

*Enriching Knowledge for the SS Tourism
and Hospitality Studies Series*

Theme Park

Theme parks & their characteristics

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01

Theme parks & their characteristics



Definition

DEFINITION OF THEME PARK

Industry's definition

“a theme park is an amusement park that has themed attractions, be it food, costumes, entertainment, retail stores and/or rides”

- *International Association of Amusement Parks and Attractions (IAAPA)*

“the theme park is a place of escape –a chance to step away from the big burdens of the everyday”

- *Forrrec, 2015*

DEFINITION OF THEME PARK

Academic definition

“Theme park as an aggregation of themed attractions, including architecture, landscape, rides, shows, foodservices, costumed personnel, and retail shops”

- Heo, 2009

“Theme parks are extreme examples of capital intensive, highly developed, user-oriented, man modified, recreational environments”

- Pearce, 1988

Types of theme park

TYPES OF THEME PARK

<i>Type of theme park</i>	<i>Attributes</i>
1. Adventure	<ul style="list-style-type: none"> • Excitement and action • Frightening • Mysterious • Thrill rides
2. Futurism	<ul style="list-style-type: none"> • Advances in society and technology • Discovery • Exploration of science and technology • Robotics • Scientific • Science fiction
3. International	<ul style="list-style-type: none"> • Flavours of the world • International village • Miniature replicas • Scenic spots • World expositions

TYPES OF THEME PARK

<i>Type of theme park</i>	<i>Attributes</i>
4. Nature	<ul style="list-style-type: none"> • Animals • Floral displays • Horticultural gardens • Landscaping • Marine life • Natural wonders • Ocean • Wildlife
5. Fantasy	<ul style="list-style-type: none"> • Animation • Cartoon characters • Childhood enchantment • Children's play park • Fairy tales • Magic • Make believe • Myths and legends

TYPES OF THEME PARK

<i>Type of theme park</i>	<i>Attributes</i>
6. History and culture	<ul style="list-style-type: none"> • Aboriginal • Authentic • Cultural heritage • Cultural village • Gold rush • Historic ambience
7. Movies	<ul style="list-style-type: none"> • American Wild West shows • Comedy • Motion pictures • Show business • Stunt shows

