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*Theme: How child amusement parks effect on socio-economy of the Country?
(Disneyland case)*

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BURAXILIŞ İŞİ

Mövzu: Uşaq əyləncə parkları ölkənin sosial-iqtisadiyyatına necə təsir göstərir? (Disneyland misalında)

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Abstract

Immense-entertainment companies as Disney, always try to diversify their businesses using the private reserves. The optimal use of these resources is the main reason for its development and prosperity. The future is uncertain. When making predictions of investment projects, a risk analysis should be carried out, projects with maximum income and minimum risk should be selected, and risk limits should be determined in accordance with possible deviations in estimates. Otherwise, the wrong choice entails both economic losses and significant losses.

The Walt Disney Company is a multinational company, even you do not know how the company is operating, and at least the characters owned by Disney are well-known by everyone. The company bought our hearts with characters as Mickey Mouse, Goofy, Donald Duck, Cinderella, and characters from the cartoon "Frozen," Hercules, even the rat from the animation "Ratatouille."

The company uses them in terms to attract adults and children to the amusement park; for 2019, Disney has six amusement parks. California, USA; Florida, USA; Tokyo, Japan; Paris, France; Hong-Kong, Hong Kong Special Administrative Region (HKSAR): and Shanghai; China. In this study, is written how the below-mentioned amusements park effect the country/state/region they located, in economic and social terms.

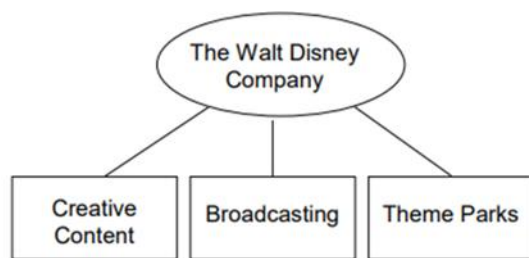
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Introduction

The Walt Disney Company - a brief introduction.

The Walt Disney Company is the world leader in the entertainment industry. Disney is in the top 15 most expensive brands in the world. The company represents a uniquely recognizable brand with strong operating performance and growth rates. The company's business has a broad diversification, both in terms of geography and business segments. The company regularly publishes reliable financial results. In addition to extensive growth, The Walt Disney Company increases efficiency, which affects the continuous growth of profitability in recent years. The business sector consists of 3 main sections:



The Walt Disney Company is the world leader in the entertainment industry. Disney is in the top 15 most expensive brands in the world. The structure includes various companies, including ABC-International Television, ESPN, Lucasfilm, Marvel, Pixar, Maker Studios, TouchStone, and others. At the beginning of 2014, a deal was made to purchase Maker Studios - the largest network of channels on Youtube. Through this deal, The Walt Disney Company has gained access to the latest digital technology and unique expertise that allows them to assess the interaction of modern users with the short video format. Currently, it is one of the largest Hollywood studios, the owner of 11 theme parks and two water parks, as well as several television and radio broadcasting networks, including the American Broadcasting Company (ABC).

The trading power of customers is high in services and entertainment. Since a large number of clients are required to ensure the smooth operation of Disney, customers have certain powers.

Vendor trading power is moderate. Because Disney operates in a highly differentiated and unique industry with high switching costs associated with operations, several companies dominate the suppliers, and most likely they are very concentrated.

Contribution of Theme Parks

In tourism, in the emergence of many species; After the 1980s, the adoption of the concept of sustainable tourism, the preservation of natural, historical and cultural values and the transfer to future generations, the people want to take an active part in the subjects that require production and creativity in tourism and the diversity of people searching in recreational activities have been useful. The recreation is themed parks that support the diversification of events and are one of the essential recreation practices. These theme parks have economic, environmental and social impacts on the region. These three effects are described;

