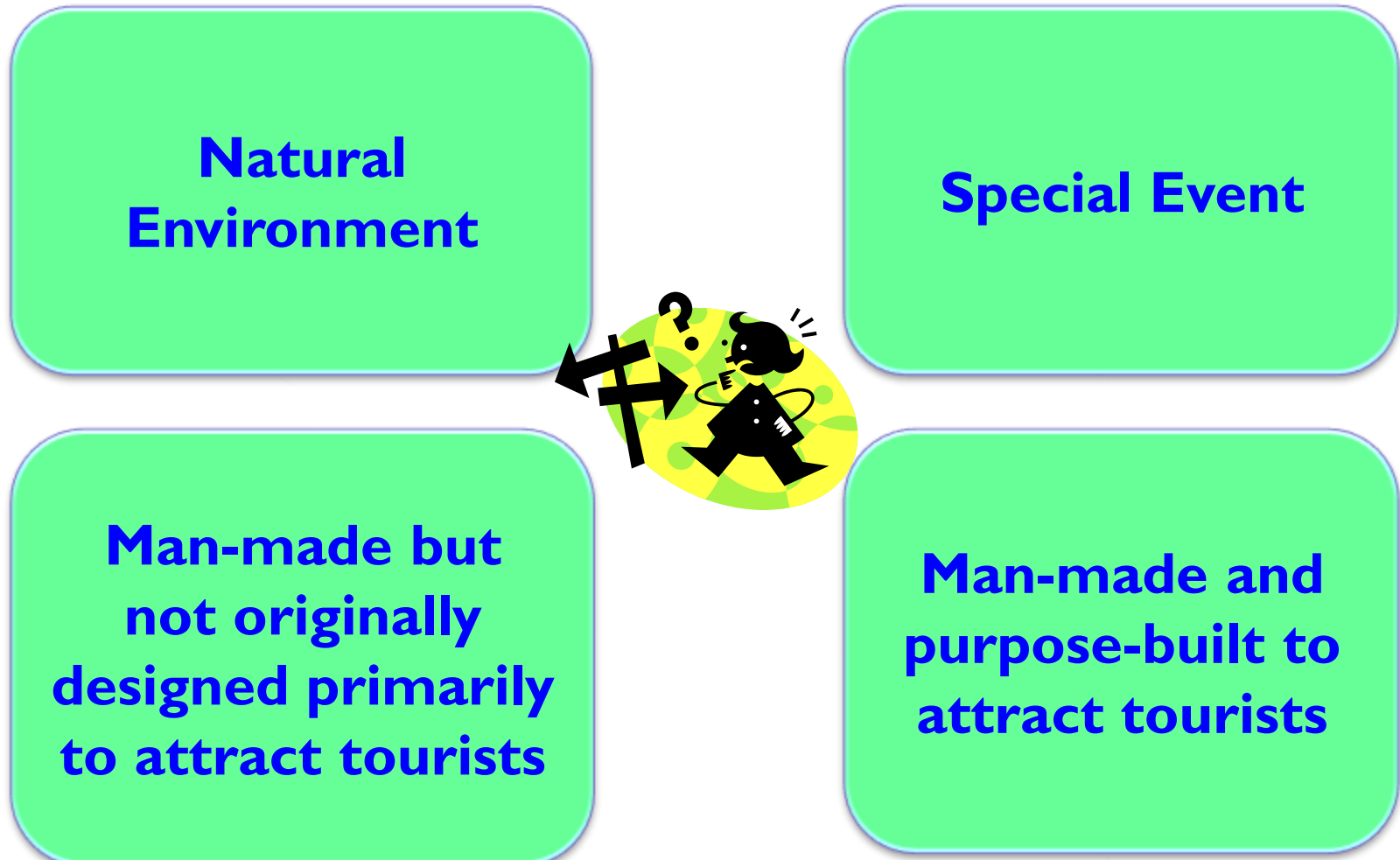
Activity Options



Varied



Typology of Attractions



Natural Environment



Repulse Bay, Hong Kong Island



Lantau Peak, Lantau Island



Northeast New Territories Geopark



Cheung Po Tsai Cave, Cheung Chau

Man-made - but not originally designed primarily to attract visitors



Shing Wong Temple, Shau Kei Wan, Hong Kong Island



Kowloon Walled City Park, Kowloon City, Chinese imperial officials



Kat Hing Wai Walled Village, Yuen Long



1881 Heritage, Tsim Sha Tsui (1880s to 1996)
Headquarters of the Hong Kong Marine Police

Man-made – Purpose-built to attract tourists



Ocean Park Hong Kong, Wong Chuk Hang,
Hong Kong Island



Golden Bauhinia Square, Wanchai



Hong Kong Museum of Art, TST



Ngong Ping 360, Lantau Island

Special Event



Hong Kong Dragon Boat Carnival



Birthday of Tin Hau

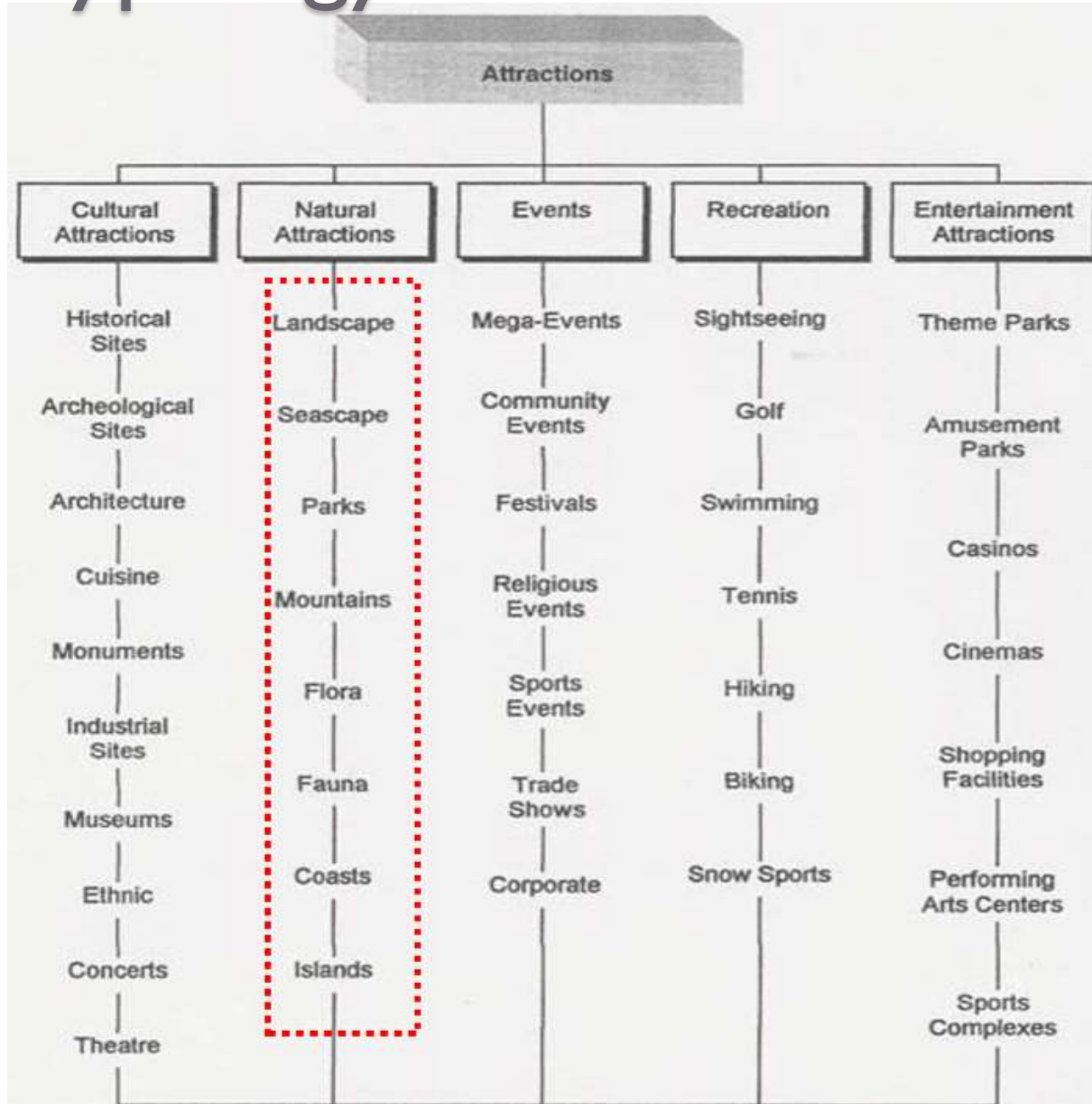


Hong Kong Dance Sport Festival



Hong Kong Mid-Autumn Festival

Typology of Attractions



Natural Attractions -Climate

- Affect level of comfort and visibility
 - Temperature, humidity, wind
- Determine the suitability of some tourist activities
 - E.g. sun-sand-sea holidays, skiing
- Driving Seasonal Demand of Tourism
 - e.g. rainy season, summer and winter

Natural Attractions – Physical Features & Scenery - Landforms

- Mountain and hills
- Valley, plateau
- E.g. hiking, rock climbing, photography, mountain biking, winter sports
- Coastlines
- Beaches, bays, lagoons, islands and reefs
- E.g. surfing, swimming, diving, fishing, snorkeling
- River systems
- Sea, lakes and waterfalls
- E.g. swimming, canoeing, fishing, parasailing, cruising
- Special natural phenomena
- Volcanoes, hot springs, geysers and caves
- e.g. sightseeing, volcano watching, hiking, camping

Natural Attractions – Physical Features and Scenery - Natural Vegetation and Wildlife

- The pattern of vegetation correlates with the patterns of climate, the flora and fauna
