Research on Narrative Strategies of Theme Parks Based on Immersive Experience-Take Ghibli Park as an Example

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Abstract: Driven by the experience economy, immersive experience has become a key factor in the development of theme parks. At present, the use of high- tech and immersive narrative to create a more interactive experience is an important means for theme parks to enhance their influence and competitiveness. However, Ghibli Park breaks the traditional theme park operation mode by means of "natural narrative", "no power facilities" and "anti-commercial", and through highly restoring the classic IP scenes, evokes resonance, brings the immersive experience of "nature-focused", "low technology" and "emphasis on emotion", creates a natural and artistic immersive space, and provides experience for the development of theme parks. Based on the practice of Ghibli Park, this paper analyzes how to bring tourists deep immersion narrative through emotional space narrative, multi-sensory interactive design and emotional mobilization.

1. Introduction

In today's "experience economy" era, the appeal of theme parks hinges on delivering immersive experiences and compelling narratives. Immersive experiences create hyper-realistic environments through environmental design, technological integration, storytelling, and interactive features, enabling visitors to engage deeply across sensory, emotional, and cognitive dimensions while fostering genuine resonance. Beyond fulfilling basic entertainment needs, these experiences enhance visitor satisfaction and loyalty by building lasting emotional connections, ultimately providing unique encounters. As competition intensifies, immersive experiences have become a key competitive advantage for theme parks. Unlike traditional amusement park attractions, immersive experiences employ narrative frameworks, leverage iconic IPs, and develop art-tech fusion scenarios that offer personalized journeys in "authentic" imaginary worlds[1]. Parks like Disney's "Frozen", Universal Studios "'Harry Potter's Magic World", and "Transformers: Rise" showcase immersive reconstructions and interactive gameplay, creating immersive illusions through role-playing challenges and adventure quests that transform real-world experiences into fantastical adventures. Ghibli Park, rooted in the renowned Japanese IP Studio Ghibli and inspired by Hayao Miyazaki's classic animated works, transforms visual storytelling into tangible experiences. Through meticulous spatial design and immersive installations, it offers visitors a narrative-artistic

blend that bridges fantasy and reality, establishing itself as a model for cultural IP physicalization and earning the accolade of "a fairy tale come to life" [2]. Unlike Disney's immersive paradigms [3]-which prioritize sensory thrills through VR/AR technologies and focus on rides and tech-Ghibli Park pioneers emotional immersion, emphasizing spiritual resonance over physical stimulation. This approach creates an emotionally resonant space that transcends conventional theme parks. The park's unique cultural IP value, distinctive storylines, and visitor emotional engagement set it apart as a benchmark in the industry. In our era of technological-culture convergence, its commitment to authentic cultural heritage provides fresh perspectives for localized creative development under the banner of "cultural confidence." This study examines Ghibli Park's immersive experience-based narrative characteristics and implementation strategies.

2. Overview of Ghibli Park

Situated in Aichi Prefecture, Japan, Ghibli Park spans 7.1 hectares and was transformed from the 2005 World Expo site, with plans to host 1.8 million annual visitors[4]. This landmark project marks a significant commercial venture by Studio Ghibli, the renowned Japanese animation studio, to develop its iconic IPs. Designed by Hayao Miyazaki and his creative team, the park meticulously recreates scenes, characters, and details from classic animations like "Castle in the Sky", "Spirited Away", and "My Neighbor Totoro". Visitors wandering through the grounds step into a magical realm reminiscent of Studio Ghibli's whimsical world. The park features five themed zones: Hill of Youth, Ghibli Warehouse, Totoro Forest, Village of the Ghosts, and Magic Homeland District, each corresponding to specific animated works from Studio Ghibli's cinematic legacy.

