

# Disney Parks Expansion Project

Directions: Disney has hired you to lead the expansion of a new theme park, somewhere in the world. It is up to your team to decide the best city/location/country for this new park to open. Some of the required guidelines include:

1. It must be outside of the United States
2. It cannot be in a country that already has a theme park.

You will design one park, including rides and attractions. You may want to research other theme parks/attractions in the country and see what already exists. You can also use the theme parks here in the U.S. as a guide - but remember to adapt as needed.

You'll create a map, labeled with the attractions and a summary (in whatever format you choose) on the following questions:

1. Why did you pick this country/city/location?
2. Create a brief cultural profile of the country
  - a. History
  - b. Education systems & literacy rates
  - c. Languages & verbal/nonverbal communication customs
  - d. Major holidays and customs
  - e. Business practices, length of work day, hiring, etc.
3. What modifications or eliminations will need to be made to the Park or the "Disney Image"?
4. How did you select the attractions and entertainment for this park?
5. What type of food/restaurants will be in your park and why?
6. How will the Disney "theme" and personality be applied and obvious in your park?
7. What transportation options are/will be available to get to and from your park?
8. What considerations are there regarding foreign currency/exchange rates?

Extra Resources:

<https://www.forbes.com/sites/csylv/2015/11/19/the-secrets-behind-the-international-expansion-of-disneyland/#3d62f0dc5f18>

<https://www.frommers.com/slideshows/848246-look-at-how-different-shanghai-disneyland-is-from-other-disney-parks>

Criteria	Points
An appropriate location for the park is chosen and explained	0 1 2 3
A cultural profile is included with the above listed information	0 1 2 3 4 5
One park is designed, mapped, and organized to meet the needs of the citizens	0 1 2 3
Modifications, eliminations, etc. were made and explained	0 1 2 3 4 5
Attractions and entertainment were selected appropriately and explained	0 1 2 3
Food and restaurants were selected appropriately and explained	0 1 2 3 4 5
The Disney "theme" and "image" is preserved and seen throughout the park	0 1 2 3
Transportation needs are addressed	0 1 2
Currency/exchange rates are addressed	0 1 2
A presentation is given in a format of your choosing along with a map of the theme park	0 1 2 3
All members were active participants and can speak to the theme park plan	0 1 2 3
Creativity, effort, and critical thinking is obvious throughout the project	0 1 2 3
Total	----/40