- Combines with landforms to create the character of the natural landscape of a place
- Types of vegetation
 - Tropical rainforest/ Subtropical rainforest
 - Savannas
 - Temperate forests
 - Grasslands
 - Tundra and polar regions
- Activities e.g. bird watching, whale watching, cycling, horse-riding, wildlife expeditions, photography, hunting, fishing, safaris and etc.

Natural Attractions – Physical Features and Scenery - Natural Vegetation and Wildlife

- Observations

- in natural settings, e.g.
National Parks, forests,
safari parks
- E.g. Hong Kong UNESCO
Global Geopark,
- in man-made settings, e.g.
zoo, aquariums
- E.g. Kadoorie Farm &
Botanic Garden
- activities e.g. photography,
drive through safari

- Hunting and Fishing

- violate the
ecosystems
- Countries – e.g. South
Africa (wildlife safaris),
Poland, Hungary

Cultural Attractions – Historic resources

Own unique history

Types	Hong Kong
Historic sites	Ping Shan Heritage Trail Lam Tsuen Wishing Trees
Famous constructions	Tai O Heritage Hotel 1881 Heritage
History museums	Hong Kong Museum of History
Historic relics	Kowloon Walled City Park

Cultural Attractions – Culture and Customs

- Reflect the belief and behaviors of a unique ethnic group
 - Generate significant income
 - Add uniqueness of a place
 - Provide entertainment

Types	Hong Kong
Traditions	Dragon dance, Dragon boat
Art	Chinese painting, Calligraphy, Tai Chi
Handicrafts	Chinese wood carving, Chinese jade ware
Food	Chinese “dim-sum”, Chinese tea
Music and dance	Chinese dancing, Chinese opera
Lifestyle	HK Museum of History The Hong Kong Heritage Discovery Centre Lamma Fisherfolk’s Village

Cultural Attractions – Religious Attractions

Spiritual motivation

Attract both the faithful and curious visitors with the following purposes:

- Making pilgrimages, e.g. Tibet
- Visiting religious sites or heritages, e.g. temples, churches
- Attending religious events such as The Birthday of Lord Buddha (Buddhist festivals - May 12, 2019)

