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CONCEPTS FOR THE FORMATION OF PROGRAMME AND ENTERTAINMENT PARKS

Annotation. *This article examines the largest amusement parks, attracting many visitors of different ages and investors. The concepts of the formation of Disney parks, as well as the solution of regional identity in them on the examples of the USA, France and China are given. The characteristics of architectural and planning solutions in miniature parks from the earliest, Madurodam, to the most famous mini-parks franchise, Legoland, are described.*
The main principles of architectural and design solutions for programme and amusement parks are revealed.
Keywords: *amusement park, zoning, park spaces, territory, zone, theme park, program-entertainment parks.*

Introduction

Today, the entertainment industry is one of the most technologically advanced, capital-intensive, fastest-growing and fastest-growing sectors of cultural and leisure activity. Sophisticated engineering projects, multimillion-dollar investments and grandiose construction projects are poured into a sea of adrenaline for daring visitors, immersing them in augmented reality, taking them into artificial space and time. Designers are constantly pushing the boundaries of sensory stimulation and perception, striving to exceed visitors' expectations and provoking them to return again and again. The increasing popularity of realistic computer graphics in fantasy films and cartoons, the popularity of myths and fantasy chronicles have created an overabundance of themes for use in theme parks, and set the bar high for the entertainment industry: visitors expect ever more imaginative sensory stimulation and new emotional experiences. This is driving up the costs of creating parks and generating a new kind of demand for technology and expertise that used to be demanded in the space and defence industries. At the same time, developers continue to find opportunities for revenue growth by increasing the footfall of attractions and developing catering and retail. The growing popularity and worldwide distribution of films and cartoons is creating new demand and new opportunities for reuse of creative ideas and intellectual property rights, while the advent of indoor parks allows parks to adapt to the harshest climatic conditions. Creators of the theme parks of the

future will continue to closely monitor the changing demographics of their audiences and seek new markets, while technological innovations will help reduce the cost of creating attractions and further engage visitors with new experiences [1].

Materials and methods

There are all kinds of parks: fairytale parks, cinematic parks, palaeontological parks and many others. The most famous are Disneyland Park in California (in Anaheim) and Florida (USA), which were built first, and later in Paris, Tokyo and Hong Kong, Islands of Adventure in Orlando (Florida), Universal Studios in Los Angeles (USA), Port Aventura Park in Salou (Spain), World Lotte in Seoul (South Korea), Europe Park in Rust (Germany), etc.

Results and discussion

The founder of the multimedia empire The Walt Disney Company, Walter Elias Disney conceived the idea of creating an amusement park that would be equally fun for adults and children, back in the 1930s and 1940s, while visiting various amusement parks with his daughters. У. Disney took a long time to find investors for the park. He was turned down 302 times. Disney went to the bank to get a loan, but no financial institution did not agree to give money to the animator, but through persistence he managed to get a loan from the bank, sell his house to make the idea a reality. In 1953 Disney buys 65 hectares of land 50 kilometres from Los Angeles, on which he begins in 1954 to build an amazing kingdom - the world of cartoons and fairy tales. About 17 million dollars was spent on the construction of the legendary entertainment world. Disneyland Anaheim has been visited by over 700 million visitors since it opened to the present day [2].

There are 9 thematic areas within Disneyland, each with its own unique world with a variety of attractions. At the time of opening, there were 23 rides in the park, and now there are more than 50. A new zone – Star Wars opened in 2019.

At the main entrance of Disneyland begins Main street leading to the central square with the castle of Sleeping Beauty, from which you can get to 4 thematic areas – Fantasyland, Adventureland, Frontierland and Futureland, existing since the opening of Disneyland. The buildings on the street are built in the style of the typical Midwest of the early 20th century, including the train station and town hall, cinema and fire station, shops and cafes. A double-decker bus and a small horse-drawn tram travel along it. The main square features a copper statue of Disney by Blaine Gibson, holding the land of Mickey Mouse, one of the most popular characters he created. Behind it is the 23-metre high Sleeping Beauty Castle, modeled on the late 19th century Neuschwanstein Castle in Bavaria and a symbol of The Walt Disney Company (Figure 1 and 2).

Figure 1 – Walt Disney with a sketch of Disneyworld park, 1954. [4]

Figure 2 – Plan Disneyworld, California, USA, 1955. [4]

Disneyworld's structure is diverse. Its main centres are the Magic Kingdom and EPCOT (Experimental Prototype Community of Tomorrow). In addition to these there are film studios, hotels, a zoo and a service system. The open spaces of EPCOT are planted with lush southern gardens. Amongs the gardens are pavilions dedicated to different areas of science and technology.