2.1 Core Park and Theme

The Hill of Youth: Covering approximately 0.8 hectares, this park's entrance area recreates the residential landscape from the early Heisei period. Its iconic structures draw inspiration from the "Earth House" antique shop in the film "Whisper", the "Rotating Plaza", and the "Cat Agency" featured in "The Cat Returns". The existing elevator system has been renovated while incorporating late-19th-century utopian scientific elements. Through architectural tilting at 12° and mirrored reflections, the space creates optical illusions. The rooftop observatory displays authentic celestial phenomena, forming a dialogue between reality and animation with the "Baron Cat Sculpture". Gear motifs from "Howl's Moving Castle" are embedded into the elevator tower's facade.

Ghibli Grand Warehouse: Covering approximately 0.8 hectares, this area was transformed from the World Expo swimming pool pavilion and now serves as the park's comprehensive exhibition zone. It features a film archive hall, children's playground, cafes, shops, and temporary exhibitions, showcasing the warehouse's architectural characteristics and nostalgic charm. Within its 23,000-square-meter space, over 3,000 unpublished manuscripts, miniature models, and interactive installations are displayed[5]. For example, the No-Face Train from "Spirited Away" is recreated in a corner darkroom, where visitors can only glimpse iconic scenes through mirrors at the corner--, creating a "Peeping Tom" effect. Another highlight is the Sky Garden from "Castle in the Sky", featuring a 6-meter-long replica of a spaceship. The robot wreckage exhibition requires collecting five hidden chapters within the gallery to activate the light show, forming a non-linear narrative path that isn't strictly linear.

Spanning approximately 1.8 hectares, the Totoro Forest meticulously recreates the architectural environment of "Little Moon and Little Mei's Home" from the animated film, offering visitors a nostalgic experience of Showa-era rural life. The park features walking trails, cable cars, and a 5.2-meter-tall wooden Totoro altar. At its heart lies an authentic rice paddies where spring planting and autumn harvest ceremonies are performed collaboratively with local farmers. The harvested

"Studio Ghibli Rice" becomes limited-edition merchandise, creating a seamless blend of virtual and physical experiences that form a complete closed loop.

The Ghost's Homeland: Covering approximately 0.8 hectares, this site recreates the mountainous landscape of Amin Village and Tatar Field from "Princess Mononoke" with a Japanese-inspired design, featuring interactive educational installations. Utilizing concrete foundations from the World Expo, it transforms into a Muromachi-era ironworks where exposed steel bars coexist with moss, echoing the nature deity's tolerance and forgiveness in the film. The visitor path follows a zigzagging uphill route, using lush vegetation and winding trails to simulate Princess Mononoke's journey through the mystical forest, immersing visitors in the cinematic experience.

The Witch Valley: This 2.9-hectare area features Ghibli-inspired magical works like "Howl's Moving Castle" and "Kiki's Delivery Service". Designed with Nordic aesthetics, it showcases the "Okino Mansion" courtyard, "Howl's Castle" ruins, and a restaurant building. The castle zone features 200 movable gears and manual crank mechanisms that control its breathing rhythm. The bakery in "Kiki's Delivery Service" offers 120 daily "Kiki-style herring pies", using trimmed oak branches from the garden as fuel for a unique "story-consumption-ecology" cycle.

2.2 Core concepts and characteristics of park design

Guided by Hayao Miyazaki's artistic philosophy and ecological principles, Ghibli Park embodies the harmonious coexistence between humanity and nature. Through profound respect for the natural world and critical reflection on ecological crises, it radiates a distinctive humanistic spirit. From its inception, Miyazaki insisted that not a single tree should be cut during construction to preserve pristine ecology. This commitment distinguishes Ghibli Park from conventional theme parks: no NPCs, no cosplay, no giant rides-only lush greenery and whimsical spaces transplanted from anime, creating an enchanting wonderland. This "de-technologized" approach generates enduring cultural resonance, with its captivating charm continuously growing. As a cultural landmark in the hearts of visitors, Ghibli Park has become a pilgrimage site for animation enthusiasts. The park's design philosophy can be summarized as:

First, Natural Presence: Continuing the Aichi Expo's "Cherish Nature" philosophy, this initiative prioritizes environmental protection and sustainable development. Adhering to the principle of "zero new construction," existing buildings are renovated while preserving 85% of the original forest and green spaces[6]. By avoiding deforestation and repurposing old equipment, it embodies the concept of "harmonious coexistence between nature and culture." A prime example is the Princess Mononoke-themed zone, which repurposes World Expo-era concrete structures by planting climbing vines on rusted steel frames, transforming industrial relics into an ecological narrative space.

