

## Investigation of Tourism General Environment of Disneyland Paris Theme Park: A Qualitative Research

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### Abstract

The theme parks are star players of leisure and tourism industry. They also have positive contributions to the economic, socio-cultural and physical structures of the tourism destinations they are in. While theme parks are the main attraction of many tourism destinations, theme and amusement parks have employment creation features in the destinations they are founded on. The aim of this study is to examine the general tourism environment of Disneyland (Marne-la-Valle, Paris, France) park, one of Europe's major theme parks. For this purpose, observation technique is used from qualitative research methods. Also photographs were taken to support the results of the observation. In this context, the general environment of tourism in Disneyland (Marne-la-Valle, Paris, France) theme park was examined in scope of economic environment, socio-cultural environment, physical environment, transportation, infrastructure, facilities and institutional. The theme park, the economic destination for Paris destination and the number of tourists are presented with figures, and the effects of the park on the socio-cultural and physical environment are presented. The park has been explored for its well-designed transport network within the Paris tourist destination. The infrastructure of the park has been touched upon and the coordination between the Disney Hotels for tourists' accommodation. Thanks to the additional facilities offered by the park, it has been observed how tourists have come up with innovative and attractive tourist products. Finally, the development process of the institutional periphery of the park was revealed. As a result of the evaluations, various suggestions have been developed to tourism managers who are responsible for the management and marketing of destinations.

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## **INTRODUCTION**

Tourism destinations around the world, which attach importance to regional development and development, attach importance to branding every year to attract more tourists. Because postmodern tourists who make brands an integral part of their lives are driven by the brand's perspective on the destinations they will travel to. Tourism is the most distinctive feature of other products that offers an experience to people (Ersun & Arslan, 2011: 243). An important factor in development that contributes to the development of tourist destinations is the importance of parks based on destination-based leisure. In recent years, many countries have seen a tendency towards themed parks. In particular, the success of the theme park, which was initiated by the United States as its origin, is growing in many countries. Parks built with a logic similar to Minia Turk or Vialand attract many visitors (Argan, 2007: 431).

Amusement parks are places that people have been demanding lately for vacation, rest, entertainment, leisure time activities. Looking at the world's largest amusement parks, Cedar Point / Ohio, USA and Islands of Adventure / Florida are at the forefront. This park, divided into six areas in Florida, was established in 1999 and houses 20 toys (Finansgündem, 2014 as cited in Göker, 2014: 195-196). When the entertainment-based parks are examined, it is seen that the first and most popular examples are located in American cities. The largest entertainment park operator in this sector is Walt Disney Company. Disneyland and Walt Disney World are the most visited parks in the company. However, the earliest known example was the Bakken in Copenhagen in 1583 (Arslan, 2014: 616, 621). In some cases, tourist attractions are the main motivation for people to travel thousands of kilometers. Trips to Disneyland in Florida or Disneyland in Paris are considered in this category. The motivating factors that influence visit behavior in the sight market differ. Excitement for a climbing rope on the theme park, education for the beauty, and aesthetic pleasure for opera performance (Argan, 2007: 436 ). The aim of this study was to examine the general tourism environment of Disneyland (Marne-la-Valle, Paris, France) park, one of Europe's major thematic parks. For this purpose, observation technique is used from qualitative research methods. In this context, studies have been carried out on the economic environment, socio-cultural environment, physical environment, transportation, infrastructure, facilities and institutional framework of the general tourism environment of Disneyland (Marne-la-Valle, Paris, France). In the first part of the study, the concept of destination based entertainment / theme parks was conceptually introduced. In the second part, theme park types were mentioned. In the third part, the purpose, importance and method of studying were mentioned and the general tourism environment of Disneyland theme park was examined. In the last chapter, various suggestions have been made to the managers responsible for destination management and marketing.

### **Destination Based Fun / Theme Parks**

Destination is a mix of elements that need to be together for a real holiday experience (Usta, 2008: 223). Major product groups that a destination can include; accommodation, restaurants, bars, theaters, cinemas and nightclubs, transportation systems and beach areas. (Argan, 2007: 433). Destination is a complicated tourist product influenced by many factors, so it is difficult to manage. Destination management is based on the necessity of managing all the

