

Thematic Parks in Tourism

Ismoilova Farangis

Student of Karshi state university

Abstract: The Role of Theme Parks in Tourism. Theme parks play a significant role in the tourism industry, attracting millions of visitors each year and contributing to the economic growth of destinations. These immersive entertainment destinations offer a unique and memorable experience for tourists of all ages.

Keywords: Tourism, Attraction, Parks, Tourists, Forest.

Introduction. Theme parks occupy a special place in the global entertainment industry. The idea of theme parks originated in Europe and was realized in the form of pleasure parks, which existed in many European capitals at the end of the 19th century: Tivoli Gardens in Copenhagen, Prater Park in Vienna, etc. The modern model of theme parks also first appeared in Europe, although usually its Walt Disney is considered the creator. According to sophisticated data, in 1952, three years before the opening of Disneyland, the De Efteling corporation built a park based on European fairy tales in the south-west of the Netherlands. However, on the old continent, theme parks developed slowly and on a modest scale. They experienced a real heyday in the United States in the mid-50s, when traditional leisure parks were in decline. Over time, a fundamentally different concept of leisure time organization is taking shape, brought to life in theme parks. The park is based on a fascinating theme. It develops in attractions and performances, and all auxiliary park services are subordinate to it.

According to the builders' plan, the theme park is a center for family recreation and entertainment, which largely determines the choice of the theme itself. In order to unite people of different ages and, first of all, attract the adult population, it should be not only entertaining, but also informational and educational.

Parks can be created around a wide variety of themes: history, culture, geography, sports, etc. Some of them are devoted entirely to one theme, others touch on different topics, for example, King's Island Park in Ohio (it is divided into six thematic areas: River City, Wildlife, International Street). Another example is California's Great America Park, a family fun center that houses Hometown Square, Yukon Territory, Yankee Harbor, the Country Fair and New Orleans on 100 acres.

Permanent exhibitions at Disneyland tell about the history of America and the cultures of different peoples. You can get acquainted with the underwater world, its inhabitants and watch a colorful show with the participation of sea animals at the Sea World park in San Diego. He also has valuable scientific data on the behavior and intelligence of dolphins, killer whales, and seals, obtained during their training.

From general information offered to visitors during park excursions, these entertainment industry institutions have moved on to organizing a full-fledged educational process. Theme parks devote large amounts of money to education. They create specialized schools, open training programs, invite teachers to conduct classes, and publish educational books. The range of educational programs is quite wide. Some of them are designed for young children, others for older children and adults. The topics of the programs

are very diverse. For example, the Disney World theme park offers from courses in topiary to a series of seminars on the theory and practice of management.

In addition to the original concept, theme parks have a number of other advantages over traditional amusement parks. Theme parks are located outside the city limits. It is estimated that they must be within a two-hour radius to operate profitably.

Thus, the oldest theme park in the United States, Disney Land, was built 60 km southeast of Los Angeles. The largest theme park in Europe, Euro Disneyland, is located 30 km from Paris. "The Land of Mummy Trolls" in Finland is located 20 km from the city of Turku.

Most theme parks were built among potholed green fields. Land here is cheaper than in the city, so many theme parks occupy large areas. Thus, 12 thousand hectares are allocated for Disney World, and a railway with five stations is laid around the European Disneyland. In addition, outside the city, park creators receive broad freedom to implement their plans. They are not constrained by various kinds of restrictions, in particular, they do not have to take into account the existing architectural style, etc. They don't have to demolish anything to build attractions, which often amaze with their size and colorful design.

Among the main secrets of the success of theme parks, special mention should be made of the use of high technology. Disneyland and Disney World are pioneers in the technical equipment of attractions. They were the first to switch to computer control systems for light, sound and animation effects, thanks to which visitors experience thrills and receive especially vivid impressions. Today, Disneyland offers park visitors a space journey. Another American theme park, Universal Studios Hollywood, is the only place on earth where you can become the acting hero of some exciting action movie or thriller. For example, take part in fantastic 3D adventures in The Terminator, visit the world of Hitchcock's horror, or defeat the giant shark from the movie Jaws. In the Boogie Gardens park (near Orlando) there are roller coasters of the latest modifications (with a 360° turn), which are of the highest level of complexity. The American theme park Sea World has opened the Journey to Antarctica attraction, combining the latest laser technology and holographic special effects with a roller coaster ride.

To ensure that interest in the theme park does not disappear over the years, it is necessary to periodically update the attractions. Their service life is usually 3-4 years. At Disneyland, the Magic Eye Theater regularly updates its repertoire. The latest super show makes extensive use of stereo cinema in combination with theatrical special effects, such as a movable floor that moves in accordance with the plot of the film. The high competitiveness of theme parks is achieved as a result of a competent pricing policy. Unlike previous leisure facilities, they have introduced single entrance tickets, the price of which includes a package of services - visiting the park, meals, etc.

Disneyland went even further by offering a new type of ticket - "Flex Passport" ("flexible passport"), providing greater opportunities for park visitors. Its holders can visit Disneyland for 5 days in a row, and enter the park 1.5 hours earlier than the official opening time. Plus, the Flex Passport allows you to visit Southern California beaches and pools at no additional cost.

Theme parks have revised not only the payment system for services, but also its size. Correctly set price is the key to success. It should not be underestimated or, conversely, overestimated.

Thus, the Parisian Euro Disneyland, opened in 1993, suffered annual losses and was forced to change its financial policy (reducing prices for entrance tickets and accommodation in the park's hotels). As a result, the number of visitors increased by 21% and reached a record level. The parks' income comes from the sale of tickets (170% of revenues), food, and the sale of souvenirs and toys. The parks sell a huge number of souvenirs with the symbols of the park.

Theme parks could stay in the market and succeed thanks to a competent marketing policy, the main features of which are:

- a combination of diversity and simplicity in offering services;
- stability and high quality of service;

- creation of a qualified management team;
- ensuring cleanliness and order.

There are currently over 600 theme parks in the US alone. Florida became the capital of Dreamland. This state is home to the best theme parks not only in America, but throughout the world: Disney World and Universal Studios. They have repeatedly received prestigious awards in the global tourism business.

There are about 20 large theme parks built in Europe, not counting numerous water parks. The most famous of them receive from 2 to 10 million visitors a year. Some of the most popular French parks include Euro Disneyland, Futuroscope for movie lovers, Wamble France and Asterix. Spain is proud of its Port Aventura theme park, which, after eight years of planning, opened in time for the 1995 summer tourist season. The park became the second largest in Europe after Euro Disneyland. The park covers an area of 115 hectares and has 30 attractions, 30 restaurants and cafe bars, 22 shops and a spacious parking area for 6 thousand cars and 260 buses. Guests of the park move through five thematic zones: "Mediterranean", "Polynesia", "China", "Mexico", "Wild West". Theme parks in Germany, Denmark, and the Netherlands are very popular. In the UK there is Sega World, Legoland Windsor.

Theme parks have also rapidly exploded into the region of East, Southeast Asia and Oceania. They have also become an integral part of the tourism industry here. The most famous "Dreamland" in Asia is located in Japan, near Tokyo.

In Russia there are a large number of amusement parks and water parks. However, the theme park industry is still in its infancy.

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