THEME PARKS AND THEIR CONTRIBUTION TO THE DEVELOPMENT OF TERRITORIES

Levochkina N A
Ph.D., Omsk State Pedagogical University, Omsk, Russia
E-mail: ina1970@yandex.ru

Abstract. The article deals with the classification of theme parks in the world, highlighting the main structural and functional components of these parks and identify their features. The typology is based on the main quantitative criteria: the size of the territory, the contingent, the number of visitors and the number of Park employees. It is also noted that the qualitative characteristics of the typology of theme parks are natural-geographical, event-entertainment, historical and cultural criteria. Also, these criteria are used to characterize theme parks at meso and macro levels.

Key words: theme parks, amusement parks, attractions, entertainment industry, thematic zones, society

Today, a huge role in the formation of social space play theme parks. They provide significant impact on the culture of the population, regional development, economy, as well as the dynamics of social processes. Theme parks occupy a special place in the Park typology. Parks are called areas where natural conditions are reconstructed with the help of various methods of landscape architecture and engineering landscaping, thus creating a favorable environment for recreation populations.

There are several important criteria by which parks differ. These include: a large variety of location; functional purpose; size; place in the architectural-planning structure of the city.

There are different approaches to the definition theme parks, so that's what determined the diversity of species theme parks of the world and was the purpose of study in this work. The theme park is a large recreation park that includes attractions, shops, restaurants, hotels. In addition to amusement parks, these include various subject-oriented parks, parks entertainment for children and adults, zoos, dolphinariums. Theme parks include artificially created educational and entertainment parks, the structure of which is united by a common theme. Theme parks like economic entities are primarily aimed at attracting visitors, the formation of flows, as well as profit from services. As a rule, the size of the park's income depends not only on the number of visitors, but also from the funds that the visitor ready to spend an average of [1, p. 8].

The main feature of the theme park the presence of the theme, that is, thanks to what it finds its way called “face”. Organized around the theme park space. Each specific theme is able to combine the main and support services, while ensuring the functioning of the theme park as a complex. Besides the fact that it gives the park recognition, it also helps to create an atmosphere of celebration in it, generating the corresponding reaction of consumers.

Table 1. Functional purpose of theme parks

| Function          | Characteristic                                                                 |
|-------------------|-------------------------------------------------------------------------------|
| Advertising function | Makes a tourist a carrier of advertising of the country, region, with the help of animation programs. |
| Stable function   | It creates positive emotions and promotes mental stability.                   |
| Adaptive function | It allows you to move from the daily environment to the free.                 |
| Educational function | Gives the opportunity to acquire new knowledge as a result of vivid impressions. |
| Improving function | Promotes physical as well as intellectual improvement.                        |
| Informational function | Allows you to get new information.                                           |
| Compensatory function | Frees a person from the fatigue of everyday life.                           |
Therefore, the selection of the topic and its development is paid close attention. It is worth noting that theme parks have many similarities with other types of parks, however, they differ greatly from them in the principles of organization and functioning [1, p. 12]. As a rule, theme parks are created and operate on the basis of new scientific achievements, as well as advanced technologies. They consist of several zones.

The main task of the theme park is to ensure the conditions, the purpose of which is to explore the world in the process of entertainment. They specialized in primarily around entertainment direction, educational, cultural and educational. That's the way called the park animation expands the ways in Zone Recreational Buffer Reserve 3 theme park. It performs the following functions, as represented by below (table 1).

Theme parks have demonstrated a high degree from the very beginning competitiveness. Due to the constant updates offered services, modern organization of production, good reputation, as well as to communications with consumers of park services, this competitiveness [2, p. 16]. To the main competitive advantage theme parks include a competent pricing policy, which it consists in regular revision of the size and form of the entrance fee. On as theme parks began to grow the need for their typology.