goods and services that make up the destination product as a product in harmony (Özdemir, 2014: 83). The attractions of the destinations are the basis of that destination's tourism resources. All or any of the characteristics that tourism resources have are attracting those destination tourists. These attractions consist of themed parks, amusement parks, casinos with natural charms, cultural attractions, special events, activities and entertainment attractions etc. (Yüksek, 2014: 15-19). Buhalis (2000: 98) classified destination attractions as follows: attractions, accessibility, amenities (accommodation and catering facilities etc.), available packages, activities, ancillary services (services used by tourists such as banks, telecommunications, hospitals, etc). Many services and experiences that fall under the leisure and recreation industry are classified under entertainment marketing. For example, sporting events that are assessed in terms of cinematic or navigational activity as an artistic activity are also considered in the context of entertainment. The activity areas that make a close connection in relation to the fun are parks. Today, the entertainment parks in various tourist destinations in various countries feel the presence of the weight in the economy. In this sense, amusement parks have become a leisure and recreation service that is widely available to consumers in many countries, primarily in the USA and Europe. The theme parks are also considered as important elements of modern tourism marketing (Argan, 2016: 235).

It is very important for the tourism and leisure industry that the theme parks participate in many recreational activities. Recreation, which means restructuring and revival, gives individuals happiness, satisfaction, creativity, spiritual balance, character, competitiveness, spiritual capacity, freedom, physical-spiritual condition and wider world view (Hacıoğlu et. al., 2003: 30) and also affects the individuals themselves, their relations, and their socio-cultural harmony positively, by enabling the individual to improve himself or herself from the many troubles in the life of the individual (Tütüncü et. al., 2011: 71). All of the factors carried out in order to reach recreation or conveying people to recreation with other expression are called recreational activities (Kılıçaslan, 2008: 4). Meaning of recreation used as a leisure time in Turkish; is broadly defined as a field of study involving all activities that are voluntary and voluntary in order to increase the quality of life of the individual without harming the nature in free and leisure time (Orel & Yavuz, 2003:62; Tütüncü, 2012: 249). It is generally described as relaxing and entertaining activities that individuals volunteer in their spare time (Sevil, 2012: 6). These amusement parks, where many of these entertaining and exciting actors are involved, are the commercial recreation businesses that today are as big as children.

The theme park includes sections decorated and sold with traditional and / or internationally decorated products, which are decorated with main themes (Kozak et. al., 2014: 58). The theme parks are a collection of themed attractions, including architecture, which includes landscapes, walks, shows, food service, costumed staff and retail stores (Heo, 2009: 449). Theme parks serve as machines for economic development. The theme parks and amusement parks have an employment-generating feature. They also allow for land prices and environmental development. Real estate, theme and amusement parks are related to each other It has been observed that theme parks increase the land and housing prices to the region they are in (Zhong et. al., 2015:115). Factors that make difference in cities in the development of thematic parks; level of economic development and welfare distribution, transportation system; natural environment and cultural heritage buildings, national culture, sightseeing and foreign

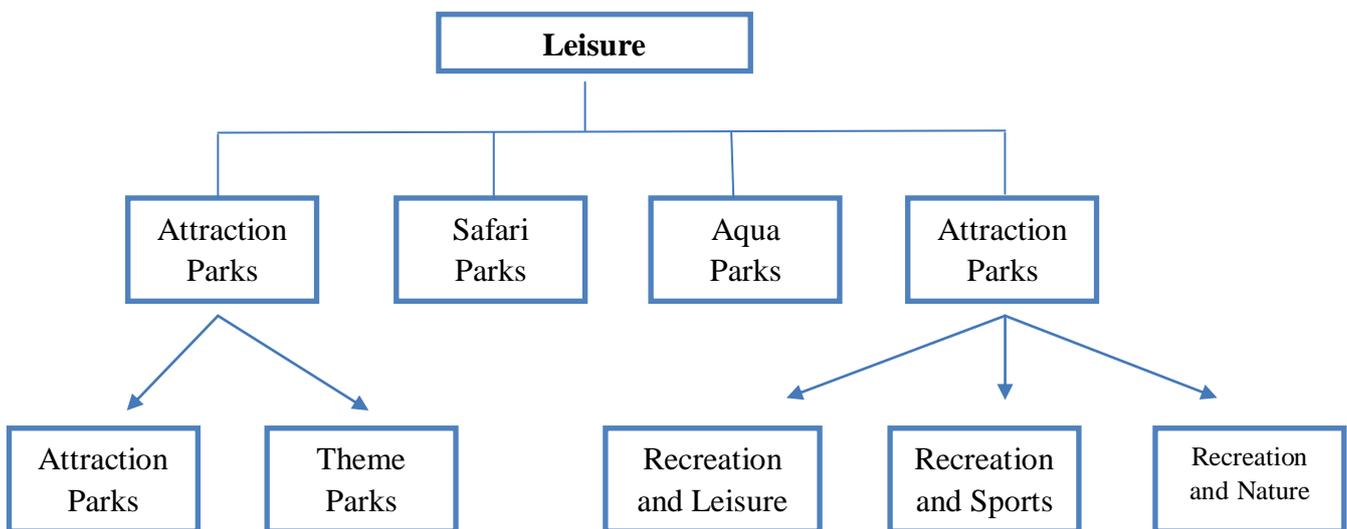
visitors (Raluca & Gina, 2008: 636). With the increase of urbanization, people's feelings of pleasure and adventure have declined and caused various limitations in their imagination. Recreation and entertainment networks have begun to be planned to remove such deficits from the scene. These areas shaped together with nature, culture, architecture and landscape have started to be called 'Theme Park' (Carver, 2000: 456).

