

A comparative study on the tourism research and development of theme parks in Korea and China

Jingwei Feng*, Hongmei Li**, Cheeyong Kim***

*Department of Storytelling, Dong-Eui University, Busan, South Korea¹

**Department of Korean Language as a Foreign Language, Pusan National University, South Korea²

**College of ICT, Digital Contents Game Engineering, Dong-Eui University, Busan, South Korea³

Abstract

Theme parks are an important carrier to show local characteristics and an important tourist destination to attract tourists. This paper uses systematic review and comparative induction to conduct research on Korean and Chinese theme parks. This paper explains the development status of theme park tourism research in Korea and China, and puts forward reasonable suggestions for research topics, research objects, research methods, etc., so as to further deepen the development of theme park tourism research

Keywords: *Theme park, theme park tourism, research topics, research objects, research methods*

1. Introduction

With the growing demand for spiritual civilization in the society as a whole, more and more people choose to travel to enrich their spiritual world, and theme parks, as popular

1 Jingwei Feng is a PhD candidate at Dong-Eui University, Email: Fengjingwei229@163.com

2 Hongmei Li is a PhD candidate at Pusan National University, Email: lhm910704@naver.com

3 Cheeyong Kim is a Professor at Dong-Eui University, Email: kimchee@deu.ac.kr

tourism products, are also rising in popularity. Theme park is an emerging form of tourism development, which has evolved from a relatively simple amusement park to a tourist attraction with different themes today.

With the continuous construction of theme parks, theme parks have gradually become a popular choice for tourists to travel on holidays. However, due to the high cost of theme parks, a large part of the theme parks are difficult to maintain financial balance and are in a state of non-profit and loss. Nowadays, due to the impact of the new crown pneumonia epidemic, how to realize the sustainable development of theme parks in the post-epidemic era through comprehensive research is of great significance.

In order to further study the current situation and trend of theme park tourism research and development, this paper uses RISS retrieval as the data source of Korean theme parks, and CNKI retrieval as the data source of Chinese theme parks to conduct a comparative study. Based on this, the existing problems and deficiencies are analyzed, and improvement strategies are proposed to further deepen the theme park tourism research and provide guidance and direction for future research.

2. Research content

2.1 Development status of Korean theme park tourism research

From the perspective of research objects, there are researches on theme parks at all levels, including unpopular theme parks and popular theme parks. A total of 797 search results were displayed on the RISS search for theme parks. From the perspective of research topics, Korean theme park tourism research literature mainly focuses on the supply, internal and external management, development and planning of theme parks. In recent years, there has been a lot of research on the marketing of story theme parks. Scholars have discussed tourist satisfaction, tourist perception experience,

tourist behavior, tourist preference and motivation, and tourist emotion from the perspective of tourist demand.

Scholar Rui-Yao Li and Tae-Hee Lee, centered on 20-year-old tourists who visited Everland, examined the relationship among theme park stories, brand attitudes, satisfaction, and post-event attitudes. The findings show that theme park stories have an impact not only on brand attitudes but also on satisfaction. In addition, brand attitudes not only have an impact on satisfaction, both variables have an impact on ex post attitudes. In the field of tourism, especially theme parks, storytelling plays an important role in attracting tourists. By taking advantage of this, it is possible to improve visitor brand attitude, satisfaction and afterthought, and to develop marketing strategies that lead visitors to revisit.



Figure 1. Everland in Korea

(Source: <https://www.kkday.com/zh-cn/product/1446>)

Scholars Dong Joon Kim and Sang Kyu Lee aimed at Chinese students visiting Korea's representative E theme park to understand the relationship between theme park components and tourists' satisfaction, and the relationship between satisfaction and future revisit intentions. And analyze the relationship between satisfaction and revisit intentions to provide inspiration for tourists' understanding and increase.

Scholar Choi Soo-woong believes that theme parks can be applied to the field of storylines. There are three creative methods for storytelling in theme parks. First, the scene-centered story structure. Second, the repetition of tension and relaxation. Third, move routes and attract visitors.

The above content is suitable for theme parks in Jeju Island, and explores the possibility of realization. First, the current state of the theme parks in Jeju Island was examined, and as a result, it was confirmed that it is necessary to ensure diversity and strengthen operational management. In addition, it was confirmed that the facts reflecting the originality value of Jeju should be utilized. For this reason, the cultural value of Jeju has been saved from the aspects of nature, mythology, history, and life. Finally, as examples of good use of Jeju's values, Ecoland theme park and Camelia Mountain were selected, and the practical application of storytelling was analyzed. The zoning and scenography of the ecological park theme park is better. The use of trains as means of transportation, as an experiential activity prompts a walk, improves mobility. And walking and moving repeatedly, forming a trend of storytelling. The division of Mount Camelia is relatively loose, there is no sense of tension, and the movement route is constructed through the works of art. The storyline embodied in this way is slow but efficient. As we have seen, the theme park storyline is very applicable to the case of Jeju Island. Conversely, strong and original stories can be achieved if cultural values that differ from other regions are effectively represented.