Having considered these features, four types of thematic parks. These include: city parks; regional parks; parks resort type; highly specialized parks. Conditionally they can be classify into several types:

1. City parks are visited exclusively by local residents (the theme of these parks is limited; fades into the background; – attractions).
2. Regional parks attract a large number of tourists visitors, however, their number and length of stay are much higher than in theme parks resort type. Main the reason is the factor that the majority of visitors live not far from them, so spend there for a few hours a day [2, p. 56].
3. Resort-type parks are mainly designed for reception a large number of visitors; have a developed infrastructure, offer package services (from entertainment to accommodation, food). Most a large theme park of the resort type is able to take over five million visitors a year.
4. Highly specialized parks are small recreational areas where certain topics are developed. The number of visitors is very modest. This type the park is designed primarily for narrow market segments. To the main examples of how the park industry gives impetus the development of the territory can be attributed to America, Europe and Asia. Presently, theme parks every day becomes more of what you can to conclude that they contribute to the development of territories. First of all, theme parks themselves become tourist areas, due to media placements, objects of entertainment, shopping, various sports facilities, which subsequently leads to the development of territories. To do this, it is necessary to develop an aggressive marketing strategy, have a developed infrastructure. The main example is that theme parks have contributed to the development of the territories is the most large area, as well as attendance entertainment center Walt Disney World. Before Orlando became one of the most urbanized areas in the state of Florida, with growth potential, it had an agricultural specialization, and was known only for the production of citrus. With the creation of a theme park in it, which became a contribution to the development of this area, tourism has become the main direction specialization of Orlando. The city itself became known as the largest the world's entertainment center. The parks have only increased the attractiveness of the area, creating at the same time favorable conditions for business activity, development of the territory. Disney theme park has become a catalyst for economic development in the region. After in the area of Orlando there were other theme parks companies. For example, NASA opened the space center named after John Kennedy, whose goal was to attract tourists to the fascinating tours that allowed visitors to learn a lot of new and interesting things. Six to date, the Orlando area has more than eighty tourist sight. In Russia one of the most famous theme parks is considered Gorky Park, which was founded in 1928 the territory of Gorky Park is more than 100 hectares. The center of Moscow and has long been a favorite vacation spot.

Omsk is one of the largest cities in Russia. It the administrative center of Omsk region, which is located at the confluence rivers Irtysh and Om. One of the most popular parks in Omsk is Park Green Island. Green Island is a park of culture, recreation and entertainments. Numerous plantings, flower beds, blooming alleys and a variety of trees. Park area, which was a place for the placement of cafes, entertainment facilities turns into a place active, comfortable and healthy recreation. Currently, Park of culture and recreation Green Island serves a platform for communication, free time, implementation social initiatives, cultural, leisure and sports events. The sports infrastructure allows to carry out city competitions at a high level. Currently on the territory of park is functioning: a Bicycle path and a Playground with exercise equipment for workout exercises; complex street machines; roller skating and grounds for skateboarding, Biking; fitness area, rides and adventure park; the venue for the historic reconstruction; venue for weddings and celebrations events; food outlets, summer cafes; mass sports and fitness exercises and yoga classes; weekly held mass urban activities are diverse in focus-social, cultural, educational and sports; stadium for beach views sports; Playground for walking and training dogs.
In general, the success of theme parks can be attributed to the following: ensuring the safety and comfort of visitors; originality and clarity of the theme; timeliness of appearance; constant technical update; good transport accessibility. The way, the industry of theme parks today continues to develop, which contributes to the quality of rest, development territories, and a high degree of competitiveness.

References

[1] Aleksandrova A Yu, Semenkina O N 2011 Theme parks in the world. Cambridge University press, 208 p.
[2] Aleksandrova A Yu 2004 International tourism: a Textbook. Aspect Press, Moscow, Russia, 470 p.
[3] Sedinkin O N 2009 Economic-geographical aspects of development theme parks in the world. Bulletin of the National Academy of tourism. 2 (10). pp. 37–40.
[4] Terleeva O N 2009 Problems and prospects of development of theme parks in Russia in the modern world. vol. 7. INION ran, Moscow, Russia
[5] Terleeva O N 2007 “Development of theme parks as one of the main trends in the development of the tourism industry in the world” Development enterprises in the social and cultural sphere and tourism in the North 8 West of Russia: materials between universities. Scientific. Conf. SPb, Leningrad state University Russia

Information about authors:
Levochkina N. A. Ph.D., associate Professor, Dostoevsky Omsk State University, 644077, pr. Mira, 55 a, Omsk, Russia. e-mail: lna1970@yandex.ru