The competition in the theme park market is also important in terms of increasing number of parks, but at the same time relative leisure time seems to reach the fullness of the theme park market in different areas, and parks appeal to visitors who are increasingly experienced and demanding. Given these trends, the increasing tendency to supply theme parks, environmental constraints and increasingly discriminatory consumerism can lead to the need for thematic parks to be optimized for survival in this competitive market. Constantly increasing number of parks and future trends in consumer behavior theme parks constitute a subset of visiting attractions (Wong & Cheung, 1999: 319).

**THEME PARK TYPES**

The theme is the main part of the experience of your visit; it should be planned to focus on developing and operating the design of the park. It is extremely important to select a theme for such a park. In general, theme parks try to create an atmosphere, create a feeling of being in another place and time, and usually provide services with architecture, landscaping, shows, catering, costume staff to highlight a dominant theme around them (Kemperman, 2000: 11). Theme parks still have many themes in terms of different points of attraction in the majority of parks today, although they are thought to offer a significant theme to visitors, or the themed nature of the theme is nature but there are many themes including wildlife animals and sea (Wong & Cheung, 1999: 322). Amusement parks are also categorized as leisure parks and include parks in Figure 1 (Argan, 2016: 229).

**Figure 1:** Classification of Leisure Parks



Source : (Baud-Bovy & Lawson,1998 as cited in Argan, 2016: 230).

It is possible to classify the theme parks as follows (Deniz, 2002 as cited in Dalkılıç, 2007: 8-9):

- Climate-themed parks and gardens: Plants that allow different climatic conditions, such as plants, animals, etc., which allow you to see the creatures such as rain forests, desert gardens.
- Age-themed parks: past and future parks.
- Education-Based Parks and Gardens: Parks that contain educational elements such as zoos, botanical gardens, medical plant gardens.
- Geography-based parks and gardens: parks that allow you to see different geographical structures eg Alpine gardens
- Recreation and Entertainment Themed Parks and Gardens: Parks whose main purpose is leisure and leisure are eg Disneyland, water parks, Vacation.
- Story, Tale, Mythology Themed Parks and Gardens: There are parks that contain fairy-tale buildings and identities eg Robinson Club, Noah's Ark, Uranus.
- Specially explained gardens: parks designed and adapted to a specific concept eg dry stone gardens, rock gardens.
- Hobby-based parks: are places where habits that people enjoy making are brought together, for example, Collection Gardens, ecological gardens.
- Art-based parks: Parks of artistic importance and admiration for visitors, for example, sculpture parks.
- Natural Life Themed Gardens: parks that we can meet in real life or that have people's dreams. For example, Odor gardens.

In addition to commemorative sales at Disney-themed parks, they also earn significant profits from parking, catering, and other services. In addition to these, visitors can make purchases from shopping malls and get income from parks (Pine & Gilmore, 1998: 99).

## **THE PURPOSE, IMPORTANCE AND METHOD OF RESEARCH**

Disneyland Paris is an ideal destination for tourists looking for fun. At the same time Disneyland is one of the most important theme parks in Europe. For this reason, it can be suggested that this sample theme park will be examined and beneficial for both recreation managers and tourism marketers in future planning of destination based parks. The main purpose of reviewing Disneyland is to be one of the most important, rooted and successful theme parks in Europe. Kučinskienė (2012: 79) classified theme park planning as economic environment, physical environment, transportation, communication and infrastructure, socio-cultural environment, accommodation services and other services. Raluca and Gina (2008) conducted a survey of the general environment of tourism; economic environment, socio-cultural environment, physical environment, transportation, infrastructure, offered opportunities and institutional framework. Taking advantage from the classification of Raluca and Gina (2008); Kučinskienė (2012), the examining of the general tourism environment of Disneyland Theme Park in Paris has

been evaluated as economic environment, socio-cultural environment, physical environment, transportation, infrastructure, facilities and institutional framework the themes. In the research, observation method is used from qualitative research methods. Observation is self-reported data collection based on cause-and-effect relation to events or behaviors the researcher needs to investigate (Yazıcıoğlu & Erdoğan, 2014: 36; Kozak, 2014: 30). The observations by the researcher were made on 06/09/2017 at the Disneyland Paris theme park and photographs were taken to support the results of the observation. Photographs from the park support Disneyland's tourism general environment elements. Two park (Disneyland Park, Walt Disney Studios Park) visits were completed within one day. Observation evaluations are italicized in the following section.