Disney business parks and resorts

This segment includes the world's Disney resorts. The Walt Disney World Resort in Florida and the Disneyland Resort in California are owned by the company. At the international level, the company owns 51 percent of attractive active ownership in Disneyland Paris, 48 percent owns Hong Kong Disneyland (HKDL), a 43 percent shareholding in Shanghai Disney Resort (which is under construction), receiving deductions from the income earned by Tokyo Disneyland Resort , The resorts involved such places as - theme parks, hotels, shopping, restaurant and entertainment complexes, sports complexes, conference centers, water parks and other recreational facilities. The company also operates a Disney cruise line and sells the interests of holiday club owners through the Disney Holiday Club. The Walt Disney imaging division of the company designs and develops concepts and attractions for theme parks as well as resort sites. The above segment mainly generates revenue from:

- Sale of the entrance to parks

- Sale of food, beverages, and goods
- The cost of hotel rooms
- Sale of cruise packages
- Sale and rental of club property.

The operating expenses of this segment include marketing and sales expenses, goods, food and beverages sold, expenses per recreation unit in a leisure club, infrastructure costs, labor costs, and depreciation. Infrastructure costs include the costs of information systems, repairs, and maintenance, utilities, property taxes, insurance, and transportation.

Disney earnings from the business segment for 2014.

- Disney's total revenue in 2014 was \$ 48.8 billion (fiscal year ended September 27, 2014).
- Of these total revenues, Disney generated revenue of \$ 21.2 billion. The United States, 43.3% of the total, from the business segment of media networks.
- Disney received \$ 15.1 billion of \$ 21.2 billion from cable networks and \$ 6.0 billion from broadcasting.
- Revenue of \$ 15.1 billion. USA, 30.9% of the total, from the business segment of parks and resorts.
- Disney received \$ 12.3 billion from \$ 15.1 billion from US parks and resorts and \$ 2.8 billion from international parks and resorts.

For 2014, Disney Profit and Profit Margins.

- Disney's total revenue of \$ 48.8 billion in the 2014 fiscal year costs amounted to \$ 26.4 billion.
- This resulted in a gross profit of \$ 22.4 billion — gross margin of 45.9%.
- Additional operating expenses for Disney totaled \$ 10.9 billion.
- Sales, general and administrative expenses included.

- Costs for depreciation and amortization are also included.
- It brought an operating profit of \$ 11.5 billion and operating margin of 23.6%.
- Disney's net income was \$ 7.5 billion, and its net margin was 15.4 percent after interest payments, as well as other non-operating income, expenses, and income taxes.

Disneyland is considered the "happiest place on earth," but the electricity bill does not pay off with happiness. Rumor has it that Disney parks and resorts are the most expensive tickets to a theme park in the world. These facts may not surprise you, but how much of this income will later be used to finance the insane operating expenses of Disneyland.

SWOT

<p><i>Strengths:</i></p> <ul style="list-style-type: none"> • Recognizable brand • Diversified business • Strong operating performance 	<p><i>Weakside:</i></p> <ul style="list-style-type: none"> • Growing accounts payable
<p>Opportunities:</p> <ul style="list-style-type: none"> • Advertising potential • The growth of entertainment and media • Re-launch of the franchises of Fox 	<p>Threats:</p> <ul style="list-style-type: none"> • Strengthening state regulation in sectors • Strengthening and entry of new competitors in the industry • Reduced attendance at amusement parks

Chapter I: Impact of Disneyland on the Economy

1.1 Tourism industry

Everyone knows that California continues to attract hundreds of millions of visitors every year. The tourism industry makes a profit for businesses, and tax revenues for government and local governments are a significant factor in providing employment for thousands of California citizens. In the report "The Impact of Travel and Tourism on the California Economy," written by Matthew D. Byrd, Edward J. Keating, Elena Bogdan, Adam K. Reznik, they focused on the California tourism industry's labor market in the way tourism affects industrial workers in California. As a rule, they found that in the field of tourism/travel work a variety of personnel who make a significant contribution to the economy of California.