Second, Virtual Environment Reproduction: Centered on "immersive scene recreation," this technique achieves 1:1 restoration of architectural elements and landscapes from classic animations, materializing the animated world through physical replicas. Examples include Totoro's "Little Moon and Mei's Home," Howl's Moving Castle's "Moving Castle," and Princess Mononoke's "Tabara Furnace Studio." The process also meticulously recreates architectural details like wood grain textures, rust stains, and even era-specific features such as Shōwa-era telephone booths and furniture, ensuring authentic visual authenticity[7].

Third, low-tech interaction: Instead of relying on electronic effects and AR technology like Universal Studios, the experience employs physical devices and spatial settings that engage all five senses to create immersive storytelling, stimulating visitors 'imagination and sensory perception. For instance, in "Howl's Moving Castle," the brass door handle requires manual rotation to open, while the mechanical gear transmission creates a sense of being there[8]. Similarly, the "My

Neighbor Totoro Forest" evokes memories of oak and rice aromas through its scent, fostering an interactive connection between visitors' physical and emotional experiences.

3. Application of immersion experience theory in theme parks

Immersive experience (Flow Experience) refers to a highly concentrated and pleasurable mental state where individuals fully engage in an activity. Proposed by Mihaly Csikszentmihalyi in 1975[9], this concept was further developed into a comprehensive nine-dimensional model of immersive experience structure in 2002, incorporating dimensions such as "sense of control" and "time distortion." Its core proposition states that users develop an "immersive" perception when interacting with virtual or real environments[10]. The theory has been widely applied across education, entertainment, and consumer sectors, undergoing continuous refinement and expansion to become a crucial framework for understanding optimal human psychological states. In China, Wang Lei and Zhang Lin (2019) pioneered the innovative concept of "immersive experience IP," advocating that theme parks should prioritize IP-centric strategies to enhance visitor immersion and promote sustainable development[11]. Lu Jia'ning (2021) examined Disney and Universal Studios through case studies, analyzing how new media technologies influence immersive experience dissemination by examining cross-media content consumption and landscape integration with physical spaces and VR systems[12]. Zhang Qin and Guo Yingzhi (2022) utilized Shanghai Disneyland as a case study, employing data analysis methods to explore the positive impacts of visitor immersion on functional experiences, relational value experiences, and emotional experiences[13]. This demonstrates that the application of immersion experience theory in theme parks is evolving towards a three-dimensional integration of "story, technology, and emotion," marking a shift from "entertainment consumption" to "value co-creation." In summary, the core elements of immersive experiences can be summarized as follows: Sensory immersion serves as the foundation and core of immersive experiences, creating an immersive environment through multi-sensory stimulation including sight, sound, touch, and smell. Interactive immersion emphasizes the interaction between visitors and the environment, enhancing immersion through role-playing interactions. Successful interactive design requires balancing visitor autonomy with systematic guidance, such as "puzzle-solving tasks" that guide visitors into immersive experiences while preserving personalized choice space[14]. Spiritual immersion involves deep emotional engagement, narrative participation, and imaginative involvement, enabling visitors to achieve emotional resonance and meaning construction[15]. For instance, Disney's "Fantasy World" activates senses through 3D animation and surround sound, facilitates real-time dialogue between characters and visitors, guides emotions via "main storylines," and creates "magical moments." By combining multisensory stimulation, interactive participation, and emotional investment, this approach creates an "immersive" fantasy world with multi-layered immersion, providing designers with a framework for optimizing experiences.

