



Автономная некоммерческая профессиональная образовательная организация
«МЕЖДУНАРОДНЫЙ ВОСТОЧНО-ЕВРОПЕЙСКИЙ КОЛЛЕДЖ»

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Group essay contest

**“Unity in Diversity: Russia and the English-Speaking World.
Time for Equal Opportunities”**

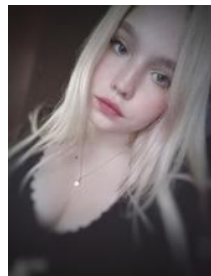
Research work (essay)

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

Participants:



Martynova Daria



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Nikiforova Alina



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Supervisor: Galyamova Rezeda Faritovna

2022



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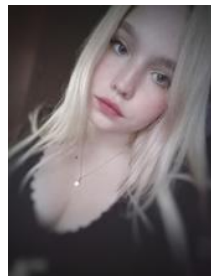
Командный конкурс эссе

**“Unity in Diversity: Russia and the English-Speaking World.
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Исследовательская работа (эссе)

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

Participants:



Мартынова Дарья Репникова Наталья Никифорова Алина Корняева Дина

Руководитель группы: Галямова Резеда Фаритовна

Theses

Amusement parks evoke a lot of emotions and memories. Parks are useful and have a great contribution to society. Amusement parks make adults feel like children. Amusement parks are a world of dreams and fantasies. The first park appeared in Denmark, and then in France and Italy. The world's first park had a legend. The first park in Russia is Luna Park. The largest and most popular parks in Russia are Divo Ostrov and Dream Island. The 20th century is the most important in the history of theme parks. Dreams of Walt Disney and his big idea of a cartoon park. Walt Disney's success lies in strategies. Modern theme parks play a big role in shaping the social space. The entertainment industry has become an integral part of the social, economic and cultural life of society.

What brings joy to both adults and children? Amusement parks are a world of adventures, sending us to a carefree time when objects come to life, animals talk, and attractions call for a ride. A flow of emotions, fantasies and dreams: every moment a memory for many years.

But why are they still so popular? Why does everyone want to plunge into the world of dreams and fantasies?

Theme parks are relevant because they allow a person to escape from everyday life, experience a lot of different emotions and plunge into a completely different unusual environment. This type of parks is a popular form of entertainment.

The entertainment industry today is one of the most technologically advanced, capital-intensive, rapidly growing and developing branches of cultural and leisure activities. The most complex engineering projects, multimillion-dollar investments and grandiose construction projects pour into a sea of adrenaline for brave visitors.

So where did the first amusement parks appear? And how did the idea of an "entertainment" park originate?

In 1583, Bakken Park was built in Denmark (pic.1) . This event is considered the beginning of the history of stationary amusement parks. According to legend, one girl, walking through the Royal Deer Park in the north of Copenhagen, noticed a spring gushing from the ground. After taking some water, she brought it home. The water from the spring was considered healing. Thousands of people flocked there. The Danes rested next to the spring, enjoying the silence and coolness. Artists began to play street performances here for the amusement of the public. They started building kiosks. Inns appeared. Then primitive rides followed. It is noteworthy that Bakken Park continues to work without interruption to this day.

And also in the XVII-XVIII centuries in Europe (France, Italy), and then in Russia, various entertainments were arranged in gardens and parks of the

highest nobility in holidays. The aristocrats tried to surprise each other. At first, their architects, using all their imagination, focused only on changing the landscape: water cascades, artificial lakes, grottoes. Then the first rides appeared. One example is the Sacred Forest Park in Bomarzo "Villa of monsters" (pic.2) . An ordinary noble manor or turned into a whole amusement park, where the attractions were statues of monsters. It was the first attraction of this type in the world.

Later, the first amusement park "Luna Park" (pic.3) appeared in Russia, which was opened in St. Petersburg in 1912 on Officer Street. The complex, in particular, included a Ferris wheel (a high-speed centrifugal attraction that throws people around), roller coasters (a mountain railway with tunnels and steep turns). At the time of the NEP, a real park boom begins. In 1928, the largest of the currently existing in Eastern Europe Moscow Gorky Central Park of Culture and Recreation was built in the USSR.

