

Масляк Петро Олексійович,
доктор географічних наук, професор
Слизький Андрій Сергійович

Київський національний університет імені Тараса Шевченка, м. Київ,
Україна, e-mail: petro_maslyak@ukr.net, ORCID ID: 0000-0001-6869-9936
Київський національний університет імені Тараса Шевченка, м. Київ,
Україна, e-mail: Andri2502@knu.ua, ORCID ID: 0000-0003-3594-5955

ВПЛИВ ІСТОРИЧНОГО АСПЕКТУ НА РОЗВИТОК ТА ПОПУЛЯРНІСТЬ ТЕМАТИЧНИХ ПАРКІВ У СВІТІ (CASE WALT DISNEY COMPANY)

Мета статті полягає в часовому аналізі зародження тематичного парку, як трансформаційної дестинації, його прогресивного розвитку від «садиб задоволення» до сучасного високотехнологічного, модернового тематичного парку з розважальними, рекреаційним та навчальними функціями, що забезпечує всі потреби сучасного рекреанта.

Методи та методологія у вивченні даної теми, що використовувалися для ефективного аналізу даної теми (історичного аспекту та впливу зовнішніх і внутрішніх чинників) мають системний підхід, та сукупність методів зокрема:

- методи збору та аналізу інформації, а саме збір теоретичної та аналітичної інформації щодо історії виникнення та трансформації парків відпочинку, формування та вдосконалення до їх сучасного стану;
- методи аналізу і синтезу інформації, опрацювання зібраних матеріалів, оптимізація даних та формування власних висновків з питань поширення та популярності міжнародних парків.

Результати. У статті аналізуються етапи становлення тематичних парків, як дестинацій для відпочинку, що з часом набирали популярності та трансформувалися під впливом потреб рекреантів, економічних та технологічних змін. Розглянуто та проілюстровано проблеми, що виникають у компаній під час проектування та при створенні тематичних парків, а також шлях їх популяризації в Європі на прикладі Діснейленду в Парижі.

Практична значимість. Споживачі постійно шукали відпочинку, який поєднував би в собі інтерактивні пригоди, комфортні умови, технологічні цікавинки, фільми та телешоу, науково-фантастичні теми. Тематичні парки демонструють сьогодні найвищі показники відвідуваності та зацікавленості туристів у їхньому продукті, але аналізуючи історичні етапи на шляху розвитку тематичних парків прослідковуємо негативне ставлення до нових проєктів у Європі. Тому аналіз історичних етапів є важливим при створенні нових проєктів, для врахування аналогічного досвіду, розробки іміджевого маркетингу та виборі загальної теми при створенні парку.

Загалом майбутнє тематичних парків залежить від економічних умов та якості надаваних послуг, рівня епідемічних захворювань, але як туристичний продукт має дуже привабливі перспективи, що підтверджують фінансові звіти компаній. Концепція розвитку тематичних парків полягає в інтенсивному вдосконаленні, впровадженні найновітніших технологій та відноситься до найперспективніших напрямів у розвитку туристичної сфери, чим і становить інтерес для дослідження з метою подальшої імплементації знань для нових проєктів.

Ключові слова: тематичний парк, історичні етапи становлення, Діснейленд у Парижі, компанія Уолт Дісней.

Masliak Petro,
Doctor of Science in Geography, Professor
Slyzkii Andrii,

Taras Shevchenko National University of Kyiv, Kyiv, Ukraine,
e-mail: petro_maslyak@ukr.net, ORCID ID: 0000-0001-6869-9936
Taras Shevchenko National University of Kyiv, Kyiv, Ukraine,
e-mail: Andri2502@knu.ua, ORCID ID: 0000-0003-3594-5955

THE IMPACT OF THE HISTORICAL ASPECT ON THE DEVELOPMENT AND POPULARITY OF THEME PARKS IN THE WORLD (CASE WALT DISNEY COMPANY)

The article's purpose is a temporal analysis of the origin of the theme park as a transformational destination, and its progressive development from "pleasure gardens" to a modern high-tech theme park with entertainment, recreational and educational functions that meets all the needs of the contemporary recreationist.

