



Writing *Key Concepts in Theme Park Studies*

Antecedents, processes and perspectives



Salvador Anton Clavé

Tarragona, May 18, 2023



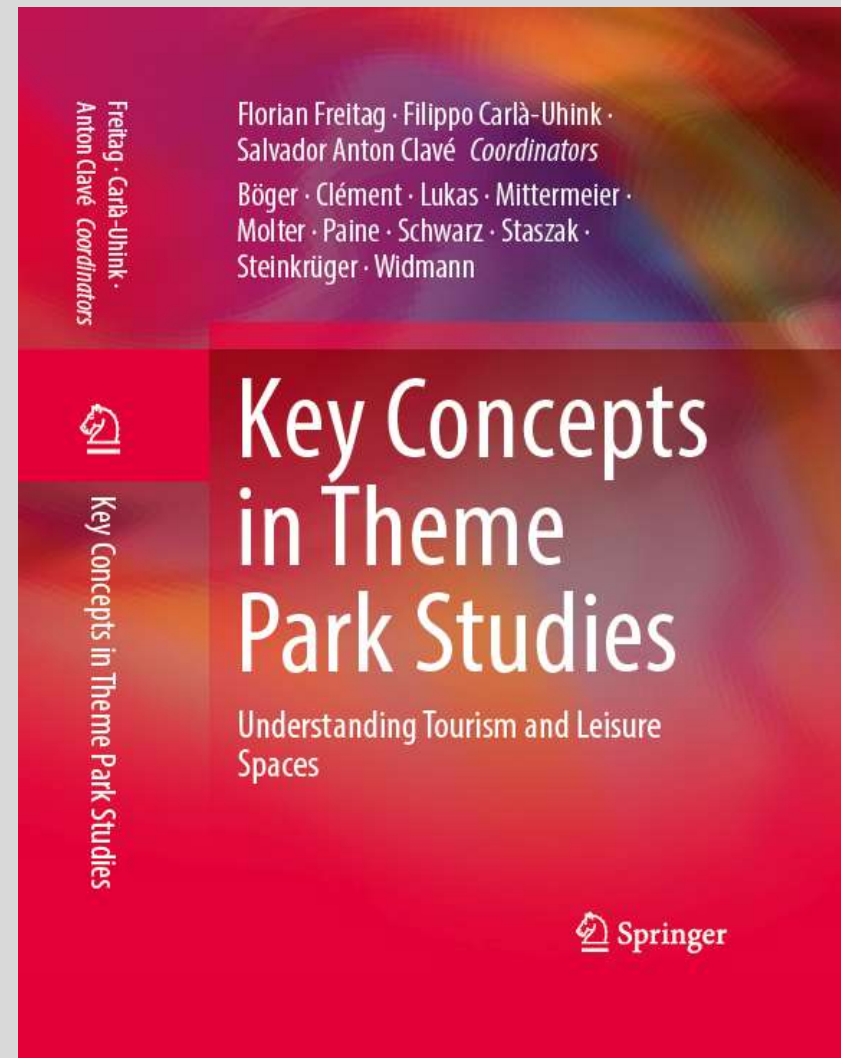
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Departament de Geografia



Key Concepts in Theme Park Studies

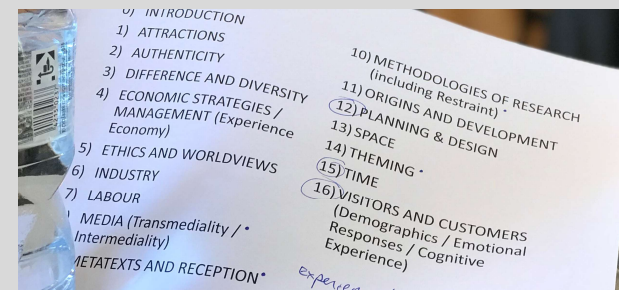
- 380 pages
- Four years in the making
- 3 co-coordinators
- 13 co-authors
- 17 chapters
- Funded by

DFG Deutsche
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German Research Foundation

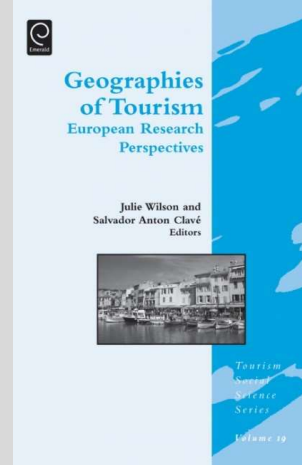
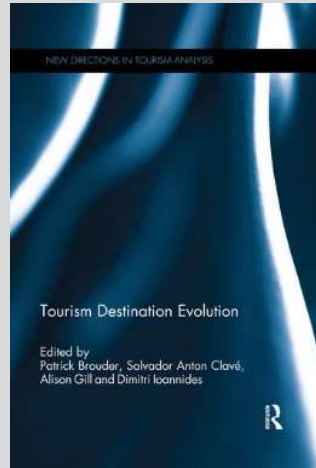
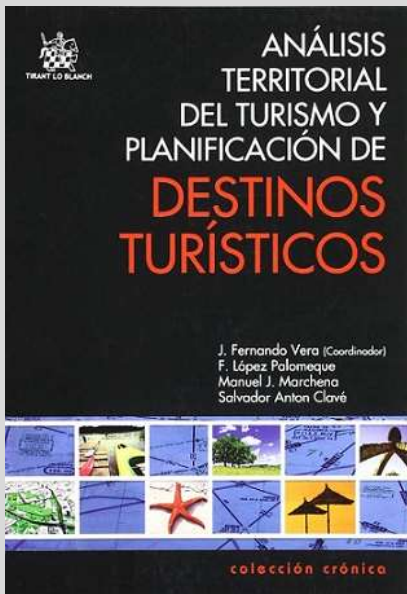


Key Concepts in Theme Park Studies

- **Salvador Anton Clavé (URV; Geography)**
- Astrid Böger (Hamburg; American Studies)
- **Filippo Carlà-Uhink (Postdam; History)**
- Thibaut Clément (Sorbonne; American Studies)
- **Florian Freitag (Duisburg-Essen; American St.)**
- Scott A. Lukas (Lake Tahoe; Anthropology)
- Sabrina Mittermeier (Kassel; American Studies)
- Céline Molter (Mainz; Anthropology)
- Crispin Paine (Open University; Museum Studies)
- Ariane Schwarz (Hildesheim; Performance Studies)
- Jean-François Staszak (Genève; Geography)
- Jan-Erik Steinkrüger (Bonn; Geography)
- Torsten Widmann (Ravensburg; Tourism Studies)



