

## The Role of Theme Parks in Adventure Tourism.

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**Abstract:** This article explains that theme parks are the main link of adventure tourism. The importance of the most famous theme parks and the income generated by these parks, the number of tourists visiting the theme parks, and the history of the theme park and its current status. Sections on the importance of theme parks and themed theme parks are described.

**Keywords:** Theme parks, Disney theme park, attraction, Harry Potter, Happiest place on earth.

**Introduction.** Countries that continue to develop in today's modern era are rising through many innovations. In particular, the importance of theme parks in adventure tourism is very important. Every year, the popularity of theme parks as vacation destinations increases. If we look at the famous theme parks in the world, these parks distinguish people with their other tourism resources. Many countries earn economic income through these theme parks. Theme parks are popular as a new term for people, many people in the world do not know what kind of theme parks are and what kind of people these parks are designed for. If such theme parks are built in many countries, how much benefit will these theme parks bring to them? Historically, the idea of theme parks originated in Europe at the end of the 19th century. At the World Exhibition in Brussels for the first time, an entertainment corner - "attraction" - appeared in French attractions, the Ferris wheel in this place is attracting the attention of many people.[1] Theme parks are becoming more and more popular. More than 90 million people visit US parks in a year, and revenues exceed nearly \$3 billion. By 2025, the theme park market is expected to reach USD 89.2 billion worldwide. [2] European theme parks receive about 60 million visitors a year and generate revenues of \$1.8 billion. During the year, the Disneyland theme park receives more than twice the number of European visitors than the Louvre and the Eiffel Tower. It is important to note that theme parks are different, and in this process, theme parks offer different themes of entertainment. Adventure parks also organize theme parks, and these types of parks allow tourists to experience active and exciting experiences. These adventure parks include slides, swings, walking attractions, and in addition, we can include active sports such as cycling, skiing or rock climbing. These parks are often family-oriented and offer entertainment for both children and adults. In addition, there are also historical gardens, and a person visiting this place will discover himself in a certain past world. A tourist visiting this place has the opportunity to learn more about the history and culture of this place. In these places, ancient cities, castles, museums and theatrical performances will be organized to show the life and customs of the past as animation. Theme parks offer visitors a wide range of entertainment and attractions. This can include slides, rides, shows, playgrounds, and more. These parks usually have a theme like Jurassic Park or Harry Potter and are very important for tourists who want to immerse visitors in the world of their favorite movies, books or characters.

Theme parks have their origins in the pleasure parks that were popular at the beginning of the Industrial Revolution, where people took a break from the daily hustle and bustle of the city. Bakken,

the world's oldest and still operating amusement park near Copenhagen, was opened in 1583. One of the most famous parks in London, Vauxhall Park was founded in 1661. The Prater in Vienna was opened in 1766. Copenhagen's Tivoli Gardens, founded in 1843, is another example of an amusement park that is still operating successfully today. These parks are home to retail stores, amusements, fireworks displays, and some "attractions" that look like modern roller coasters. Gardens evolved to meet the expectations of their visitors, taking full advantage of the mechanical wonders of the industrialization of the time. World's Fairs have played a major role in the history of theme parks. The first such exhibition took place in 1851 at the Crystal Palace in London, which was specially built for this purpose. Exhibitions have become a symbol of industrialization, a platform for demonstrating the industrial achievements of the nations of the world. Great Britain was the fastest growing country at that time. They combined the display of scientific and technical achievements with entertainment events and brought a large amount of money to the country. There are several reasons why many tourists visit theme parks. One of the main reasons for visiting theme parks is to get away from the routine of everyday life and spend your life going somewhere interesting. Going to theme parks allows tourists to see the process that they like. It allows you to be in another world and feel yourself in another world. Tourists want to imagine themselves in an otherworldly world of fairies, robots, princesses, pirates and many others. Most of the theme parks are very colorful, vibrant and amazing. These vibrant colors are the perfect combination to make you stop for a while and take it all in. When you first step into a theme park, you can see that the feeling or initial reaction from the color palette is very atmospheric. Another important aspect of visiting theme parks is the amazing structures filled with amazing engineering marvels that showcase the genius of engineers at great work. If the tourists who are interested in the construction of buildings want to have a different imagination, the color and amazing engineering of the theme parks will certainly have a positive effect on many tourists. Due to the rapid growth of social networks, we try to seek popularity during our activities or share beautiful places with perfect photos and videos on social networks. Therefore, theme parks provide more emotions than the magical land you expect. In addition to their amazing structure and vibrant colors, theme parks are usually decorated with cute characters. We can point to such scenes as Disney's Mickey Mouse and the Gang or Universal Studios' Sesame Street. Therefore, many tourists have many opportunities to take great photos with them. The most pleasant effect of theme parks for tourists or visitors is its environment. As Disney's motto is "The Happiest Place on Earth" [3], each theme park has the ability to give tourists a true "happy" feeling. Nevertheless, theme parks have a certain positive atmosphere that everyone can enjoy. The sights and sounds suggest that tourists will need more time to take it in and explore it all. Theme parks are often child-friendly as well. Almost everywhere, families with children can relax, take pictures and just relax. But, interestingly, you can see that theme parks are always full of adults and teenagers. Children's enjoyment of parks creates positive emotions that adults and teenagers can fully relate to. You can see the kids having fun, dressing up as their favorite characters, and just being really special. It makes tourists miss their childhood and is a place that allows you to become that child again. Theme parks offer many exciting rides and attractions that you can choose from.