Methods and methodology in the study of this topic, which were used for the practical analysis of this topic (historical aspect and influence of external and internal factors) have a systematic approach and a set of methods in particular:

- methods of collecting and analyzing information, namely the collection of theoretical and analytical information on the history of the emergence and transformation of recreation parks, the formation, and improvement to their current state;
- methods of analysis and synthesis of information, processing of collected materials, data optimization, and formation of own conclusions on the spread and popularity of international parks.

The results. The article analyzes the stages of the formation of theme parks as destinations for recreation, which over time gained popularity and transformed under the influence of the needs of recreationists, and economic and

technological changes. The problems that companies have during the design and creation of theme parks, as well as the way of their popularization in Europe in the example of Disneyland in Paris, are considered and illustrated.

Practical significance. Consumers were constantly looking for a holiday that would combine interactive adventures, comfortable conditions, technological curiosities, films and TV shows, and sci-fi topics. Theme parks today demonstrate the highest rates of attendance and interest of tourists in their product, but analyzing the historical stages on the way to the development of theme parks, we trace the negative attitude towards new projects in Europe. Therefore, the analysis of historical stages is important when creating new projects, to take into account similar experiences, the development of image marketing, and the choice of a common topic when creating a park.

In general, the future of theme parks depends on the economic conditions and quality of services provided, the level of epidemic diseases, but as a tourist product it has very attractive prospects, which is confirmed by the financial reports of companies. The concept of theme park development consists of intensive improvement, and the introduction of the latest technologies and refers to the most promising areas in the development of the tourism sector, which is of interest to research in order to further implement knowledge for new projects.

Keywords: theme park, historical stages of formation, Disneyland in Paris, Walt Disney Company.

The state of the study of the issue. Research on this topic is based on complex interdisciplinary studies of the theory of leisure, continuing education, an activity approach to sociocultural education, as well as historical, logical, and comparative analysis. The study of this topic involved M. A. Ariarsky, J. Dumasedier, O. S. Zapesotsky, S. M. Ikonnikova, V. T. Lysovsky, V. E. Triodin, and others.

In them, leisure is considered a socio-cultural phenomenon that integrates the functions of recreation and human development. Research on the development of theme parks was engaged in particular by I. V. Perova, in her work "Leisure in foreign countries" In it, she widely considers the issue of leisure in various types of parks, including not bypassing theme parks. This issue is devoted to a section of her textbook in which the features and advantages of a particular type of park are presented and characterized. The development of Jafar Jafari theme parks is deeply analyzed in his Encyclopedia of Tourism works.

The task takes place in the analysis of the origin of theme parks and their evolution to modern successful projects:

- Review of initial samples of theme parks and their first stages of development.
- Consideration of the impact of theme parks on the development of tourism and the economy.
- Conclusions about trends and prospects for the development of theme parks in the future.

Presentation of the main material. Theme parks in general have become a successful recreational project that has been improving over the centuries under the influence of:

- economic factors;
- technological factors;
- world politics;
- social and demographic changes;
- socio-cultural needs.

"Theme parks are capital-intensive, highly developed, autonomous recreational spaces that certainly charge an entrance fee. Entertainment, attractions, special meals, and park buildings are usually organized around topics or unifying ideas, such as a specific period of history or a specific geographic region. These themes are crucial to the operation of the parks, as they create a sense of belonging to an environment that contrasts sharply with everyday life, notes Jafar Jafari [4].

A theme park is a general term that reflects the combination of attractions and other entertainment gathered together for recreation, the acquisition of new knowledge, and the recreation of people. The theme park is characterized as a complex, high-tech park for comfortable leisure activities. This park is a type of amusement park built around one or more themes (for example, the American theme of the Far West or Pirates of the Caribbean). A distinction can be drawn between commercial theme parks, which are well described by the thematic and entertainment elements mentioned, and outdoor museums or historical theme parks, which may be less commercial in emphasis and have goals in heritage preservation and public education."

