А. В. БАБАЕВ, Е. В. БАБАЕВА, Г. В. ГАНЬШИНА

Организация досуга современной семьи в условиях тематических парков

Семья, как самый первый и главный социальный институт, формирует ценностные ориентиры растущей личности. Организация содержательного семейного досуга является значимой проблемой и одной из главных задач государства. Благоприятные условия для организации культурного досуга и отдыха, реализации творческого потенциала и социальной активности семьи могут быть созданы в современных тематических парках. Авторы обосновывают роль социально-культурного потенциала тематических парков в организации рационального досуга современной семьи. Территория тематических парков предназначена для рекреации и развлечения. Комплекс оказываемых услуг выстраивается исходя из концепции и тематики парка. На основе анализа социокультурной деятельности тематических парков регионов России, авторы делают вывод: необходимо изучать, развивать и популяризировать конструктивный опыт современных тематических парков по организации социально оправданного разностороннего досуга семьи, способствующего духовному обогащению и физическому совершенствованию, расширению кругозора, реализации творческого потенциала личности с учетом возможностей и потребностей каждого члена семьи.

Ключевые слова: тематический парк, семейный досуг, туризм, индустрия развлечений, досуг, современная семья, рекреация, творчество, гармоничное развитие личности

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Modern family leisure activities organization in theme parks

The family, as the first and the main social institution, forms the value orientations of the growing personality. The organization of substantial family leisure is a significant problem and one of the main tasks of the state. Favorable conditions for the organization of cultural leisure and recreation as well as for the realization of the family's creative potential and social activity can be created in modern theme parks. The authors substantiate the role of theme parks, their social and cultural potential, in the organization of rational leisure for a modern family. The territory of theme parks is designed for recreation and entertainment. The range of services is based on the concept and theme of the Park. After the analysis of the socio-cultural activities of theme parks in the Russian regions, the authors come to the conclusion that it is necessary to study, develop and promote the constructive experience of modern theme parks for the organization of socially justified and diverse family leisure, contributing to the spiritual enrichment and physical improvement, the horizons broadening, the realization of the creative potential of the individual, taking into account the opportunities and needs of each family member.

Key words: theme park, family leisure, tourism, entertainment industry, leisure, modern family, recreation, creativity, harmonious development of personality

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Introduction

The family is the first social step in a person's life. By consistently carrying out the pivotal role of transmitting the cultural and moral values, traditions and customs of the people, the family provides a sustainable and positive platform for the full development of the child's evolving personality.

In the era of modernization of all the economic spheres, the need to understand the directions of family development as the basis of society is reflected in the activities of state, legislative and municipal authorities, public organizations, major religions, etc. The government of the Russian Federation implements a number of target programs and regulations developed in accordance with the Decree of the government of the Russian Federation: "the Concept of State Family Policy in the Russian Federation for the Period up to 2025", "On the Federal Target Program "Children of Russia" (2017), "The Situation of Children in the Russian Federation" (2015), "the UN Convention on the Rights of the Child", "The World Declaration on Ensuring the Survival, Protection and Development of Children", etc. Within the framework of the implementation of these documents, the main directions of the Russian state family policy development were determined, in which the main emphasis is placed on increasing the value of the family lifestyle, preserving the spiritual and moral foundations in family relations and upbringing of children; creating a quality and affordable social infrastructure of additional education and leisure of children, focused on the personal development of the child, positive socialization and professional self-determination, meeting the individual needs of children in intellectual, artistic, aesthetic, moral development, as well as in physical training and sports, scientific and technical creativity; creating conditions for the development of accessible infrastructure for family recreation and tourism, health of children and youth, etc. [11].

The main objective of the Program of the Russian Federation "Development of culture and tourism for 2013-2020" (Decree of the Government of the Russian Federation of 31.03.2017 № 391) [18] is the implementation of the strategic role of culture as a spiritual and moral basis for the harmonious development of the individual, strengthening the unity of Russian society and civil identity, familiarizing citizens to the cultural and natural heritage, promoting economic and socio-cultural progress in the Russian regions.

