A study on the innovative development of theme parks in China

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Abstract

For the study of the theme park, each scholar focuses on a different topic, and there are also problems in site selection, content construction and project design, which restrict the development of theme parks. We must innovate and develop from various aspects such as project design, service guarantee, landscape construction and marketing planning, etc. Through literature research method, this thesis tries to summarize and summarize the definition of theme parks by previous authors, and will summarize and analyze various aspects such as signage display, guest source, customer revisit, attraction, theme innovation, derivatives, and activity space.

Keywords: *Theme park, The innovative development, Design Management, Tourism, Marketing*

1. Introduction

With the economic development and the increase of national income, the tourism industry in China is rapidly developing and innovating, and as a result, a variety of derivatives are generated from tourism. A theme park is a "comprehensive

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leisure and entertainment venue designed according to a common or a series of themes, combined with landscape, environment, amusement facilities, performances and exhibitions, etc., which embodies an important shift in human preference for leisure."

On July 17, 1955, Americans (Walt Disney) established the world's first Disneyland in Los Angeles, the largest city on the West Coast of the United States. As the world's first real theme park. Los Angeles Disneyland represents the theme park as a form of tourism resources officially on the stage of history.

Figure 1. The world's first Disneyland in Los Angeles
(http://m.cqtrvl.com/info/3753)

In 1989, the first theme park in mainland China "SPLENDID CHINA" was born, followed by OCT, Fantawild and other theme parks were built.

Figure 2. The first theme park in mainland China
"SPLENDID CHINA"
(https://www.ourtour.com/newsdetail/5039.html)

In 2016 Disneyland into China, China's theme park industry has shown good momentum of sustained development. In this situation, it is particularly important to actively optimize the theme park operation and management mode, innovate the profit model, and eliminate the homogeneity phenomenon. This paper hopes to provide some guiding suggestions for the future development of theme parks by studying the current situation and problems of theme park development in China.

Figure 3. The China's first Disneyland in ShangHai
(https://zhuanlan.zhihu.com/p/372715078)

2. Literature Review

In the past half century, theme parks have been developing rapidly and vigorously around the world, and the types, products and connotations of theme parks have been gradually enriched, but there is still no uniform definition and concept for them among scholars at home and abroad.

Scholars still have many different views on the precise connotation and extended meaning of theme parks. The main types are as follows: tourism sites based on one or more themes, designed to provide amusement and entertainment for tourists; with a variety of attractions, including dining, shopping and other service facilities; a variety of attractive activities; and commercial operations. In recent years, the gradual convergence of various entertainment, excursion facilities, and educational functions has made it increasingly difficult to define the boundaries of facilities such as theme parks, amusement parks, and entertainment and recreation centers. By summarizing the past literature on theme parks, the connotations and concepts of theme parks by domestic scholars that fit the reality of theme parks in China are divided into three categories as shown in Table 1.

Category	Connotation and Concept	Representatives
View of the elements	A theme park is defined as a man-made resource, or a tourist attraction, or a tourist product.	Zhimin Ma, Jigang Bao, etc.
View of the Industry	A theme park is a kind of tourism industry or leisure and entertainment industry.	Ying Xiong, Gongwen Ge, etc.
View of the Category	A theme park is a modern tourist attraction or space for recreational activities or a modern tourist destination.	AnMin Zhang, Guanzhi Dong, etc.

Table 1. Definition of representative theme parks in China

3. Analysis of research contents

Each scholar or manager has a different focus on the topic of theme parks. This thesis will summarize and analyze various aspects such as signage display, customer source, customer revisit, attraction, theme innovation, derivatives, and event space through literature research method.

3.1 About the signage display

Signage is an important component of the theme park interpretation system, according to the requirements of the relevant national standards and norms, should be set up in the theme park signage, but there is no specific standards for theme park signage, in the actual construction, the general use and reference to the national scenic spots to set up standards and norms for design. But more should take into account the characteristics of the theme park, management style, resource protection requirements and other needs, the theme park signage interpretation system should have its own characteristics and requirements. Signage, as the name implies, is used to produce signs with text, patterns and other content on them, which serve to indicate the direction and warning. Signage is a part of or a vehicle for signage. Use a group or a series of signs to reflect a theme, express a point of view you want people to accept or promote educational content. The use of such a series of signs to express the theme can achieve the following effects: First, it helps to focus the audience's attention, from the series of signs information, focus on getting the knowledge of the "theme"; Second, it helps visitors in the process of the tour to get the "theme "Thirdly, it helps to give the audience a clear idea instead of a series of unrelated facts, which makes the "theme" tour more interesting and memorable.