Cultural Attractions - Built Attractions/Facilities

- Methods of construction and styles of buildings e.g. modern, historic, urban
- E.g. Hong Kong Convention and Exhibition Center, Tsing Ma Bridge

**Unique and attractive
architectural style**

Entertainment Attractions

Fun, excitement
experiences

Types	Hong Kong
Theme and amusement parks	HK Disneyland
Zoos	Ocean Park in HK
Aquariums	Ocean Park in HK
Science museums	HK Science Museum HK Space Museum

Special Events and Festivals

Types	Hong Kong
Sports events	HK Harbour Race Hong Kong Marathon
Arts and culture	HK International Film Festival
Commercial events	HK Book Fair Food Expo Ani-Com & Games Hong Kong

Recreation

Leisure, amusement
and sports

Types

Hong Kong

Sunbathing

Shek O
Big Wave Bay Beach

Nightlife

Lan Kwai Fong
Temple Street Night Market

Gambling

Skiing

Hunting and Fishing

Shopping

Element
Festival Walk

THEME PARKS

Definitions

- “Theme parks attempt to create an atmosphere of another place and time, and usually emphasize one dominant theme around which architecture, landscape, rides, shows, food services, costumed personnel, retailing are orchestrated” (Kemperman, 2000)
- A theme park is a destination in its own right, which combines entertainment, food and beverage and shops, and an environment that is different from that found outside its gates (Ap and Ho, 2009)

Definitions

Trade Associations:

- International Association of Amusement Parks and Attractions (IAAPA)
 - An amusement park that has themed attractions, be it food, costumes, entertainment, retail stores and/or rides

Types of theme park

- By themes
 1. Adventure
 2. Futurism
 3. International
 4. Nature
 5. Fantasy
 6. History and culture
 7. Movie

Adventure

Attributes:

- Excitement and action
- Frightening
- Mysterious
- Thrill rides

- Examples:

(Source: Wong & Cheung, 1999).

- IMG Worlds of Adventure, Dubai <https://www.imgworlds.com/>
 - https://www.youtube.com/watch?v=UI_uVrPacPI
- Disney California Adventure Park



Futurism

Attributes:

- **Advances in society and technology**
- **Discovery**
- **Exploration of science and technology**
- **Robotics**
- **Scientific**
- **Science fiction**

(Source: Wong & Cheung, 1999).

• Examples:

- Robotland, Incheon (under construction)
 - <https://www.youtube.com/watch?v=Wk2ZVmyzMBo&feature=youtu.be>



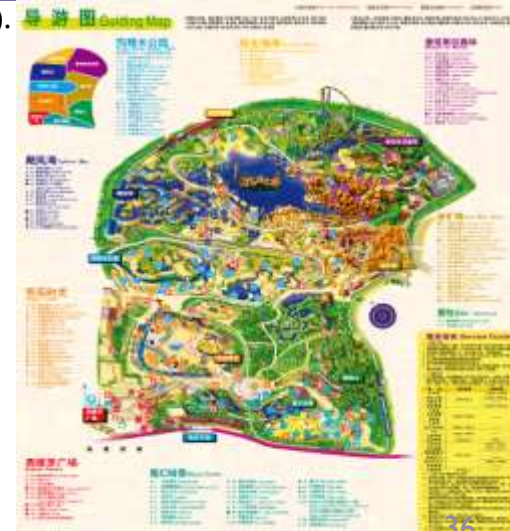
International

Attributes:

- Flavours of the world
- International village
- Miniature replicas
- Scenic spots
- World

(Source: Wong & Cheung, 1999).

- Examples
 - Window of the World, Shenzhen
 - Huis Ten Bosch, Kyushu Nagasaki



Nature

Attributes:

- **Animals**
- **Floral displays**
- **Horticultural gardens**
- **Landscaping**
- **Marine life**
- **Natural wonders**
- **Ocean**
- **Wildlife**

(Source: Wong & Cheung, 1999).

- **Examples**
 - Ocean Park, HK
 - Ocean Kingdom, Zhuhai



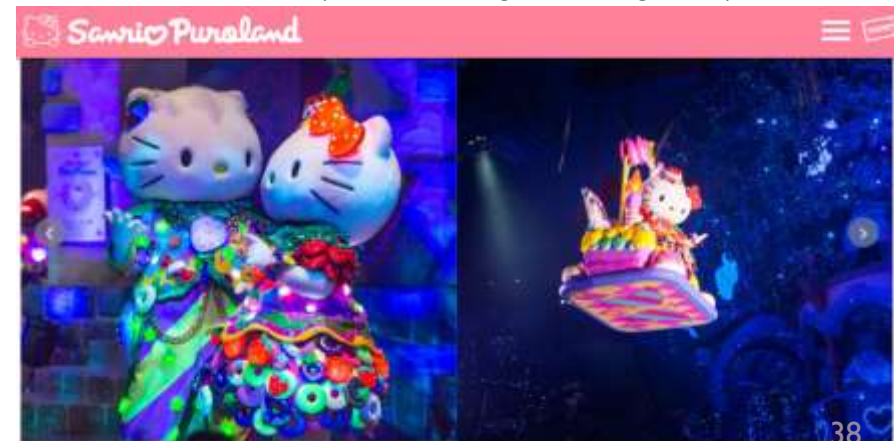
Fantasy

Attributes:

- Animation
- Cartoon characters
- Childhood enchantment
- Children's play park
- Fairy tales
- Magic
- Make believe
- Myths and legends

(Source: Wong & Cheung, 1999).

- Examples:
 - Sanrio Puroland, Tokyo
 - HK Disneyland



History and Culture

Attributes:

- **Aboriginal**
- **Authentic**
- **Cultural heritage**
- **Cultural village**
- **Gold rush**
- **Historic ambience**

(Source: Wong & Cheung, 1999).

• Examples:

- Formosan Aboriginal Culture Village, Nantou, Taiwan
- Towne of Historic Smithville, New Jersey, USA



Movie

Attributes:

- **American Wild West shows**
- **Comedy**
- **Motion pictures**
- **Show business**
- **Stunt show**

(Source: Wong & Cheung, 1999).

