

# Theme Parks Artificial Adventure World How it all started



# First Themepark

Disneyland Anaheim, California, Opening 1955

Anaheim, California Themepark was designed from Walt Disney, himself.  
The Idea was Merchandising, History of Animation Films and Attractions that led to the most succesful Profit.

1971 Walt Disneyworld Resort Florida

1983 Walt Disneyworld Resort Tokyo

1992 Disneyland Paris Resort Paris

2005 Disneyland Hong Kong

Currently there are 13 Disney parks in four countries on three continents



Preopening Photo with Walt Disney,  
Mickey Mouse and other Characters.  
Cinderella Castle behind it



# Structure of themeparks for example: Disneyland Paris

Mainstreet  
Paris



# Structure of themeparks for example: Disneyland Paris (2)

Discoveryland





# Structure of themeparks for example: Disneyland Paris (3)

Disney Village



# Structure of themeparks for example: Disneyland Paris (4)

Hotel Newport Bay Club





# The history of the theme and leisure parks

Already in the last century in Germany was built Tripsdrill, the oldest theme park in Germany. It was settled around a trip gastronomy and this park is growing up rapidly until today. The history of amusement parks in Germany starts with the times of economic reconstruction after the Second World War. Scenic restaurants who wanted to attract additional attractions around them for the visitors, emerged in the postwar years.



# The history of the theme and leisure parks (2)

The most common were then fairytale parks. In general, these fairy tale gardens could accommodate a maximum of 100.000 visitors per year. Later they came up with the idea of the presentation of African and Asiatic wildlife in large outdoor enclosures after the safari princip. After that they opened the Park Europapark Rust, Phantasialand in Brühl and Holiday Park in Haßloch by a mix of leisure, theme countries, shows and variety and they are divided into a theme rides and restaurants as well as playing facilities with all attractions arisen.



# The history of the theme and leisure parks (3)

In that time came the term "theme park" taken from the U.S.. As theme parks are understood those Leisure and adventure parks after Disney's Philosophy (Disneyland) , which prepare their attractions and other ancillary facilities (food , buildings, etc. ) in a particular design form (subject) and this design also consistently in a spatially implement delimited area . The aim of this "theming" is the creation of micro-worlds that trigger through their unity and through their detailed design of a positive emotional effect to the visitors.