For some, the travel and tourism industry is a career path with stability, decent wages, and wage growth. It is not always clear which employees are involved in travel/tourism. There are some workers who are universally classified as working in the industry (for example, airline personnel, amusement park personnel, hotel staff, museum personnel, tour operators). However, even for these workers, there is ambiguity: for example, some museum visitors come from local areas and are not considered travelers or tourists. Other workers, such as restaurant workers and retailers, partially rely on travelers for their work. Customers are a combination of local, passenger customers and guests who visit this area in many restaurants and shops. Because in this report they mentioned that they had to simplify and classify a specific employee as one of the employees in the tourism industry in California or not, based on this report, I can assume that their focus is on employees and how their specialties are developing in the industry.

They concentrated on the workers of the tourism industry, most directly and describing the evolution of working careers. Travel/tourism definitions include transportation (for

example, air, rail, car rental), accommodation (for example, hotels), entertainment (for example, museums), entertainment, gambling, and some other smaller travel/tourism categories (for example, leisure parks and entertainment). They are assessing the sensitivity of our industry definition by considering the borderline case where employees are partially affected by travel/tourism (i.e., Eating and drinking places of busy workers). The methodology of RAND Corporation is based on the data in this report; that is, we analyzed data describing who worked in the travel/tourism industry in California. The analysis provides insight into how tourism/travel contributes to the career of its employees.

Disney activity and reflection in tourism for France.

Macron, a former investment banker (now the president of France) who conducted social and economic reforms, said that Iger's financial contribution is a renewed faith of French investors.

“Your confidence shows that France has returned,” wrote Macron on his social network.

Euro Disneyland is the most popular theme park in Europe. It is located on a site of 2230 hectares approximately 32 kilometers (20 miles) east of Paris, although, according to the company's annual report for 2016, so far only half of the site has been developed. Since 1992, when more than 320 million visitors pass through its gate, the park has brought 6.2 percent of France's tourism revenues and is a blessing for local employment with 16,000 employees. However, after overly optimistic forecasts of the number of visitors and over-indebtedness, Euro Disney faced severe financial problems. The struggling company was bought by Walt Disney in June 2017, and its shares were removed from the list.

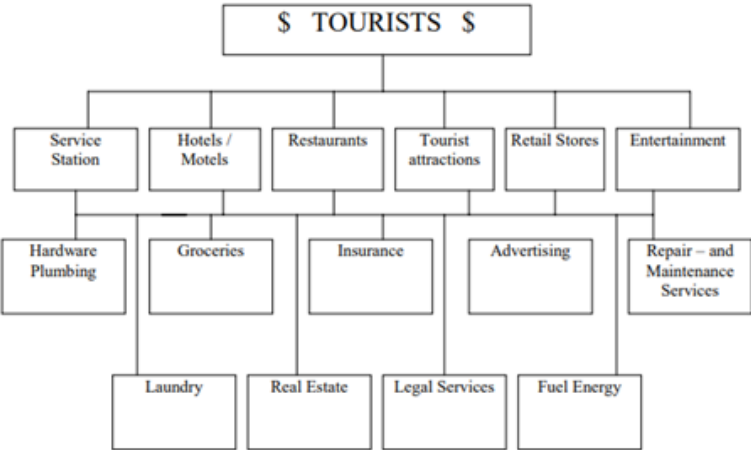
Disney's new investment move is in the middle of a massive recovery in French tourism after a series of radical Islamist attacks in Paris, Nice and other cities weakened the industry. Euro Disney suffered a net loss of 858 million euros in 2016, as the number of visitors decreased to 13.4 million by 10 percent.

However, at least over the decade, 2017 was the best year of tourism for the French capital. Disneyland Paris includes two theme parks - Disneyland Park and Walt Disney Studios Park, a fabulous theme park. In the seven hotels, there are about 5,800 bedrooms, two conference centers, and a golf course.

Impact on the tourism industry

The share of Disneyland Resort and its visitors accounted for almost a third of the \$ 9.6 billion spent by Orange County on the tourism industry in 2013. Disneyland customers spend about \$ 1.4 billion annually. The USA to establishments outside Disneyland Resort. Accommodation, food/drinks, retail, and transportation, are included in these costs. These expenses of the patron directly support the estimated earnings of \$ 364.2 million. The USA and 9,300 jobs.

The "multiplier effect" of tourist spending is a particular case of the export base model.