## **INVESTIGATION OF TOURISM GENERAL ENVIRONMENT OF DISNEYLAND PARIS THEME PARK**

The theme parks have been part of the American dream for years. The Disney Company Against Racquets Since 1957, the young and old have brought magical and magical ideas for the happiness of the population (Gothelf et. al., 2010). Although man-made attractions such as Disneyland Paris are technically referred to as attractions, they have destination features compared to many other attractions (Horner & Swarbrooke, 2005 as cited in Argan, 2007: 438). The general tourism environment of Disneyland Paris destination; economic environment, socio-cultural environment, physical environment, transportation, infrastructure, facilities and institutional framework:

**The economic environment of theme park:** The planning efforts of theme parks are mostly aimed at improving the economy, because the economic impact of theme parks is usually positive: income, foreign exchange and increased direct and indirect employment; establishment of government revenues for the improvement of community facilities and services; multiplier effect in regional and local economy; advanced transport facilities and other infrastructure for tourism that can be enjoyed by residents (Raluca & Gina: 2008: 636). The theme parks have had a tremendous impact on local economies and will continue to play an important role in providing recreational opportunities (Sun & Uysal, 1994: 77). The number of participants in the top 25 entertainment / theme parks worldwide is 233.1 million. The growth rate of 25 major theme parks in 2015-16 is -1.1%. Disneyland Paris, Marne La Vallee (France) reached 8.4 million in 2016. Participation in Walt Disney shows growth of 1.8% over 2015 with 140.4 million participants in 2016 (TEA/ AECOM, <https://www.aecom.com/>, 28/03/2018). Turkey income derived from leisure and amusement park activities (NACE (NACE) 9321) as of 2017 is \$ 124 million. This income is expected to be 140 million dollars in 2020 (<https://www.statista.com>, 28/03/2018).

Table 1: Top 25 Theme Parks Worldwide

TOP 25 AMUSEMENT/THEME PARKS WORLDWIDE				
RANK	PARK Location	%CHANGE	ATTENDANCE	
			2016	
			ATTENDANCE 2015	
1	MAGIC KINGDOM AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.5%	20,395,000	20,492,000
2	DISNEYLAND, ANAHEIM, CA, U.S.	-1.8%	17,943,000	18,278,000
3	TOKYO DISNEYLAND, TOKYO, JAPAN	-0.4%	16,540,000	16,600,000
4	UNIVERSAL STUDIOS JAPAN, OSAKA, JAPAN	4.3%	14,500,000	13,900,000
5	TOKYO DISNEY SEA, TOKYO, JAPAN	-1.0%	13,460,000	13,600,000
6	EPCOT AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.7%	11,712,000	11,798,000
7	DISNEY'S ANIMAL KINGDOM AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.7%	10,844,000	10,922,000
8	DISNEY'S HOLLYWOOD STUDIOS AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.5%	10,774,000	10,828,000
9	UNIVERSAL STUDIOS AT UNIVERSAL ORLANDO, FL, U.S.	4.3%	9,998,000	9,585,000
10	ISLANDS OF ADVENTURE AT UNIVERSAL ORLANDO, FL, U.S.	6.5%	9,362,000	8,792,000
11	DISNEY'S CALIFORNIA ADVENTURE, ANAHEIM, CA, U.S.	-0.9%	9,295,000	9,383,000
12	CHIMELONG OCEAN KINGDOM, HENGQIN, CHINA	13.2%	8,474,000	7,486,000
13	DISNEYLAND PARK AT DISNEYLAND PARIS, MARNE LA VALLÉE, FRANCE	-14.2%	8,400,000	9,790,000*
14	LOTTE WORLD, SEOUL, SOUTH KOREA	11.5%	8,150,000	7,310,000
15	UNIVERSAL STUDIOS HOLLYWOOD, UNIVERSAL CITY, CA, U.S.	13.9%	8,086,000	7,097,000
16	EVERLAND, GYEONGGI-DO, SOUTH KOREA	-3.0%	7,200,000	7,423,000
17	HONG KONG DISNEYLAND, HONG KONG SAR	-10.3%	6,100,000	6,800,000
18	OCEAN PARK, HONG KONG SAR	-18.8%	5,996,000	7,387,000
19	NAGASHIMA SPA LAND, KUWANA, JAPAN	-0.3%	5,850,000	5,870,000
20	EUROPA PARK, RUST, GERMANY	1.8%	5,600,000	5,500,000
21	SHANGHAI DISNEYLAND, SHANGHAI, CHINA	—	5,600,000	NEW ENTRY
22	WALT DISNEY STUDIOS PARK AT DISNEYLAND PARIS, MARNE LA VALLÉE, FRANCE	-1.6%	4,970,000	5,050,000*
23	DE EFTELING, KAATSHEUVEL, THE NETHERLANDS	1.8%	4,764,000	4,680,000
24	TIVOLI GARDENS, COPENHAGEN, DENMARK	-2.0%	4,640,000	4,733,000
25	SEAWORLD FLORIDA, ORLANDO, FL, U.S.	-7.9%	4,402,000	4,777,000
TOP 25 TOTAL ATTENDANCE 2016			233,057,000	228,081,000
TOP 25 ATTENDANCE GROWTH 2015–16		-1.1%	233,057,000	235,568,000