Theme parks began their development in Europe with recreation gardens. The feast of St. Bartholomew (since 1133 held annually in England), is the founder of entertainment and theme parks.

World fairs and exhibitions in the United States have been the impetus for the real expansion and improvement of the amusement park business, to the level of parks, which are still the most popular among recreationists.

The oldest amusement park in the world is considered "Bakken" (since 1583) in Klampenborg, it is located north of Copenhagen, and works to this day [6].

Theme parks began to gain popularity at the beginning of the Industrial Revolution. This can be traced to the example of the gardens of Vauxhall (1661) in London, or Prater (1766) in Vienna.

In 1894, Paul Boynton opened the first amusement park which was a new format park that contained entertainment and attractions. In 1895, Byton built a park on Coney Island in New York City, which works to this day and is very popular.

By the early 1900s, there were hundreds of theme parks around the world, and this was a period of the "golden age" until the late 1920s, mainly due to increased revenues and reduced labor time. In the 1930s, during the Great Depression and World War II, theme parks declined. After the Second World War, television began to hurt the latter, which developed rapidly, and preserved people around televisions, therefore families rarely visited theme parks [7].

The theme park itself, as a tourist product, has its scale, experience, and people - this is the life force of theme parks. When designing a theme park, managers must take into account and take into account a large number of factors to create a successful project.

The most successful version of the theme park in the world is the Disney park project.

The Walt Disney Company is a mass media corporation founded in 1923. The company is best known for its Walt Disney Studios film studio and 14 different theme parks in different parts of the world.

The Walt Disney Company operates as a diversified entertainment company around the world. The "Media Networks" sector of the corporation includes the Internet, mobile communications, radio, and television. Walt Disney's Parks and Resorts Division maintains and controls the Walt Disney World Resort, which includes theme parks, hotels, restaurants, entertainment and sports complexes, conference centers, water parks, and other leisure facilities. The company also has a Disney cruise line, the first ship being the Disney Magic Ferry (1998). Disney theme parks have gained popularity around the world and are the most visited: Disneyland Paris (1992,) Hong Kong Disneyland (2005), and Tokyo Disney Resort (1983).

The Disney Company began operations on October 16, 1923, in Burbank as a Disney Brothers cartoon studio, a joint venture between Walt Disney and his brother Roy. In 1926, the company created two films and bought a studio in Hollywood. Difficulties in distribution rights led to the bankruptcy of Walt and his company, but the character of Mickey Mouse (1928) and Donald Duck saved her. The following years brought with them product licensing, feature-length animated films such as Snow White and the Seven Dwarfs (1937) and Pinocchio, television programs (like the Mickey Mouse Club since 1955), and live films. But Walt's most successful and ambitious project is a theme park called Disneyland [5].

In 1955, Disney's first theme park, Disneyland in Anaheim, opened. The Disney Company maintained its rise in popularity and remained profitable even after the death of its founder in 1966. His brother Roy took control at the time and was then replaced by the management team in 1971. In 1983, Disney went international with the opening of Tokyo's Disneyland [8].

The main object of Euro Disney SCA Group is the operation of the Disney Land resort in Paris. It was built in the New Town of Marne-La Vallée (32 km east of Paris) by 1,700 companies and 10,000 workers from August 2, 1988, until its official opening on April 12, 1992. The resort houses a Disney land Paris theme park, several themed hotels, symposia facilities, and a Disney Village entertainment center, including 15 movie theaters, 3D adventure screens, and golf clubs. The Group also oversees real estate growth and the expansion of relevant asset infrastructure; they own a Disneyland park, a Disneyland hotel, a Walt Disney Studios park, and Davey Crockett Ranch [1].