Overview of theme park

OVERVIEW OF THEME PARK

Chimelong Ocean Kingdom

Location: Fuxiang Bay, Hengqin, Zhuhai, China

Opened: 29 March 2014

Theme: Marine

Themed areas: 8

Slogan: World Leading Ocean Theme Park

OVERVIEW OF THEME PARK

Resorts of Chimelong Ocean Kingdom

Chimelong Hengqin Bay
Hotel

Chimelong Penguin Hotel

Chimelong Circus Hotel

Chimelong Marine Science
Hotel

OVERVIEW OF THEME PARK

Universal Beijing Resort

Location: Wenjing Subdistrict, Tongzhou District, Beijing, China

Opened: September 1, 2021

Theme: Show business, Universal works

Areas: 130 acres

Themed areas: 7

OVERVIEW OF THEME PARK

Resorts of Universal Beijing Resort

The Universal Studios
Grand Hotel

NUO Resort Hotel

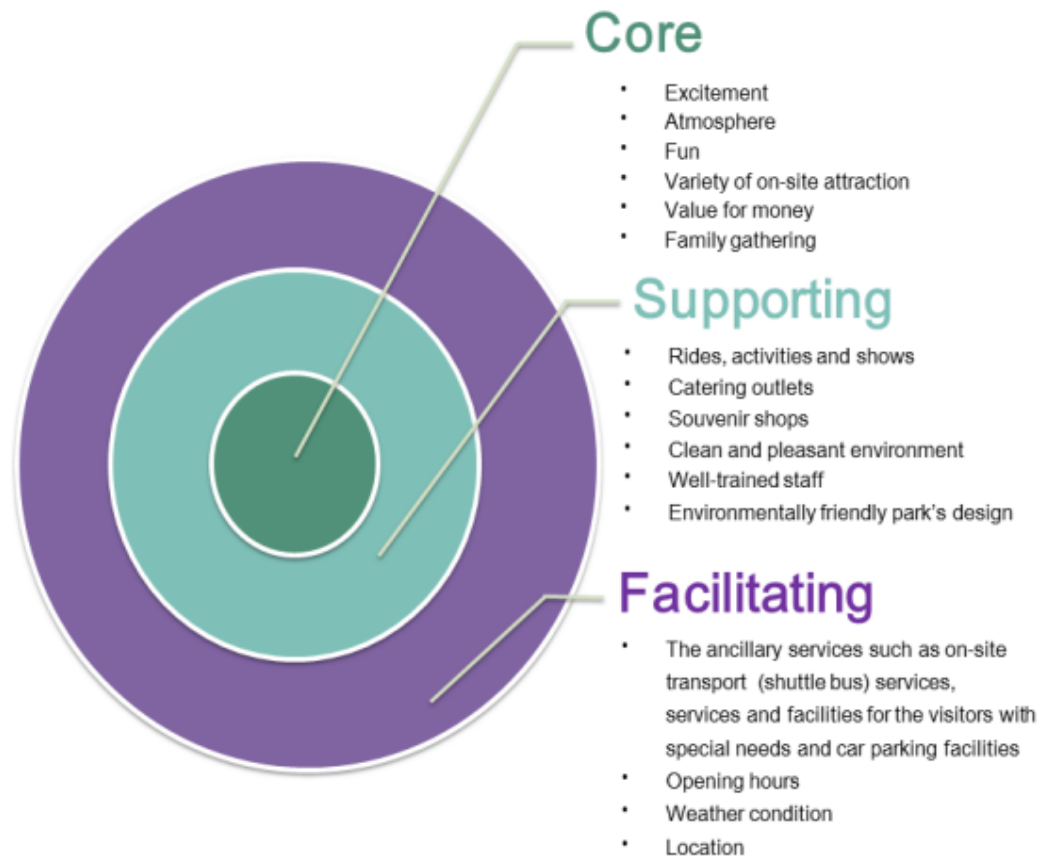
*TOP 25 AMUSEMENT/THEME PARKS
WORLDWIDE
(AECOM-THEME-INDEX-2019)*

(2019)

<https://aecom.com/wp-content/uploads/documents/reports/AECOM-Theme-Index-2019.pdf>

Features of theme park

THE FEATURES OF THEME PARK



* *Level 1: Core product*

* *Level 2: Supporting (Tangible) product*

* *Level 3: Facilitating (Augmented) product*

THE FEATURES OF THEME PARK

Level 1: Core product

- *the most fundamental level*
- *intangible*

Example:

- *Excitement*
- *Atmosphere*
- *Fun*
- *Value for money / Variety of on-site attraction*
- *The company of others / family gathering*

THE FEATURES OF THEME PARK

Level 2: Supporting (Tangible) product

- supporting product is extra products to offer the added value to the core product itself and help to differentiate it from the competitors

Example:

- Rides, activities and shows*
- Catering outlets*
- Souvenir shops*
- Clean, pleasant and safe environment*
- Well-trained staff*
- Environmentally friendly theme park's design*

THE FEATURES OF THEME PARK

Level 3: Facilitating (Augmented) product

- *make the experience more satisfying and enjoyable*
- *tangible and intangible*

Example:

- *The ancillary services e.g, on-site transport (shuttle bus)*
- *Opening hours*
- *Weather condition*
- *Location*

02

Attractiveness and visitors' experiences

OVERALL ATTRACTIVENESS & VISITORS' EXPERIENCES

Major features to maintain viable in a highly competitive market environment:

Unique and interesting theme

Value for money / Variety of on-site attraction

Clean and pleasant environment

Motivated and well-trained staff

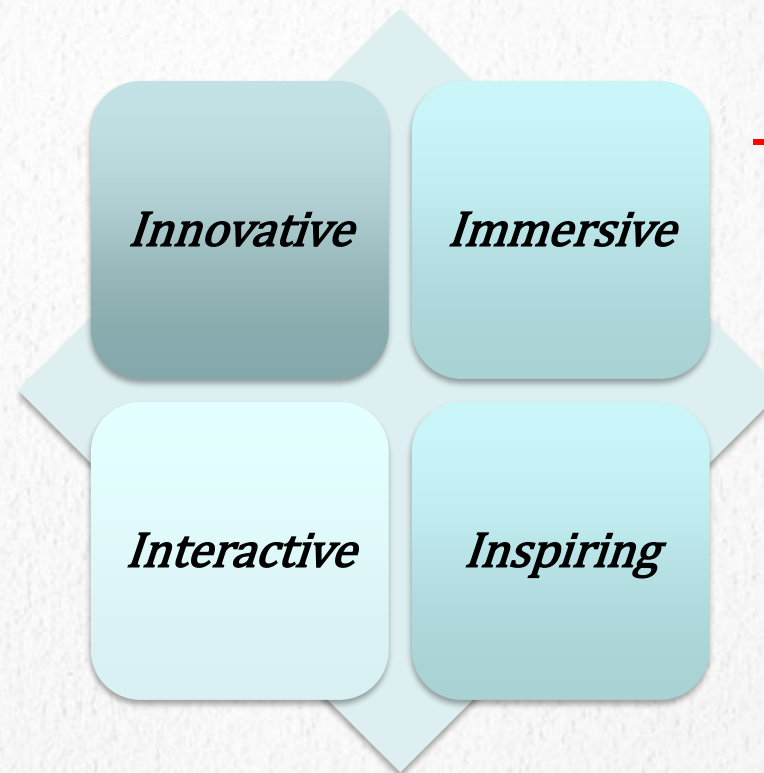
Good location

Quality and consistency in services & facilities

OVERALL ATTRACTIVENESS & VISITORS' EXPERIENCES

1. Unique & interesting theme

“the best theme parks are completely immersive, always entertaining and, through clever creative execution, are able to sustain the feeling of getting away from it all.”



- (Forrec, 2015)

OVERALL ATTRACTIVENESS & VISITORS' EXPERIENCES

2. Value for money /Variety of on-site attraction

- ***Feel excited and experience something new***

e.g, parade, fireworks display, and special events

- ***Enjoy high quality service***

e.g, clean and pleasant environment, well-trained staff

- ***Feel secure, the entertaining facilities have a high safety standards***
e.g, Theme park as being professional and caring in terms of visitor's safety

OVERALL ATTRACTIVENESS & VISITORS' EXPERIENCES

3. Clean and pleasant environment

OVERALL ATTRACTIVENESS & VISITORS' EXPERIENCES

4. Motivated and well-trained staff

- Ensure high standards of customer service as the service production process
- Staff should be enthusiastic, well-trained to provide efficient and reliable services from the heart

OVERALL ATTRACTIVENESS & VISITORS' EXPERIENCES

5. Location

- *should be located in a popular tourist destination with high accessibility*
- *easy access to the city centre can expect a high percentage of attendance*

6. Quality and Consistency in Services and Facilities

- *movement of people and goods, are carefully studied and planned*
- *back-up or contingency plans and arrangements are prepared*
- *special services and facilities for the physically challenged visitors*



03

Factors contributing to the success of theme park



*Adapt to
market
changes*

ADAPT TO MARKET CHANGES

- ✓ Senior segment
- ✓ Environmentally-friendly
- ✓ ‘Edutainment’
- ✓ Interactive experiences

ADAPT TO MARKET CHANGES

✓ Senior segment

- Senior visitors are the key potential visitors who generally have higher disposable income and leisure time
- Offer indoor activities, shows and events
- Experience different kinds of delicacies
- Enjoy beautiful garden landscape

ADAPT TO MARKET CHANGES

✓ Environmentally-friendly

- more aware of the need to preserve and conserve the environment
- environmentally-friendly be part of the theme park's overall design

For example:

Construction of green buildings

green transport

Use of renewable energy

ADAPT TO MARKET CHANGES

✓ Environmentally-friendly

Greenwood Family Park in Wales, UK, is another maverick when it comes to finding creative ways to better their environmental impact. It boasts the only people-powered rollercoaster in the world! It is also home to the very first solar-powered water ride in the UK too.