It will take several hours to fully explore the entire theme park. If you love walking and always want to spend time walking every day, you can visit theme parks. On the plus side, you'll be getting some much-needed exercise. Many tourists don't take enough steps a day to maintain their health, which can be solved by visiting this place. This allows you to start training. Some people think that visiting theme parks is expensive and involves spending a lot of money, but good planning can help tourists get the best deals and make it cheaper for tourists. [4] If we have previously noticed that tourist products are mainly non-specialized, have the same characteristics, and are intended for mass tourism, now and in the future, tourism products should not only be diversified, but also correspond to the development trend of tourist demand. is needed, which is aimed at short-term tourism. - travelers stay several times a year.

For this purpose, many countries are creating new concepts to attract tourists. The use of theme parks as a tourist product of domestic and international tourism is important here. The phenomenal success of travel companies suggested to entrepreneurs that they should cash in on America's desire to discover and dream. When Walt Disney announced that he would build a new theme park in central Florida, the market's tourism boom became a reality, attracting 13-15 million visitors annually. It offered the largest concentration of hotel rooms in the area and many theme parks. Most of today's theme parks follow Walt Disney's lead and focus on a specific theme. Busch Gardens in Tampa offers The Dark Continent [5], a 300-acre African theme park that recreates the African safari. The US spaceport is part of the Kennedy Space Center. Florida's Sea World is the largest marine zoological park and Universal Studios is a movie-oriented theme park. There are often themed views of sea animals. The Orlando market has been the subject of rapid hotel development over the past 20 years. In the past, Disney was content to attract millions of visitors to its park attractions and put a small fraction of them in more expensive hotels within Disney World. Most people stay in Orlando accommodations and eat out in the city at night. That's why Disney has spent more than \$1 billion in recent years adding attractions like the Typhoon Water Rides and the Islands Nightlife Zone. Initially, the company never expected people to stay there more than two or three nights. Currently, the average length of stay is almost a week. [6] Disney wants, if not all of the money it brings to Orlando, at least a large portion of it. Mid-priced hotels outside of Disney World may face stiffer competition as Disney builds similarly priced rooms on its own properties. Any attempt to plan for tourism growth can be strengthened by identifying the tourism supply resources available in the regions. Because of their scale and variety of attractions, Central Florida's theme parks can be considered regions within the region. To determine the attractiveness of different theme parks, the methodology of regional analysis of tourism resources can be implemented.

**Conclusion.** Today, together with adventure tourism, theme parks are also developing on a large scale. In many countries, building theme parks and attracting the attention of tourists, increasing foreign and local incomes is becoming a very important task. If we pay attention, the Disney theme park ranks first in the world. Many foreign countries, seeing the tourists coming to this theme park and analyzing the revenues, are also acting in this direction. There are not many theme parks in our country either. Theme parks are the most profitable part of adventure tourism. Theme parks are an object of recreation for many tourists. Tourists who visit these places forget their problems and have a cultural holiday. Through this, if they have children, they will go to themed places in theme parks for young children and feel like they have returned to their childhood.

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