Research Interests



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Contents lists available at ScienceDirect
Annals of Tourism Research
 journal homepage: www.elsevier.com/locate/atoures

Strategic coupling evolution and destination upgrading
 Cinta Sanz-Ibáñez, Salvador Anton Clavé*

Contents lists available at ScienceDirect
Land Use Policy
 journal homepage: www.elsevier.com/locate/landusepol

Second homes and urban landscape patterns in Mediterranean coastal tourism destinations
 Maria Trinitat Rovira Soto, Salvador Anton Clavé*

Contents lists available at ScienceDirect
Tourism Management Perspectives
 journal homepage: www.elsevier.com/locate/tmp

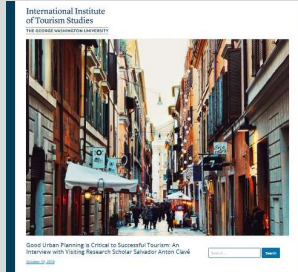
Measuring institutional thickness in tourism: An empirical application based on social network analysis
 Natalia Restrepo^a, Sergi Lozano^b, Salvador Anton Clavé^{a,c*}

Contents lists available at ScienceDirect
Annals of Tourism Research
 journal homepage: www.elsevier.com/locate/annals

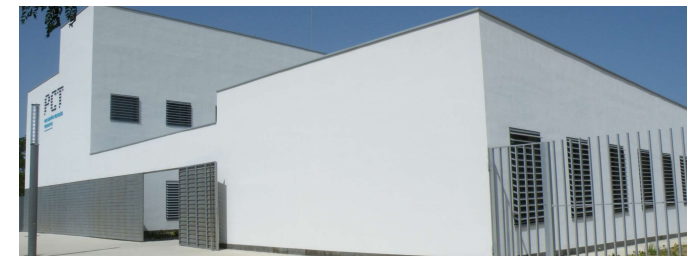
Built environment and urban cruise tourists' mobility
 Antoni Domènech, Aaron Gutiérrez, Salvador Anton Clavé*

Contents lists available at ScienceDirect
Journal of Destination Marketing & Management
 journal homepage: www.elsevier.com/locate/jdmm

Research Paper
 Perceived image specialisation in multiscalar tourism destinations
 Estela Marine-Roig^{a,b}, Salvador Anton Clavé^b