- **Examples:**
 - Universal Studios
 - Warner Bros Movie World, Gold Coast



World's most visited themed parks in 2018

Theme parks		Visitors (million)
1	Magic Kingdom at Walt Disney World, Lake Buena Vista, Florida	20.9
2	Disneyland Park at Disneyland Resort, Anaheim, California	18.7
3	Tokyo Disneyland at Tokyo Disney Resort, Japan	17.9
4	Tokyo DisneySea at Tokyo Disney Resort, Japan	14.7
5	Universal Studios Japan, Osaka	14.3
6	Disney's Animal Kingdom at Walt Disney World, Florida	13.8
7	Epcot at Walt Disney World, Lake Buena Vista, Florida	12.4
8	Shanghai Disneyland, China	11.8
9	Disney's Hollywood Studios at Walt Disney World, Florida	11.3
10	Chimelong Ocean Kingdom, Hengqin, China	10.8

Theme parks

Visitors (million)

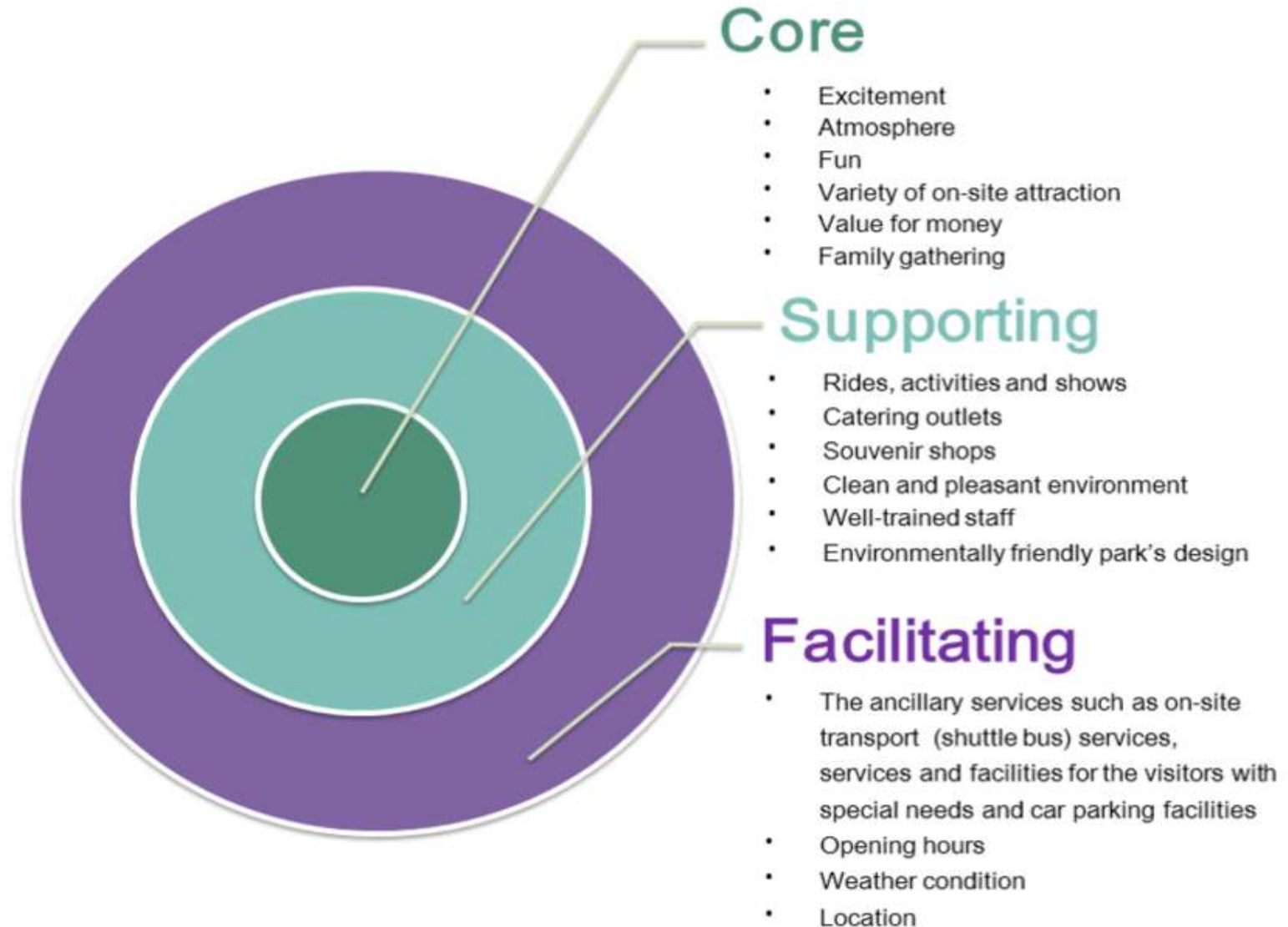
11	Universal Studios Florida at Universal Orlando Resort	10.7
12	Disney California Adventure at Disneyland, Anaheim, California	9.9
13	Disneyland Park at Disneyland Paris, Marne-la-Vallée, France	9.8
14	Universal's Islands of Adventure at Universal Orlando Resort, Florida	9.8
15	Universal Studios Hollywood, Universal City, California	9.1
16	Hong Kong Disneyland	6.7
17	Lotte World, Seoul, South Korea	6
18	Nagashima Spa Land, Kuwana, Japan	5.9
19	Everland, Gyeonggi-do, South Korea	5.9
20	Ocean Park, Hong Kong	5.8
21	Europa-Park, Rust, Germany	5.7
22	Efteling, Kaatsheuvel, Netherlands	5.4
23	Walt Disney Studios Park, Disneyland Paris, Marne-la-Vallée, France	5.3
24	Tivoli Gardens, Copenhagen, Denmark -	4.9
25	Chimelong Paradise, Guangzhou, China	4.7