In the selection of research topics, Korean scholars not only discussed the content of tourists' needs from the perspective of tourists, but also discussed the content of park management from the perspective of theme park managers. Many scholars have integrated the storytelling content into the theme of the park, and conducted research and verification, which proves that the narrative method can make the park more attractive to tourists, and it also has an impact on the attitude and satisfaction of tourists. In terms of research methods, in

addition to extensive descriptive analysis and modeling analysis, interviews are also used for case analysis, which makes the research results more scientific and reasonable.



Figure 2. Shinhwa World Theme Park in Korea

(Source:https://www.konest.com/contents/spot_mise_detail.html?id=21671&mobile)

2.2 Trend of theme park tourism research in China

In terms of research objects, most of the research in China focuses on the more popular theme parks, such as Disneyland, Tang Dynasty Hibiscus Garden, Fangte Happy World, etc., and selects a case for multi-dimensional analysis. In terms of survey objects, domestic research is mostly For direct research, the basic information of tourists is not classified. For example, there is no specificity in age selection.

The author Li Shuling believes that Shanghai Disneyland, as a large-scale theme park (theme park) with agglomeration of leisure and vacation, health care, research and other formats, is a tourist destination with relatively concentrated tourists, and it is a typical representative. The research on the satisfaction of tourists in Shanghai Disneyland has important practical and theoretical significance. According to the five dimensions of park environmental facilities, park amusement

products, park consumption, park play experience, and park services, the evaluation and analysis of Shanghai Disneyland's tourists' satisfaction is carried out. The result is that the average load of the amusement products in the park is the highest, and the average load of the environmental facilities in the park is the lowest. Starting from this, three corresponding countermeasures and suggestions are put forward: first, to locate the target market more accurately; second, to price according to the value orientation of tourists; third, to improve the park service facilities, optimize the guidance and control of passenger flow, Further enhance the travel experience.



Figure 3. Disneyland in Shanghai, China

(<https://finance.sina.com.cn/chanjing/gsnews/2021-07-12/doc-ikqcfnc a6270627.shtml>)

Scholars Li Xuesong and others believe that in addition to the characteristics of life forms, the characteristics of theme parks, tourism products and value for money have a significant impact on tourism willingness. Regarding tourism perception experience, scholars Chen Xiaoqin and others believe that theme parks, as man-made landscapes, should not only pay attention to the level of soft and hard service, but also pay more attention to the external service level brought by the interaction of tourists, in order to improve the consumption

experience. Scholars also analyzed the brand strategy of theme parks. Scholars Sun Ping Ping believed that the lack of brand innovation led to the transient phenomenon of the life cycle of theme parks. To ensure the future development, it must be carried out properly on the basis of the overall improvement of theme culture and tourism experience. The extension of brand value.

In terms of theme park theme research, China emphasizes the connotation, function and classification, planning and development, market management and policy of theme parks, but there are relatively few studies on the negative impact of theme parks, and there are some limitations. The research methods are mainly empirical inductive analysis, structural equation modeling and basic statistical analysis, and lack of qualitative methods such as in-depth interviews and emerging qualitative comparative analysis.

3. Conclusion

Through research on theme parks in Korea and China, it is found that most of the research focuses on the perception of tourists

research. There are many articles on narrative marketing research in theme parks in South Korea, while there are very few researches on narrative marketing in China. South Korea's research on park themes is more diversified, while China's research on park themes is more focused on policy and other related directions.

From the overall point of view of this paper, the theme parks can be classified and special research can be strengthened. Such as animation theme type, historical culture type, movie subject type, marine culture type and so on. For the survey objects, it is necessary to conduct comparative studies of two or more cases or regions, and organize the actual research data, so that the conclusions have a certain guiding effect on the development of theme park tourism of the same type. For research methods, it is necessary to

continuously explore and expand new methods to enhance the persuasiveness of the paper more scientifically and reasonably. For the future exploration of theme parks, it is necessary to focus on multidisciplinary and multi-angle research. Not only should we pay attention to the combination of psychology, economics, literature, management and other social sciences, but also actively explore artificial intelligence, science, ecology and so on.

References

Chen, X. & Cai, R. (2016). Analysis of the relationship between theme park consumption experience and tourist behavior intention. *Business Economics Research*, 2016(23), 191-193.

Choi, S. (2019). A Study on Theme Park Storytelling Methodology — Focusing on Jeju Island Theme Park. *Korean Creative Writing*, 18.1(2019), 101-130.

Kim, D. & Lee, S. (2012). A study on the effect of theme park components on satisfaction and revisit intention. *Hotel Management Studies*, 21.4 (2012), 201-213.

Li, R. & Lee, T. (2018). Analysis of the influence relationship between theme park storytelling, brand attitude, satisfaction, and after-the-fact attitude. *Tourism Research Journal*, 32.6(2018), 123-136.

Li, S. (2021). Research on Shanghai Disneyland tourist satisfaction. Shanghai Normal University.

Li, X. & Tang, D. (2009). Research on theme park tourism intention and its influencing factors: Based on the survey data of 645 tourists in Chongqing, *Tourism Forum*. 2009(3), 335-339.

Shan, Z. (2022). Theme parks: Popular choices for summer travel. *People's Daily Overseas Edition*.

Sun, P. & Wang, X. (2010). Research on the sustainable development of theme parks based on brand creation model. *China population, resources and environment*, 2010 (1), 144-148.

Wu, J. (2022). Design and implementation of research travel cases based on the cultivation of geographic practice. Inner mongolia normal university.