

7.3_C

Future of theme parks

big theme parks _____ demand for other services
(_____ hotels, restaurants, shops) _____ visitors
need these facilities

best, e.g., _____ Disney World (whole park 30,000
acres, 4 theme parks 1,100 acres!)

Surrounding facilities, _____

- golf course - concert halls
- hotel/other accom. - restaurants
- retail centre - shops
- cinemas

Summary

- 1 must have clear vision _____ know what you
want (which theme _____ rides _____ shows
_____ markets to focus on)
 - 2 each step requires careful planning (economic
analysis, management) theme parks _____
v. complex businesses
- ** make guests feel special _____ entertain them**

7.3_C

Possible answers

Future of theme parks

big theme parks → demand for other services
(e.g., hotels, restaurants, shops) ∴ visitors
need these facilities

best, e.g., = Disney World (whole park 30,000
acres, 4 theme parks 1,100 acres!)

Surrounding facilities, e.g.,

- golf course - concert halls
- hotel/other accom. - restaurants
- retail centre - shops
- cinemas

Summary

1 must have clear vision = know what you
want (which theme / rides / shows
/ markets to focus on)

2 each step requires careful planning (economic
analysis, management) theme parks =
v. complex businesses

** make guests feel special & entertain them