The need to organize substantial, socially justified family leisure is a significant problem due to the contradiction between the objective creative and educational potential of cultural institutions, education, tourism and its lack of demand by the modern family.

The formation of a cultural, creative personality capable of self-development is possible both in the conditions of an educational institution and in the framework of free time. There is a need for a large-scale expansion of network interaction between the institutions that are parts of the general, higher and additional education system, the club system at the place of residence, the potential of public associations, institutions of the leisure and tourism industry. The formation of a multi-faceted, humanistic personality is provided by the diverse activities of educational and cultural institutions [3, p. 241].

Favorable conditions for the fullest satisfaction of spiritual and aesthetic needs, health promotion, organization of cultural leisure, the family creative and social activity development are created in modern theme parks. Parks are social and cultural institutions,

the main functions of which are the organization of recreation and entertainment, leisure, information and educational and sports activities for various categories of the population of the district, city, for tourists visiting this destination [20, p. 14-16]. As it is emphasized by O. A. Demchenko, recreation institutions have enough powerful resources for pedagogical influence on the personality, capable to transfer its development in socially approved course. However, their rich educational potential is not fully realized in recreation parks [7, p. 14]. This makes it relevant to generalize the scientific understanding of pedagogical opportunities of theme parks in improving the leisure of the modern family. The scientific problem of the research is caused by the contradiction between the presence of a wide range of creative and educational services and recreational opportunities in theme parks and the insufficient use of the social and cultural potential of parks in the organization of leisure by the modern family. This contradiction, considered in the context of modern theme parks, allows us to formulate the main problem of the study: what is the socio-cultural potential of theme parks in the organization of diverse leisure activities of the modern family?

The purpose of this study is to explore and substantiate the role of theme parks in improving the leisure of the modern family based on the analysis of the constructive experience of recreational activities in Russian parks.

The theme park can act as a mediator between a family and active family leisure, creating conditions for participating in educational, creative, health and other social and cultural activities for all family members. In the context of theme parks it is possible to carry out a variety of forms of family entertainment: interactive programs, thematic events, workshops and quests, cycling, skating, skiing, sleighing, high-level joint sports activities, visiting exciting attractions, cinemas, concert halls, museums, exhibitions and sales in the park etc.

Materials and methods

The following theoretical methods were used in the course of the study: analysis, systematization of scientific and methodological literature on the issue of family leisure, multifunctional activities of theme parks; study and generalization of the constructive experience of modern theme parks in Russia on the organization of socially justified substantial family leisure.

The works by the Russian scientists such as T. I. Baklanova, E. V. Babaeva, Y. A. Babarykin, V. G. Genichirou, E. I. Grigorieva, G. I. Gribkova, S. Y. Savarino, E. V. Makarevich, Z. V. Muraviova, N. I. Novikov, I. V. Sadikova, L. V. Starykh etc. were important for our research in the field of spiritual and moral problems of family, the culture of family relationship.

The scientific research works by N. Aboulela, M. Brach, N. V. Vishnyakov, G. I. Gribkova, O. A. Demchenko, A. H. Dziova, V. Y. Viktorova, O. Y. Zelenskaya, V. A. Lapshin, V. L. Kabanova, R. V. Klindukh, O. I. Kiseleva, I. D. Levina, E. I. Medved, N. V. Nekliudova, M. Riabkov, V. P. Sergeeva, L. E. Sidorenko etc. are specially dedicated to the activities of the parks and the institutions of the leisure industry.

The problem of the family leisure organization in parks of culture and recreation as well as in theme parks is presented in the works of Russian and foreign researchers: E. V. Babaeva, G. V. Ganshina, E. I. Grigorieva, I. N. Grigorieva, V. I. Portnikova, E. A. Repkina, N. V. Nekliudova, V. M. Ryabkov, L. E. Sidorenko, etc.