Source: (TEA/ AECOM, <https://www.aecom.com/content/wp-content/uploads/2017; 28/03/2018>).

**The socio-cultural environment of theme park:** The effect of theme park operations can bring benefits and problems to both local community and cultural structures. A theme park in a zone communicates between residents and visitors. It can also cause a problem when there is a significant socio-economic difference between the sights and the residents. For example, differences between languages, customs and value systems can be overcrowding between facilities and transportation, commercialization, misunderstandings and conflicts between residents and visitors due to violations of local dress codes and codes of conduct. The theme parks have particularly intense participation figures, and the intense concentration of time and space on the grounds is an important question (Raluca & Gina: 2008: 636).



Image 1: Disneyland Sleeping Beauty Castle

Disneyland Paris, however, is located about 1 hour away from the center of the city of Paris in terms of location, reachable by metro or car. Far from the crowd of Paris city, there are few settlements around. After entering the park, it is not possible to fit the participation of recreational activities in two basic amusement parks (Disneyland Park, Walt Disney Studios Park) and Disney Village into a single day. To make use of all the facilities of the park and its attractions, it is necessary to make accommodations in the surrounding area and spread all the experiences in the park over a few days. However, on a day-to-day visit, a visitor who wants to take advantage of all the parks has thought of everything he needs in the park. This is why the visitor needs to contact the residents of the park before leaving the park to benefit from all the attractions of the park. So residents do not see these overcrowded visitors in the city.

**The psychically environment of theme park:** The environmental impacts of theme parks are often negative and cause concern. As theme parks are specially designed for modern visitors, they may include environmental influences of theme parks, visual pollution such as attractive buildings and structures, and not very attractive parking lots. Other environmental problems include air and water pollution, noise, vehicle and pedestrian obstruction, and land use mismatch (Raluca & Gina: 2008: 636). The most important natural factors in amusement park planning are the geological and topographical situation of the area where the park will be built. Water resources are important for the region's climate park choice of amusement park (Dalkılıç, 2007: 30).