The EPCOT centre has a pavilion called Spaceship Earth in the form of a silver ball, inside which, like a time machine, you can take a journey to the distant past and the future of our planet. This open wagon journey takes visitors from the Stone Age and the Middle Ages to the computerised present and on to the impending fantasy future.

The pavilions demonstrate the possibilities of mankind and what modern technology is capable of. You can also visit plantations of real plants, which amaze not only by their exotic appearance, but also by the amazing technologies of their cultivation. The magical country not only entertains, but also educates young visitors, showing that the world belongs to those who are fearless, honest and hardworking.

On the shores of the lake, as around the World Ocean, models of monuments from different parts of the world have been built. There's a little Eiffel Tower, the Doge's Palace in Venice, Japanese pagodas and much more. Eleven nations are represented by their own attractions. Nearby, there are restaurants serving food from all over the world and souvenir shops.

The Magic Kingdom is bordered by an "ancient" railway with three stations. The kingdom is divided into seven sectors. From the railway station, the main US street leads to Cinderella's castle in Fantasyland. The Magic Kingdom also includes the Land of Discovery, Adventure and Discovery, where you can see Tom Sawyer's Island and Fort Sam Clemence (Sam Clemence is a pseudonym for the writer Mark Twain) [3].

However, the success of a brand in one country's consumer market does not guarantee its triumph in other countries' markets. Promoting a brand requires learning about national cultures and the specific mentality of future consumers. The theme park projects need serious adaptation to local conditions.

There are roughly two dozen major theme parks built in Europe, not counting the numerous water parks. The most famous of them receive from 2 to 10 million visitors a year each. These are, first of all, Disneyland Paris, located 30 km away from Paris (Figure 3).

The Walt Disney Company's choice of the European region to locate its second foreign park was determined by the wide market of potential customers, the growing demand for short trips and, in general, the number of tourist arrivals in the region, and the popularity of theme parks among Europeans. In addition to France, Spain and the UK claimed to host a European Disneyland. In comparison with the other two countries the chances of the UK were slim because of its geographical isolation from the continent and unpredictable meteorological conditions. Spain, which has a more comfortable climate with more sunny days a year, enjoys a peripheral position in Europe. This was a major obstacle for the location of the Disney theme park in the early 1990s. France, on the other hand, does not have these disadvantages. It was decided to build Disneyworld near Paris for many reasons:

Figure 3 – Disneyland in Paris, France, 1992. [4]

Figure 4 – Disneyland in Shanghai, China, 2016. [4]

1. It has one of the highest population concentrations in Western Europe.

2. Paris is on the border of Northern and Southern Europe, and the most important transit routes connecting the two regions run through it.

3. It is a tourist center of world importance, receiving about 20 million visitors annually.

4. The city has a well-developed infrastructure necessary for the normal functioning of the theme park.

Today, among the top twenty theme parks in Europe the representative of the American network "Disneyland Paris" occupies the first place with the annual attendance of 12 million people.

However, Disneyland Paris initially failed to achieve the expected result and Eurodisneyland was threatened with bankruptcy. The Paris park highlighted the difference between the European and American consumer markets. It turned out that Old World residents were not at all enthusiastic about Mickey Mouse. The main

lesson is that it is dangerous, to say the least, to make investments without learning and understanding the specifics of the local market.

An example of how Walt Disney's marketing experts learn from their mistakes is Disneyland China. Feng Shui notions of harmony, wealth and happiness were taken into account when designing the park, so the landscapes of Chinese Disneyland abound with hills, winding paths, streams, fountains and waterfalls. The Chinese-American investment in the joint venture amounted to $3.5 billion. The country's authorities own 57% of the stake. The park is expected to generate $19 billion in revenue over 40 years of operation. In its first year of operation alone, it was visited by 5.6 million people [3].

Despite the apparent success, marketers are not satisfied with the size of the revenues. They believe that a number of socio-economic reasons are to blame for the shortfall in the planned profits. The difficulty is that most visitors to the park are from mainland China, who were only introduced to Walt Disney cartoon characters 12 years ago. For middle-aged and older people, European culture remains alien. So it was decided to target the park's new advertising policy at successful 25-30 year old Chinese people with fairly high wages who first saw Mickey Mouse in the early 90s.

Young "Europeanized" professionals are recognised as the most important potential visitors because they can afford the expensive Disneyland tours, where adult tickets cost $38, whereas the average Chinese worker earns $70-$110 a month. Disneyland ads are leaving the billboards and moving to the Internet, the main medium of communication for Chinese yuppies.