Beyond 2020

- China is building the world's largest gamer theme park
- The park is slated to open in 2022
 - <https://www.forbes.com/sites/kenrapoza/2019/06/12/china-developers-building-six-flags-sized-gamer-theme-park/#2fa469c74abe>



The features of a theme park



(Source: Kotler, 1994; Swarbrooke, 1995)

Level I: The Core Product

- Core services or Core benefits:
 - What is the buyer really buying?
 - The most basic level
 - Main benefits that the purchasers identify as a personal need that will be met by the product
 - Often intangible
 - E.g. excitement , atmosphere, fun, value for money , variety of on-site attraction, family gathering
 - E.g. Theme park → excitement and fun atmosphere

Level 2: Supporting (Tangible) Product

- Marketers then need to turn the core product into a tangible product
- Extra products offered to add value to the core product and help to differentiate it from their competitors
- Variety of rides, activities and shows
 - Top 10 NEW Roller Coasters Opening In 2019 (7mins)
 - <https://www.bing.com/videos/search?q=best+roller+coaster+world+2019&view=detail&mid=4C379E731894EF79A5564C379E731894EF79A556&FORM=VIRE>
- Catering outlets
- Souvenir shops
- Clean, pleasant and safe environment
- Well-trained staff
- Environmentally friendly theme park's design



Level 3: Facilitating (Augmented) Product

- May influence the decision to purchase
- Facilities and additional services (tangible and intangible)
- The quality of ancillary service
 - Accessibility
 - Visitors with special needs – disabilities, children
 - Others – lockers and sheltered areas for visitors

Illustration: Product levels for a theme park

- **Core:**
 - Excitement or fun experiences
- **Supporting:**
 - Variety of rides, activities and shows
 - International restaurants and food kiosks
 - Souvenir shops
 - Clean, pleasant and safe environment
 - washrooms, exits, seating areas, customer service counters, signage, sheltered walkways, air condition, heaters
 - Professional employees to serve visitors
 - Environmentally friendly theme park's design

Illustration: Product levels for a theme park

- **Facilitating (Augmented):**
 - Accessibility – hours of operation, location, on-site transportation (shuttle bus, train, cable car), car parking
 - Visitors with special needs – ramps, elevators, wheelchairs, baby strollers rental, baby care room, guardian switch service, prayer room
 - Others - locker rental for visitors, Wi-Fi access, mobile app, mobile charging service, international delivery service (FedEx), first aid posts, currency exchange service, ATM, medical service, map, drinking fountains

FACTORS CONTRIBUTING TO THE SUCCESS OF THEME PARK

1. Adapts to market changes
2. Major features of a theme park that contribute to enhance overall attractiveness and visitors' experiences
3. Management strategies

Adapts to Market Changes

1. Advancement in technology
2. Rise of silver hair market
3. Environmental awareness
4. Edutainment

Advancement in technology – Scenic rides

- “Scenic railways” over 100 years
- Slow-moving roller coasters - painted murals along the route
- Jurassic Park Ride at Universal Studios Orlando Florida
 - <https://www.youtube.com/watch?v=r22lQhrDd3c>
- Splash Mountain Walt Disney World's Magic Kingdom
 - <https://www.youtube.com/watch?v=uTMp93efMLo>
- Less interaction



Advancement in technology – Virtual Reality (虛擬現實)

- Tech allows the user to interact (view) the virtual world
- VR tech added to theme park rides
 - Wear a VR Goggle or headset
- VR has mostly been used as an overlay on existing rides.
- Feeling of “Real” or an Immersive experience

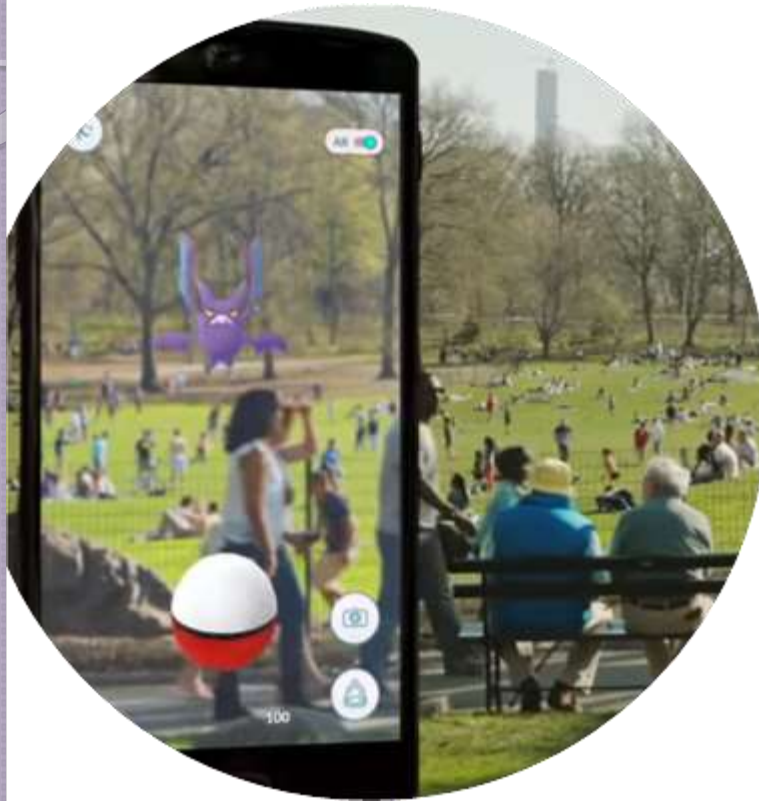
If you're only semi-literate in Star Wars mythology, don't fret. The roughly 15-minute experience is intuitive and is basically a high-tech shoot-em-up. It's like walking into a video game and blasting away — only this gamescape is dimensional and the action takes place all around you

Advancement in technology – Virtual Reality

- Among the first rides to feature VR were roller coasters at [SeaWorld Orlando](#), [Cedar Point in Ohio](#), a number of [Six Flags](#) locations, and other parks.
- E.g. “[Star Wars: Secrets of the Empire](#),” 2019 - The Void at the Disney resorts (California and Florida)
- 360 Virtual Reality Coaster Tour of MOTIONGATE™ Dubai theme Park



