



SHOW IN THEME PARKS

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HFT 4752 - MGMT GUEST EXP IN THEME PARKS

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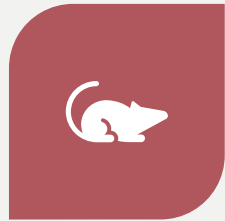
THE DAY BEGINS

- A FAMILY SCANS THEIR TICKET AT THE THEME PARK TURNSTILE AS THEY ARE GREETED WARMLY. EITHER A PICTURE IS TAKEN OR THEIR FINGER IS SCANNED. WHEN THE LIGHT ON THE DEVICE TURNS GREEN, EACH FAMILY MEMBER ENTERS THE PARK FOR A FUN DAY. EVEN IN THEIR FIRST STEPS SOMETHING IS ALREADY AT WORK ON THEM. THERE'S MUSIC PLAYING, A TRAIN'S HORN SOUNDS AS IT PULLS INTO THE STATION, AND THE PATH AHEAD IS CLEAN AND OPEN. THE FAMILY SMILES. IT'S GOING TO BE A GOOD DAY.

How Show is



DEFINED



IMPLEMENTED



GUARDED



PART OF THE
VALUE GUESTS
PERCEIVE



PART OF OTHER
THEME PARKS'
PHILOSOPHY



Walt Disney originated the idea as Disneyland took shape: every part of the park must stay true to its story



Marty Sclar: a photographer's car parked in Frontierland — a 1960s vehicle in an 1860s story world — “had violated a key story principle with our very visible contradiction”



“Poor maintenance is poor show” — Mickey’s Ten Commandments

Defining Good Show

Cleanliness

Friendly & Courteous Staff

Staff knowledge

Defining Good Show

Dr . Ady Milan found that theme park visitors valued these items that are directly related to the show of a park.

Implementing Good Show - Employees

Universal Parks & Resorts: even a restroom attendant listing includes guest assistance and cleanliness duties

Disney Traditions: a 4–8 hour orientation introducing the Five Keys and framing the job as culture, not just tasks

Silverwood Theme Park (non-Disney) uses the term “Cast Member” and requires staff to go “beyond good service, to outstanding service”

Cast members are trained to say “Guest,” “costume,” and “role” instead of customer, uniform, job

Implementing Good Show - Themes



GUESTS PREFER THEMES
WHEN THEY VISIT A PARK.
NATURE, FANTASY, FUTURE,
ADVENTURE ARE AMONG
TOP ONES



THESE THEMES IMMERSE
THE GUEST AS MUCH AS
POSSIBLE INTO THE WORLD.



EVERYTHING ABOUT WHAT
THE THEME CONTRIBUTES
TO THE SHOW THE GUEST
EXPERIENCES.



IN THIS THEME, GUESTS ARE
ACTORS

Implementing Good Show - Park Ops

- Universal Parks & Resorts: even a restroom attendant listing includes guest assistance and cleanliness duties
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Guarding the Show

Making sure the show is presented in the way to keep guests immersed

Disney himself was not displaying good show

A famous YouTube blogger was banned after sneaking backstage

The Show's Perceived Value

Guests experience Good Show as one seamless environment — not as separate training, theming, and upkeep

The physical and social environment (servicescape) shapes how customers evaluate an experience, not just how they feel in the moment

Guests are active participants — the “tourist as actor” — which deepens perceived value beyond passive spectatorship

Immersion includes bodily affect — guests don't just see Good Show, they feel it

Good Show Conclusion

- *A family notices the music, the clean path, the friendly greeting — all at once, without separating them. That seamlessness is Good Show, and it is why guests leave feeling their time and money were well spent.*

