

Enriching Knowledge for the SS Tourism and Hospitality Studies Series:

Destination Geography– Theme Park and Its Development in Mainland China as well as Other Tourist Destinations (New)

高中旅遊與款待課程知識增益系列：

地理名勝 – 主題公園及其在內地和其他旅遊目的地的發展(新辦)

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Our agenda today

- | | |
|---------------|--|
| 14:30 – 14:35 | 簡介 Introduction |
| 14:35 – 15:50 | 主題公園的基本概念 Fundamental concepts of theme parks
問與答 Q&A |
| 15:50 – 16:00 | 小休 Break |
| 16:00 – 17:30 | 主題公園的成功因素 Factors Contributing to the Success of Theme Park
問與答 Q&A |

Fundamental concepts of theme parks



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

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

7 Types of Theme Park

- Adventure
 - Excitement, thrill, frightening
- Futurism
 - Discovery, scientific, technological (robotics)
- International
 - Cultural, social, flavors of the world

7 Types of Theme Park

- Nature
 - Ocean, wildlife, marine life, horticulture
- Fantasy
 - Cartoon and animation figures, fairy tales, stories, myths and legends

7 Types of Theme Park

- History and culture
 - Authentic, cultural heritage, historical ambience
- Movies
 - Comedy, show businesses, memory

THEME INDEX 2021

<https://aecom.com/wp-content/uploads/documents/reports/AECOM-Theme-Index-2021.pdf>

The Features of Theme Park

Level 1: Core product

**Level 2: Supporting Product
(Tangible, physical products)**

**Level 3: Facilitating product
(Ancillary, subsidiary products)**

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 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 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

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 service & 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

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

Disney case

Disney purchased 160 acres for the park in Anaheim and started construction in 1954. Disneyland opened on July 17th, 1955 with 18 rides and attractions.

- Walt Disney World Resort, FL
- Disneyland Resort, CA
- Disney Cruise Line
- Aulani Resort, Hawai'i
- Disney Vacation Club
- Adventures by Disney
- Disneyland Paris
- Tokyo Disney Resort
- Hong Kong Disneyland Resort
- Shanghai Disney Resort

Disney specialty

- Interaction with Disney characters
- Immersive theme parks
- Activities for all ages
- Nostalgic
- Parade and firework
- Long theme park history

Overall Attractiveness & Visitors' Experiences in Disney

- Unique and interesting theme
 - Immersive experience from Disney characters
- Value for money / Variety of on-site attraction
 - Different segmentation (Activities for all ages; nostalgic)
- Clean and pleasant environment
 - High standards on maintenance and training
- Motivated and well-trained staff
 - Hire passionate employees and have developed training plan
- Good location
 - Major cities (tourist attractions) in the world
- Quality and consistency in service & facilities
 - Traditions – *create happiness*

Factors Contributing to the Success of Theme Park

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 program to ensure it has a safe environment
- Considerations:
 - In full compliance with the local laws
 - Medical services
 - Security
 - Weather conditions

Theme Park Consumer Trends

- 67% of participants would want some distancing measures to continue to be in place.
- 68% of participants will be heading back to theme parks soon as they're able.
- 32% of participants plan to visit less frequently than they used to, particularly Boomers at 37%.

Adapt to Market Changes

- ✓ Different segments
- ✓ Sustainability
- ✓ 'Edutainment'
- ✓ Interactive experiences

Adapt to Market Changes

✓ Different segments

Senior

- Have higher disposable income and leisure time
- Offer indoor activities, shows and events
- Combine packages for the family visit

Under-represented groups

- Experience different kinds of delicacies
- Enjoy beautiful garden landscape
- Technology support– VR and AR

Adapt to Market Changes

✓ Sustainability

- Guangzhou Chimelong Wildlife World is a leading endangered wild animal protection and species preservation base in China. It is known as China's largest and most international-level national wildlife world. Relying on advanced breeding technology and meticulous animal protection measures, there are more than 500 species of rare animals living here, with a total number of more than 20,000, which can be called the largest number and type of wild animal protection in China.