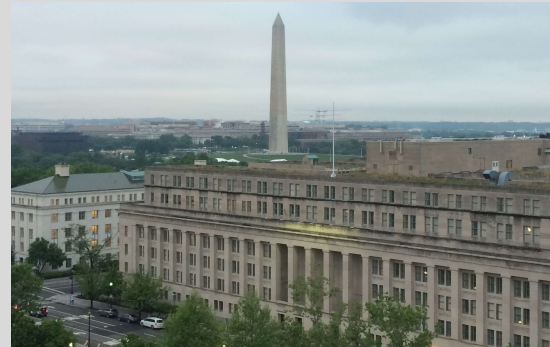
Academic environment



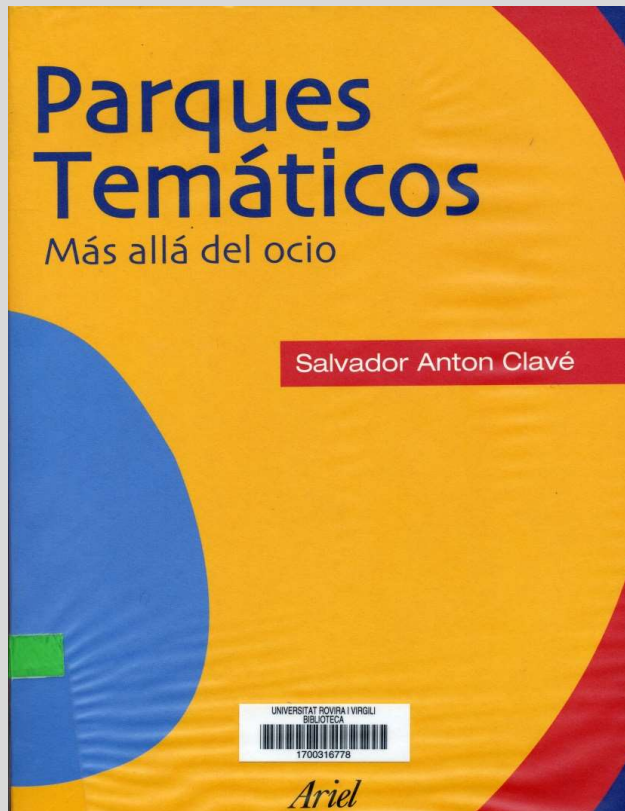
Researching theme parks _ Why



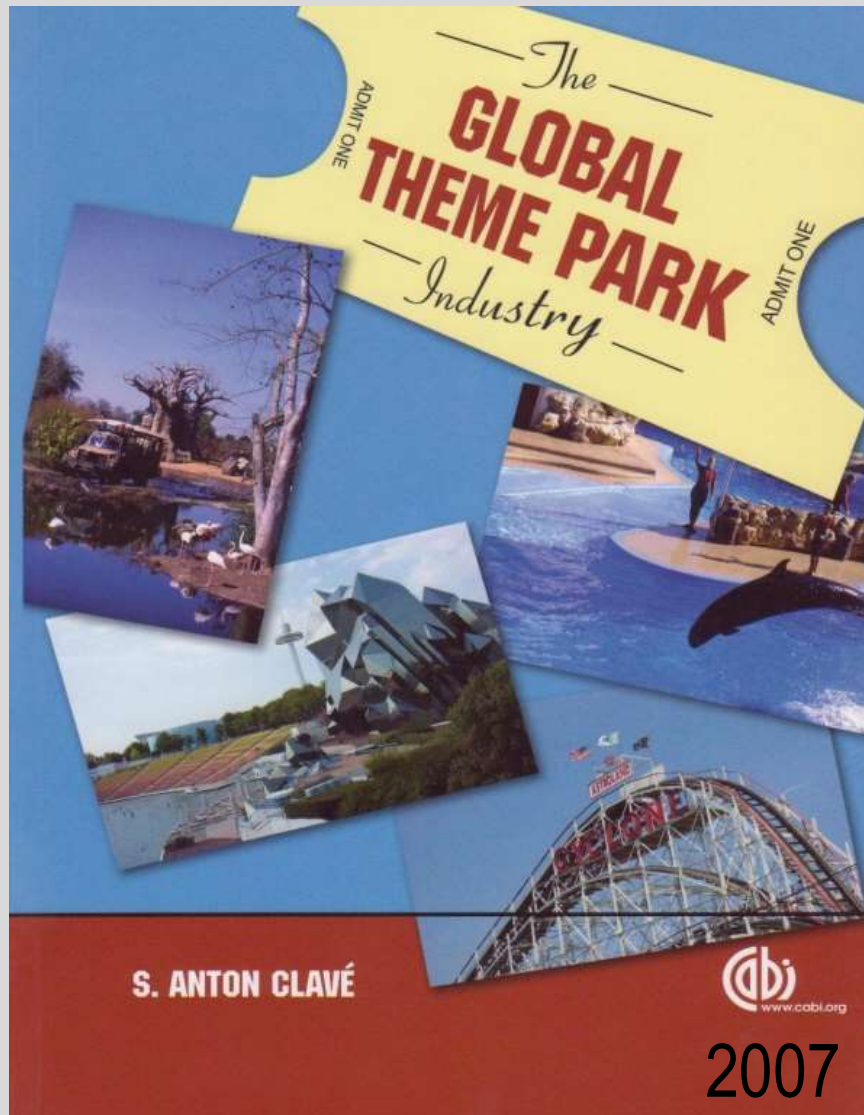
Researching theme parks _ Where



Publishing about theme parks _ Major books



Publishing about theme parks _ Major books



PARKS

- Origins
- Categorisation
- Globalization
- Players

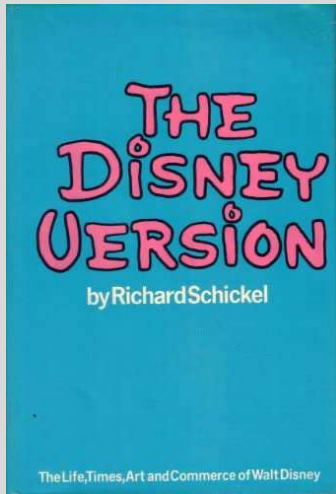
ENTERTAINMENT

- Society
- Urbanism
- Impacts
- Tourism

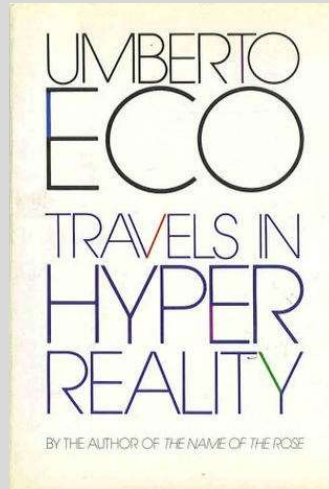
MANAGEMENT

- Factors
- Design
- Operations
- Challenges

Relevance



1968



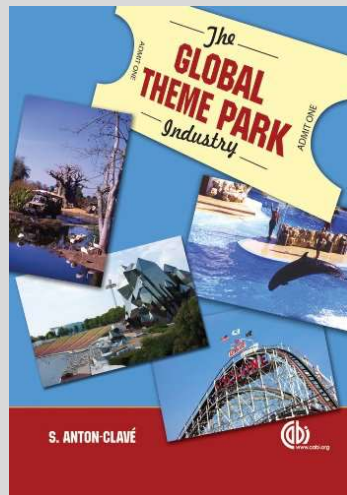
1975



1981



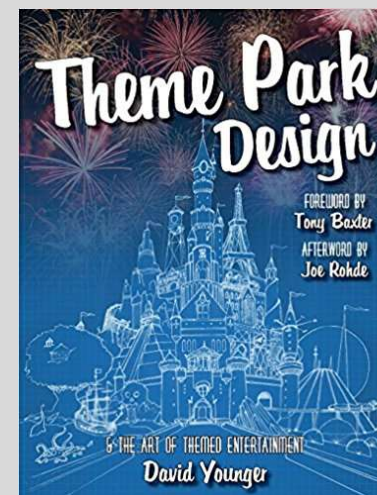
1992



2007



2008



2016

(Freitag, 2022)

Impact



CORNELL UNIVERSITY
Library

Cornell University / LibGuides / Amusement Industry Guide / Industry Overview

Amusement Industry Guide: Industry Overview

A list of key resources for the Amusement industry.

URL: <https://guides.library.cornell.edu/amusement>

Home Industry Overview Companies Trends & Statistics News & Articles Books Associations & Websites Help

More Hospitality Industry Guides

- [Airlines](#)
- [Amusement](#)
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- [Travel & Tourism](#)
- [Wine](#)

Industry Reports

Use these resources to learn more about the Amusement Industry, including US and International markets for amusement parks, water parks, golfing, family fun centers, etc.

• IBISWorld

Provides industry reports for over US 700 industries, categorized by the North American Industry Classification System (NAICS). Each report provides key statistics, market characteristics and segmentation, industry conditions, leading competitors, industry performance analysis and future outlook. **Relevant Reports include Amusement Parks in the US, Arcade, Food & Entertainment Complexes in the US, Water Parks in the US, Amusement Parks in China, Golf Driving Range & Family Fun Centers in the US, Laser Tag Arenas, Miniature Golf Courses and Circus Operators.**

• Travel and Tourism Market Research Handbook

Select the last option, "Travel & Tourism Market Research Handbook 2013-2014." You can do a keyword control-f search for each time amusement parks or theme parks are mentioned or go directly to page 504, the Theme Parks industry profile. Includes attendance statistics, consumer preferences, and more.

