Site

Tivoli Gardens is said to be the park that helped to inspire Walt Disney in creating the atmosphere for Disneyland. Being the second oldest amusement park in the world comes with a rich history, Tivoli Gardens was originally created as a 'pleasure garden' in 1843. They were met with historical impact when author Hans Christian Andersen was inspired to write the fairy tale the Nightingale, based on the Chinese theatre found at the park. They've endured the worst with their theatres being burned down by Nazis during World War II, and now the gardens are full of life and celebration. Tivoli has been through it all and remains a beacon of Danish pride to this day. (Tivoli, *Time Line*) Current day Tivoli is full of rides, dining options, and astounding shows with beautiful scenery anywhere you look. With a park this beautiful and with as indepth history as Disneyland, it may come as a surprise with the park being 5th in the European Theme Park Index, with an attendance difference of about one and a half million just below Walt Disney Studios Park in 2022. After reading through their website, the area of opportunity that I noticed a lack of is in guest experience and accessibility.

Problem

When talking about guest experience and accessibility in this case, they are one and the same. Due to the lack of accessible information from Tivoli Gardens, they are closing off guests from being able to experience certain things due to the language barrier or just a general lack of knowledge. They are closing off a portion of the international market that could be available to them and allow them to grow their profits. For example,

Tivoli has guided tours, similar to the ones in Disneyland and Walt Disney World. They have one about the history of the park, a garden tour during their garden and flower festival, a private tour before the park opens, and an at-your-own-pace audio version of stories about the park. All of them except the last one are only offered in Danish. (Tivoli, *Guided tours in Tivoli*)

Another issue that I saw through multiple sources of media is the map. (Tivoli, *Map*) Tivoli is using Google Maps as the map offered in both the website and the app. There are two options, "map", which will give you a gray and slightly pink map, and "satellite", which will give you an overhead view with color. Guests can see icons showing the different amenities and attractions offered. The issue is if you do not live in Copenhagen this map can be seen as extremely confusing since there is no clear differentiation between Tivoli's property and the outside city. A tourist could easily assume that the entire block presented with the icons representing attractions is Tivoli Garden's property, and they would be wrong. There is a building on the northmost corner that is just for other businesses, but due to the lack of differentiation between the park and the city of Copenhagen on the map, it would be a very easy mistake.

Solution

The solutions that I would propose could help increase a positive guest experience and help any accessibility issues. Although there is no public complaints or issues with the park, these solutions could provide to non-Danish guests that will help add onto the

welcome environment they've already created. The solutions, their justification, and any impact on the park for the issues above are as followed:

1. Provide the tours in English.

    a. The main problem with the tours is that it is only offered in Danish. This makes complete sense as the park is in Denmark, but English is a very common language in Denmark. Most Danes are taught it at a very young age to the point where 86% of the Danish population speak English. (University of Copenhagen, *Danish language courses*) Most Europeans learn English as their second or even third language just in school. (Devlin, 2020) Therefore, by only offering the tours in Danish, they miss out on the opportunity of outsiders learning about their beloved park history and lose out on that profit. If they were to begin offering the occasional tour in English, people from surrounding countries such as Germany and Sweden could also participate.

    b. Chances are that Tivoli Gardens already has tour guides that can speak English, if not then this can help provide a couple of new jobs to English-speaking Danes.

2. Create/use a stylized map.

    a. Tivoli has already come up with a solution they already have a really cute stylized map, but it is only offered as a physical copy in the park. (Emily's Wanderland, 2024, 8:16-8:18) People lose maps all the time, they misplace them, or children rip them up. If people are already going to be on their

phones looking at show times, providing a more user-friendly online map could help guests navigate around the park.

b. This solution would lower paper waste and map costs since the more people use their phone maps, the less physical maps would have to be created and thrown away.

These solutions are cheap that could provide extra income to the park. They already found and paid an artist to make the physical map, they would just have to move that map to the app, which would make the app more user-friendly for guests. Although these are both minor areas of improvement if incorporated and advertised correctly, it would make Tivoli feel a bit more inviting to those who don't understand the Danish language and could bring extra profit to then be used to upgrade aspects of the park. For example, they could provide a renovation to one of the older rides or something more cost efficient they could update the app and provide other features or a different UI.