Literature analysis

The family plays a crucial role in ensuring the economic and social progress of society, strengthening the health and education of the younger generation, and improving the demographic processes. Here the basis of human character and the attitude to moral and cultural values are formed [23, p. 32].

On the basis of the UN recommendations, the State Statistics Committee of Russia adopted the following definition of family used in the course of the census: "Family is a group of cohabiting persons connected by kinship and general budget" [12, p. 89]. In the scientific literature, different definitions are given to the concept of "family", but most often the family is characterized as a historically specific system of relationships between spouses, between parents and children, as a small social group whose members are connected by marital or parental relations, common life and mutual moral responsibility, the social need for which is due to the need of society in the physical and spiritual reproduction of the population [9, p. 75]. The family is thus characterized by three main types of family relationships:

1) marriage, 2) parenting, 3) kinship.

The most urgent problem in this regard is the problem of the Russian family as a unit of society, on the level of culture which largely depends on the further well-being and prosperity of society, its ability to form a spiritually rich, creative personality of the information age, ready to overcome the demographic crisis, social passivity, anti-social manifestations. The main goal of the modern family is to establish the values of humanism and tolerance in children, to reveal their creative and artistic and aesthetic potential for communication with nature, sports, art, reading highly artistic literature, active substantial leisure [5, p. 91]. Success in achieving this goal depends on how each family corresponds to the "family model" in reality.

At all times, the family was the creator and preserver of cultural values, the creator of civilization. A special role in the implementation of the family's pedagogical function belongs to joint leisure activities, which is a part of free time used for communication, consumption of spiritual cultural values, amateur creativity, walking, entertainment and other forms of unregulated activity that contributes to the preservation, restoration and development of human physical and spiritual health and intellectual perfection. In this context, the most important task is to strengthen physical health, promote a healthy lifestyle, improve the quality of pedagogical work in the field of active recreation.

One of the spheres of life, where the problem of preserving the health of the population can be solved in the most fruitful way, is leisure. It is here that the activation of social mechanisms of health protection and the awakening of the individual's personal initiative in self-preservation can be ensured on the basis of the choice of a favorable lifestyle and various forms of leisure [23, p. 11]. Leisure allows to reveal the physical, spiritual, moral and aesthetic potential of a person. This is the way of its active promotion of culture, development of social and cultural heritage. The importance and role of specially organized efforts aimed at ensuring the full rest of the family in modern conditions are becoming more and more tangible. The organization of recreation and entertainment should be focused on developing and improving the cultural level of the individual [14, p. 6]. As it is emphasized by Y. A. Babarykin, N. A. Novikova, I. V. Soldikova, with the optimal combination of classical and innovative technologies of social and cultural activities, cultural and recreation institutions can make a significant contribution to

the prevention of bad habits among the younger generation, introduction to physical training and sports, promotion of a healthy lifestyle [4, p. 7].

Entertainment has now become a global industry with huge, rapidly growing revenues. Theme parks occupy a special place in this industry. The popularity of theme parks as places of recreation is increasing every year. The European entertainment market is quite well-formed. Entertainment centers organized in the form of a theme park are developing in the USA, France, Spain, the Netherlands, Denmark, Germany, the UK, Japan, China and Australia. The popularity of theme parks is growing. More than 90 million people visit the US parks a year, and their revenues have reached almost 3 billion dollars. The European theme parks have about 60 million visitors a year (\$1.8 billion of revenue). Theme parks have recently become a serious rival to traditional destinations with a large number of historical and cultural sights. During the year, European Disneyland has twice as much visitors as the Louvre and the Eiffel tower. The use of high technology i.e. computer control systems for sound and animation effects that cause visitors' thrilling emotions and particularly vivid impression - should be highlighted among the main secrets of the success of theme parks [2, 78]. The most famous and frequently visited theme parks of the world are located in the United States: Disneyland, Disney World (Walt Disney World), Sea World, Universal Studios. In Europe about 2 dozens of large theme parks are built, not to mention the numerous water parks. Theme parks in Denmark (Legoland), in the Netherlands (Eurodisneyland, Futuroscope, Asterix), in Spain (Port Aventura, the Land of Myths (Terra Mitika)), in Germany (Europe-Park, Fantasiland, Movieworld) are very popular among tourists. Every year the largest entertainment centers are visited by up to 10 million guests. Now they are often called theme parks. The existing parks continue to expand, and new ones are being built.