GREENWOOD FAMILY PARK

ADAPT TO MARKET CHANGES

✓ Environmentally-friendly

Universal Parks & Resorts is so dedicated that they have a website purely for their eco practices. Their commitment to waste management means that they recycle over 10,000 tons of material every year.

The Universal Orlando Resort also collects food waste from more than 30 restaurants daily, which is placed in an onsite compactor and then sent to an anaerobic digester to generate energy. This means that you can eat those calorific theme park meals almost guilt-free!

ADAPT TO MARKET CHANGES

✓ Environmentally-friendly

Siam Park in Tenerife is considered the world's first, all green water park. It boasts it's own desalination plant on site, which converts 1.800m^3 of saltwater into 600m^3 of freshwater.

After the water is used in the rides, the park then recycles the water by using it to water the plants. No wonder it's considered an ecological centre for excellence.

ADAPT TO MARKET CHANGES

✓ Environmentally-friendly

One of Six Flag's initiatives has been to build solar panelled carports over the car parking at the Discovery Kingdom in Vallejo, California, and a second system at Magic Mountain, near LA.

This is clever as it's creating dual efficiency out of one space, carports to shade the cars of guests, while also 'powering' the guest experience in the parks.

ADAPT TO MARKET CHANGES

✓ 'Edutainment'

- growing trend among visitors wanted to learn new things
- combines education and entertainment will have a competitive edge

For example:

Ocean Park Hong Kong → a mix of thrilling entertainment and educational encounter with animals. Rain Forest, incorporates a thrilling water rapids ride

ADAPT TO MARKET CHANGES

✓ ‘Edutainment’

Ocean Park “Explorer R” Experience Hub - Whiskers Harbour

ADAPT TO MARKET CHANGES

✓ 'Edutainment'

LEGOLAND® Windsor Resort

- Science of Rollercoasters
- Story Maker
- Lego® Castle Builder
- Lego® Time Traveller

References: <https://www.legolandholidays.co.uk/>

ADAPT TO MARKET CHANGES

✓ Interactive experiences

- Visitors are expecting a more interactive and participative experience

For example:

- Movies with 5 dimensions (5D)
- Virtual Reality
- Augmented Reality
- Mixed Reality



The management

THE MANAGEMENT

1. Pro-active management

- *pro-active to respond*
- *Foster collaboration as a value*
- *Offer mentorship opportunities*
- *Invite co-creation*
- *Encourage open communication*
- *Use shared tools*
- *Strong organizational structure and culture*

THE MANAGEMENT

2. Strong financial resources and on-going investment

- *Stable cash flow or funds*
- *periodically invest in the provision of new attractions*
- *offer a major new ride as well upgrade or replace the rides, facilities and services*

3. Strong marketing team

- *Identifying potential market segments*
- *Long-term strategic planning in marketing*
- *Long-term relationship is a key to success*

THE MANAGEMENT

4. Maintenance

Ensure safety and a high-quality experience

- *have a safety programme to ensure it has a safe environment*

Considerations:

- *In full compliance with the local laws*
- *Medical services*
- *Security*
- *Weather conditions*



04

Future development of theme park

THEME PARK CONSUMER TRENDS

<https://www.oracle.com/industries/food-beverage/sports-entertainment/theme-park-trends/>

THEME PARK OF THE FUTURE

- *With customers keen to strap in for the ride but still worried about safety, theme parks have an opportunity to offer their visitors peace of mind through technology.*
- *They can make customers feel in control by giving them the chance to plan ahead and by helping them avoid crowds and queues to the best of their ability.*

OCEAN PARK'S FUTURE STRATEGY

- *The future strategy will see a complete transformation of the Ocean Park into a major resort and leisure destination with a focus on education and conservation.*
- *3 new zones will be developed on top of its animal attractions, education programmes and thrill rides.*
- *The Lower Park will be transformed into a brand new admission free Retail, Dining and Entertainment zone.*
- *Two other new zones will be developed at The Summit of the Park with adventure and wellness themed attractions.*

References: <https://www.oceanpark.com.hk/en/ocean-park-future-strategy>



Thank You