• Business Insights, Essentials

Extensive reference content from Gale's core business collection: easy-to-use company fundamentals and investment research reports; industry rankings, profiles, market share data, company histories, and more.

From the homepage, select the **Industries** tab and search for **Amusement and Theme Parks**.



The Global Theme Park Industry

Call Number: ILR Library GV1851.A35 C53 2007

Publication Date: 2007

This book provides an understanding of the nature and function of theme parks as spaces of entertainment. Illustrated throughout by worldwide case studies, empirical data and practical examples.

• Mintel Academic

Market research reports for products, markets and demographics. Users are required to set up a personal profile with a log in and password. Analysis includes market sizes and forecasts, market trends, market segmentation, competitive context, broken down segment performances, consumer demographics and survey results, leading companies, marketing strategies, and more. **Relevant reports include Family Entertaining on a Budget, Theme Park Tourism International, and Family Leisure Trends.**

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International Association of
Amusement Parks and Attractions



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IAAPA Mission

"Our mission is to serve the membership by promoting safe operations, global development, professional growth, and commercial success of the amusement parks and attractions industry." IAAPA Vision

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- How Bear Trek Revived a Dying Town
- It Was a Bright, Sunny Week
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Office closed: IAAPA Headquarters in Alexandria, Virginia, and regional offices in Brussels, and Mexico City will be closed Dec. 27-31. IAAPA Asia Pacific will be open Dec. 28-30. Please enjoy the [holiday message](#) from your friends at IAAPA.

FEC Summit: Register today for the IAAPA FEC Summit held in conjunction with Amusement Expo. Education, networking, and industry insights over three days in Las Vegas.

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Present at IAAPA Attractions Expo: **Submit a proposal** to present a session at the IAAPA Attractions Expo 2011 education program.

What invigorates you and your staff the most when a new year begins?

Brainstorming new ideas with team members
Hiring and training new staff
Reconnecting with industry leaders and peers

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GKTW SK Winners: See who came in first place at the event's first trip through the Village, posted Nov. 18, 2010.

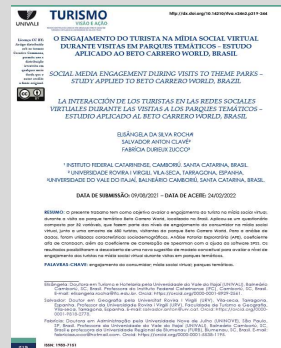
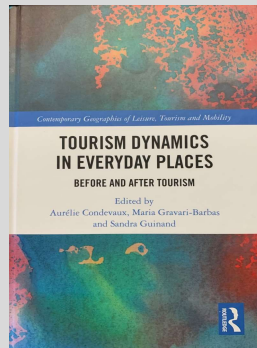
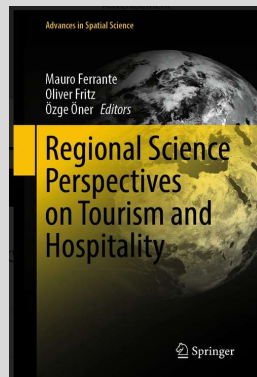
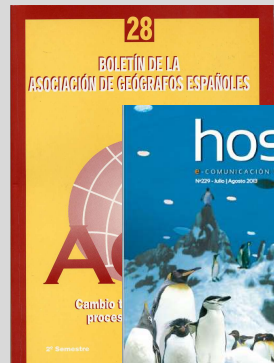
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<http://www.iaapa.org/04/04/2011:1:00-45>

Papers



Writing *Key Concepts in Theme Park Studies*

DFG-Netzwerk: *Key Concepts in Theme Park Studies*

Vortragsveranstaltungen

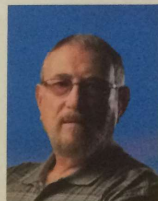
Jeweils um 18.15 Uhr

ÜBUNGSRAUM VI
GEOGRAPHISCHES INSTITUT

19. April 2018

Prof. Dr. Mark Gottdiener
University at Buffalo, USA

**Theming, Branding,
Hyperreality and Political
Ideology.**



20. April 2018

Prof. Dr. Salvador Anton Clavé
Universitat Rovira i Virgili, Spanien

**The contemporary global
theme park industry.
Issues, practices and
paradoxes.**



Gefördert durch
DFG Deutsche Forschungsgemeinschaft
Pädagogische Hochschule **HEIDELBERG**
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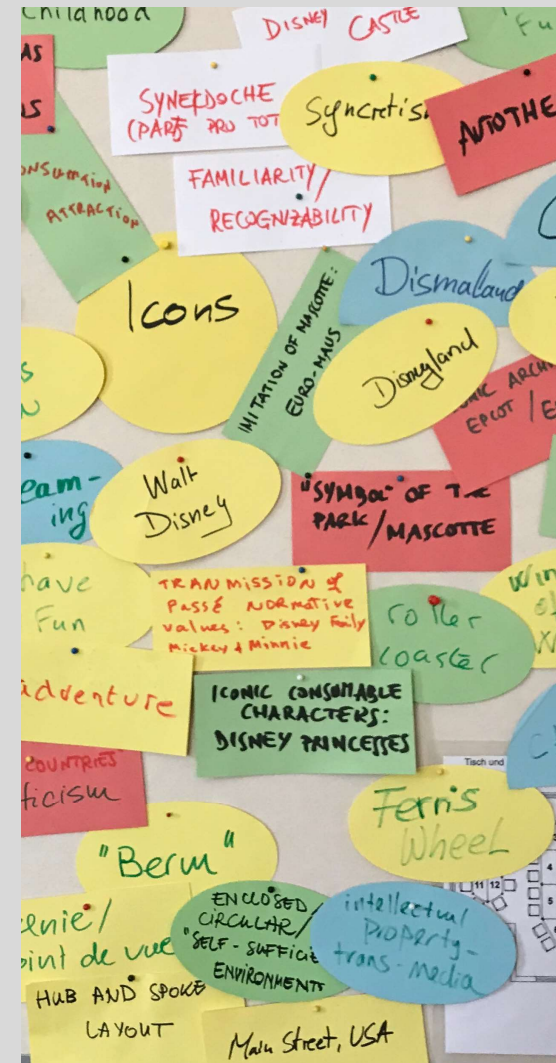
***The contemporary global theme park industries.
Issues, practices and paradoxes***