Speaking about the development of theme parks in Russia, I would like to note that the entertainment industry in the country is gaining a stronger legal basis: new standards of safety and customer service are being introduced, municipal parks in the status of autonomous institutions have acquired new opportunities for development. The rational use of all the innovations occurring in the entertainment industry requires more attention and knowledge from the heads of the industry [25]. The researcher of cultural heritage and developing tourism of the provinces of Santa Fe Marcela Brach believes that the intensification of the tourist flow by increasing the number of holidays requires a variety of entertainment and tourism services for their consumption in a short period of time, so those institutions that have a developed infrastructure to attract visitors have certain privileges [24]. Today, when the entertainment industry is developing at a cosmic pace, it is not enough to equip the Park with modern attractions and equipment, it is also necessary to create a unique atmosphere that will make visitors stay as long as possible in the Park and come here again [26].

To restore and preserve customs and traditions, to form moral values, to strengthen interpersonal relations in a family, to charge visitors of different age categories with positive emotions are important tasks of modern theme parks. No less important task is the younger generation's moral guidelines formation, the formation of humane attitude towards people and the ability to establish positive interpersonal relationships and cooperate with others [19].

The issues of theme parks development in Russia are considered in the works of A. Y. Alexandrova, E. V. Babaeva, G. V. Ganshina, V. V. Diachenko, G. M. Oblezova, R. N. Romanov, I. M. Rodionov, O. N. Sedinkina, L.E.Sidorenko and others. According to the Russian Association of Parks and Attraction Manufacturers, there are about 650 amusement parks in the country, including 30 large ones. In another association — the Union of Associations and Partners of the Entertainment Industry— they believe that there are even more — 700.

The largest parks of the country include: Divo Ostrov (St. Petersburg), Luna Park Carousel, the Central Park of Culture and Recreation, or the Gorky park (Moscow), Riviera, Sochi Park (Sochi), Lukomorye (Saratov).

The network of theme parks is developing, new parks appear, delighting its guests with interactive entertainment and educational programs, attractions, unusual holidays and thematic events, filling the spiritual world of children and adults with goodness, joy and fairy tale [14, p. 140]. Such tours are extremely popular with those who love family holidays, newlyweds and small youth groups. It's interesting to know that the majority of park visitors are adults, not children for whom they were created first and foremost. Along with interesting and exciting attractions, the main attractive feature of theme parks is the action that takes place around. In modern theme parks in Russia, there are many different interesting projects: Gift Week, Patriotic Week, Week of Favorite Books, Flower Week, Sports week, Children's Song Week, Our Friendly Family Week, etc., to meet the cultural needs of different categories of the population. The theme of the week sets the tone for the events that take place in the park during these days. In the park visitors get positive emotions, communicating with animators — mascots and entertainment organizers. The mascots help visitors to engage in various forms of leisure, thereby increasing interest in the services of the park: they acquaint visitors with the services of the park, involve children and adults in various interactive game programs, go on the rides with them. Thus, the children's emotions and impressions of exciting attractions are joined with unforgettable positive feelings after communicating with your favourite hero.

Research results. Discussion of results

A theme park is a certain area designed for recreation and entertainment that features a range of services dedicated to a specific topic. Some main idea lies at the heart of the theme park concept, and all the attractions in the park should correspond to it. Modern theme parks are a continuation of ancient traditions of fairs and folk festivals, but in a modified form. Theme parks have long been used as a tourist magnet, attracting large flows of visitors to the territory and becoming a source of income not only for the owners of the entertainment industry, but also for municipalities as a whole [8, p. 56].