Adapt to Market Changes

✓ Sustainability

- 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 1.800m³ of saltwater into 600m³ 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

- This year, Disney brought online a new 270-acre, 50+-megawatt solar facility near Walt Disney World Resort, built in collaboration with the Reedy Creek Improvement District and Origis Energy USA. This facility generates enough power from the sun to operate two of our four theme parks in Orlando.

Adapt to Market Changes

✓ Sustainability

- More aware of the need to preserve and conserve the environment
- Environmentally-friendly be part of the theme park's over all design

For example:

- Construction of green buildings (e.g., LEED certified)
- Green transportation (Electric cars)
- Use of renewable energy (Solar power)

Adapt to Market Changes

✓ 'Edutainment'

- Growing trend among visitors wanted to learn new things
 - Particularly family travelers
- Combines education and entertainment will have a competitive edge

For example:

Ocean Park Hong Kong: Expedition Trail

Adapt to Market Changes

✓ 'Edutainment'

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

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
- Metaverse

Adapt to Market Changes

- ✓ **Interactive experiences**
- Ocean park Metaverse plan

Theme Park Case - Chimelong

<https://www.youtube.com/watch?v=Uu7vDcF9d1g>

[Chimelong Ocean Kingdom \(長隆海洋王國\)](#)

Location: Fuxiang Bay, Hengqin, Zhuhai, China

Opened: 29 March 2014

Theme: Marine

Themed areas: 8

Slogan: World Leading Ocean Theme Park

Theme Park Case - Chimelong

Mixture of adventure and nature

- Larger group of target audience
- Education opportunity
- Conservation effort

Theme Park Case – Chimelong - Management

Strong financial resources and on-going investment

- Industry expansions for stable cash-flow
 - theme parks, hotels, MICE, F&B, entertainment, and real estates
- Local branding strategy for expansion
- International recognitions
 - International Association of Amusement Parks and Attractions(IAAPA)
 - AECOM (American multinational infrastructure consulting firm)

Maintenance

- Daily, weekly, month inspection logs
- Extensive inspection before holidays
- Multiple-people, multi-points inspections

Theme Park Case – Chimelong - Changes

Sustainability

- Wildlife protection
- Donation for sustainable tourism

‘Edutainment’

- Human and animal interactions
- Chimelong Institute of Flora and Fauna Conservation

(長隆動植物研創院)

- Conservation, education, research, culture, and CSR

Theme Park Case - Chimelong

Resorts of Chimelong Ocean Kingdom

Chimelong Hengqin Bay Hotel

Chimelong Penguin Hotel

Chimelong Circus Hotel

Chimelong Marine Science Hotel

Theme Park Case- Universal Beijing Resort

Universal Beijing Resort (北京環球影城)

Location: Wenjing Subdistrict, Tongzhou District, Beijing, China

Opened: September 1, 2021

Theme: Show business, Universal works

Areas: 130 acres

Themed areas: 7

Theme Park Case- Universal Beijing Resort

Mixture of adventure and movie

- Larger group of target audience
- Culture exchange
- Market penetration

Theme Park Case- Universal Beijing Resort

Resorts of Universal Beijing Resort

The Universal Studios Grand Hotel

NUO Resort Hotel

Theme Park Case- Universal Beijing Resort - Management

Proactive management

- Proper design at the planning stage
 - Sustainability, visitor flow, potential problems
- Manage expectation
 - Satisfaction survey, training, evening theme park

Strong marketing team

- Social media promotions (e.g., TikTok)
- IP penetration and nostalgia
- KOL and celebrity promotions
- Strategic alliance with other tourism businesses

Theme Park Case- Universal Beijing Resort- Changes

Different segment

- Younger generation for excitement
- Nostalgia family travelers
- Special situation: COVID-19 impact

Interactive experiences

- Dress and decorations
- Shows with lights and shadows
- Plan for 3D screens and Metaverse integration

Theme Park Case- Universal Beijing Resort

The impact of Intellectual Property (IP)

- The use of licensed, owned, or acquired brands, movies, characters, stories, and settings.
- Cannot be easily copied
- Huge financial potential
- Unique experience

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 programs 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.