Salvador Anton Clavé
Key concepts in Theme Park Studies. University of Bonn, Germany. April 2018

Writing *Key Concepts in Theme Park Studies*

- Antecedents, Origins, and Development
- Labor
- Visitors
- Media
- Paratexts and Reception



Writing *Key Concepts in Theme Park Studies*

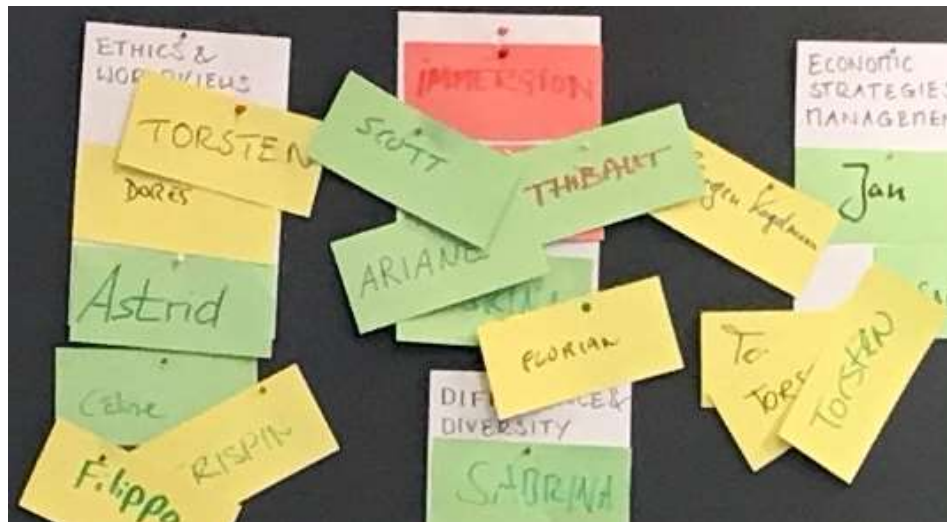


- Attractions
- Immersion
- Authenticity
- Theming

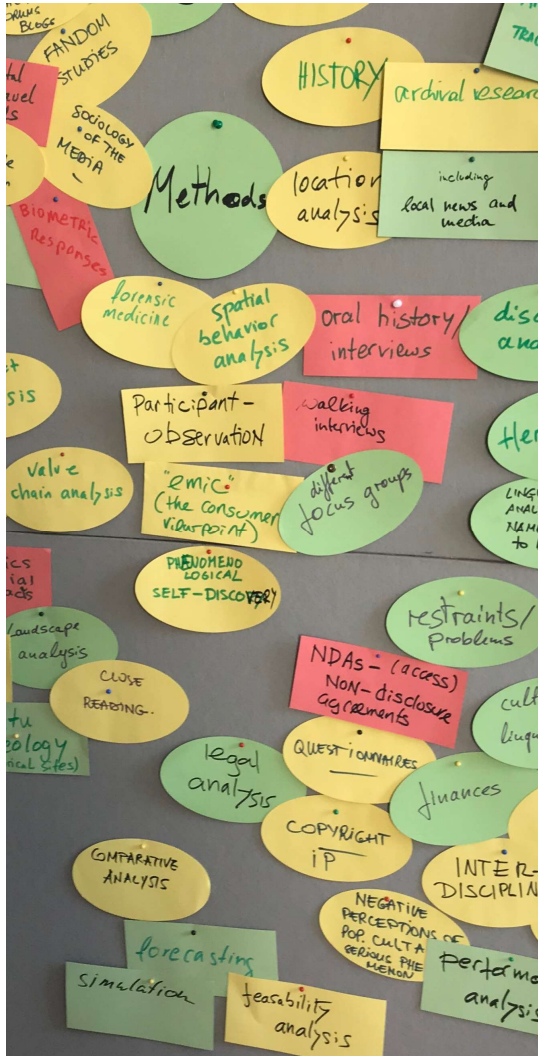


Writing *Key Concepts in Theme Park Studies*

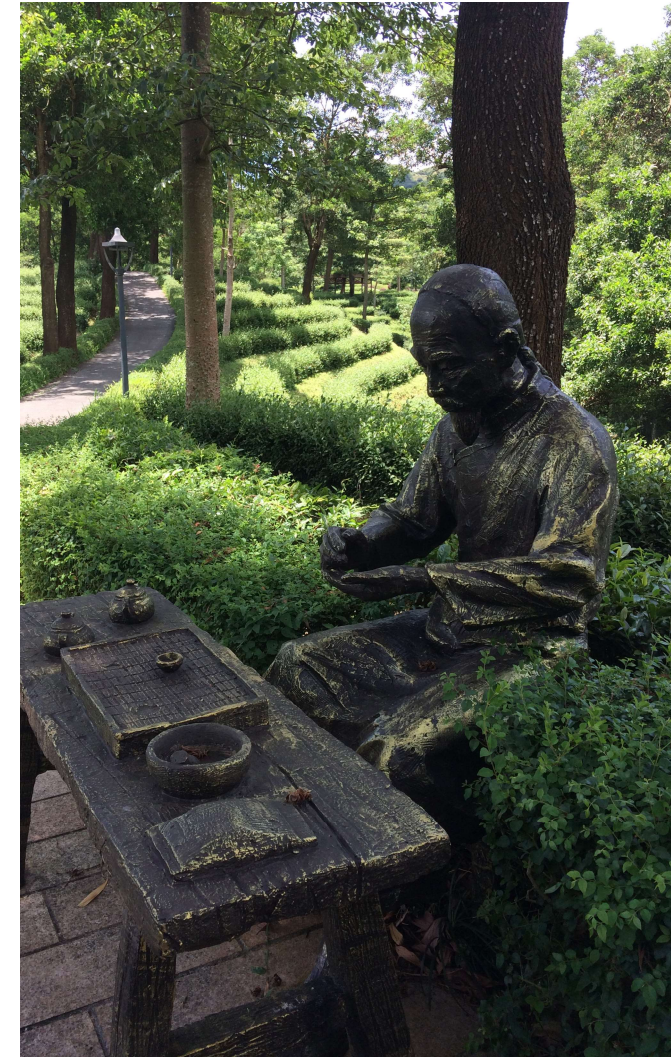
- Space
- Time
- Economic Strategy



Writing *Key Concepts in Theme Park Studies*



- Worldviews
- Industry
- Inclusion and Exclusion
- Methods



The global theme parks industry

Attendance to theme parks worldwide, 2009-2012-2015-2018

*Data from IAAPA, 2015 **Data from IAPPA, 2017 ***Data from IAAPA, 2019

	Number of visits (millions)							
	2009*	%	2012**	%	2015***	%	2018***	%
North America	345.0	43,25	368.9	41,28	388.1	38,59	412.8	36,80
Europe	154.5	19,37	156.8	17,55	165.7	16,47	177.1	15,79
Asia/Pacific	268.0	33,60	335.5	37,54	418.5	41,61	493.1	43,96