A theme park is a place to relax, which has a strict target orientation. There are the following types of theme parks:

- mega-parks (the Walt Disney World Park, etc.),
- ethnoparks,
- amusement park,
- fun park,
- safari park,
- water parks,
- fun fairs,
- memorial parks,
- natural parks, etc. [10].

It is important to understand that the chosen theme of the park should be oriented and adapted to the interests of different target audiences and should meet the various visitors' requirements. This strategy allows to achieve high results and increases the flow of visitors exponentially.

Based on the analysis of the constructive experience of the existing national theme parks, we will consider the multifunctional nature of their activities, as well as focus on the types and forms of the modern family's leisure activities in theme parks.

Sochi Park is a good example of focusing on the customer and increasing the flow of tourists in the local areas. Sochi Park is one of the first theme parks in Russia. Opened in 2014, the Park has gained regular visitors not only from nearby cities, but also from the most remote corners of Russia. It was visited by tourists from all over the country as well as by foreign guests. More than a million people visit Sochi Park every year, which, of course, is due to a well-designed infrastructure. On 25 hectares there are 20 new modern attractions and the hotel-castle "Bogatyr". There is entertainment for all ages: rides, a dolphinarium, shows, quests, master classes etc. Little children love the park area with its rides and rocking. Older children prefer attractions where one can ride independently as well as with parents. They are attracted by the rope park "The Space jungle", a water challenging site in the Eco-village, scientific shows and an open-air game laboratory [21]. Twelve-hour working day and good transport accessibility have made the park one of the main sights of the Krasnodar region. The concept of the park is based on the rich cultural and historical heritage of Russia, as well as Russian achievements in various fields of science. The territory is divided into several thematic zones:

- The Alley Of Lights;
- The Land of Heroes (Krai Bogatyrei);
- The Enchanted Forest;
- The Marine Realm;
- The Eco-village;
- The Children's Corner;
- The Land of Science and Science Fiction;
- The Bear Land;
- The Hotel-Castle "Bogatyr".

The relevance and variety of entertainment programs allow to achieve high attendance and the effect of "word of mouth" when new visitors come on the recommendation of guests who have already been in the park. The pride of the park are the thrilling rides: a gravity hill entitled "The Quantum Leap", that can reach the speed of up to 105 km/h; a 65-meter free fall tower entitled "Zhar-ptitsa" ["The Firebird"]; a sledging hill entitled "Zmey Gorynych" ["The Dragon"] with the effect of acceleration and the length of the track of more than 1 km. The dolphinarium of the park offers an entertaining program with the participation of various sea animals — white whales, Black sea dolphins and sea lions. The largest building of the amusement park is the hotel, in the shape of which it is easy to find some references to the famous castle in Disneyland. The presence of cafes and restaurants in Sochi Park, as well as a single "full-day" entrance ticket, which provides the right to visit several zones, allows visitors to stay in the Park all day long without leaving the territory. The experience of Sochi Park – in fact, the first theme park in the territory of modern Russia - should be replicated in cities of the other Federal districts. The cartoon style and multifunctional character of the Sochi Park concept is obvious and can be applied in a variety of Russian territories, adjusted for the weather conditions, the existing scale of tourist flow and some other socio-economic features of the territory. The speed of development of Sochi Park is largely due to its favorable location.

Here, in Sochi, along the left bank of the Mzymta river, upstream from the ski resort "Rosa Khutor", a unique cultural and ethnographic park named "My Russia" is situated. It

was opened on the eve of the winter Olympic games on February 5, 2014, to show guests the diversity of Russia in miniature. The park houses 11 thematic pavilions, which present historical, cultural and architectural artifacts of various regions of Russia. The Park is divided into several sectors on the geographical basis — from the West to the East: the Caucasus, Suzdal, the Central Russia, the Krasnodar region, Moscow, the Russian North, St. Petersburg, Kazan, the Urals, Siberia and Buriatia.