3.2 About the customer source

The source market is one of the important bases for theme park site selection. The location the theme park must be rooted in a detailed analysis of the source market and fieldwork. Theme park source market is closely related to the number of permanent and mobile population in the surrounding areas. Theme parks are often built in large cities and mega-cities with good location conditions, more developed economies and large mobile populations. In order to ensure that the theme park can obtain a continuous flow of customers. After a series of studies, the Urban Land Institute in Washington, D.C., pointed out that. A large theme park primary source market needs at least 2 million people. The market area is within 80 km or one hour by car: the secondary source market also needs to have more than 2 million people and the market area is within 240 km or 3 hours by car. People outside the secondary source market are called tertiary source market. Although it is very helpful for theme park development. But we can't rely too much on the tertiary source market. The primary and secondary source markets should be the focus of development. For example, the primary source market of Shenzhen theme park is Shenzhen and Guangzhou with a population of 8.27 million and 9.49 million respectively. In the secondary source market, the population of Hong Kong Special Administrative Region is 6.9 million. The population of the Pearl River Delta is 27.69 million. The total volume is more than 34 million.

3.3 About the customer revisit

A mature theme park should have a revisit rate of 40% or more. Increasing the revisit rate of theme park visitors will not only help theme parks stabilize some of their guest base and increase their profitability, but also help improve their competitiveness. Regarding the concept of revisit intention,

Chengde Cen etc. consider revisit intention as a kind of behavioral intention that arises after a tourist has visited a place. Lan Zhang etc. suggest that the willingness to revisit is a manifestation of tourist loyalty to the destination. Samuel Chu etc. argue that the willingness to revisit is a product of the satisfaction obtained by tourists. Su Chunnuan, on the other hand, believes that the willingness to revisit refers to the willingness of tourists to return to the destination for a second time in subsequent tourism activities. In the paper "A study on the factors influencing college students' willingness to revisit Zhengzhou Fantasy Theme Park - taking Zhengzhou University as an example", the empirical study concluded that the influencing factors that can improve the willingness to revisit are improving the quality of facilities and equipment and improving the brand infrastructure construction. Innovate amusement products, develop youth business IP, and extend the cultural industry chain; make full use of new media and modern technology to carry out "Netflix-style" publicity and promotion; improve park commuting and set up additional special university vehicles; adjust park pricing and expand the market by combining sales; regularly investigate the market and update market information in a timely manner, etc.

3.4 About the attraction

Traditional theme park tourism attraction creation, relying mainly on manual and mechanical means, the output of attraction creativity is limited and less efficient. With the application of AI + big data analysis technology, AI can automatically generate various creative tourism attraction solutions through deep learning of existing theme park creative case data and visitor behavior preference data, reducing creative costs and improving creative production efficiency, so that all kinds of visitors can find fun in them. Good ideas and materials can effectively enhance visitors' attention, perception, and memory of the theme park, trigger their willingness to travel action and experience sharing, and enhance the park's

reputation and popularity. In the paper "Research on tourism attraction creation and advertising communication in cultural theme parks", the following suggestions for innovative attraction are given: to design and create virtual reality and augmented reality experience scenes with the help of AR/VR technology; to introduce role-playing experience items that meet the needs of tourists with the help of AR/VR technology and big data analysis technology; to introduce role-playing experience items that meet the needs of tourists with the help of AI technology and big data analysis, etc. Launching special derivative experience projects of Journey to the West based on AI technology and big data analysis, etc.