4. Deconstruction of narrative strategies in Ghibli Park

4.1 Spatial narrative design

4.1.1 Reproduction of perceptual space: materialization of childhood memory

Ghibli Park achieves tangible physicalization of animated scenes through hyper-realistic detail replication. The replica house of Totoro's Mei and Satsuki in the forest park not only reconstructs wooden architecture using 1950s craftsmanship but also meticulously reproduces interior details like ash traces on stoves, acorns on staircases, and drawer clothes-even subtle symbols of meal

portions [16]-rivaling archaeological-grade scene restoration. This "materialized evidence" design evokes visitors' childhood memories, transforming nostalgic fantasies into immersive time-travel experiences within the park. In landscaping details, the park strives to match the natural environment depicted in "My Neighbor Totoro": To preserve the moist forest texture from the anime, it plants numerous oaks while lining paths with flowers, gravel, and moss-covered steps. Notably, the scientific recreation of moss ecosystems follows natural growth patterns-soil retention during transplantation accelerates establishment, with regular maintenance ensuring optimal atmosphere. This emotional spatial reconstruction extends beyond architectural replication, integrating subtle lighting, sound, and even scent ambiance. During designated periods, the forest zone features cartoon background music, soft wind chimes, and faint insect chirps, creating an auditory immersion that transports visitors to the animated world. The park also features a leisure area with subtle wood fragrance, where the scent harmonizes with the antique wooden cabins, enhancing visitors 'immersive experience. For instance, the "Earth House" at Youth Hill incorporates vintage clocks and other old objects, complete with stickers showing "tear marks" to create a sense of time's passage. The "Worldview" concept is introduced through Youth Hill, while the "Big Warehouse" uses dense exhibits in the middle section to create visual tension. The "My Neighbor Totoro Forest" serves as an emotional release zone at the end. This "introduction--conflict--release" rhythm deliberately mirrors the narrative structure of the film. Through these meticulously designed elements, Studio Ghibli Park transforms childhood fantasies into tangible spatial landscapes, allowing every visitor to rediscover their pure and beautiful essence.

4.1.2 Non-oriented exploration: sandbox roaming path

Unlike conventional amusement park designs with rigid pathways, this park adopts a sandbox-style exploration approach. Built upon its 194-hectare forest, visitors navigate hidden landscapes through self-guided discovery. Even the iconic "Oil House" from "Spirited Away" requires crossing a stone bridge to reach. This freedom-based path design eliminates preset routes and obstacles, functioning like a sandbox where players explore at their own pace. The core philosophy of this "sandbox-style wandering" lies in "freedom" and "creativity," immersing visitors in nature's essence. Like playing a game, travelers freely choose destinations for maximum immersion. On Dondoko Forest's northern slope, varying gradients and vegetation density naturally spark adventure-seeking urges, recreating the original "My Neighbor Totoro" journey of "running, getting lost, and discovering." This path emerges organically from natural conditions rather than pre-designed schemes. Visitors transform from sightseers into narrative participants, with each exploration potentially triggering unique storylines. For visitors, this creativity elevates Studio Ghibli Park beyond a theme park-it becomes a storytelling space where every corner holds surprises waiting to be discovered, offering personal discoveries and delightful surprises.

