

WALT DISNEY PARKS AND RESORTS

Orlando(U.S.A)

Ikram

Tanya

Farah



1



INTRODUCTION

- Disneyland is one of the most attractive places in the world where it covers 47 square-miles with four theme parks, two water park and many resort hotels (Pedicini, 2017).
- Just over 20 million visitors visited Disneyland in 2016 (Disneynews, 2017). People of all ages people can visit, but there are a few features for different age groups. The ages group that have attended more are between the ages of 12 and 30.
- Disneyland contribute to the economy because there are roughly 60,000 cast members performing in more than 3,000 different roles.
- Disneyland has generated \$18.2 billion annual ripple effect in Florida Disneyland. There are 160,000 jobs led back to Disneyland and one ou (Digitalcollections, 2017).



DISNEY LAND RESORT

- The Sustainable Environment and Globalisation (Ikram)
- Leadership and Entrepreneurship (Farah)
- Community participation (Tanya)



WALT DISNEY
Parks and Resorts



THE SUSTAINABLE ENVIRONMENT AND GLOBALISATION

” what is meant by the term
“Global Citizen

Describe two examples of sustainable projects from within your chosen sector

Give two examples of what is meant by environmental sustainability

EXPLAIN WHAT IS MEANT BY THE TERM “GLOBAL CITIZEN”

- In 1999 the number of visitors that Disneyland attracted, comes to 12.5 million. Eckes, and Zeiller mention in their book that “Disney touches virtually every human being in America for profit, and increasingly did so through out western Europe, Asia, and Latin America as well” (Eckes and Zeiler, 2003)
- According to Ritzer Disneyland, Orlando has represented a very huge force in the globalisation transformation, from the economic to the cultural and community level. (Ritzer, 2007).
- Quelch and Jocz, argued the fact that Disney’s “infiltration” of cultures shown in three different continents (Europe, USA, Asia) will eventually lead to global cultural. However, Disney’s infiltration is everywhere in the world. (Quelch and Jocz, 2008).

GLOBALISATION

- Walt Disney World has a strategy of pushing its products, values, and practices worldwide. Rather than being an object of citizenship, the consumers from all the nations relate to America as a spectacle. (Blazer, 2005).
- Finnerty pointed out, that in order to achieve market growth, the company has comprehend the impact of the global expansion. (Finnerty, 2007).
- However, In 2004, the organization income rose to \$31 billion, a development of \$3 billion since 2003. By 2005, the company had extended to 129,000 (Page, 2006).

SUSTAINABLE PROJECTS

- “The concept of sustainability lies at the core of the challenge of environment and development and the way governments, business and environmental groups respond to it. Green Development provides a clear and coherent analysis of sustainable development in both theory and practice” (Adams, 2010).
- **1 Conserve Nature**
- **2 Environmental stewardship**

CONSERVE NATURE

- “New generations of thinkers and tinkerers are learning how to care for emergent ecological assemblages involving frogs, fungal pathogens, ants, monkeys, people, and plants by seeding them, nurturing them, protecting them, and ultimately letting go.” (Kirksey, 2015)
- Through its nature films, Them parks, and the financial support toward the environmental non-profit organization, we can conclude that the company was actively showing its interest of the natural environment, allowing millions of citizens to view various species in their natural habitat. (Wdwnnews.com, 2017)

CONSERVE NATURE

- Because nature conservation is the prim, the company founded “The Disney Worldwide Conservation” (DWCF) In 1995. the company developed a sustainable conservation commitments by showing the interest towards the natural habitat, and protecting the wildlife.
- The DWCF focuses on issues such a securing undermined animal categories, biological communities and the production of group preservation and ecological training programs, (Stanwick and Stanwick, 2015)



ENVIRONMENTAL STEWARDSHIP

- The company philosophy is protective of the environment and mindful of the impact it has on the lives of the employees and their communities.
- convey an image of environmental stewardship and having a genuine impact on conserving resources, saving dollars, and maintaining a culture among employees of social responsibility. (Andreas, 2011).
- The company has a long term environmental stewardship goals, including the zero net greenhouse gas emission
- The company had reduced its net greenhouse gas emissions by 31%. “levels established in 2012”
- In 2014, Disney diverted 48% of its waste from landfills and incineration so by 2020 they plan on diverting 60%.
- Maintaining the potable water consumption levels and developing the water conservation plan by 2018.