Despite more than 7 years of planning and research, Euro Disneyland has quickly become one of the most expensive mistakes in the company's history. During the first 2 years of operation, Euro Disney lost about \$ 1.03 billion. They were close to going bankrupt. The initial failure could be due to the European recession. While Euro Disney opened, Europe was in the middle of an economic downturn. The Disney team felt they could overcome the problem; however, Europeans had few free cash resources at that time (1992 - 94), and a decrease in French GDP led to a decrease in disposable income among the French population. It was at this time that many other European countries experienced similar problems.

Furthermore, Disney did not expect huge cultural differences between Americans and Europeans. The entire resort was planned on the same principles as the original Disneyland in the US. When the company opened Disneyland in Tokyo, the Japanese said they came there to see America and Disney. They wanted to get to know America and its cultural and recreational features and customs. Disney thought the Europeans would react the same way, but that didn't happen. There were many differences with which the French could not agree. Consequently, Euro Disney was not perceived by Europeans as expected in the company. The problem was with marketing policy. Euro Disney has been mis-advertised to consumers. The resort was advertised in the American style of "scale and extravagance." Instead, Euro Disney should focus on the emotional aspect, on a unique, unusual experience that Europeans will not forget [1].

Disneyland Paris is not only a tourist destination. It is also a unique and lively place where people get strong impressions, and it is noted not only for its dynamism but also for the desire of visitors to play a role in their territory.

Val d'Europe, which is located in the 4th sector of Marne-la-Vallée, was created from a combination of two projects: a project of the French government, which aimed to create new independent and dynamic urban centers on the outskirts of Paris and the Walt Disney Company, which sought to be located in an area that offers opportunities for urban planning and development. The combination of these two goals became official on March 24, 1987, through the signing of the "Agreement on the Establishment and Operation of Euro-Disneyland", thanks to a unique public-private partnership in France.

Thanks to this partnership, large-scale projects have been implemented that play a key role in the attractiveness of Val d'Europe and the development of the territory's economy. This includes the construction of the RER station (Réseau Express Régional) after the extension of the railway line from Paris, which makes it possible to connect these two cult destinations in the region. Two years later, a station for high-speed trains was built. It became the first junction of high-speed trains in France.

The mall, which was the first building ever built in the city center, is the economic center of the city. Nearby Vallée Village, there are more than 100 luxury brand stores. Nowadays, it is the third most visited tourist destination in the Île-de-France region.

For 30 years, the population of Val d'Europe, which is a prosperous territory, has grown 7 times. More than 36 thousand people live here. residents, including 70% of families who are attracted to a healthy habitat that is beneficial for all, and 36 thousand people are concentrated. Jobs.

As the best travel brand in Europe, Disneyland Paris provides 6% of France's tourism revenues with over 375 million visits since 1992. The resort plays a key role in the economies of Val d'Europe, France, and Europe, investing 9.1 billion euros and contributing revenues of up to 84.5 billion euros of added value to the French economy since 1992.

Today, the resort has two theme parks, each of which has expanded over the years, adding several new attractions and shows. The size of Disney Village, which is also being built up, has more than doubled since 1992. This complex, which is located between Disney parks and hotels, really stood out at the opening thanks to its revolutionary design, which the famous architect Frank dreamed of. Gary. As part of the resort's overall transformation, including the Walt Disney Studios Park expansion, its concept is now about to be rethought. He will soon be given a new visual identity that will celebrate a timeless and family environment unique to Disney. It will also offer new restaurants, shops, and entertainment that have been updated.

Transformations are also taking place in hotels. For example, in June 2021, Disney's Hotel New York became Disney's Hotel New York – The Art of Marvel, and now a new royal version of the Disneyland Hotel is being prepared. These unique and completely immersive hotel experiences aim to continue visiting the parks like never before, immersing guests in the Marvel universe or the world of princes and princesses from Disney fairy tales.

Building on a rich history, with more than 30 years of existence in French territory, Disneyland Paris is now expanding and continues to rethink itself like never before to develop the tourism industry of tomorrow [1].

Over the past decades, Disney has built a wide network of products, creating the Touchstone Pictures film studio, which stars the most famous and popular films for the whole family, as well as launching the Disney Channel. Today, Disney is engaged in 4 business segments: parks and resorts, entertainment studios, media networks, as well as products for customers.