Source: Department of Commerce of United States 1978

The figure shows the influence of industries in the region, which serves as a tourist destination. In addition, he illustrates the "rounds" of expenses. It can be clearly seen that the initial costs that tourists visit regular services such as food, lodging, entertainment, retail stores, etc.

The typical core business is expected to be located elsewhere (for example, legal services).

It is justified that the promotion of tourism will lead to:

1. Improved vehicles and other infrastructure that will benefit the locals,
2. The increase in local government revenues, which leads to an improvement in utilities and services, and
3. multiplier The impact of tourism on the development of other sectors of the economy.

Over the year, over 90 million people visit US parks, and revenues reach almost \$ 3 billion. European theme parks take about 60 million guests a year (revenues - \$ 1.8 billion). During the year European Disneyland receives visitors two times more than the Louvre and the Eiffel Tower. If earlier, tourist products were mainly unspecialized, with the same characteristics intended for mass tourism, now and in the future, the tourist product should not only be diversified but also correspond to the trend of development of tourist demand, which is aimed at short stays of travelers of the year. To this end, many countries are creating new concepts to attract tourists. Here the use of theme parks as a tourist product of domestic and international tourism plays a significant role. For example, each of the existing Disneyland parks in the world (in the states of California and Florida in the United States, in Japan and France) takes in a short period of time 1 million visitors a year. This number of guests is 10% of the total American international tourist flow. The nature of the theme park business is directly related to the income and leisure of the average person. Consequently, we see that most of the theme parks are overgrowing during the economic boom with increasing profits and needs of the population. Among the main secrets of the success of theme parks, the use of high technologies should be highlighted: computer control systems for sound and animated effects, thanks to which visitors experience thrills and get particularly vivid impressions.

As noted above, the tourist industry, in particular, the theme parks industry, is the most rapidly developing sector of the Orlando economy. It is the primary employer and a valuable source of tax revenues to the local budget, contributes to improving the quality of life of the

local population. These direct socio-economic effects do not exhaust the entire significance of the tourist industry for regional development. Thanks to her, favorable conditions for attracting companies were created in the region, first of all, air traffic was improved. The growing flow of tourists demanded the modernization of the local airport, the opening of new domestic and international lines. In 1981, the airport in Orlando received global status. It is one of the largest airports in the world, serving up to 1,000 flights daily and more than 30 million domestic and 2 million international passengers. In addition, and most importantly, the Orlando administration views tourism as a useful tool for promoting the city, attracting entrepreneurs and senior managers, and distributing information about the region's investment attractiveness (market size, labor, taxation, land value, and much more). In this way, a positive business image of Orlando was formed. The U. Disney Corporation, which has positioned Orlando as a clean, calm, prosperous city without ethnic conflicts, is an ideal place to house the headquarters of large companies or their representative offices and branches. As a result, new enterprises are continually opening in Orlando, additional jobs are being created, and more and more people are moving to the city and suburban area, which is a clear indication of the successful development of Orlando.

The scale of the tourism industry in the Orlando area is illustrated by the following data. Each year, the district receives up to 50 million visitors, who mostly come to have fun in theme parks. Their expenses are about 30 billion dollars. About 200 thousand people serve visitors, which is 20% of the total number of employees.

The origins of modern well-being should be sought in the middle of the last century, when W. Disney acquired the wetlands in the central part of Florida in the strictest secret to implementing the next grandiose plan, Project X, as the author himself called it. Together with a group of trusted representatives, he designed the pilot city of the future as an alternative to existing North American cities with their own social, environmental, and many other problems. He wanted to lead a closed community of 20 thousand people, to

create from it the most high-tech settlement under an all-weather dome with climate control. This ideal city, EPCOT-Center, was to become, according to Disney's design, the heart of the giant Walt Disney World theme park, equal in size to two Manhattan. The city was supposed to build office and residential buildings, shops, hotels, theaters, restaurants, night clubs.