ENVIRONMENTAL SUSTAINABILITY

- “Walt Disney” is the world's largest media and entertainment company, and increasingly a leader in environmental sustainability”. (Sroufe, 2017)
- To achieve this status, Disney has taken the following steps:
- **1. Cutting emissions**
- **2. Recycling and more**
- **3. Preserving the wildlife**



RECYCLING AND MORE

- Food waste, in 1998 The Disney harvest program was founded, the food that has been prepared for its restaurants but not served it distribute to the second harvest food bank every month.
- The cooking oil that is used in the resort kitchens, is collected and recycled into bio fuel.
- Food scraps it used as fertiliser
- Healthy cleaning goal, the company is very selective about its cleaning products, using only non toxic and eco-friendly product, to protect the environment. the products are made from rapidly renewable and trainable resources (Eco-Products Green Facts).
- The ecological action: all the props, vases, and containers that the company used for their events are made from reusable glasses and plastics. (Sroufe and Melnyk, 2005.)

CUTTING EMISSIONS

- Target for cutting emission: Disney land has been designated as “Florida green lodging certificated” this is due to its planning:
 - Cutting the carbon emission by half.
 - Reducing the electronic consumption by 10%,
 - Reducing fuel use.
 - Dividing by half the garbage.
 - Achieving net zero, for the greenhouse gas emissions and landfills waste. (Sroufe and Melnyk, 2005.)



LEADERSHIP AND ENTREPRENEURSHIP

- Give an example of good practice of Leadership in your sector.
- What are some of the relationships between Entrepreneurship and Leadership?.

LEADERSHIP AND ENTREPRENEURSHIP

- Leadership is the process by which an executive the operation, guides, directions and motivates to work with others for achieving specific goals and objectives. Disney's leadership manages the world's largest media company and are visionaries behind some of the most respected and beloved brands around the globe.
- Entrepreneurship is the process of setting, launching and running a new business. There are some characteristics about entrepreneurship such as motivation, versatility, creativity, risk tolerance, drive, vision, flexibility etc. Entrepreneurship is very effective for opening small business
- ❑ Leadership and entrepreneurship is very effective for developing the business organization.
- ❑ Leadership plays a vital role in organization such as initiates action, motivation, providing guidelines, building morale, creating confidence, co -ordination, building good working environment in the workplace.
- ❑ Entrepreneurship is very effective in creating the job opportunities, innovation, enhance standard of living, promotes research and development, community development.
- ❑ Walt Disney Company established in 1923 and Disneyland is a branch of this company.
- ❑ Disneyland is a theme park in Florida that developed for entertainment to the customers.

GIVE AN EXAMPLE OF GOOD PRACTICE OF LEADERSHIP.

- In working with the Disneyland in Florida, the leader need some specific qualities and abilities. Communication skill is very important for the leader that influences in development process (Elbaz and Haddoud, 2017). There are some skills are needed for the leader such as creativity, communication skills, problem solving skills etc. The good practice of leadership in tourism sector is very effective for new organization. for example, Disneyland can makes an opportunities in Florida.
- The leader need to some characteristics in tourism sectors such as
 - ❑ Good communication
 - ❑ Adaptable in any situation
 - ❑ Extensive industry experience
 - ❑ Good negotiations and presentations skills
 - ❑ Generous
 - ❑ Visionary
 - ❑ Flexible

THE RELATIONSHIPS BETWEEN ENTREPRENEURSHIP AND LEADERSHIP?.

The relationship between entrepreneurship and leadership play a vital role in organizational development.

- ❑ Takes initiatives
- ❑ Takes responsibilities
- ❑ Takes risks
- ❑ Demonstrates entrepreneurial creativity



COMMUNITY PARTICIPATION (LOCALLY AND NATIONALLY)



Give an example of community participation in a sector of your choice (E.g. sports)

Based on your research what do you think are the benefits of community participation?

PHILANTHROPY

- WALT DISNEYLAND FLORIDA HAVE A VAST COMMUNITY BASE WHICH IS CLEARLY SHOWN ON THEIR WEBSITE UNDER THE HEADING PHILANTHROPY.

