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«Walt Disney thematic parks as well as Dream Island and other thematic parks in  
Russia. Stories of success»

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**"Disneyland"** ... This name is known to everyone. It is associated with a celebration of life, stunning attractions, exciting adventures and colorful performances. Disneyland and other theme parks are designed to satisfy one of the basic human needs - the need for recreation. Parks make our leisure time more meaningful, opening up the possibility of learning about the world around us in the process of entertainment.

After the phenomenal success of Disneyland in the United States, theme parks or projects for their construction appeared in many countries of the world - Asterix and Futuroscope in France, Moomin Country in Finland, Legoland in Denmark, Land of Myths in Spain, "Dubailand" in the emirate of Dubai UAE, "History of Africa" in Nigeria, "Everland" in the Republic of Korea, "Siam Park City" in Thailand, "KidZania" in Mexico, etc. The triumphal procession of theme parks across the planet has begun. Recently, theme parks have clearly demonstrated their capabilities and value, forming their own large flows of visitors. In terms of attendance, they are ahead of many world-famous monuments of history and culture. For example, one of the largest art museums in the world, the Louvre, is annually visited by more than 8 million people, the Eiffel Tower - about 7 million. However, these figures pale in comparison with the number of visitors to theme parks. Disneyland Paris receives about 13 million people a year, California - 14 million, and the Magic Kingdom theme park in Florida - more than 17 million people. Their attendance has grown steadily in almost all regions of the world. In 2007, only in the first 25 theme parks in the world, 187 million people rested, which exceeded the number of foreign tourists in the same year in the whole region - Asia-Pacific. The socio-economic importance of theme parks is great. Many of them are large employers.

Theme parks tell visitors amazing stories, transfer them to fairy-tale worlds inhabited by familiar and not so characters. Guests find themselves in a medieval city, a mysterious forest or an ethnic village, where no object reminds of real life. In Russia, they are just trying to develop the format of theme parks. Those that

have already been built, of course, are inferior to Disneyland or Universal Studios Hollywood in scale, but each of them has a unique flavor. After all, dizzying rides are not required, the main thing is to create an atmosphere with the help of details and decoration. It is very interesting to visit them and support the new format!

### **"Dream Island"**

The project of the unique city amusement park "Dream Island" was recognized as the winner of the "Guiding Star" award and got a ticket to the final of the international competition. Dream Island Park in Moscow, the entertainment overview, which is outlined below, is located in the Nagatinskaya floodplain. This is a whole city of entertainment located in the immediate vicinity of Moscow, with a diverse landscape architecture and a developed system of pedestrian boulevards connected by several bridges.

The Dream Island amusement park, which opened in Moscow at the end of last year, is very popular with our compatriots. If earlier it was available only to those who live in the capital, today anyone can come here. Of course, this is due to the fact that there is everything that is so lacking in the city after hectic everyday life. The park has many advantages and features that make it different from other entertainment venues:

- there is a Wi-Fi zone throughout the park;
- parking for cars is free;
- there are children's attractions in the park;
- there is an opportunity to ride horses;
- there is also an opportunity to feed ducks and swans;
- and there is also a cafe in the park where you can have a snack or order pizza, barbecue or spring rolls.

There is a special place for children where they can hide from the scorching sun. Namely: many flowers, trees with greenery, clean air, beautiful architecture, interesting and friendly people. All this gives a charge of vivacity and good mood for the whole day. There are always a lot of visitors here - children, youth, elderly and elderly people. There is where to go for a walk, what to learn, where to go to meet interesting people. In the park, you can see several sites where various events for the whole family are held.

The 109 hectare Dream Island amusement park will be the largest indoor theme park in Europe. The buildings and structures of the complex are being erected on the site of the former Krugozor factory in the Nagatinskaya Poima, about five kilometers from the Kremlin. The indoor park will have everything for family recreation: five thematic zones, 27 attractions, shows, film screenings, restaurants, bars, shops, children's clubs and cafes.

The park will become the largest indoor amusement park in the world with an area of 1,091 hectares. A unique environment for recreation, entertainment and shopping will be created here.

### **«Sochi Park»**

Sochi Park is a theme park in the city of Sochi. The country's first theme park, the idea of which is based on the cultural and historical wealth of Russia. On the territory of 20.5 hectares there is a theme park of attractions and the hotel complex "Bogatyr" (4 stars), stylized as a medieval castle. All amusement rides in the park are manufactured and installed by foreign manufacturing companies. Among the entertainments offered to the guests of the park are the complex configuration Magic Labyrinth, created from 3264 photinia bushes of the Red Robin variety, a water play complex for children, a laboratory playground and a complex of activities "Jungle". On the territory of Sochi Park there is a playground "Strana Medvediya" - a children's entertainment center with a large playground for children and toddlers. There are daytime and evening show programs, various performances are held at the Sochi Park Arena, which is a classic tent-tent. All-

Russian international cultural events are held on the festival stage and other concert venues of the park.

### **"Yurkin Park"**

Of course, we can say that in mid-December 2015, all residents of the Kirov region received a huge gift timed to coincide with the birthday of their district. It was this date that became a grand event for the townspeople - Yurkin Park (Kirov, Poroshino) was opened. He, perhaps, does not look like any other institution in this city. Each of its details is unique and original, so the result is a project that has no analogue even in such a huge country as Russia.

These ancient lizards have always aroused the greatest interest among mankind, which is why they served as the main idea for the design of the territory on which "Yurkin Park" (Kirov) is located. Reviews about this place indicate that its visitors will not be bored here. After all, they will have to see the impressive size of the moving dinosaurs, which will not be able to leave indifferent either children or their parents.

### **"Divo - Ostrov"**

Divo-Ostrov "is a modern amusement park in St. Petersburg, which is located not far from the central part of the city. Around it is the Primorsky Victory Park, and just a few minutes walk from the Krestovsky Ostrov metro station. The park has 46 attractions for all ages. Some of them are among the top ten in the world. This is one of the favorite places for rest of the townspeople and guests of the city. It is not surprising that in the first month of its operation, "Divo-Ostrov" in St. Petersburg was visited by 1 million people. You do not need to pay for the entrance to the park, but the attractions themselves are paid, and each of them is paid according to an individual price tag. Thanks to the free entrance, tourists and locals come here not only for the thrill, but also just for a walk among the dense greenery, look at the city from the height of the Ferris wheel and visit restaurants or cafes.

"Divo Ostrov" is a large green area (the park area is 168 hectares), where there are 46 attractions, a picturesque lake, catering establishments and large figures of heroes of fairy tales and cartoons. Amusement rides in the Divo Ostrov park are designed for different age categories and, like in any amusement park, have height restrictions. Some of them cannot be seated unaccompanied by adults, while others can be ridden even by little ones. There are also playgrounds with ladders and slides, a large go-kart, many animation programs are held, and in summer you can swim on a catamaran on the pond.

Theme parks play an important role in regional development and often act as centers around which a kind of new generation resorts are being formed. The powerful production structures formed in the global park business - transnational park operators - are one of the main distributors of innovations in the tourism industry. The strategy and tactics of transnational park corporations in the world market, methods of organizing their production, principles of placement and functioning - these and other issues are of particular interest. Theme parks, which have become a socially significant phenomenon, nevertheless remain poorly studied, especially in our country. Comprehensive research in this area has not yet been carried out, despite the demand for such research among domestic and foreign investors in the field of tourism and entertainment, as well as specialists in the strategic development of territories.