Advancement in technology – Augmented Reality (擴增實境)



- Adding digital element to the actual environment (our reality)
 - Photo app effect – snowing, filters, etc.
- Upscale the content and interactive with the visitors/audiences
- Difference from VR
 - (<https://youtu.be/ZQ2XO7Herfl?t=79>)

Advancement in technology

- 85% of theme park visitors want an Artificial Intelligence system
 - View park, choose rides, restaurant and hotel rooms, detect failures
 - <https://omnicogroup.com/news/85-theme-park-visitors-want-artificial-intelligence-system/>
 - <https://transcendent.ai/blog/asset-management/how-amusement-parks-can-detect-abnormalities-with-artificial-intelligence/>

Senior segment

- More and more attractions aims at senior adults, but usually require activities with lower energy levels



**How do theme parks
target at senior
market?**

Case in Japan

- Visitors to Tokyo Disney Resort in 2014:
 - Children aged 4-11: 16.6%
 - Visitors aged 40 or above: 20%
 - Showing a relative 1/5 of visitors are from senior population
- Oriental Land Co., the operating company, planned to open an indoor attraction based on the popular film “Lilo & Stitch.”... an attraction that children and seniors can enjoy while remain seated
- A large-scale restaurant was opened in autumn of 2016

Case in HK



- Disney - 220 days annual pass special offer to senior

- <https://www.hongkongdisneyland.com/book/general-magic-access>

Price:

Adult
(Ages 12 – 64)

HK\$ **1,238**

Child
(Ages 3 – 11)

HK\$ **880**

Student
(Ages 12 - 25, Full Time)

HK\$ **880**

Senior
(Ages 65+)

HK\$ **316**

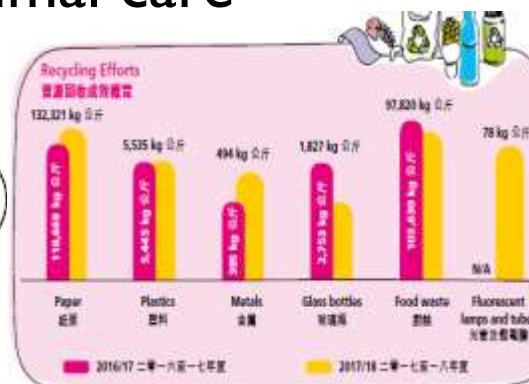
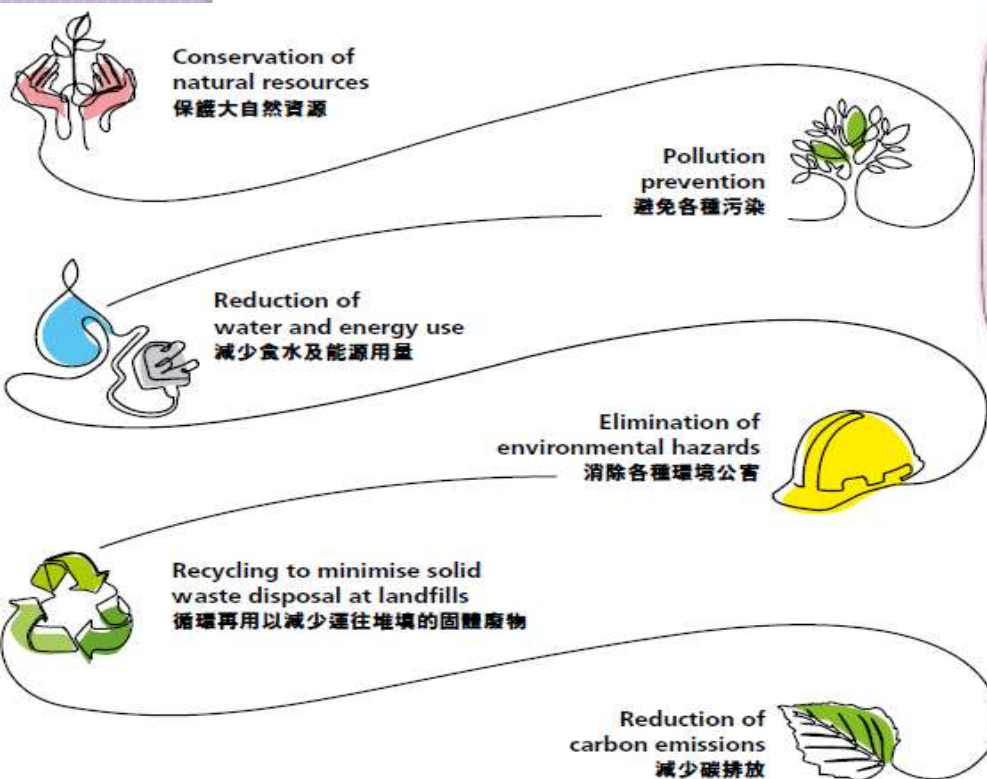
- Ocean Park - From 13 to 28 February 2019, companions who visit with senior guests can enjoy a 40% discount for admission tickets. Senior guests will also receive a coupon set to enjoy up to six privileges with their families and friends, ranging from in-Park experience, dining and shopping offers.