4.2 Interactive narrative mechanism

4.2.1 Low-tech interaction: the philosophy of five-sense immersion experience

Biological Sensory Reinforcement of Virtual Reality: The refusal by Studio Ghibli and its founder Hayao Miyazaki to embrace VR (virtual reality) can be interpreted as an artistic commitment to traditional handcrafted animation while maintaining distance from modern "digital" technologies. The core concept of Ghibli Park was conceived as "immersing visitors in the Ghibli world through walking," with interactive installations standing in stark contrast to this philosophy. Consequently, all attractions feature low-tech engagement methods-a hallmark of Ghibli Park. This

approach emphasizes immersive experiences through direct sensory engagement and holistic bodily immersion. For instance, the Grand Warehouse is designed as a static space without VR or interactive devices, as "even the most advanced theme park effects---like rides and virtual reality--can never match the experience of watching Ghibli films" [17]. Instead, Ghibli Park revitalizes visual memory through meticulously recreated animation details: the humidity of moss, the scent of leaf mold, the steam and heat waves from boiler rooms-all these elements awaken specific sensory memories. Through continuous refinement of these details, the park enhances immersion by using biological senses rather than virtual reality to authentically recreate the Ghibli world. For instance, in "Howl's Moving Castle", visitors can manually operate the castle's crank mechanism to adjust its "breathing rhythm" and breathe life into the structure, making it feel more immersive in the film setting. Meanwhile, at the bakery in "Kiki's Delivery Service", tourists can savor the "Kiki-style herring pie", using their taste buds to transport them into the animated world.

Hands-on Interactive Immersion: This approach enhances visitors' subjective immersion through physical engagement. At Studio Ghibli Park, visitors can manipulate miniature furniture from "The Secret of the Magic Pencil" and operate the water wheel that "prays for rain" for Totoro. These hands-on activities create dynamic interactions between visitors and exhibits, deepening their emotional connection and understanding. The 5-meter wooden Totoro slide, while mechanically engineered, offers richer engagement through body movements interacting with the environment. Unlike VR technology that risks sensory disconnection[18], hands-on experiences amplify the "reality" of interactions, delivering heightened visual, tactile, olfactory, and emotional authenticity.

4.2.2 Embedded Narrative: The metaphorical system of cultural symbols

In theme parks, embedded narratives not only enrich thematic depth but also expand narrative dimensions, enabling cultural expression to become more subtle and multifaceted[17]. The integration of embedded narratives with metaphorical systems of cultural symbols forms the distinctive cultural presentation of Studio Ghibli Park, maximizing the symbolic implications of these representations. A prime example is the "Yubuya" (Japanese bathhouse) in "Spirited Away". Within its intricate details lies profound social critique. Its "hybrid Japanese-Western architectural style," vertical spatial composition, and symbolic character relationships all reflect the cultural conflicts and identity crises encountered during Japan's modernization. The Yubuya serves as a metaphorical space rich in symbolic significance-not merely a sanctuary for deities to bathe and rest, but also a microcosm of modern Japanese society. While its exterior showcases quintessential Japanese aesthetics-tile roofs, wooden facades, traditional lattice windows, and shutters-its interior embodies complete Westernization, particularly evident in Yubaba's office on the top floor: European elements like carpets, fireplaces, sofas, and chandeliers dominate, even featuring Westernized witch-like figures. This three-story hybrid structure, where a Westernized witch dominates a Japanese-style bathhouse, symbolizes how cultural hegemony erodes tradition and serves as a colonial metaphor for architectural space[19]. The vertical spatial configuration of the oil house amplifies this metaphorical narrative: The Chinese pharmacy in the ground-floor boiler room symbolizes the toil and exploitation endured by laborers at the bottom; the middle floor features a Japanese-style bathroom; while the top floor's office of Yubaba embodies Rococo architecture, representing capitalist dominance. Each level is permeated with consumerist atmosphere, mirroring modern society dominated by materialism and greed. Visitors' consumption of "divine food" serves as a metaphor for distorted greed, echoing the animated warning about "gluttony turning into pigs." This scene employs culinary symbolism to encode social hierarchies. Here, the "oil house" transcends being merely a bathroom-it becomes a cultural space embodying Japan's modern history of self-colonization.