**Image 2:** Entrance to Disneyland Theme Park



**Image 3:** A view from the park



**Image 4:** La Cabane Des Robinson



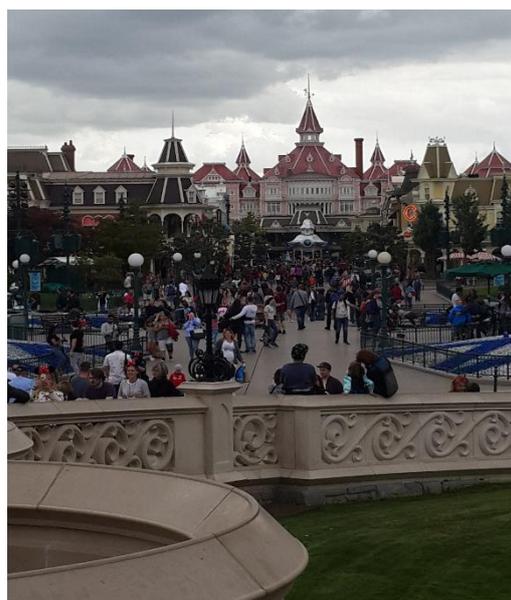
**Image 5:** Sleeping Beauty Castle



**Image 6:** A theme in the park



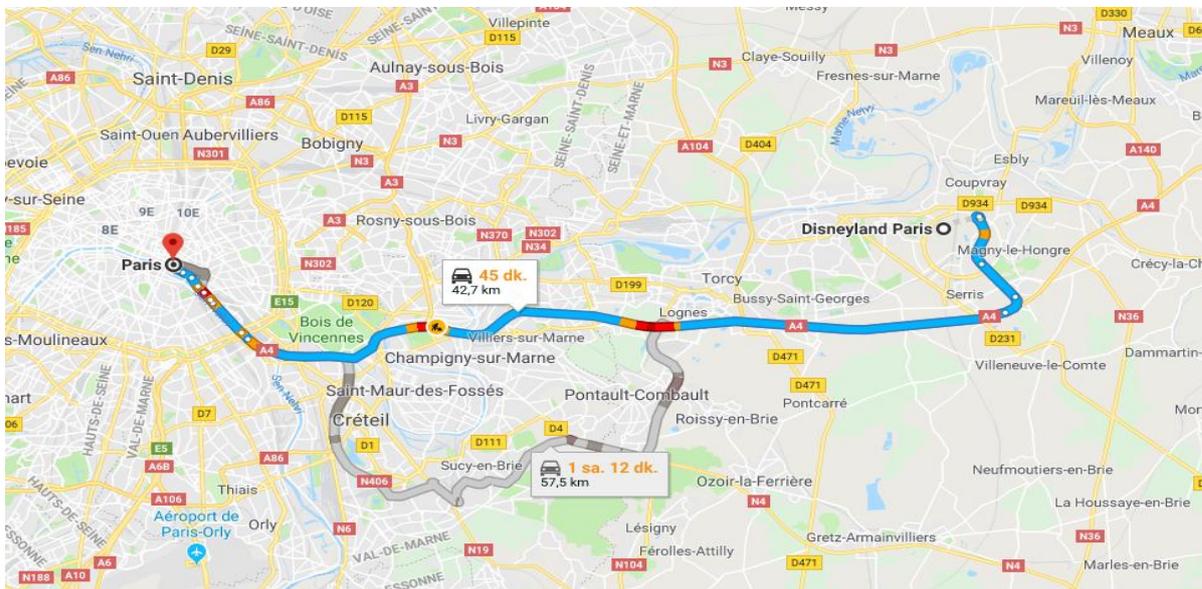
**Image 7:** Big Thunder Mountain



**Image 8:** A view from the park

The theme park has different concept. For example, Big Thunder Mountain, like La Cabane Des Robinson. These themes are in enormous harmony among themselves. Despite the presence of many activities and artifacts appealing to the five senses, it can not be eliminated that overcrowded tails (Image 8). In fact, there are fast pass facilities for the traveler who does not want to wait in the queue. For the visitors, a familiar environment is created that is quite natural, authentic and animated (Image 2,3,4,5,6). Visitors are welcomed by this environment. It is obvious that Disneyland is quite successful in the context of the attractive buildings and the surrounding cleanups.

**The transportation of the theme park:** Amusement parks should be planned in areas that are easily and conveniently accessible. It can be provided by in-city private transportation services or it can be in different alternatives such as rail or cable lines specially designed for parking (Dalkılıç, 2007: 33). Transportation networks make theme parks physically accessible for potential sightseeing, and this is an important factor in determining the number of times a theme park will attract visitors. The presence of major theme parks and attractions has led to the development of new public transport services to meet the demand for sightseeing (Raluca & Gina, 2008: 637).



**Image:** Road between Disneyland and Paris

Source : (<https://www.google.com.tr/maps/dir/Disneyland+Paris,+Chessy>; 31/03/2018).

Transportation between Disneyland destination and Paris is about 45 min. Tourists can get to Dineyland by metro from Paris Metro (RERA) or by hiring a car. The park is open between 09.00 and 20.00 between September and June, while it is open until 23.00 between July and August, attracting millions of visitors. The metro does not have any trouble getting to Disneyland because they are on time.

**The infrastructure of theme park:** In addition to transportation facilities, other infrastructural elements include water supply, electricity, waste disposal and telecommunication. These infrastructural components are planned by the public sector (Raluca & Gina, 2008: 637). It should be close to major tourist attractions and accessible, especially close to the intersection of the motorway and the highway (Dalkılıç, 2007: 33).