<https://www.oceanpark.com.hk/en/press-release/ocean-park-launches-senior-guest-offers-exclusive-for-hong-kong-citizens>



Ocean Park – Sustainable Environment

- Saving Energy and Reducing Carbon Emissions
- Minimising the Environmental Impact of Waste
- Giving Back to Hong Kong Society
- Conservation and animal care



Disney – Sustainable Environment

- Save wildlife
- Reduced emissions
- Water conservation
- Waste diversion
- Reduced plastic waste



Disney
CONSERVATION
FUND



<https://www.thewaltdisneycompany.com/environment/>

INSPIRING ACTION

CONNECTING KIDS AND FAMILIES TO THE MAGIC OF NATURE

\$70 MILLION

SAVING WILDLIFE

DIRECTING MORE THAN \$70 MILLION FROM THE DISNEY CONSERVATION FUND TO PROTECT WILDLIFE AND WILD PLACES

REDUCING EMISSIONS

REDUCING EMISSIONS BY 41% IN 2019, BY 2020, Aiming to reduce emissions by 60%

41%

CONSERVING WATER

MAINTAINING POTABLE WATER CONSUMPTION AT 2013 LEVELS

DIVERTING WASTE

DIVERTING 46% OF WASTE FROM LANDFILLS AND INCINERATION IN 2019, BY 2020, WE AIM TO DIVERT 60% OF WASTE

46%

NEW ACTIONS: REDUCING SINGLE-USE PLASTICS

1 ELIMINATING MORE THAN 175 MILLION SINGLE-USE PLASTIC STRAWS AND 13 MILLION SINGLE-USE PLASTIC STIRRERS

REDUCING IN-ROOM PLASTICS BY 60%

REDUCING PLASTIC SHOPPING BAGS

COMPLETE REMOVAL OF POLYSTYRENE CUPS

Eco-friendly underwater theme park

- The world's largest underwater diving park (100,000-sq-m) in Bahran
- Environmental sustainability (strict environmental standards)
 - Revive the Kingdom's marine ecosystem
 - Preserve its local marine environment



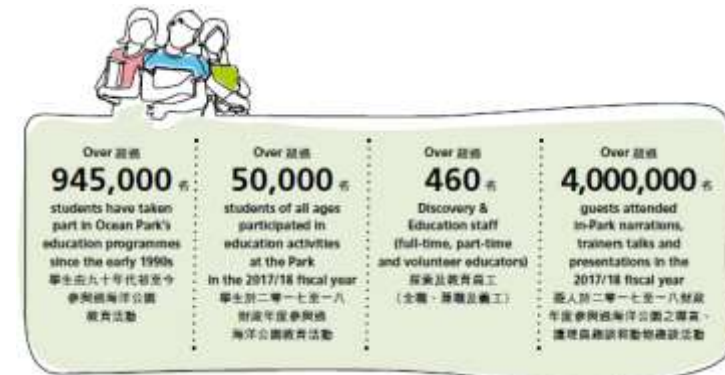
Edutainment

- The rise of ‘eduplay’ or educational play theme parks reflects international stakeholders’ interest in the Middle East’s entertainment and retail industry

Source: http://tradedarabia.com/news/MEDIA_303602.html

Ocean Park Academy Hong Kong - Education

Education is a major component in the Park's vision, mission and core values



https://media.oceanpark.com.hk/files/s3fs-public/ophk_ar17-18.pdf

<https://www.oceanpark.com.hk/en/education-conservation/education/programmes/students>

https://media.oceanpark.com.hk/files/s3fs-public/ophk_ar17-18.pdf

Disney Youth Program – Education

- Kindergarteners to post-secondary students
 - Disney's World of Physics, Synergy in Science or How Things Move
- Disney theme park adventures
- Disney perform arts



Interactive experiences

- Ocean Park and Disney: Halloween



<https://www.nextstophongkong.com/wp-content/uploads/2018/09/hk-ocean-park-halloween-2018.jpg>



<https://www.laughingplace.com/wp-content/uploads/2018/08/uidhgjvdkfj3242.jpg>

- Disney: “Ant-Man and The Wasp: Nano Battle!”, will officially open on 31 March 2019.
- Marvel experiences - attract young adult guests



Ant-sized Action



Ride the Dagger into a Battle against Swarmbots

<https://www.hongkongdisneyland.com/ant-man-and-the-wasp-nano-battle/>

Overall Attractiveness and Visitors' Experiences

1. Unique and interesting theme
2. Value for money / Variety of on-site attraction
3. All-weather and pleasant environment
4. Good service quality with motivated and well-trained staff
5. Good accessibility
6. Quality and Consistency in Services and Facilities

Unique and interesting theme

- Disneyland - Disney's Star Wars: Rise of the Resistance attraction in Galaxy's Edge (24 June 2019) - <https://disneyland.disney.go.com/>
<https://www.youtube.com/watch?v=TSxE-b2YDAQ&feature=youtu.be>

**Innovative
Immersive
Interactive
Inspiring**



Value for Money / Variety of On-site Attraction

- The components of theme park should have a balance between:
- Active activities
 - Attract younger age group
 - E.g. rides and attractions
- Passive activities
 - Attract all age groups
 - Shows, e.g. human and animals
 - Street animators, e.g. night parade
 - Technical production, e.g. fireworks
- Combination of supporting and facilitating products

All-weather and Pleasant Environment

- Theme parks build in locations allows year-round operation
 - Sheltered space (sub-tropical climate zone with high rainfall)
 - Weather-proof facilities
- Indoor theme park

Ferrari World, On Yas Island in Abu Dhabi



The Adventuredome, Circus Circus, Las Vegas



Well-trained staff

- Recruitment and selection, job orientation, on-the-job training, special project work, job rotation and others
- Disney Institute
 - <https://www.youtube.com/user/disneyinstitute>
 - Disney University (DU) is the global training program for Disney employees (cast members)
 - Guidelines - Smile • Eye • Respect • Value the Magic • Initiate guest contact • Creative • End with a Smile

Good Accessibility

- Public transportation (MTR service, bus, taxi, car parking)
- On-site transportation (shuttle bus, cable car)
- Night activities

Quality and Consistency in Services and Facilities

- Movement of people and goods
- Back-up or contingency plans and arrangements
- Special services and facilities
 - Guests with dietary and religious needs
 - Guest with disabilities
 - Children and guardians

Management Strategies

1. Strong financial resources and on-going management
2. Marketing management
3. Maintenance and safety

Strong Financial Resources and On-going Management

- Pro-active respond to the market changes in the business environment
- High capital investment and on-going funding to attract new visitors and encourage repeat visits
- E.g. Ocean Park plans to use part of the HK\$310 million funding announced in the Government's 2018/19 Budget to design an all-new evening light show featuring 3D projection mapping, thematic lighting, pyrotechnic effects, laser effects, performances and parades around the beautiful Aqua City Lagoon. https://media.oceanpark.com.hk/files/s3fs-public/ophk_ar17-18.pdf
- E.g. Walt Disney Co. is just now opening Star Wars: Galaxy's Edge, a \$1 billion project with rides, restaurants and shopping. But it's already looking ahead to future attractions, including doing more with its blockbuster Marvel superheros.