4.3 Emotional narrative mobilization

4.3.1 The foundation of emotional narrative: natural symbiosis and realism

"Many Ghibli films are love letters to nature" [17]. At Ghibli Park, emotional engagement begins with natural ethics and realist aesthetic storytelling: Adhering to the principle of "no tree cutting, no forest destruction," buildings are relocated to avoid encroachment on trees. The ecological concepts from works like "Nausicaa of the Valley of the Wind" and "Princess Mononoke" transform into tangible spaces that morally inspire visitors, awakening their sense of responsibility toward nature. On the other hand, realistic settings like Showa-era pastoral landscapes and "Nordic towns" are meticulously recreated. The 1:1 scale replica of the Moon House creates immersive experiences, making visitors feel as if they are "living in a genuine Ghibli world." This heightened emotional authenticity and immersive design philosophy, according to designer Miyazaki Takeshi, reveals that "the park is not an amusement park but a space guiding people into the forest through Ghibli's charm." Thus, Ghibli Park becomes a ritualized space for nature worship.

4.3.2 Emotional Symbol System: sensory immersion and memory awakening

The park employs multisensory design to activate visitors 'deep-seated memories and emotions. Visually, symbolic elements enhance narrative density, while emotional beats at key narrative points rhythmically resonate with visitors. In the Witch Valley, the "Howl's Moving Castle" scene constructed from 144 color tiles and 200,000 ceramic pieces ingeniously conceals the Dust Spirit from "Spirited Away," sparking exploratory curiosity among die-hard fans. For olfactory and gustatory experiences, the "Earth House" features specially blended scents and nostalgic foods like milk from "The Wind Rises" and bacon omelets from "Howl's Moving Castle," transforming flavors into emotional anchors that connect with memories. Tactile-wise, the "Studio Ghibli Warehouse" offers life-sized photo zones featuring iconic scenes from films like "Porco Rosso." Visitors can create their own movements to complete "visual compositions," becoming active participants in storytelling. This immersive approach integrates gamification with creative opportunities rather than rigid scenarios, embodying the essence of immersive narratives: "Creating experiences instead of telling stories, offering choices over creating conflicts" [20].

4.3.3 Collective Memory Activation: Fans' "treasure hunt" narrative co-creation

French scholar Maurice Habouach posits in his seminal work "The Social Form of Memory" that collective memory is "recreated" within social contexts. In fan culture, such collective memory becomes deeply intertwined with iconic figures, cultural works, and shared emotional experiences from specific eras, forming an integral component of fan identity. Fans often identify with virtual "imagined communities" forged through collective activities. The "treasure-hunting" narrative co-creation mechanism engages participants by uncovering hidden symbols, prompting them to decipher their meanings and evoke secondary creations or emotional resonance. This design approach creates memorable interfaces that guide fans to relive magical moments. At Studio Ghibli Park, visitors exploring the Earth House discover animated film elements like clock towers, carousel horses, and cat toys, while the violin workshop showcases wood shavings and actual violins. These real-world references blend cinematic imagery with everyday life, enriching visual storytelling. Particularly noteworthy are the "forgotten props" from "Spirited Away"-coal ash spirits-evidently embedded in tile joints. While ordinary visitors might miss these details, only true animation enthusiasts can recognize them as deliberate artistic choices. These details restore the fantasy world that fans yearn for and the time when their hearts were healed in the animation to the real world, making the characters and stories of Ghibli a kind of cultural memory across time and

space, as well as a collective memory bank full of creativity and emotion.