1.2 Child Amusement parks

1.2.1 Disneyland Resort California (USA)

The very first Disneyland, which opened on July 17, 1955, and since then has been pleasing guests of any age with its brightest entertainment. This park is not just the title of one of the main tourist attractions of Anaheim - he really has something to entertain visitors. This is the real world of Walt Disney cartoons, the dream of its creator, allowing everyone to plunge into the fascinating world of American animation. The whole city with themed streets, rides and costumed performances in which not only Mickey Mouse and company are devoted - there are artificial jungles, and imitations of the Wild West, and even the world of a distant future. From the fabulous Walt Disney castle, no one comes out disappointed.

Businesspeople whom Disney called for help did not believe in the success of such a large-scale project, so the director took most of the money from his own pocket. To give Disneyland children, he had to give almost all the savings and sell one of his houses. Total construction of the first park spent \$17 million (with inflation \$161,247,537.31 in 2019 *Source: in2013dollars*). However, as is already clear, he paid back all the expenses with interest - the net and rather large profit "fell down" on Disney just a year after the park was opened.

Senior Managing Director of CBRE Consulting mentioned in his report that Disneyland Resort was an essential factor in tourism in Southern California. According to a Walt Disney report, Disneyland Resort is not only Disneyland but also Disney California Adventure theme parks, three hotels, and the Downtown Disney shopping center, restaurants and entertainment venues. Compared with 2003, in 2004 there was an increase in spending by almost 8%. According to the 2005 report of the Visitors and Conferences Bureau of Anaheim / Orange County, tourism reached a record level in 2004, and visitors spent \$ 7.3 billion.

Study the Disneyland Resort Impact Summary as:

1. Every year, Disneyland Resort supporters spent about \$ 1 billion in funds covering the resort, including housing, food, and beverages, retail and transportation.
2. Using the influence of the IMPLAN * multiplier, this \$ 1 billion. The United States in the form of philanthropists give the annual financial contribution of \$ 1.9 billion.
3. Sixty-five thousand seven hundred jobs supported by Disneyland Resort.
4. Twenty thousand representatives from Disneyland Resort, making it the largest Orange County employer and one of the largest private managers in the state.
5. 3800 outsourcers and freelancers work at Disneyland Resort.
6. The Anaheim Resort Area employed more than 40,000 employees, while most of them were indirectly affected by Disneyland.
7. Disneyland Resort has funded more than \$ 722 million in its 20,000 representatives and 3,800 outsourcers per year.

8. The resort's financial activities encourage an additional 6,000 jobs and income of \$ 226 million for other nearby businesses.
9. It is estimated that the annual salary of employees and outsourcers of the Disneyland resort is more than \$ 500 million.
10. The annual salary of outsourced hotels and other retailers is 430 million US dollars.
11. Three main participants - visitors, The Disneyland Resort, suppliers - in general, taxes in the region amount to \$ 225 million.

With this in mind, Disneyland Resort ordered a study of the economic impact of Arduin, Laffer & Moore Econometrics (ALME). Here elements such as finance and resort employment have been surveyed over the years. According to the press release, "a study of the economic consequences, which shows that Disneyland Resort is the leading source of the local economy, the main creator of jobs and the most important factor in the development of the tourism industry in California."

In conclusion, he said that the resort brought about \$ 5.7 billion in annual production. In the 2013 fiscal year alone, the resort brought about \$ 370 million in local and state tax revenues.

Annual salary and work statistics.

- About 28,000 people work directly at Disneyland Resort (about 26,450 at the time of the survey) and an additional 3,700 third-party employees in the field. Disneyland Resort has helped create more than 25,000 indirect jobs in the Southern California region, totaling more than 55,000 jobs.
- When it comes to annual wages, it seems that only in the Southern California region, including the annual salary fund of Disneyland Resort, forced and indirect employment exceeds \$ 2.2 billion.

