Chapter 17

Intelligent Touristic Logistics Model to Optimize Times at Attractions in a Thematic Amusement Park

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ABSTRACT

This chapter analyzes a thematic tourist park using a logarithmic model. The study shows that the application of the model allows the management of different routes to optimize waiting times and take advantage of the time allocated to the fun. The theoretical concepts were Dijkstra Algorithms. The investigation is exploratory in a single place. The data were obtained during the stay in the park of the year 2018 and was concentrated on a database. The research concludes that the application using the Dijkstra Algorithm on a mobile dispositive can determine the best places to visit and improve the experience in a thematic park.

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INTRODUCTION

Since ancient times, people have expressed that fun and leisure time are paramount for social wellbeing. Both fun and leisure time have played a key role along human history. These two may conform a social construct because they are in line with the hedonistic nature of human beings, which consider free time as a valuable life asset. Literature shows a myriad of works related to activities involving fun (active or passive), both considering individual and group realms (Reyes and Peña, 2018). We know that culture, amount of spare time and economics influences the way people conceive fun and leisure, so it is important to diversify fun and leisure offer to be competitive in meeting a great variety of needs.

The fact that people seek unique fun experiences stimulates the fun industry, which at its time improves the economic environment, creating jobs and contributing to enhance other economic sectors. The constant desire for fun calls for a renewed and versatile portfolio of fun offer and for innovative forms of entertainment and recreation products. Today we qualify the term society in a variety of ways: society of spectacle, society of consumption and even hyper-consumption, and many other adjectives such as risky, cyber, Narcissistic, therapeutic, Nihilist, after-pop, long tail economy, besieged, hypermodern, and many more (López, 2011). There are no doubts that fun market is greatly demand-oriented, that is, dominated by the consumers.

THEME PARK TOURISM

Due to their economic importance, theme parks constitute crucial elements of the tourism industry. Millions of people seeking diversified entertainment visit theme parks around the world every year. Hu (2013) suggests that in theme parks a set of complex and creative elements syncretize. This complexity is capable of meeting many needs; this may explain why World Tourism Organization (WTO) considers theme parks as one of the three main trends in the tourism industry.

Figure 1. Historical evolution of theme parks
Source: New emerging segment of tourism, cited by (Secall, 2001)