Not far from the Gulf of Finland, surrounded by rivers and canals in the historic park complex of St. Petersburg, there is an amusement park called "Divo Ostrov". Its extreme attractions are among the top 10 best attractions in the world and are as well-equipped as the world's best amusement parks. This magical country opened in 2003. During the first month after the opening the park was visited by about 1 million people. Now the park has 47 attractions.

It is gratifying that the positive dynamics of the opening and development of theme parks is observed in remote parts of Russia, even where the tourist flow is not so constant and extensive. A park of wooden sculpture called "Lukomorye" in the city of Angarsk, the Irkutsk region, is one of such parks. The park is located in a picturesque place, where there are more than 150 units of wooden sculpture made by different masters. The uniqueness of the park is in the fact that all the wooden sculptures are made of Angarsk pine and are very thematically diverse. For example, on the neighboring sites there are full-length sculptures of the revered Orthodox saints Peter and Fevronya, the character of folk tales Bayun the Cat, and the heroine of modern fairy tales — Ding-Ding the Fairy. The pragmatic approach of the park's organizers in relation to a wide range of thematic choices allowed to cover a wider target audience — from preschool children to the elderly. In winter, the park offers dog-sledding. The houses for living are rented, there are locations for weddings, corporate and other celebrations. Despite the considerable distance of the park from the Central part of Russia, "Lukomorye" has established a constant tourist flow with an annual positive growth of the number of tourists [17].

Russia is a multinational country with its distinctive history and traditions. The historical heritage of our ancestors is the most popular theme for creating theme parks [1, p. 7]. Thus, in the Watan Ethnic Park in Ufa, the Republic of Bashkortostan, the park's expositions are aimed at familiarizing guests with the national customs and peculiarities of life of the indigenous peoples of Bashkiria. However, enough space is given to the modern achievements of the Republic. The project is implemented by the Fund for the Development of Urban Projects with the support of the administration of Ufa. Visitors are attracted by a complex of seven yurtas, forming an ethno-village and reflecting all the diversity and identity of the peoples of Bashkiria [15]. Events in the park are held both indoors and outdoors. The Watan Ethnic Park has become a favorite vacation spot not only for ordinary tourists, but also for high-ranking guests of the region from Central Russia and abroad. A variety of workshops and lectures attract a wide range of people to the Park, not only performing an entertainment function, but also information and educational ones. Preservation of the rich national heritage, holding cultural events in conjunction with the excellent economic model — this is the concept of the park space, which meets all the modern requirements.

Speaking about the structure of the park, it should be noted an interesting approach to the creation of an ethno-village. Each of the seven yurtas has its own focus for special target audiences:

— Yurta Tamga is a workshop of free creativity. It hosts master classes, chamber performances, tea ceremonies, and various thematic events.

— Ethnographic Yurta resembles a bird's nest, as it is made of thin sticks. The project was created on the basis of historical data on nomadic yurtas. When it is cold outside, it is warm inside the yurta, when it is hot outside, it is cool inside it, and the harsh Bashkir winds are not able to break the wall because of their mobile and lightweight design. On the territory of the Yurta there is a kind of museum of local lore with objects of national life, folk costumes, hunting equipment and elements of decoration of the ancient Bashkirs.

— The Yurta of Masters is reserved for masters of folk art. Here you can see carpet weaving and Bashkir embroidery, learn what the local down shawls are famous for, how to roll felt and hear the folk instrument kurai, which will be created directly before your eyes.

— The Museum of Honey is something without which it is difficult to imagine the theme park of Bashkiria. Local honey is the most diverse and unique in medicinal and taste properties due to the geographical location of the territory. To preserve the ancient traditions and develop the honey industry the Bashkirs created the Yurta of Nature, offering everyone to find out why astronauts prefer only the Bashkir honey, smell the wormwood and other features of the local areas.

— The Yurta called “The Subsoil Of Bashkortostan”. Here you can hear the music of stones, see all the variety of elements of the Mendeleev periodic table, find out when the first fountain of black gold sprang in the Republic, and how oil created the city.