Latin America	29.3	3,67	29.5	3,30	30.8	3,06	31.3	2,79
Middle East/Africa	0.9	0,11	2.9	0,32	2.7	0,27	7.3	0,65
World	797.7		893.6		1,005.8		1,121.6	

The global theme parks industry

Total spending in theme parks worldwide, 2009–2012-2015-2018

*Data from IAAPA, 2015 **Data from IAPPA, 2017 ***Data from IAAPA, 2019

	Spending (US \$ millions)							
	2009*	%	2012**	%	2015***	%	2018***	%
North America	14,608	50,84	17,294	52,43	21,073	51,62	24,779	50,95
Europe	5,693	19,81	5,533	16,77	6,264	15,35	7,163	14,73
Asia/Pacific	8,128	28,29	9,806	29,73	13,105	32,10	16,093	33,09
Latin America	283	0,98	268	0,81	290	0,71	336	0,69
Middle East/Africa	24	0,08	83	0,25	88	0,22	266	0,55
World	28,736		32,984		40,820		48,637	

The global theme parks industry

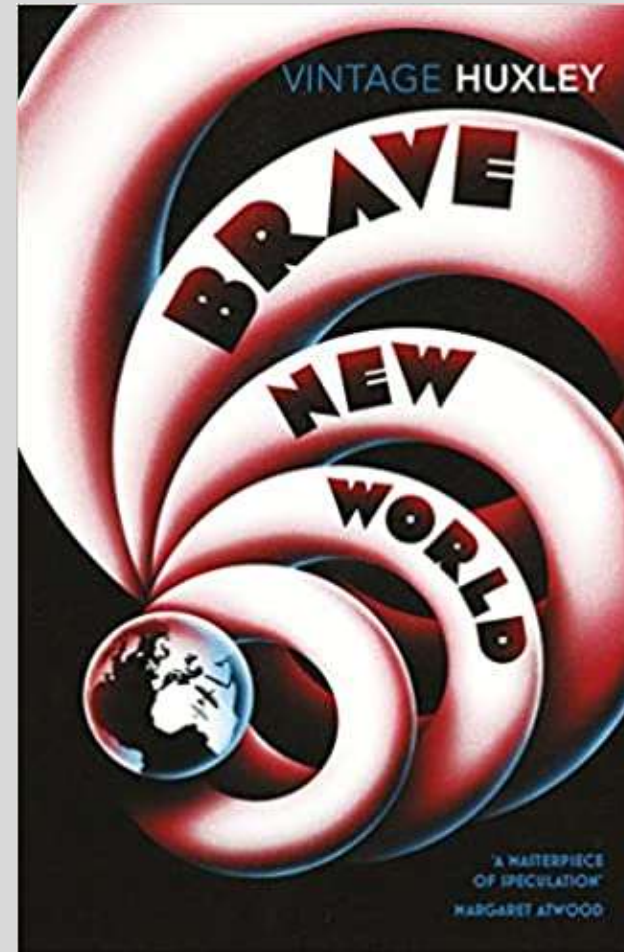
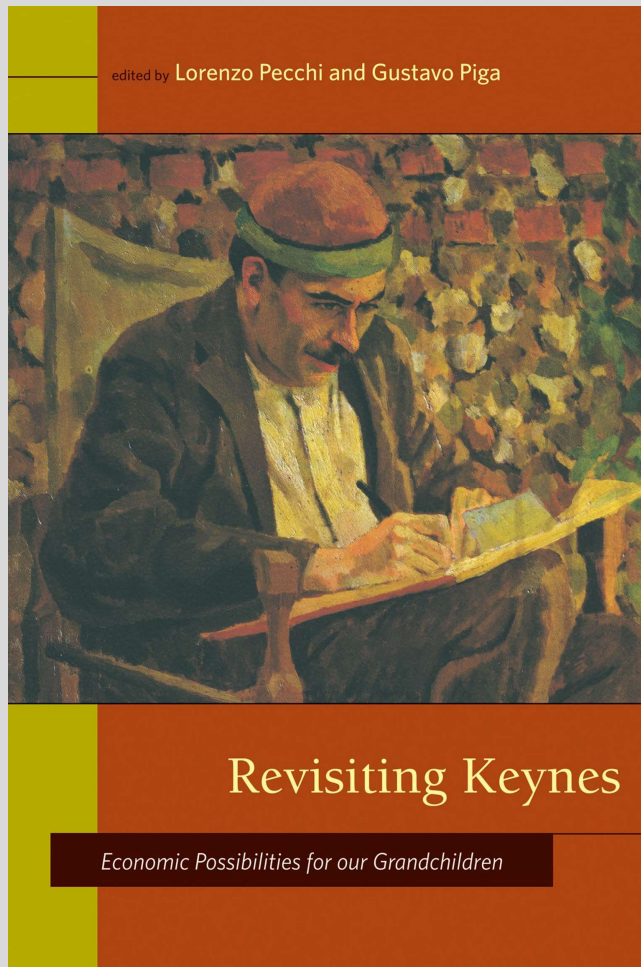
Evolution of the number of visitors to the top ten theme parks of each region and of the 50 main parks in the world, 1994–2000-2006-2012-2018 (in millions of visitors) (Anton Clavé, 2007 based on *Amusement Business* data, TEA/ERA, 2007 and TEA/AECOM, 2013, 2019).