3.5 About the theme innovation

Accelerating the pace of theme park innovation and actively eliminating the homogenization effect of theme parks are important strategies to enhance the core competitiveness of the domestic theme park market. Currently, LotteWord in Seoul, South Korea is the world's number one indoor park, and its success is not only closely related to its own location, but also to its innovation. The theme park was once the setting for many classic Korean dramas and popular variety shows, and it places more emphasis on innovation in its operations. Compared to domestic theme parks, although many of China's variety show locations will also choose the park or scenic spot, but its effect is not satisfactory, the innovation drive is also insufficient. With the continuous transformation of the social economy and the increasing competition in the theme park industry, consumers have more diverse choices in theme parks, and theme parks can only have a broad market in theme parks by accurately grasping the psychological characteristics of each visitor and positioning consumers' interests with the innovative models of theme parks in other countries. This requires theme parks to strengthen product innovation, accurately grasp the market, and focus on thematic packaging. In the innovative development of theme parks, visitors can be

attracted by highlighting the characteristics of the theme, promoting the effective integration of theme and scene setting, highlighting the theme story and cultural connotation, making every corner an important part of the theme story, and 360-degree all-around theme packaging can highlight the theme style and give visitors a sense of immersion.

3.6 About the derivatives

The construction of Disneyland provided the world with a new cultural concept and realized Disney's dream of turning joy into an industry. Since Disney built the first Los Angeles Disneyland in 1955, Disney has built Disney theme parks in Orlando, Tokyo, Paris, Hong Kong and Shanghai. Disney theme park aims to build a fairy tale kingdom, Disney classic characters, Disney dream storyline, Disney all kinds of creative products and even Disney industry culture in the Disney theme park become the real life of people who come here to play, it can be said that the theme park is like a "big store" filled with all kinds of Disney products. "This "store" is combined with tourism consumption, where people can experience Disney's fairy tales, enjoy the joy of playing with animation characters, and feel the culture of Disney industry. The live musical version of "Frozen" is screened on stage at Disney theme parks; "Frozen" dolls, princess dresses, pajamas, crowns, cakes and other derivatives are available at Disney World stores; and the most notable "Frozen" park event is the annual winter fireworks show where Princess Elsa uses magic to turn Disney's Cinderella Castle into her Ice Palace. After the success of its anime films, Disney theme parks bring highly sought-after anime images to Disneyland to continue people's emotions towards its anime works and extend the life cycle of its anime works. Theme park through interactive games, realistic participation, exciting theme activities, experiential marketing, the perfect combination of media product manufacturing and tourism industry, so that people's real life experience Disney culture, so as to obtain industrial

profits. So as we can see from the success of Disney theme parks on derivatives, theme parks can also reap greater benefits from derivatives.3.7 About the event space

It is also important to explore the theme park's sense of overcrowding, which often occurs when theme parks are "full", "crowded", "long queues" and other problems. As theme parks are mostly visited by day-trippers, long queues for tickets or entertainment facilities become a norm during peak seasons, especially for some popular tourist activities in theme parks, where queues of 2-3 hours for one entertainment item are common. In addition, overcrowding, complaints and accidents caused by theme park visitors exceeding the carrying capacity during the tourist season are often generated. All these situations can reflect the current poor planning and mismanagement on the theme park crowding issue. Although many theme parks are now beginning to control the flow of people and establish crowd monitoring systems to prevent safety problems caused by overcrowding, they are still not effective in improving items such as queuing. Understanding the specific impact of theme park visitors' sense of crowding on their satisfaction status will be beneficial to theme parks' targeted regulation and management approach, and a more reasonable approach to building theme park image, improving visitor experience quality and achieving sustainable and benign development of theme parks is an issue worthy of consideration.

4. Conclusion and further research

The importance of various aspects such as signage display, guest source, customer revisit, attraction, theme innovation, derivatives, and activity space in the process of theme park construction, development to management can be seen through type comparison method and literature research method. Seriously summarize the experience and lessons learned from the development of China's theme parks, actively learn from foreign advanced experience and practices, and objectively

analyze the various factors affecting the development of China's theme parks, which is conducive to the reform and innovation of China's theme parks and their benign operation, and can promote their healthy development.

Further research more in-depth empirical studies will be made in the backward research section. Firstly, we will increase the citations of related studies in core journals. Second, enrich other representative research objects. For example, we will conduct data research on theme parks in multiple regions or brands. Reduce the interference in obtaining data and diversify the use of questionnaires. To take into account a variety of differences in the distribution of research, such as seasonal climate differences, cultural and geographical differences, and industry off-season differences. Third, determine and optimize the research model to form a more convenient understanding, richer content, exhibition of new features more in line with the times and consumer psychology, behavior of the index system. Fourth, on the basis of the core research, add the multidimensional measurement study of satisfaction and continue to improve the article.

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