

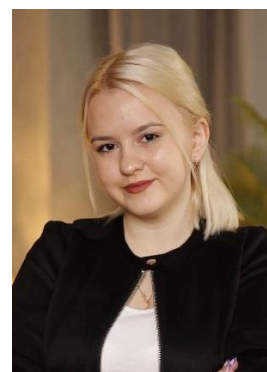
УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ПУТЕЙ
СООБЩЕНИЯ

Индивидуальный конкурс эссе

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

Исследовательская работа (эссе)

**«Тематические парки компании Дисней (США) и «Остров Мечты» и
другие тематические парки России. Истории успеха»**



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Individual 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”**



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Theses

- What are thematic parks?
- The history of the creation and success of the US thematic park
- The history of the creation and success of the Russian thematic park
- The similarities and differences between US and Russian thematic parks

In the process of writing my essay, I have tried to understand why the thematic parks are popular in these countries and what makes them so successful.

This topic is actual in our time, as everything in the world is developing. Nevertheless, she is connected with the tourism industry, which is directly related to my future profession. It is also relevant in my personal life, as I myself would very much like to visit many interesting places, including thematic parks with my future children. It is undeniable that every child would like to visit such a place.

I think the theme park is an exclusive place for adults and children to spend time together. Moreover, thematic parks as tourist sites are increasingly popular and diverse.

Different kinds of parks

Living in the modern world, people are in constant employment: school, work, additional activities. Of course, both children and adults want to have fun and take a break from everything that happens in life. Additionally, people can get a lot of bright emotions. Thematic parks provide such an opportunity, where people can easily plunge into the amazing atmosphere of fairy tales and cartoons.

Above all, the thematic park is a center of family recreation and entertainment. The theme of the park should be not only entertaining, but also educational in order to unite people of different ages, as well as attract the adult population. However, such parks are primarily aimed at attracting a large number of visitors and making a profit from the service. Thematic parks periodically update rides and design to maintain a wide range of visitors.

Actually, the main task of the theme park is to provide conditions for enjoying and developing; the purpose of which is to explore the world in the process of entertainment.

First of all, theme parks have become tourist areas through accommodation, entertainment, shops, which subsequently led to the development of these territories.

Walt Disney thematic parks (USA)

The popular Disneyland theme park was opened on July 17, 1955. In fact, the idea of creating a children's park came to a businessman to Disney when he was walking with his daughters. While walking, Walt Disney thought about a park where children and parents could have a good time together. Fortunately, he decided to create such a place himself.

Personally Walt Disney supervised the development and construction of this park. As a result, he had a good idea of creating a successful clean park that could offer entertainment for the whole family. Surprisingly, Walt's strategy turned out to be simple but successful – he offered the participation in the creation of the park to several TV channels, of which ABC ultimately remained. Thus, the show was launched on television, which actively promoted the future park.

Finally, the cherished dream of creator of the thematic park Walt Disney came true on July 17, 1955, when Disneyland Resort was opened launching its hospitable doors for the first time (Appendix 1). All in all, I still strongly believe that Walt put his whole soul into the creation of the park.

It is important to point out that this was a completely original park that was unlike any other. At the same time, the special attention was paid to safety, courtesy and cleanliness. Nowadays, Guests are greeted by WALT Disney's greeting: "To everyone who came to this happy place – Welcome! Disneyland is your country".



Appendix 1

The thematic park “Dream Island” (Russia)

The largest and most amazing thematic park “Dream Island” was opened in February 29, 2020 in Moscow. It must be noted, that the idea of creating the park belongs to the Mutsoev brothers who are entrepreneurs, owners of the “Region” company, which owns this park.

Amiran Mutsoev quotes: “I always wanted to build a park and create something unique. Besides, it is not enough to have resources and money. A creator must live by the idea of the project”.

By the way, the main feature of the park is that it is completely covered. Thanks to this, one can fully reproduce what the child sees in the cartoon: from the ceiling to the floor.

Frankly, one of the main advantages of this park is that its area is rather big (100 hectares). Without any doubt, “Dream Island” stands out for its architecture, design and overall concept. Therefore, this is Russia’s first and Europe’s largest indoor theme park. In addition, the best specialists from all over the world worked on it. During the creation, licensing agreements were concluded with the largest media holding and animation companies.

“Dream Island” – the island of great emotions! (Appendix 2)



Appendix 2

The similarities and differences between US and Russian thematic parks

On the one side, “Disneyland” and “Dream Island” are two different thematic parks. On the whole, the most important difference is that Disneyland is the founder and example for all other theme parks. Also “Disneyland” is a dream coming of the dream, not just a project. However, “Dream Island” is a Russian analogy, it is represented in a larger and more modern form.

On the other side, there are certainly similarities between them. Furthermore, cartoon characters, fabulous atmosphere and rides are the attributes of any theme park (Appendix 3,4). At the same time, the most important thing that unites these parks is that they are built with soul and love, this is their great success.

As well as the overall success can be attributed to the following:

1. ensuring the safety and comfort of visitors;
2. originality;
3. constant technical update;
4. good transport accessibility.



Appendix 3 “Disneyland”



Appendix 4 “Dream Island”

Conclusion

In conclusion, it should be observed that the thematic park industry continues to develop. Hence, it contributes to the improvement of the quality of recreation, the development of territories and a high degree of competitiveness. It goes without saying the popularity of thematic parks as recreational destinations is increasing every year.

Anyway, modern theme parks play a big role in the formation of public space. Firstly, they influence the culture of the population, the economy and regional development. Secondly, these parks are an integral part of the tourism industry.

Thanks to thematic parks, both children and adults can get into a fairy-tale world, get a lot of positive emotions and experience true pleasure from an indescribable atmosphere. Luckily, memories of visiting such parks will remain in the memory of children for a long time.

To be honest, I’m glad that there are so many opportunities to visit various places of entertainment in the modern world. One must admit, that we can observe the creations of such great people as Walt Disney, who made the

childhood of many children happier and brighter thanks to the thematic park “Disneyland”.

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