Analyzing statistics, Disney theme parks have increased their popularity every year, as evidenced by the company's financial reports. So, for example, consider the report of the company's total assets for the period from 2006-2021.

In 2021, Walt Disney had assets totaling more than US\$203.61 billion. In the same year, the American media company generated revenues of US\$67.41 billion. Of this revenue generated in 2021, US\$50.87 billion was derived from media and entertainment, and more than \$16.55 billion was generated through the company's parks and resorts (Fig.1.) [2].

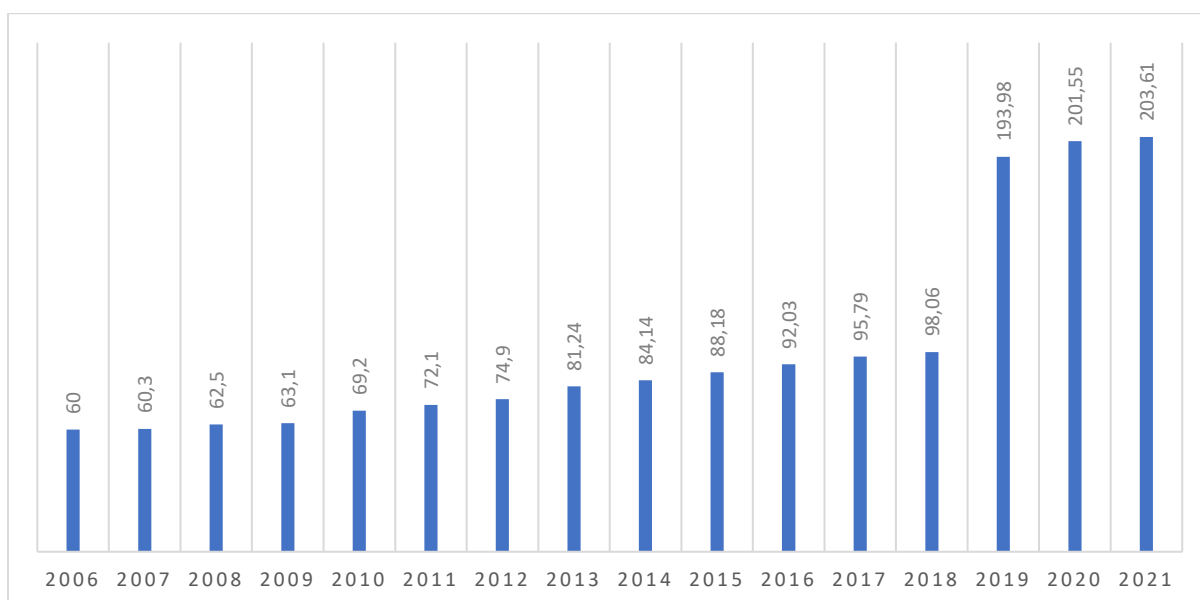


Fig. 1. Walt Disney Company's total assets for fiscal year 2006-2021

Source: Developed by authors based on (Global No. 1. Business Data Platform "Statista") [2]

In 2021, Walt Disney generated revenue of US\$67.4 billion. North and South America is Disney's most efficient geographic region and generates approximately 85% of its revenue in the United States, Canada, and Latin America. On the other hand, revenues in Europe account for about 10 percent of Disney's global revenues. However, the Asia-Pacific region manages to generate the same revenues as Europe, also about 10 percent of the total.

When it comes to Walt Disney Company's net profits, we can see some fluctuations from 2017 — mainly due to the company's reorganization, as well as some well-known mergers and acquisitions. In 2020, when the world was hit by the coronavirus outbreak, Disney, like many other entertainment companies, was also affected by declining revenues. However, in 2021, their net income was already positive. However, the Walt Disney Company is steadily increasing its value, as evidenced by a significant increase in total assets that currently exceed US\$200 billion (Fig. 2.) [3].