— The Yurta called “The Photo of History” provides an opportunity to be photographed in national folk costumes on the background of a variety of local landscapes presented on huge photographs.

— The Ufa Future Yurta will lift the veil of secrets: what will the city look like in the future? What is the modern urban concept of Ufa? What will be the main advantage of the business center of the region in the future? [15].

Theme parks such as The Yurta Park Watan, require rather large investments. Rural settlements and small towns may not always be able to find funds for the initial construction phase. However, the multiplicity of theme parks is that the concept of their arrangement can be adjusted to any economic indicators. For us it is important that the diverse activities of the Park Watan aim at the preservation of the indigenous Bashkirian people's identity, the formation of patriotic feelings among the younger generation, promotion of healthy lifestyles and the culture of life, the development of cognitive and creative activity of the family.

In Kazan since June 2016, the largest Park of moving dinosaurs in Russia has been working—the amusement park named “Yurkin Park Travel”, which presents around 150 dinosaur figures. More than 100 reptile figures are interactive, they can move and make sounds. Whole families of local residents and guests from all over Russia and abroad come to this magical world.

A good example of a budget version of the theme park is the Stone Park at the Pobeda State Farm in the Kaluga region [16]. In a small area, directly on the field, there are stone “exhibits” — mountain minerals. These witnesses of the events of ancient times, the particles of eternity brought from different parts of Central Asia, the Urals, Karelia and the Caucasus. Both children and adults want to get in touch with the mysterious world of various stones: marble, emerald serpentine, jasper, quartz, limestone, sandstones from Central Asia and even ammonites - the fossilized remains of cephalopods that lived at the bottom of the ancient ocean several million years ago. To equip and maintain such a park does not need special tools. The peculiarity is rather in the correct location. In the stone park in the immediate vicinity there is a bird park with more than 2,000 species. The core of the collection — exotic birds, as well as widely represented birds of prey, forest, domestic and waterfowl birds of our country. Here you can dissolve in the music of birds' singing,

watch exotic animals and fish, admire waterfalls and amazing collections of all kinds of insects - beetles, butterflies, spiders. This neighborhood allows to build mutually beneficial partnerships and attract more tourists to the territory. Parks are not only a place for family recreation and entertainment, but also a serious educational and research base.

The main feature of the amusement park "Fantasygrad" in Yekaterinburg is to combine two game formats: role-playing games and "City of masters", where in the form of a game children learn the basics of different professions. On the stage of the fantasy city there are interactive programs with the participation of both children and adults. In addition to all kinds of activities, impressive stunning medieval architecture, crystal castle, a three-deck frigate, figures of mythical creatures and more, in the park there is a pastry shop, a pizzeria and an ice cream shop where one can get culinary skills. In such halls as "The Excavation", "The Hospital", and "The Observatory" one can explore the world. Children will be helped to realize their creative potential in the schools of actors, minstrels and the fashion house. For a full immersion into the world of fairy tales in the park there is a ten-day children's camp for children from 6 to 14 years. For school students (grades 1-10) it is possible to obtain additional education. Training programs are very diverse: Medicine, Economics, History, Life Safety, Etiquette Lessons. Interactive classes within the project make learning more accessible and interesting for children. At the lessons in well-equipped workshops, the teachers-organizers not only introduce children to one of the 33 professions in detail, but also instill a respectful attitude to work and thoughtful choice of future profession in them.

