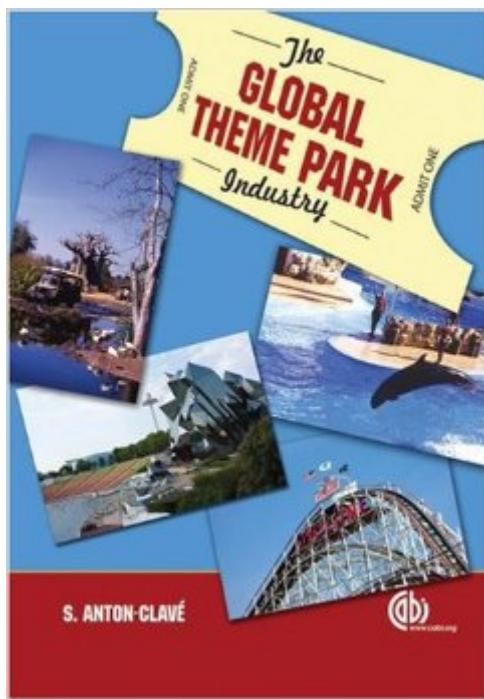


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The Global Theme Park Industry



Synopsis

Since the 1980s, the theme park industry has developed into a global phenomenon, with everything from large, worldwide theme parks to countless smaller ventures. From the first pleasure gardens to the global theme park companies, 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, the book portrays the impacts of theme parks as global competitive actors, agents of global development and cultural symbols, particularly in the context of their role in the developing experience economy. In conclusion, this book is a practical guide to the planning and development of theme parks.

Book Information

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Customer Reviews

If you're really interested in theme park history, this is The Book. It's a true scientific approach to the theme parks phenomenon. Do not expect nice glittering pictures with awkward sentences inside; it's not a coffee table book, but a truly useful, well documented and referenced text. A certain Must, undoubtedly.

I used this as a reference for a paper on theme parks. It got the job done

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