	North America (Top 10)	Europe (Top 10)	Asia/ Pacific (Top 10)	Latin America (Top 10)	World (Top 50)
1994	67,300	35,050	62,292	15,400	222,057
2000	86,600	42,600	58,315	15,165	245,118
2006	87,530	42,796	68,320	11,060	248,310
2012	97,666	42,273	78,671	13,199	282,800
2018	112,075	45,336	99,718	15,064	342,402

The global theme parks industry

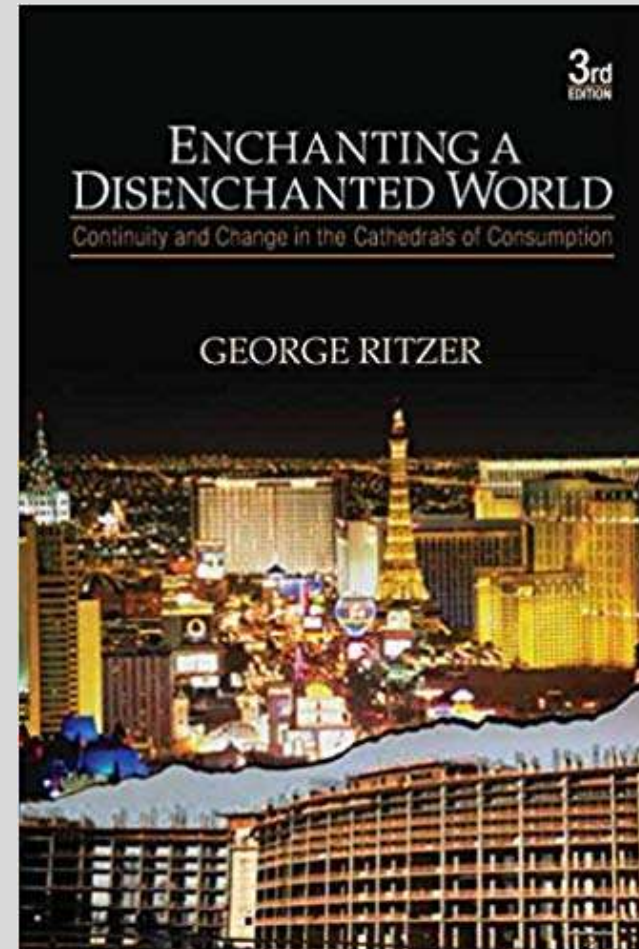
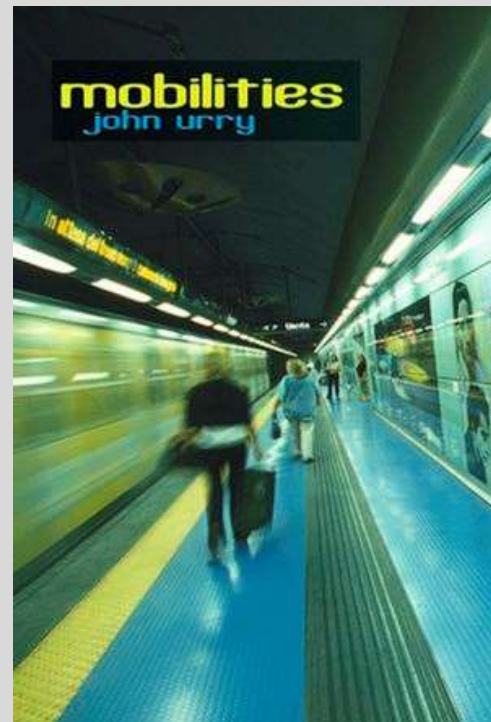
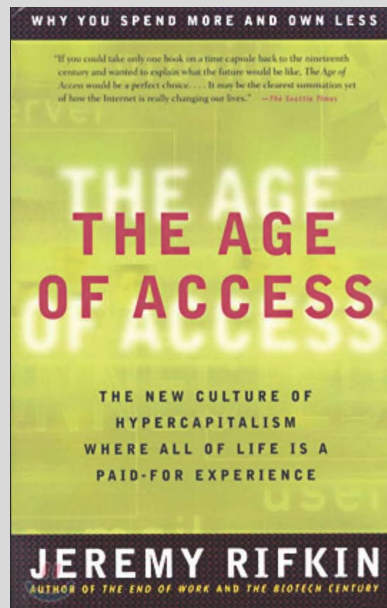
Company	Attendance 2019 (000)	World Top 25 Parks	Attendance World Top 25	%	Most visited theme park
Disney	155,991	12	151,760	97.3	Magic Kingdom at WDW (20,963)
Merlin Entertainments	67,000	-	-	-	Gardaland(2,920)
OCT Group	53,970	1	5,160	9.6	OCT Happy Valley Beijing (5,160)
Universal Studios	51,243	4	44,944	87.7	Universal Studios Japan (14,500)
Fantawild Holdings Inc	50,393	-	-	-	Zhengzhou Fantawild Adventure (3,840)
Chimelong Group	37,018	2	16,641	44.9	Chimelong Ocean Kingdom (11,736)
Six Flags	32,811	-	-	-	Six Flags Magic Mountain (3,610)
Cedar Fair	27,938	-	-	-	Knott's Berry Farm (4,238)
SeaWorld	22,624	-	-	-	SeaWorld Orlando (4,640)
Parques Reunidos	22,195	-	-	-	Parque Warner Madrid (2,232)
TOTAL	521,183	18	218,505	41,9	-

The entertainment and the future of Antropocene

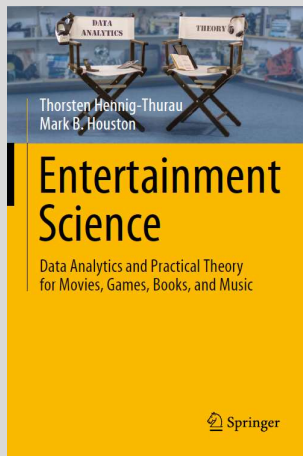


A proposed geological epoch dating from the commencement of significant human impact on Earth's, including, but not limited to, anthropogenic climate change.