**Table 2 :** Disneyland Resort (Paris)

	Location	Opening Day	Resort Facilities	Area
<b>DISNEYLAND RESORT PARIS</b>	Marne-la-Valle, Paris, France	Disneyland Park, April 12, 1992	Theme Park: 2 (Disneyland, Walt Disney Studios)	Total Resort Area: 494 acres
		Walt Disney Studios Park, March 16, 2002	<b>Other Facilities;</b> Disney Village, Golf Disneyland, Disney Hotel: 7	Walt Disney Studios Park: 126 acres
	Disney Village, 1992	Disneyland Park: 141 acres		

Source: (Adapted from DeGroot, 2009: 24).

Disneyland Paris is a combination of two main parks. These are Disneyland and Walt Disney Studios Park. Other facilities of the park include Disney Village where many fun activities such as cinema, eating and drinking and shopping can be performed, as well as Golf Disneyland and Lake Disney parts of many recreational activities. In the park there are fast food restaurants as well as cafés, vendors, toy shops and souvenirs. For tourists who do not want to fit Disneyland into a day, there are nine different hotels of Disneyland, as well as nine different partner hotels. There are also mini-trains for tourists who are tired and tour around the park.

**Facilities offered by the theme park:** Accommodation, hotels, food and beverage, shopping and other tourist facilities serve to ensure that tourists stay in an overnight during their travels. Other possibilities for tourism development include retail outlets, souvenir shops, tour and travel operations, restaurants, retail outlets, souvenir shops, tourist information bureaus, public safety facilities, financial facilities and services, police and fire protection services (Raluca & Gina: 2008: 637).



**Image 9:** Main Street Vehicles



**Image 10:** La Carrausel De Lancelot



**Image 11:** Pinocchio House



**Image 12:** A visual from Disneyland



**Image 13:** A Show from The Incredibles



**Image 14:** Twilight Zone Tower of Terror



**Image 15:** Thunder Mesa Riverboat Landing



**Image 16:** Phantom Manor



**Image 17:** Pirate of The Beach



**Image 18:** Toy Store



**Image 19:** Toy Store



**Image 20:** Toy Store

Various cartoon characters in Disneyland Park, such as Goofy, Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, characters take photographs with tourists or children in various parts of the park. Fantasyland with Sharks, Discoveryland with the science fiction theme, Frontierland with wild west, Adventureland with adventure, and Main Street that resembles American towns attract tourists. In Walt Disney Studios Park, it is possible to see simulations from various film sets. For example, Armageddon attraction. Golf Disneyland has golf courses for families. As you walk through the park's streets, you feel yourself in a fantasy world (Image 9,10,11,12). Besides this, the wanderer can watch the live show of Disney cartoon characters on the streets (Image 13) and experience the horror moments in Hollywood Tower (Image 14). Tourists wanting to experience different experiences can take a trip with the Riverboat (Image 15), experience horror-filled moments at Phantom Manor (Image 16), visit the Indiana Jones Temple, visit the Pirate of The Beach (Image 17) te pirate ship. Many of the above mentioned activities, attractions, entertainment and events, as well as many shops selling toys, are offered to tourists (Image 18,19,20).

**The institutional environment:** When planning the theme park environment, the institutional elements need to be considered. From national level to local government levels, legal requirements can promote or hinder tourism development. For example, infrastructure policies may favor one region. In addition, administrative laws and regulations can affect the amount and quality of tourism development in a given area (Raluca & Gina: 2008: 638).

The Walt Disney Company started on October 16, 1923. Walt Disney founded the Disney Brothers Cartoon Studio in Burbank with his brother Roy. In 1926, the company created two films. I got a studio in Hollywood in California. Difficulties in distribution rights almost exacerbated Walt's company, but the design of Mickey Mouse (1928) and Donald Duck saved the worst of it. The following years will bring full-length animated images to them, such as merchandise, Snow White, and the Seven Dwarfs (1937), followed by Pinocchio, television programs (such as The Mickey Mouse Club since 1955), live action films and of course Walt's greatest One of the projects is a theme park called Disneyland. Over the past few years, Disney has entered a wider area. The move to the market began and the Disney Channel began cable coverage and created sub-divisions such as Touchstone Pictures to make more family-focused, pay-per-view movies, providing a tighter balance in the wider series. In the 1970s and 1980s he was the leader of Disney. Walt Disney has now become an expanded entertainment company that operates in four business areas: media networks, studio entertainment, parks and resorts as villagers and magnificent customer products (DeGroote, 2009: 24).

Themed parks are the most important example of destination-based fun. Park business is considered and evaluated as a business model. Accordingly, the management of these parks, the marketing of financing is even more important (Argan, 2007: 432). The Disney Company faces a number of external opportunities, such as positive government attitudes to its operations, entry barriers, large group loyal travelers and the entertainment industry itself. Official and governmental forces are often recognized as negative externalities to a company. In the case of Disney, the French government donated \$ 1.2 billion to the Euro Disney plan by constructing transport facilities, making significant payments and tax-deducting Disney's expense for spending on goods sold (DeGroote, 2009: 25).