Marketing Management - The 4Ps of Marketing

Product

The park and all services it offers
e.g. core, supporting and facilitating products

Price

The rates for entering the park
e.g. product-bundle, volume discounts, discounts based on time of purchase, discriminatory pricing

Place

The distribution channels of theme park tickets
e.g. travel agents, tour operators, reservation service providers

Promotion

The strategies for promoting the park
e.g. advertising, public relations, personal selling, , social media, sales promotions

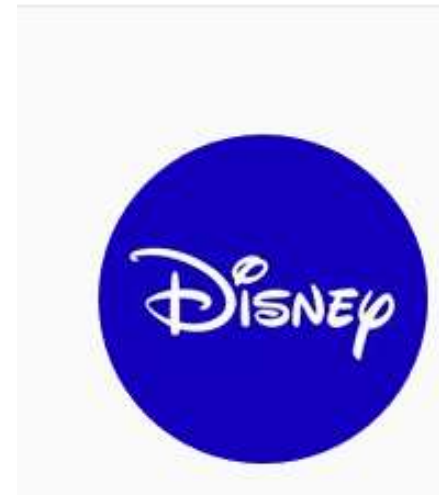


Marketing Management

- Social Media
- Key Opinion Leader (KOL)
 - Walt Disney World



Instagram



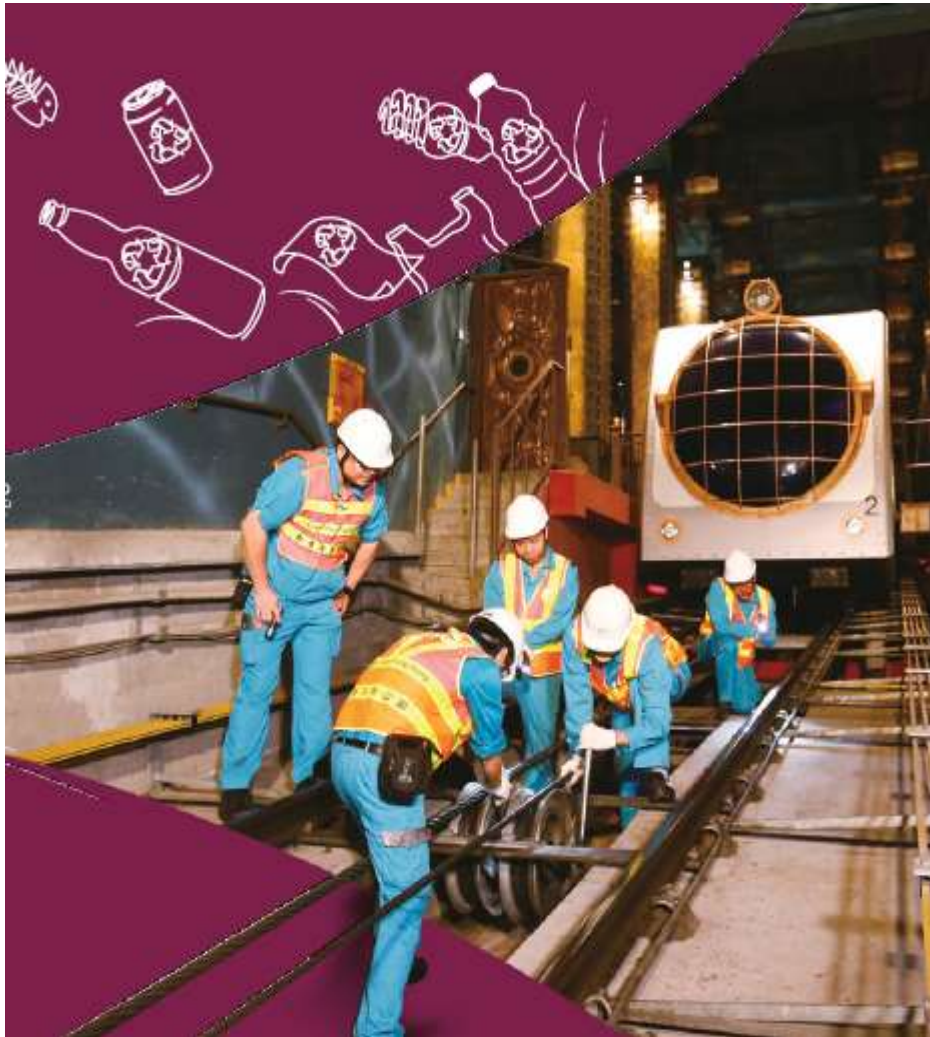
Maintenance and Safety

- Maintenance plan - must be scheduled at times/on days when the park is closed
- Safety training for the employees
- Large parks have their own regulations
- Consideration of the impact on guests, employees and animals

Health and Safety Standards

- Amusement Rides (Safety) Ordinance
 - Electrical and Mechanical Services Department (EMSD) regulates rides to ensure public safety
 - design – operation – maintenance
- The occupational safety and Health Ordinance
 - Provide safety and health protection to employees in workplaces
- Public Health and Municipal services Ordinance, Chapter 132
 - The protection of food purchasers (food hygiene)

Ocean Park: Maintenance and Safety



- Safety Assurance and Risk Control
 - Internal operation and external business environment
 - Align with ISO31000 Risk Management

HK Disneyland: Maintenance and Safety

WORK OF THE ATTRACTION OPERATIONS AND MAINTENANCE TEAMS BEFORE AN ATTRACTION OPENS



Hong Kong Disneyland

- Design, maintenance, inspection, firework safety, keeping parade floats safe, food safety, safety training, communication and safety promotion, security, emergency response, medical support

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Thank you