The activity of natural parks deserves special attention. In the study of N. V. Vishnyakov and O. Y. Zelenskaya it is emphasized that 61 tourist routes have been developed and are now operating in the natural parks of the Volgograd region. Ecological, ethnographic, extreme, scientific and educational types of tourism are carried out within the developed eco-tourist routes. The most frequently visited places are equipped with gazebos, canopies, benches, bonfires. Thus, in the natural park "Eltonsky" there are 18 types of excursion routes with a total length of 691.3 km: automobile and hiking, horse riding and cycling routes. For tourists and sightseers the park provides support services on the routes and excursion services. Observation platforms are installed on the routes. On the territory of the natural park "Ust-Medveditsky" there are 6 tourist routes with a total length of about 442 km and ecological trail "Geological" for schoolchildren. Kayaking on the rivers Don, Khoper and Medveditsa is popular, as well as the excursions to the village of Ust-Medveditskaya with a visit to the Spaso-Preobrazhensky convent. On the territory of the natural park "Tsimlyansky Sands" there are 4 tourist routes with a total length of about 226 km and two ecological trails. On weekends and holidays, weekend tours are organized, where horse riding, water walking on a motor boat, jet skiing, water attractions are presented. Natural parks have developed programs for organizing and conducting field environmental workshops and schools for schoolchildren and students. Based on the analysis of recreational activities of natural parks of the Volgograd region, the researchers conclude: to increase the number of visitors to the parks and increase revenues, it is necessary to expand the list and increase the volume of paid services. This can be achieved through the development of new tourist routes, including bicycle tours and boat trips, family holidays in picnic areas, weekend tours, tent camps, increased sales of souvenirs, rental of tourist and beach equipment [6]. As Y. P. Suprunenko states, ecotourism is developed in the areas of recreation (intensive and extensive) and educational tourism (buffer, hard-to-reach and recreational) – in accordance with the functional zoning of national parks, which are specially equipped for environmental education and sightseeing. Overcoming the contradictions between recreation and nature

protection, national parks are aimed at effective recreational services, as well as the education of civil attitude to the natural and cultural heritage of the country [22].

It is impossible to ignore one of the most visited parks in Russia — the Residence of Ded Moroz [Grandfather Frost] in Veliky Ustiug. Every year the popularity of event tours to this fabulous area is growing. Here children can go sleighing and horse riding, walk along the trail of fairy tales, communicate with animals, make various crafts of birch bark and flax, and, of course, get a gift and the joy of communicating with Ded Moroz himself in his mansion. The participation of the whole family in a variety of animation programs in the residence of Ded Moroz charges children and adults with positive emotions, motivates them for active recreational leisure. The use of innovative forms, methods and means of social and cultural activities, aesthetically rich space and modern technical equipment in interactive programs allow to give a high artistic level to the leisure process in the conditions of theme parks [13].

Conclusion

The presented review, of course, cannot show the full scale, uniqueness and diversity of the socio-cultural potential of Russian theme parks. Flexibility and ease in changing the concept, expansion of active programs, wide coverage of different segments of the population with different income levels are the main advantages of theme parks. The organization of family leisure in the theme parks involves the voluntary and joint participation of family members in a variety of types of both active and passive recreation, promotes the cohesion of the family team, the comprehensive development of the individual, the restoration of mental and physical strengths and is aimed at the formation of harmonious parent-child and marital relations, the generation, preservation and development of moral and cultural values, ethical standards for all family members.

The activity of theme parks is characterized by their great democratic style, the availability of activities for different groups of the population, the possibility of choosing certain forms of leisure activities, taking into account the cultural needs and interests of each group. Multifunctional activities of the parks include the organization and holding of thematic festivals and calendar holidays, social and charity events, competitive sports events, open and corporate Christmas celebrations, the organization of winter and summer children's camps, the work of numerous amusement complexes. Having a large range of recreational amenities, theme parks have successfully implemented a series of activities and events dedicated to the promotion of family values, protection of children's and young people's interests, support of socially unprotected layers of society, charitable activities.

I wish that the main tasks implemented by theme parks were:

- development of projects aimed at the formation of the health culture of the modern family which must be socially mature and active, with high moral values, providing each member with opportunities for self-realization;
- organization of substantial socially justified family leisure, aimed at the formation of a creative, harmonious personality, spiritual enrichment and physical improvement, development of creative potential, taking into account the capabilities and needs of each family member;
- selection of highly qualified specialists in the field of entertainment industry, possessing the skills of using innovative means, forms and methods of organizing family leisure.

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