

The possibility of man-made wave theme park, Wavepark

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Abstract

The theme park industry is one of the important industries that shows the country's cultural competitiveness as a comprehensive version of tourism content, and many countries such as the United States, China, Japan, and Europe are competing to develop global or local theme parks. This study selected six success factors necessary for Wave Park to develop into a world-class marine theme park, and examined the current state and future development direction of Wave Park according to each factor. This study suggested that in order for Wave Park to be successful, it is necessary to develop a differentiated concept and content that is consistent around it, and that it should be used as a space centered on total experiences that encompasses various age groups.

Keywords: *Theme park, Wave Park, Marketing Strategy, Business Strategy, Triple Media Strategy*

1. Introduction

In recent years, the tourism industry is evolving from provider-oriented services to user-oriented services and experience goods such as globalization, digital and communication technology, leisure trends, and personalization. In Korea, the need for various tourism contents is emerging due to the influence of the introduction of a five-day week system, diversification of personal values, development of tourism platforms, and development of transportation means.

Theme Park, a comprehensive version of tourism contents, provides various cultural contents such as movies, animations, festivals, performances, games, AR/VR, etc., and is a business that shows the country's cultural competitiveness. In recent years, theme parks and attractions have become favorite modes of mass entertainment. The theme park business has spread

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rapidly, particularly in Asia, and is an important component of the hospitality and tourism industry (Ali et al., 2018).

In the theme park industry, leading the US, which has global theme park brands such as Disneyland and Universal Studios, Asian countries such as China and Japan are increasing their competitiveness by attracting global theme parks or developing local theme parks on their own. In particular, as overseas travel is restricted due to the aftermath of Corona 19, the demand for local theme parks by domestic tourists is expected to increase further.

A theme park can be described as a space that has the 'theme' and 'experiential elements' that make up the theme park (Lee, K. H., Kim, H. S., 2019). Local theme parks in Korea are provided with various types of services, but they are not recognized as a unified theme park because the theme and concept of theme parks are inconsistent and do not provide representative themes.

Therefore, Wave Park, the first European-style global theme park in Asia in October 2020, must also be equipped with both themes and experiential elements and minimize risks to escape the limits of local theme parks in order to leap to a global theme park. This study aims to look at various success factors necessary for Wave Park to grow into a global theme park from a theme and experience perspective and present practical implications.

2. Theme park success factors analysis

In this study, we present a strategy for developing Wave Park into a successful theme park based on six key factors for successful theme park operations as claimed by "Success Model Setting for Historical, Cultural Theme Park Development" (Kwon, K.C., 2015).

2.1 Theme Consistency

Theme is one of the most important elements for the theme park to succeed, and it means a unified image of the theme and the theme or personality as a theme park for visitors. For example, Disney products do have the power to influence the impression that audiences have of Disney. Audiences agree that Disney values are about family, fantasy, fun, good over evil, happiness, and imagination. The theme is directly connected to the vitality of the theme park, and the differentiated and consistent theme setting gives visitors a unique fun and impression and stimulates their imagination, making it easier to immerse in the park. Wave Park was inspired by the Spanish resort "Costa del Sol". There are many Spanish-themed things to see and do throughout Wave Park, so it's good to

call it “Little Spain”. It gives visitors the feeling of being on a Spanish beach.

2.2 Differentiated Event Program

The theme park is not just an exhibition space, but a performance on the theme: we develop programs such as events to ensure that visitors are satisfied and willing to revisit. To do this, it is important to develop various event programs that maintain the consistency of the speaking theme. You can experience various Spanish cultural events such as the Tomato Festival and the Lantern Festival at the Wave Park main square, and you can also see the works of Spanish artists at the internal gallery.

2.3 Various support facilities

Theme parks should provide complex services in a limited space. A one-stop service should provide with complex support facilities such as experience facilities, food and beverage facilities, performance facilities, accommodation facilities, convenience facilities, boarding facilities, and event plazas. Satisfaction can be multiplied only when visitors can solve everything they seek in one space. Wave Park opens an artificial island attraction course like Tokyo Disney Sea for family vacationers. In addition, various amusement facilities are provided that both children and adults can enjoy. In addition, you can enjoy various marine sports in the Blue Lagoon such as kayaking, water bikes, blob jumping, snorkeling, and water caravans.

2.4 Differentiated Marketing Strategy

It is not an exaggeration to say that the success of a theme park depends on differentiated marketing. When visitors who visit the theme park have a deep sense of nostalgia for the theme park, a revisit is made and it will go viral, attracting many tourists. Wave Park is attempting a marketing strategy using Earned Media through YouTube and Instagram, which are frequently used by the M-Z generation. In the future, Wave Park plan to try natural viral or buzz marketing through triple media strategies such as paid media, Owned Media, and Earned Media such as mobile and social media.

2.5 Location Selection and Space Composition

The criteria for selecting the location of a theme park are determined by a number of complex factors such as social conditions, tourism conditions, development potential, and living environment conditions, which are indirect criteria in addition to direct criteria such as tourism routes, lodging bases,

and excellent scenery. In order to determine the location of a theme park, an objective evaluation must be preceded for efficient operation in the future. Wave Park is expected to be popular among surfers, who are busy in their daily lives, as they can enjoy surfing in about an hour by car from the metropolitan area. When an artificial surfing site is built in SiheungCity, close to Seoul, it is expected to be of great help in activating marine leisure sports and fostering professional surfers as it can continuously supply high-quality waves 365 days a year.

2.6 Linking with local cultural resources and participation by residents

In order for visitors to the theme park to see, enjoy, and live as much as possible in this area, it is most important to develop an operating program in connection with the cultural resources of the surrounding area. If visitors to the theme park only see the theme park and leave, it will not be of great help in revitalizing the local economy. Therefore, it is necessary to contribute to the growth of the region by inducing more visitors by creating cultural products that actively utilize local cultural resources. DaewonPlus Group plans to build hotels, marinas and Ferris wheels by 2023, starting with the artificial surfing wave park, to make the Turtle Island a global attraction. This project is expected to produce about 1,400 direct employment and 8,400 indirect employment.(Figure 1)



Figure 1 Wavepark in Korea

3. Implication

Based on the analysis of six key factors of success models for theme park development, Wave Park was able to conclude that most of the six success factors of theme park were satisfied. The study showed that in order for theme parks to have global competitiveness such as Disney, they must change to provide nostalgia for generations based on differentiated theme strategies, symbolic facilities, homogeneity and human sensibility. In addition, the experience space should be expanded as a space that forms a consensus where inmates' perceptions are united. In order for Wave Park to succeed, it is necessary to develop a new concept of a global theme park and a differentiated marine experience theme park, and to continue to develop consistent content around it.

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