In the new millennium, two new, now well-known and beloved amusement parks are opening in Russia, exactly "Divo - Ostrov" (pic.4) and "Island of Dreams" (pic. 4), and both of them are from two gorgeous capitals of our state, St. Petersburg and Moscow. "Divo - Ostrov" is a modern amusement park in St. Petersburg, 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 vacation spots of citizens and guests of the city. Unsurprisingly that 1 million people visited "Divo-Ostrov" in St. Petersburg in the first month of its operation. "Island of Dreams" is a relatively new park, built recently, located near the center of Moscow. The largest indoor theme park in Europe, which includes a shopping and entertainment complex and a landscaped park with an embankment. This is a large-scale socially significant and key urban development project, a cultural and entertainment cluster in Moscow and one of the new attractions. It is aimed at improving the quality of the urban environment, increasing the investment attractiveness of the Russian capital and creating new jobs. The "Island of

Dreams" is located in the Nagatinskaya floodplain on the territory of 100 hectares, which is comparable to the area of 140 football fields.

Back to the 20th century, in order to contemplate then there was the most important event in the development of the propaganda of amusement parks. This was a real breakthrough in the construction of parks for family recreation, created on the initiative and with the money of Walt Disney. We all know the fabulous Disneyland (pic.5). A magic park that takes you to the world of favourite fairy tales and cartoons. Every adult will feel like a child there, every child - a giant, fairy, princess or prince. But how and where did this story begin?

In 1928, Disney released his first sound picture featuring Mickey Mouse, which gained stunning popularity. Having created his own studio, Walt Disney has already written his name in history and could stop there. But the multiplier decided to risk money, reputation, to realize his dream. The path was long and thorny, business partners considered Disney's idea an unenforceable utopia, but "Fortune favours the bold.," And the master comes up with an offer to lay all his share for the construction of the first Disneyland in Anaheim (California). The \$17 million invested in the entertainment industry not only paid off, but also brought colossal income. The concept of the park is an exciting journey through the magical country of famous cartoons. Now the park is flourishing and is still very popular. Walt Disney's success is insane. Walt Disney developed a strategy - a technique of creativity, which is carried out in the form of a role-playing game, in which they consider the task from three points of view: creative, realistic and critical. Thus, Walt Disney could achieve any goal in the shortest possible time and present the world with a successful result. Walt also had another concept of rules for park workers, perhaps it is also another formula for Walt Disney's success. Walt also had another concept of rules for park workers, perhaps it is also another formula for Walt Disney's success.

Formula 4 standards that all personnel follow implicitly.

First, Security. Definitely, it is simply impossible to do without security at

Disneyland because of the large number of attractions and their complexity, as well as the huge number of visitors.

Second, Politeness. Also a very important element of the show. Not everyone wants to see tired staff, although we can only guess what it's like for how hard is it for them to work.

Third, the Show. Every day for the staff and the whole complex should be the same as the first day of its opening.

Fourth, Efficiency. In order to bring people daily joy, as well as to ensure the first three standards of "Safety", "Politeness" and "Show", a well-coordinated team is needed.

All in all, summing up the results of our research, it is worth saying that theme parks have made a huge contribution to the cultural and spiritual heritage of mankind and have become the main attribute of general entertainment activities. Currently, theme parks are in great demand all over the world. Entertainment has become a global industry with huge, rapidly growing revenues. Modern theme parks play an important role in the formation of social space, so it is absolutely no coincidence that such a phenomenon as theme parks arises. At the moment, the leisure industry, or the entertainment industry, has become regarded as an integral part of the social, economic and cultural life of society.

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Picture 1

1583 - The world's oldest amusement park "Bakken" located north of Copenhagen in Klampenborg

Picture 2

Sacred Forest Park in Bomarzo "Villa of monsters"



Picture 3

The first amusement park "Luna Park" St. Petersburg in 1912 on Officer Street.

Picture 4

“Divo Ostrov” –

Theme Park in St. Petersburg



Picture 5

Disneyland - Sleeping Beauty Castle