Geographical Benefits from Disneyland

- The economic impact and indirect jobs created at Disneyland and Anaheim Resort significantly helped communities throughout Southern California, from Ventura to San Diego counties.
- About 99 percent of Disneyland Resort employees live in Southern California.
- Influence on the tourism industry.
- Disneyland Resort and its visitors accounted for almost a third of the estimated tourism industry of Orange County at \$ 9.6 billion. In 2013.
- Disneyland patrons spend about \$ 1.4 billion annually on institutions outside Disneyland Resort. Housing, food and beverages, retail and transportation are included in these costs. These expenses of the patron directly support the estimated earnings of \$ 364.2 million and 9,300 jobs.

Impact on taxes.

- In fiscal 2013, Disneyland Resort, its visitors, staff, and third-party enterprises also received more than \$ 370 million in state and local tax revenues.
- It is estimated that Orange County communities will receive about \$ 203 million in annual tax revenue at the Disneyland Resort Hotel.
- In fiscal 2013, Disneyland Resort accounted for \$ 44.5 million in the form of direct income to the general fund of the city of Anaheim. In addition, Disneyland Resort provided the Anaheim Tourism Improvement Area with an additional \$ 4.5 million.

1.2.2 Disney World, Florida (USA)

When the Magic Kingdom was opened in 1971, about 5,500 people worked in the park. Today, the number of employees amounts to 66,000, with salaries that cost \$ 1.2 billion and \$ 474 million for insurance payments annually. As the largest single-

location employer, Disney World has more than 3,700 professions. The park also sponsors and runs the Disney World College Program, an internship program, giving American college students the opportunity to live and work in the park, giving the front line workers themselves a park. There is also the International College Program at Disney World, an internship program for students from around the world. The growing popularity of Disney World indicates that the American economy is developing, and more and more people in the country belong to the so-called upper middle class, writes The New York Post.

When Walt Disney World opened in 1971, ticket prices were about \$ 20 in terms of the current value of the American currency (then \$ 3.50). In 2018, a ticket to the Magic Kingdom will cost you \$ 129 per adult and \$ 123 per child, plus another \$ 22 for parking. With accommodation, meals, car rental, etc., a family of four can expect to spend about \$ 5,000 for a week's vacation at Disney World. The ability to spend much money on vacation indicates that the standard of living in the United States is quite high.

If you can afford to spend from 700 to 1000 dollars a day during the holidays, then your family budget is quite high. And this is done by tens of millions of modern Americans. This is confirmed by the huge queues on almost all the rides in the Magic Kingdom, as well as the fact that the restaurant Cinderella's Royal Table, where a bottle of champagne costs \$ 320, is often booked a few weeks in advance.

According to the American Institute of Entrepreneurship, the share of American families with six-figure annual income was 28% in 2016 (there is no new data available yet). Adjusting for inflation, this figure was 22% in 1997, 13% in 1977 and 8% in 1967.

The number of people belonging to the middle class (annual income from \$ 35,000 to \$ 100,000) and the lower class (annual income below \$ 35,000) has decreased because Americans are beyond these income indicators. Naturally, today, there are much more residents of the United States than in 1967, given the demographic growth and adjusting indicators for it, we still conclude that in 50 years we have received more than 30 million wealthy American families. Attendance at the Magic Kingdom reached a record 20.5 million visitors in 2015 and was just a bit lower in 2016. Disney World reflects the reality of the fantastic wealth creation machine that the USA is.

Other countries cannot compare with this. In 2015, real per capita GDP reached \$ 56,000 in the United States. With purchasing power adjustments, this is almost 20% more than in Germany; nearly 40% more than in France or the UK; and almost 50% more than in Japan, where the purchasing power per capita roughly corresponds to that of the state of Mississippi. Disney is both the beneficiary and the generator of American wealth. The Walt Disney Empire is now worth about \$ 60 billion and continues to contribute to the US economy.

Disney Investing

When you buy Disney stocks, you do not just invest in theme parks such as Disney World or Disneyland, you also invest in TV channels owned by Disney, in the products they sell, and in Disney content. Which suggests that a specific diversification is built in. What if you want reliable company shares that pay dividends? Disney may be right for you in this case. In 2015, Disney raised dividends to shareholders and announced that, instead of the usual one, it would pay them twice a year. As a result, Disney increased dividends in 2015 by 15%.