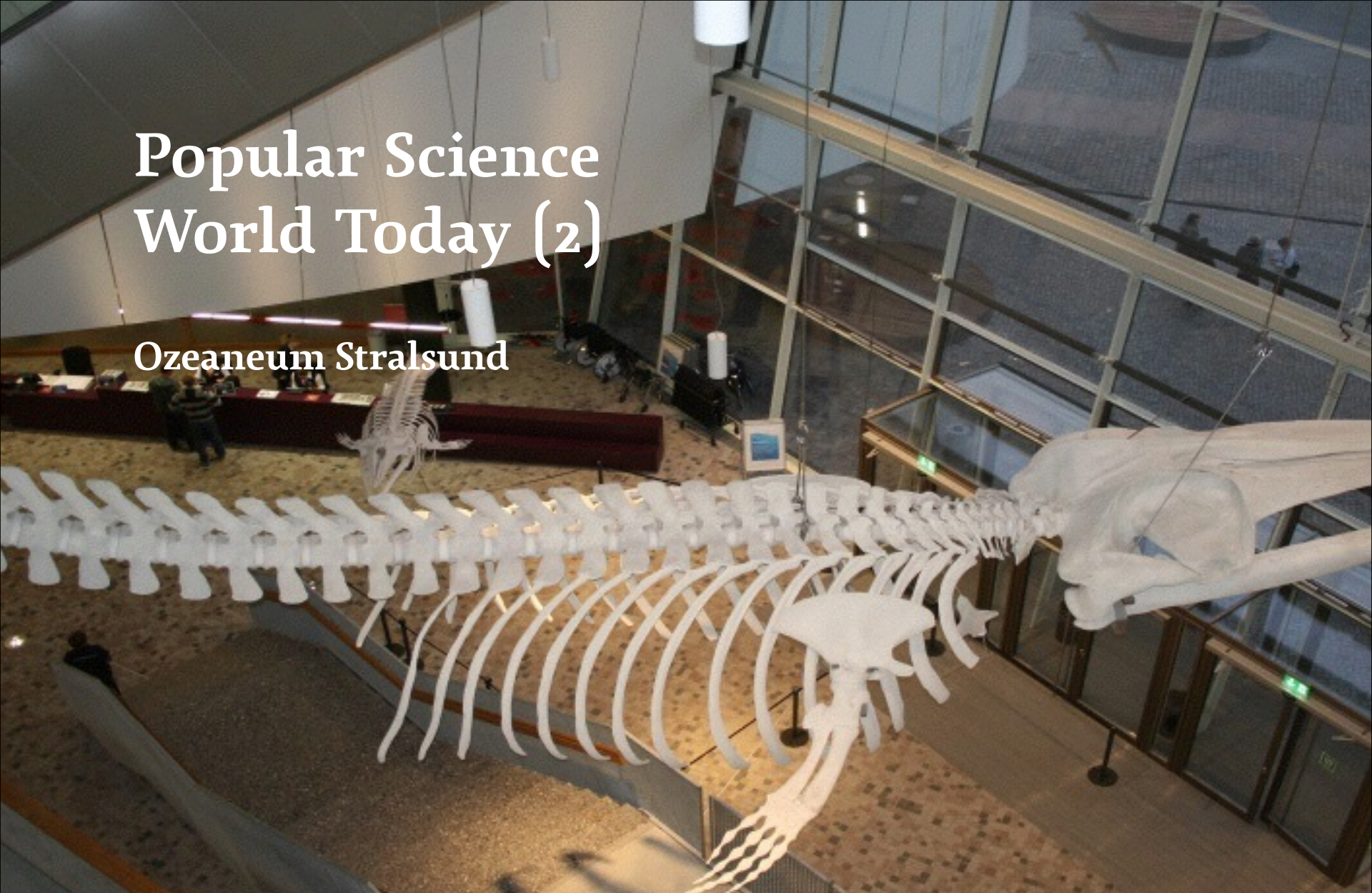
# Popular Science World Today

Deutsches Meeresmuseum



# Popular Science World Today (2)

Ozeaneum Stralsund





# Popular Science World Today (3)

Havenwelten Bremerhaven



# Popular Science World Today (4)

Deutsches Klimahaus





# Science Center

## Different Types Of Science Centers:

Leisureparks, Zoological gardens, Aquarien,  
Climbing gardens, Racetracks, Themehotels, Shoppingcenter  
Art Exhibitions Centers, Car Worlds etc.

**Great diversity of science centers/leisure parks**

Different priorities,

Different target groups

**Unique Selling Point (USP)**



# Science Center (2)

HAVENWELTEN Bremerhaven  
Zoo am Meer  
Deutsches Klimahaus  
Deutsches Auswandererhaus  
Deutsches Schiffahrtsmuseum  
Sail City Atlantic Hotel  
Mediterraneo - Shoppingmal



# Objectives Of Leisure Worlds/ Science Centers

- Experience rather the same every day
- Entertainment rather than boredom
- Relaxation rather than stress
- Experiences (leisure world) lead their visitors to another (dream) world and let them forget the stress of everyday life for a few hours.
- The Concept can only provide entertainment or be informative or instructive.



# Objectives Of Leisure Worlds/ Science Centers (2)

## Benefits

- Professional Service
- Subjectively real value for money
- Experience, entertainment, distraction
- Needs-based products

People have never had so much free time and so much more willing to spend much money on their leisure time as now





# What is a Science Center

- Presentation of scientific phenomena
- Hands-on exhibition, interactivity is in the foreground
- Special exhibition concept, special experience
- Hands-on thought, to become active
- Visitors will be part of the exhibition
- In this case, no collections / originals
- No research contract

Deutsches  
Klimahaus  
8° Ost





# What is a Science Center (2)

The climate house gives us an insight information into the lives of people and animals around the Earth on the longitude 8° East. In the end we are back in Bremerhaven. An impressive journey comes to the end. One day we saw the world from very different perspectives. We were fully informed of the consequences of climate change. The effects of our behavior are felt around the world

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# What Is The Goal Of Science Centers

- Science should be an experience
- The study of phenomena is to arise emotions promote communication
- Create Intergenerational enthusiasm
- Playful access to science
- Learning with all senses, regardless of interests and educational background
- Easy access to science
- Awareness of the phenomena of nature and the environment

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# The balance of the investment and gained new jobs give hope to Bremerhaven advance structurally



**Guides**



**Service personal**



**Marketing/  
Sales**



**Event/  
Congress**

# Why we need a leisure park in Istria

- There is no competitor in the region (local market, regional market, nationwide)
- From Easter to end of October are millions of tourists visiting Istria
- The neighboring European countries reach an Istrian amusement park within 4 hours by train, by car and by bus
- Importantly, of course, the park must have a unique selling point - USP


# Why we need a leisure park in Istria (2)

- For holiday guests this theme park would be an added value.
- In the off-season, there would be an increase in the number of overnight stays (hotels, apartments, guesthouses benefit)
- Extend the season time possible
- New jobs will be generated
- Local products find a new market

I am convinced that a well-planned theme park in Istria has a good future and will be very successful.





A cartoon illustration of Mickey Mouse waving with his right hand. He is wearing his signature red shorts with two yellow buttons. The background is dark with various handwritten messages in German.

**Hvala vam što  
ste me pažljivo  
slušali**