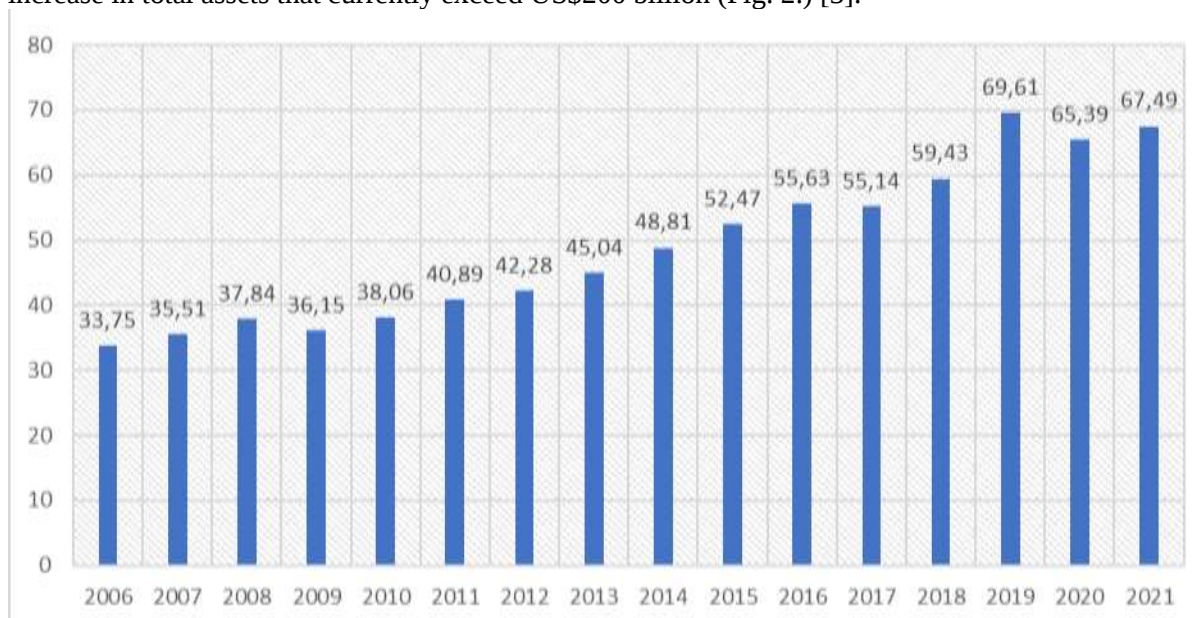


Fig. 2. Walt Disney's global revenue for fiscal years from 2006 to 2021

Source: Developed by the author based on (Global No. 1. Business Data Platform "Statista") [3]

Conclusions: Evolutionary changes, social and economic challenges have had a global impact on the development of distribution and gaining popularity among recreationists of theme parks. Taking into account the sector of theme parks in the tourism industry as a whole or analyzing each object specifically,

economic growth is followed every year and an increase in demand among vacationers. The theme park keeps up with the times, introducing advanced technologies, raising standards among recreational facilities. Provides high-quality services and maintenance, creating comfortable conditions for recreation, development and emotional recharging of vacationers. In general, a theme park requires large permanent capital investments, which is one of the important aspects of this type of facility, and ultimately has a high return on these investments. Having analyzed the entire evolutionary path of creation and development progress over time of the Disneyland theme park in Paris, we can see that theme parks are promising and attractive as places of recreational recreation with a high level of annual income.

Changes in the cultural and social attitude to Europeans' recreation in theme parks are traced in the studied period of time.

Vacationers are always looking for interactive adventures, movies and TV shows, fantasy and mystery, as well as science fiction and futuristic themes are the most popular and fully satisfy the needs of theme park visitors. Theme parks are a central segment of the tourism product as they are more family-oriented, offering a less passive and more interactive experience. Over the past two decades, theme parks in the world have undergone significant expansion and have become the most competitive in the leisure market.

The number of theme parks in the world will continue to increase, as there is a demand for the construction of modern recreational facilities among the population of the whole world.

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