1.2.3 Paris (France) Euro Disneyland

The success of Tokyo, Japan Disneyland, made it clear to the management that it would be a good idea for Europe Park. Euro Park was managed in a new way with the Tokyo deal; a new concept was the less satisfying way. Disney has now been able to secure a more significant interest (in terms of stake) in park facilities, nearby hotels and restaurants. This immense potential also had immense dangers, risks on its own. Euro Disney welcomed visitors from All Around the World, mostly European, in April 1992.

The only Disneyland of Europe, the closest to Azerbaijan, fascinated by the fascinating world of Walt Disney cartoons, and prefer to travel with their families. Paris (although in fact the park is located in the town of Marne-la-Valais, which is three dozen kilometers from the French capital) Disneyland absorbed the best of the content of its overseas counterparts. Here and themed areas, streets dedicated to the world of discovery, research and fantasy, and here are beautiful attractions, and vivid, spectacular theatrical shows. In short, everything is like in the best houses in Paris.

The first and so far the only "Disneyland" in Europe is located in France, 32 kilometers from Paris. It was opened on April 12, 1992, and is spread over 1943 hectares. The construction of the Euro Disneyland began to be planned back in 1972, and the candidate countries were Spain and France (as a result, a Port Port Aventura park appeared in Spain, in no way inferior to Disneyland). Disneyland has two theme parks, Disneyland Park and Walt Disney Studios Park, Disney Village Fun Park, Golf Disneyland Golf Course, as well as hotels, business, and residential districts.

The company battled to achieve dreamed number of consumers or huge sales; they had to decrease of over 10 percent of prices in the early years. By the summer of 1994, and even by 2013, Euro Disney had lost some \$900 million. The Paris Disneyland Resort was not profitable. Disney Group thought they'd succeed with Disneyland Tokyo in Tokyo now they'd have a better idea and plan to adopt the American Disney concept for other cultures. That's why they charged higher than others. With the opening of the European Disneyland

in Paris, it shocked the Disney group in a limited time that the plans failed to meet their expectations. Because of this, Disneyland Paris, in the beginning, faced a significant loss and the situation started to get worse.

As a result, the management considered it seriously to shut down the park. During the difficult situation for Disney, the Saudi al-Wahid bin Abdul-Aziz al-Saud offered the necessary capital injection of \$ 500 million, that became the manager's life support as it allowed the restructuring organization and received short term financial stability. The investment helped the park a lot, and it managed to push back the consumer's trust and interest. With another "Disney Studio" and a retail and office compound in Paris, the huge profit the company has earned has encouraged it to expand.

Despite the apparent benefits for the tourism industry in France, at first, the project was treated "cool." According to some critics, "the symbol of America on the territory of France" can be stimulated here by the "unhealthy American type of consumerism." The controversy lasted a long time, but this did not prevent Disneyland Paris from becoming one of the symbols of the country and entering the top five most visited places in the world. According to preliminary calculations, 59 million euros have been spent by visitors to the Paris amusement park since its opening, and this amount, of course, is continually growing.

Euro Disney is placed 40 kilometers from downtown Paris and has managed as planned, to be the most marvelous and the largest amusement park to be built so far. (Greater than the parks of Anaheim, Orlando or Tokyo). It was also expected for his parent Disney to be quite sure to a fire money maker. Nevertheless, the natives failed to cheat over Mickey to the surprise of the management.

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As a result, the management considered it seriously to shut down the park. During the difficult situation for Disney, the Saudi al-Wahid bin Abdul-Aziz al-Saud offered the necessary capital injection of \$ 500 million, that became the manager's life support as it allowed the restructuring organization and received short term financial stability. The investment helped the park a lot, and it managed to push back the consumer's trust and interest. With another "Disney Studio" and a retail and office compound in Paris, the huge profit the company has earned has encouraged it to expand.

Initially, due to the failure of Disneyland Paris, Disney did not treat public and public involvement. Because of the difference in culture. That was Disney's main reason for failing, and they got a huge blow and loss of capital. Disneyland Paris' system is similar to Tokyo and the U.S. models.