The entertainment and the future of Antropocene



The entertainment and the future of Antropocene



Future projects



Future projects




IDEAS Erasmus + Master

Innovative Design of themed Entertainment and Attractions for Sustainability



Associated with document Ref. Ares(2022)5211693 - 18/07/2022

Proposal Evaluation Form		
	EUROPEAN COMMISSION Erasmus+ Programme (ERASMUS)	Evaluation Summary Report

Call: ERASMUS-EDU-2022-EMJM-DESIGN
Type of action: ERASMUS-LS
Proposal number: 101082447
Proposal acronym: IDEAS
Duration (months): 15
Proposal title: Innovative Design of Themed Entertainment and Attractions for Sustainability
Activity: ERASMUS-EDU-2022-EMJM-DESIGN

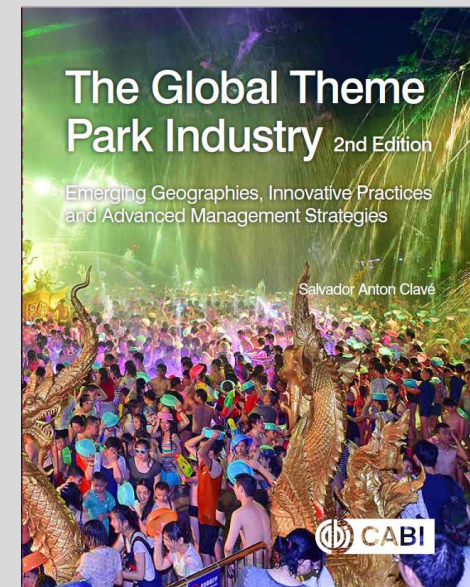
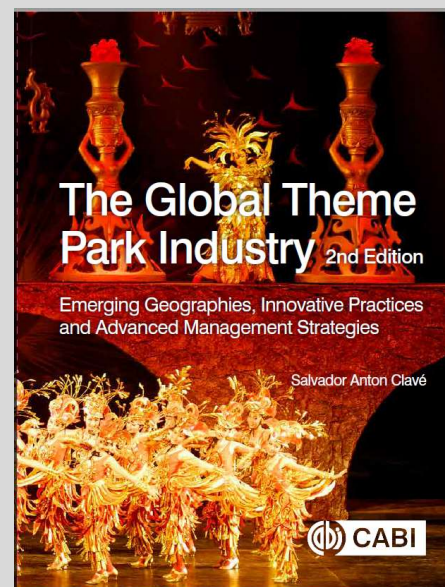
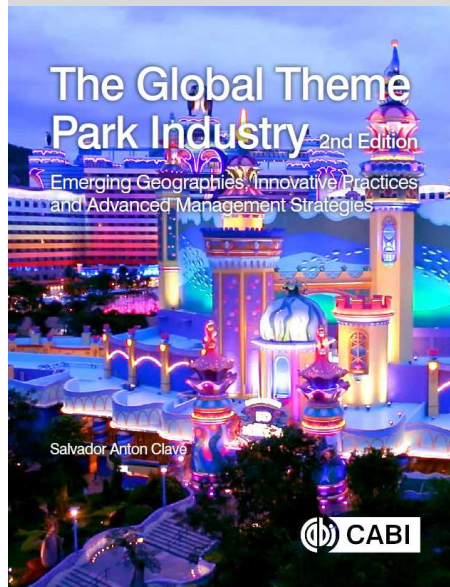
N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	UNIVERSITAT ROVIRA I VIRGILI	ES	0	-	55,000	100.00%
Total:			0		55,000	

Abstract:
 The aim of the current project is to develop a master level education program in INNOVATIVE DESIGN OF themed ENTERTAINMENT AND ATTRACTIONS FOR SUSTAINABILITY (IDEAS). IDEAS is a proposal for a master program in the fields of tourism, hospitality, entertainment, leisure, sustainability and international business management to educate students towards senior and executive level management positions in the themed entertainment and attractions industry. The current HEIs members of the consortium to offer and manage this program consist of Universitat Rovira i Virgili in Spain (URV, coordinator, lead beneficiary), Breda University of applied sciences in the Netherlands (BUas) and Université Côte d'Azur (UCA) in France. In addition, several non-academic institutions related to the themed entertainment and attractions industry are supporting the IDEAS proposal project.



Funded by the European Union

The global theme park industry – 2nd Edition



The global theme park industry – 2nd Edition

Service/Good	IAAPA categories
Planning and Design	Planning and Design
Site Development and Management	Construction, Engineering, Facility and Grounds, People Moving Equipment, Theming and Scenery (Displays and sets)
Games and Play Equipment	Games and Devices, Participatory Play Equipment
Multimedia attractions	Multimedia attractions (Hi tech equipment and services)
Rides	Ride planning, design and management, Rides
Shows and Productions	Shows and Productions
Operations	Cash Handling and Payment (Admission/financial equipment and coin operated machines/non-game), Clothing, Food and Beverages, Merchandise and Gifts (Gifts, novelties and souvenirs), Security and Safety, Theatrical Equipment and Supplies, Water Related Equipment and Supplies
General Management	Business Services (including consultants), Human Resources, Marketing and Branding, Insurance, Customer Services, Communication Systems, Printing, Computer Systems/software, Web Services
Other/Miscellaneous	Other/Miscellaneous

More *Key concepts*



Engineering – Safety – Regulations – Standards

Challenges



France

'Dubai in Paris': French climate protesters fight plans for €3bn theme park

EuropaCity development on capital's outskirts would feature ski slopes, waterpark, hotels and shops

Angelique Chrisafis in Gonesse

@achrisafis

The Guardian

Sustainability challenges

Climate emergency

Energy transition

Resilience adaptation

Digital transformation

Markets changing preferences

Over/under tourism

Recommendations

SUSTAINABLE DEVELOPMENT GOALS



Sustainable tourism is “[t]ourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNEP & WTO, 2005: 12)

Responsabilities



LA REVISTA

SECCIONS

NÚMEROS

CONTACTE



<https://eix.mnactec.cat/parcs-datraccions/>

Acknowledgements

Maria Trinitat Rovira Soto (URV): Cartography

Chimelong: Picture slide #16

PortAventura World: Picture slide #19a



Writing *Key Concepts in Theme Park Studies*

Antecedents, processes and perspectives



salvador.anton@urv.cat



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