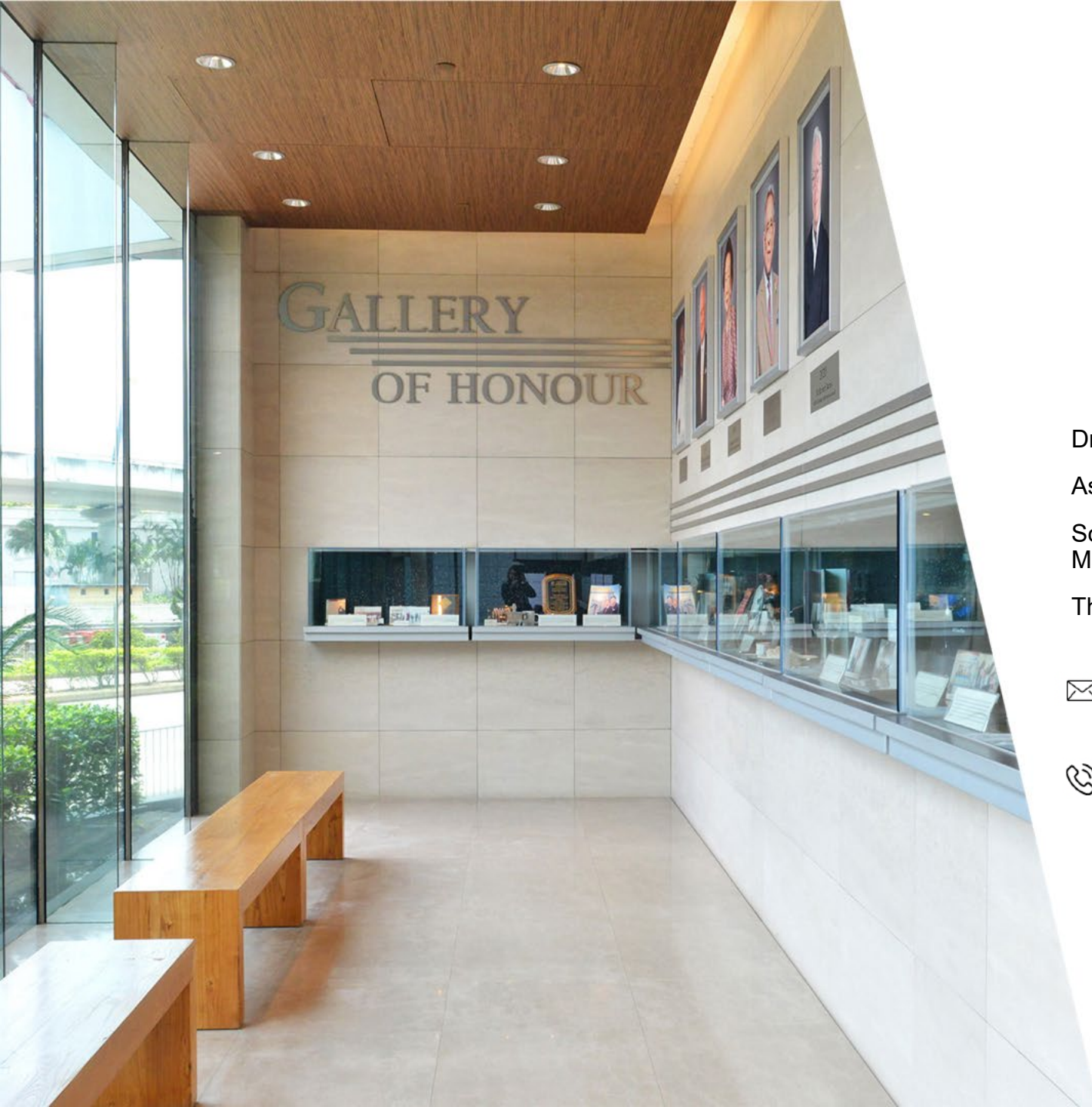
China theme park

- Only 27 percent of China's population has ever visited a theme park, less than half the average for developed markets, at 68 percent.
- The market size could more than double from RMB40 billion in 2019, to over RMB90 billion by the end of 2025.

China theme park

- Visitor expectations are evolving
 - COVID-19, immersive storytelling, social media
- Developing greenfield theme parks
 - Original and strong brand identify or IP
- Elevating brownfield theme parks

Reference: <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/chinas-theme-parks-face-a-new-era>



Thank you!

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