The Walt Disney Company has gone to great lengths to ensure that Disneyland Hong Kong conforms to the habits and tastes of the Chinese. Chinese girl Mulan has been introduced among the traditional characters, the T-shirts sold in the park are tailored to fit the Chinese figure, and the restaurants feature a wide range of national cuisines. Even the tendency of the Chinese to buy gold jewellery has been taken into account, with a jewellery shop added to the list of souvenir shops. Walt Disney marketing experts see Disneyland Hong Kong as a springboard into the PRC hinterland market [4].

Another type of visited park is the miniature city parks: Legoland in various parts of the world, the Mini-Park in Shenzhen and others. The very first of these parks was Madurodam, which was built in 1952. It is not only a tourist attraction in The Hague and the Netherlands, but also a memorial to war victims named after George Maduro, a law student from Curacao. He fought against the Nazi occupying forces, was a member of the Dutch resistance and died in Dachau in 1945. His parents donated the funds to start the Madurodam Project so that the proceeds from Madurodam would go to charity, namely the student sanatorium. The Madurodam Support Fund is still working with young people. The first mayor of Madurodam was Princess Beatrix, and today she is considered the patroness of the park [5]. And in 2001 the first Atameken Ethnopark was opened in the city of Nur-Sultan, which shows all the cities of Kazakhstan (with sights, mountains, rivers, etc.) in a scaled-down form.

The very first appearance of the LEGOLAND chain of parks opened on June 7, 1968, near the LEGO factory and Billund Airport. It took millions of LEGO bricks to build. Over the years, the area of the park has expanded more and more, and today it covers approximately 100,000 square metres. The main and distinctive principle of the park is its scale: LEGOLAND is an amazing fairytale world in miniature, where everything – cars, ships, knights, Indians and pirates, birds and animals and much more – is made entirely out of LEGO bricks (Figure 5). This is about 65 million small plastic cubes. The park is divided into eight zones, each of which has its own specific character and is equipped according to its thematic focus. The world of miniatures is a complex of countries such as Denmark, Germany, Japan and the USA. The construction of the park began with this block, which is often referred to as the heart of Legoland [6]. The whole panorama of famous works of architecture and art, famous buildings and places from various countries can be seen from a 30-metre LEGOTOP tower, which gives the visitor the feeling of looking at the real world from a height of 600 metres.

Two other almost inseparable principles of the creation of this park are the use of high technology and interactivity. In a world of imagination is a large 4D cinema that is equipped with modern audio and video technology [7]. At the entrance to the cinema, visitors are given special glasses through which, when they watch a film, they are unintentionally immersed in the thick of the events taking place in it. Special techniques make the viewer feel the gusts of wind, the high speed that makes the floor vibrate, snowstorms, smoke and much more.

At the LEGO MINDSTORMS Centre, you can create your own toy. This centre combines computer technology with the LEGO constructor system. Children here can program all sorts of robots with prior training if they wish, while in the DUPLO world they can build something of their own out of DUPLO cubes. Stylisation has also been used in the design of the park. The city of Legoredo, for example, has been recreated in the style of a Wild West town. The architects faithfully recreated the atmosphere and layout of an American Indian and cowboy town. And in the land of pirates there is a big fairy-tale ship built from a construction set. It is a replica of a seventeenth-century naval vessel.

In the Kingdom of Knights, the Middle Ages reigns supreme. Here, LEGO bricks are used to build a majestic castle with the silhouettes of beautiful princesses in the windows. It is the largest building in all of Legoland. The royal castle covers an area the size of two football fields, that's more than 2,500 square metres. And the largest tower gives you a six-storey view of the entire park.

Having studied the global experience of creating program-amusement parks, one can identify several basic principles of architectural and design solutions for parks of this type: defining the style, applying interactivity, introducing new technologies, using innovative technologies, and a distinctive feature. The identity ('flavour') helps to distinguish the park being designed from the multitude of other park spaces of this type. A "highlight" may be an unusual style of structures and constructions, a unique and original layout of the territory, zoning, etc. The programme and leisure parks are formed in such a way that the main axis that leads to