- PHILANTHROPY IS

“a direct contribution by a corporation to a charity or cause, most often in the form of cash grants, donations and/or in kind services” (Lee, 2005)

COMMUNITY PARTICIPATION

- **Disney VoluntEARS History**

- As put by Disneyland 2017, In 1983, Disney members discussed the importance and their dream of creating a team that focussed on delivering meaningful performance and service to the community. The team formed was called The Community Action Team and they aided numerous non profit businesses in California



GIVE KIDS THE WORLD VILLAGE IS AN 84-ACRE, NONPROFIT RESORT IN CENTRAL FLORIDA THAT PROVIDES WEEKLONG, COST-FREE VACATIONS TO CHILDREN WITH LIFE-THREATENING ILLNESSES AND THEIR FAMILIES.” (GIVE THE KIDS THE WORLD VILLAGE,2017)



COMMUNITY PARTICIPATION

- As stated by Craig, Mayo 1995, the current recession has increased poverty levels. This has engaged the use of “ COMMUNITY PARTICIPATION” more in a result of building upon development processes
- The Community participation framework has had a positive impact to promote and transform other strategies such as:
 1. Economic
 2. Social
 3. Cultural
 4. Political

BENEFITS OF COMMUNITY PARTICIPATION

- According to **SUN Jiu-xia 2006**, community participation has shown to be a vital element in the sustainable development around tourism.
- This is shown through the non-profit organisation I have shown as they identify the vulnerable minorities in health, education and age etc. They help to provide sustainability as the community have the opportunity to be hugely involved and have input in Disney's growth on a whole

CONCLUSION

- On a whole it is fair to say that Disneyland (Florida) is a great example to show globalisation, sustainability, leadership, entrepreneurship and community participation.
- As we are all so familiar with Disney on a whole, it has provided many aspects globally in terms of education, diversity (using characters around the world using films)
- Disney has given opportunity to provide individuals with jobs as well giving people from un developed areas around the world hope, this is shown through their charities.
- We believe that Disney is not just concerned in making a profit, but also in helping the environment and creating a better world.

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GROUP LOG

- We initially requested to be a group of 6 as we have previously worked well together in the past however on this occasion the amount of members was too much so we had the idea of splitting the group in to two and we progressed on separate projects. The members of our group were Ikram Dahmani, Farah Darwish and Tanya Briscoe. Ikram proposed the idea of choosing to present our presentation through Disney Land Orlando. We all agreed to this.
- Ikram had the responsibility of dealing with Global Citizenship and sustainability. Farah was given the Leadership and Entrepreneurship and Tanya dealt with Community Participation examples and its benefits.
- At the start we put together some slides which we were to present before our lecturer for feedback and unfortunately one of the members on that day was unwell and Tanya had an issue with her initial slides, as the USB that she had planned to save her slides on had a virus which corrupted her laptop and prevented her from showing her slides at this point. When we sat down and spoke with our lecturer, he informed that we were on the right track however, we needed to ensure that more information was inputted on the slides.

GROUP LOG CONTINUED

- We all enjoyed the fact that we would be working and researching on Disney Land as it is fun and appealing to many people from all aspects of life.
- Unfortunately, as a group we were unable to meet up other than on Monday afternoons in our lessons. However, a group was created on the Whatts app application which is accessible on smartphones which we all had and we all made contributions daily in the group chat. This was a good way to communicate with each group member as we were able to share our opinions and work out any problems we were facing in completing our own individual portions of the slides. All members made contributions into the group chat and had no problems in accessing any information put in the group at no time.
- Some group members found it harder than others to understand their part of the presentation as they had illnesses throughout which caused a disconnect in the group chat where their response to messages were not as fast as they could have been if they were well. Although the group member was unwell they were able to complete their slides in time and I can say that each member in the group worked well together and pulled their weight.

GROUP LOG CONTINUED

- We all picked the subject we wanted to work on in Disney however it became apparent that Ikram had a bit more to cover within her slides. This did not mean that we never divided the work equally it was that we were not aware that her subject would have so much to cover.
- By doing this presentation it showed that things do not run as smoothly as we would like and although we have all worked successfully with each other on different tasks we still faced some hardships along the way. We were however able to communicate our issues and resolve them through talking regularly through the whatsapp group chat and sometimes via the telephone.
- We all enjoyed the process as we were able to research a great organisation and it showed how much they aided to the world and its communities.
- There is always room for improvement and in this instance, would to be in understanding the sections better and earlier. It all came together in the end but there were many times where we were unsure on what we had to cover on a whole. Also, if we could have prevented any illnesses or corruption of USB'S.