5. Narrative strategies against commercialization in Ghibli Park

5.1 Cultural motivation against commercialization

Studio Ghibli maintains that anime transcends mere entertainment, serving as an art form that embodies social reflection and cultural values. In 2006, Hayao Miyazaki publicly criticized Japanese anime for prioritizing commercial gains over social responsibility and cultural depth. At Ghibli Park, the forest's design as a "sacred space" echoes Miyazaki's commitment to Japan's traditional natural philosophy. The park rejects flashy rides like roller coasters in favor of the innocent play of Totoro's cat bus, resisting sensory exploitation. Visitors spontaneously construct their own meanings during immersive experiences like the "Faceless Man Seated" scenario, challenging the passive consumption typical of commercial parks. Unlike Disney's mass-market theme parks, Ghibli Park emphasizes artistic depth while balancing commercial appeal with cultural significance. Its essence lies in translating Miyazaki's ecological philosophy, life aesthetics, and humanistic concerns into spatial language. By replacing consumer logic with narrative ethics and using experiential design to convey the attitude of "understanding the world and loving it," the park transforms these elements into tangible spatial expressions.

5.2 Commercial restraint with priority to cultural values

"Business restraint with priority to cultural value" is a business thinking that attaches importance to cultural connotation and social value, which has been fully demonstrated by Ghibli Park in the following aspects.

First, the reverse flow logic of ticketing and reservation services: Under traditional business models where visitor numbers directly correlate with revenue, this approach often neglects tourist experience and safety. Ghibli Park implements limited ticketing and reservations, strictly controlling daily visitor numbers below 5,000-significantly lower than Tokyo Disney Resort's capacity of over 100,000 visitors per day. This stands in stark contrast to most theme parks' "maximizing visitor flow" strategy. The reverse flow approach reflects Ghibli's emphasis on "experience value" derived from scarcity. Simultaneously, this model embodies Ghibli's philosophy of "harmonious coexistence between humans and nature," achieving greater cultural significance through its unique operational philosophy.

Second, the cultural essence of derivative product narratives: The marketing focus of Studio Ghibli's merchandise lies not in its commercial value, but in the extension of its "cultural storytelling." This fundamentally differs from Disney's "triple cycle" (film-park-product) model, which centers on IP monetization. For instance, the original artwork reproductions sold in the "Big Warehouse Exhibition Area" and local farm products available in the "Oak Forest" not only hold collectible value but are also deeply connected to Studio Ghibli's storylines. These represent secondary development of cultural elements from the original works rather than commercial exploitation through IP.

Third, the philosophy of sustainable operation: The park adopts biodegradable tableware and organizes tree-planting activities, with part of the proceeds allocated to ecological conservation. This "environmental responsibility narrative" aligns with Hayao Miyazaki's criticism that "commercial animation overlooks social impact," while also reflecting Studio Ghibli's commitment to sustainable development.

6. Conclusion

Ghibli Park revolutionizes traditional theme park paradigms through its de-technological approach (minimal interactive elements), de-structured design (no guided paths), and anti-commercial strategies. By crafting emotional spaces, immersive sensory experiences, and narrative-driven engagement, it transforms visitors from passive "experience consumers" into empathetic "story co-actors", creating a uniquely rich immersive environment. The park's significance lies in deeply exploring the cultural essence of Ghibli animations, establishing a "nature-focused, low-tech, emphasis on emotion" model that avoids large-scale amusement facility investments. This approach uses "artistic authenticity" to resolve conflicts between commercial interests and cultural values. Not only does this represent profound respect for Ghibli's works, but also signifies an innovative exploration of contemporary theme park development.

In this amusement park devoid of entertainment devices, the integration of "low technology" and "ecological sensitivity" has established an IP transformation strategy combining "aesthetic unity with audience stratified immersion," effectively addressing the prevalent issue of "distortion" in traditional cultural dissemination. Studio Ghibli's narrative philosophy directly addresses the fundamental contradiction in today's cultural tourism industry: when the sector pursues "super media storytelling" and "human-machine interaction," the essence of storytelling truly returns to its original form-where humans are no longer mere consumers of narratives but co-dancers with the narrative itself. This provides valuable insights for theme parks grappling with "high-tech inflation." Studio Ghibli's success fully demonstrates the universal value of "combining fun with purpose": only when commercial spaces become vessels for spiritual redemption can theme parks transcend being mere entertainment tools and ascend to sacred cultural grounds.

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