the main object of the park, the "symbol" of the park, is laid out at the beginning of the path. The layout of the amusement parks is radial-circular, with the rays leading out from the centre of the park to specific themed areas. The most famous and most visited parks in the world are characterised by unusual imagery (Figure 6).
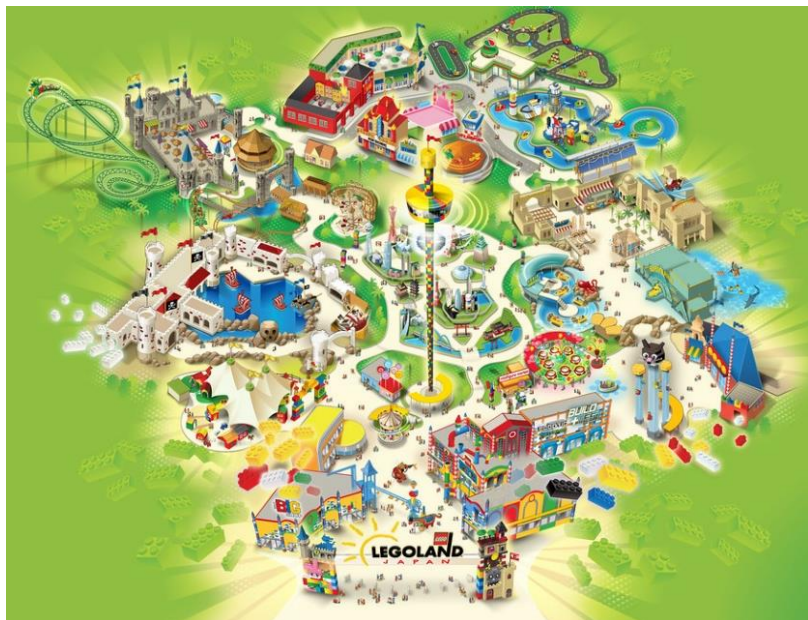

Figure 5 – Map of Legoland in Nagoya, Japan, 2016. [4]

Figure 6 – Trojan horse in Iberia Park, Spain, 2018. [4]

At Disneyland, for example, visitors are immersed in the fairytale world of Disney, with Mickey Mouse and Donald Duck originally being the face of the Disneyworld brand. Today, Disney buys the rights to famous franchises of popular cartoons and blockbusters so that they can be used in their theme parks to appeal to young audiences. Each theme park at the initial stage of formation carries a certain creative message and chooses one theme or another. The theme should not only be of interest to younger visitors, but also to the older generation, such as the history of the country, as in Terra Mítica in Benidorm, Spain. Terra Mítica has a radial-ring structure and has 5 themed zones. The name translates to "The Land of Myths" and as such, each theme zone is dedicated to a different civilization: the Roman Empire, Ancient Greece, Ancient Egypt, Iberia (the Greek name for Spain) and the Mediterranean islands (Las Islas). "Iberia Park is a programme and entertainment park designed for younger visitors, but adults won't be bored in this area either. The park not only immerses visitors in the past with its park architecture but also delights them with different types of water rides, which resonates well with Spain's hot climate. It is clear that the park offers visitors a real realm of history that lingers in the memory [7].

Conclusion
An analysis of the formation and operation of programme and recreational parks has made the following important points:

- special attention was paid to the location of the territory of the future park in relation to the main transit tourist routes, population concentration and infrastructure development;
- planning solutions;
- cultural specifics of the country and innovative technologies
- identification of the unique themes of the park and the climate of the region.

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БАҒДАРЛАМАЛЫҚ-ОЙЫН-САУЫҚ САЯБАҚТАРЫНЫҢ ҚАЛЫПТАСТЫРУ ТҰЖЫРЫМДАМАСЫ

Аңдатпа. *Мақалада әртүрлі жастағы көптеген келушілер мен инвесторларды кеңінен қызықтыратын ең үлкен ойын-сауық саябақтар жөнінде баяндалған. Дисней сая-бақтарын құру тұжырымдамалары, сондай-ақ АҚШ, Франция және Қытай мысалында ай-мақтық сәйкестік мәселелері қарастырылған. Ең ерте құрылған –Мадуродамнан бастап, мини-парктердің ең танымал франшизасы – Леголандке дейінгі миниатюралар саябақта-рындағы сәулет-жоспарлау шешімдерінің ерекшеліктері сипатталған. Талдау барысында Ойын-сауық саябақтарына арналған сәулет-дизайнерлік шешімдердің негізгі қағидалары анықталды.*

Түйін сөздер: *ойын-сауық саябағы, аймақтарға бөлу, саябақ кеңістігі, аумақ, аймақ, тақырыптық саябақ, бағдарламалық-ойын-сауық саябақтары.*

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КОНЦЕПЦИИ ФОРМИРОВАНИЯ ПРОГРАММНО-РАЗВЛЕКАТЕЛЬНЫХ ПАРКОВ

Аннотация. *В статье рассматриваются крупнейшие парки развлечений, привлекающие множество посетителей разных возрастов и инвесторов. Приведены концепции формирования парков Диснея, а также решение в них региональной идентичности на примере, США, Франции и Китая. Описаны особенности архитектурно-планировочных решений в парках миниатюр начиная от самого раннего – Мадюродам, до самой известной франшизы мини-парков – Леголенд. Выявлены основные принципы архитектурно-дизайнерских решений для программно-развлекательных парков.*

Ключевые слова: *парк развлечений, зонирование, парковые пространства, территория, зона, тематический парк, программно-развлекательные парки.*