When the history of the Disney company is examined, the support of the French official and government forces is clearly visible. Both the tax cuts and the built-up transport facilities and the French government contributed to the number of visitors to Paris as well as to the number of visitors to Disneyland. In addition, awareness efforts and media support in marketing Disneyland destinations have also led to an increase in demand for this tourism destination.

## **CONCLUSION AND RECOMMENDATIONS**

The themed parks, which are part of a commercial recreation, are the destinations where tourism, relaxation, entertainment and amusement are provided for leisure time. According to TEA / AECOM (<https://www.aecom.com/>,28/03/2018), Magic Kingdom (FL, U.S.), Disneyland, Anaheim (CA, U.S.), Tokyo Disney and Tokyo (Japan) are at the forefront of the world's most important tourist parks. The most important theme parks in Europe are Disneyland (Marne-la-Valle, Paris, France). In our country it is not yet possible to compare the amusement parks with the developed examples in Europe. Vialand is the most important theme park that started to serve in our country on May 26, 2013. In this research, Disneyland's general tourism environment, which has maintained a successful management and marketing understanding in the past and today, economic environment, socio-cultural environment, physical environment, transportation, infrastructure, facilities and institutional framework. Based on the results of the review, target-based theme park managers and tourism marketers can benefit from the following outcomes;

- The economic impact of the Disneyland theme park is quite high. The theme park provides direct and indirect employment, income and foreign exchange input. Beside this, the surrounding area improves the transportation infrastructure and provides other infrastructure for the tourism that the inhabitants of the region can also benefit.

- Millions of tourists visit the paris destination to enjoy Disneyland theme park.

- It is clear that the positioning of the park will be at the highest level of destination where the park is located. In addition, the park is in a position not to create conflicts or overcrowding between residents and visitors. It will be useful for potential new parks to be introduced to pay attention to this issue.

- Generally, tourists arrive at the entrance of the park with a few minutes' walking distance just after they get off the subway. As a result, there are no overcrowded tourists or traffic around the park, so the physical environment of the park is also protected.

- Disneyland destination is about 45 min by metro transport from Paris to Paris. Tourists can easily get to Disneyland by metro from Paris metro (RER A). There are also car rental options available. While theme park managers locate the park, there should be no lack of infrastructure related to transportation first.

- Disneyland Paris consists of two main parks, Disneyland and Walt Disney Studios Park. Other facilities include Disney Village, Golf Disneyland and Lake Disney, where many fun activities such as cinema, eating and drinking and shopping can be performed. The park also has additional facilities such as fast food restaurants, cafés, toys and souvenir shops. Infrastructure elements include nine different hotels of Disneyland as well as nine

different partner hotels. Park managers and tourist marketers should provide additional facilities, such as hotels, entertainment, eating and drinking places, shopping malls, for the tourists that require a few days in the park.

- Various cartoon characters in Disneyland Park, such as Goofy, Mickey Mouse etc. Fantasyland, Discoveryland, Frontierland, Adventureland, Golf Disneyland and Main Street are all attractive to tourists, with many different experiences and adventures to experience. In Walt Disney Studios Park, it is possible to see simulations from various film sets. Besides this, the wanderer can watch the live show of Disney cartoon characters on the streets. Hollywood Tower, Phantom Manor, Indiana Jones Temple, Pirate of the Beach can experience excitement or fear. You can join a trolley with Riverboat. In addition to these experiences in the park, there are many athletics, attractions, entertainment and events, as well as lots of toy-selling shops for tourists.

- Finally, when the history of Disneyland is examined, the support of the French official and government forces is evident. Both the tax cuts and the construction of the transport facilities and the French government contributed to the number of tourists visiting Paris thanks to Disneyland. Government support and also media support should be provided in the region in which future thematic parks to be established will also be established.

- Disneyland, which meets the needs of tourists for travel and edutainment (both education and entertainment experiences), offers important experiences to consumers. Through both public and private sector partnership, Disneyland in Paris offers tourist entertainment beyond quality and consumer expectations. Cooperative approaches, suppliers' contributions and Disneyland's innovative products and the Paris destination have gained a competitive edge.

This research is limited to Disneyland Paris only. Future research may provide comparative results by examining the theme parks of different destinations. In addition, future research may be able to conduct a broader field survey by looking for visitor expectations.

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