European Disney's model is deemed and known as American concept. History, language, and custom are susceptible to the French people. They guard their language and culture against other influencers. Disneyland Paris ' climate was wholly based on the "American Dream" ideology.

Analysis of organizing the New Disneyland Paris model.

"Disneyland's planning analysis" suggests that, now, the New Disneyland Paris model is unique. The brand that represents Disneyland is trendy in Europe. The Disneyland Group is known throughout the world. Disneyland's idea and plan in California, Orland, and Tokyo are successful. The location they have chosen is perfect in all aspects of view, starting from marketing, labor source to procurement and they target all the big markets of Europe like UK, Germany, France, etc. The strategy's realization has been gratefully executed. The implementation of the plan in practice is well introduced from the theory of strategic planning to reality. The Walt Disney Company had built a theme park that was more extensive and more luxurious than other parks. The project is lovely but has not worked as the management of Disney wanted.

The research study on the theme park shows the variety, The Disneyland and Universal Studios' success is that they put the film connection transplantation in the theme park,



The Disneyland Hotel at the entrance to Disneyland Paris. (BERTRAND GUAY/AFP/Getty Images)

use high-tech to realize simulated landscape and reduce various film plot lines, use advanced technology to create all kinds of the virtual scene, and attract visitors of all kinds of different ages around the world. Using their new films to develop new projects is their standard procedure. In Disney from 1955 to 1999, there are more than 130 new entertainments and theme performances.

Before the arrival of Disney, there were a total of 4,000 inhabitants in five villages, but currently, there are 28,593 people living in Val d'Europe, and by 2030 its

population will increase to 60,000. In Val d'Europe, a total of 28,000 jobs, and, surprisingly, only about 10 percent of city residents are Disney staff. Other firms were the most significant driving force, and this is underscored by the 2012 KPMG (accounting firm) survey. It turned out that four to five firms open offices every week in Val d'Europe, which in total is about 4,000 people. In 2011 alone, more than 2.44 million square meters of office space was sold. Since the opening of Euro Disney, he has contributed 5.7 billion dollars (5 billion euros) to the development of Val d'Europe compared to 570 million French governments (500 million euros). It's hard to imagine that almost 25 years ago there was a wasteland where Val d'Europ and Euro Disney stand today, and this is a happy ending.

The Walt Disney Company published a report in which they announced an investment of 2 billion euros (2.5 billion dollars) to expand the capabilities of their Euro Disneyland theme park, Paris, France, after full control was gained in 2017 over the business.

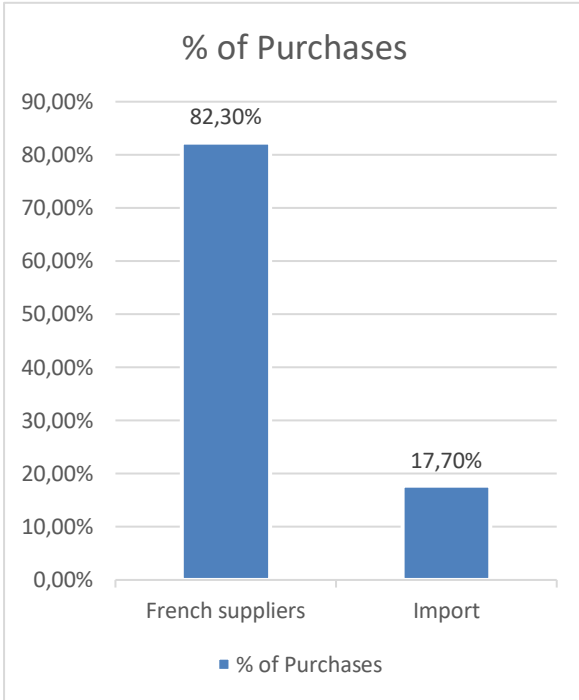
For a quarter of a century (25 years, 1992-2017), 68 billion euros in value added for the French economy. Every year since its inception, Disneyland Paris has brought an average value added of 2.7 billion Euros. For 25 years, both for the region and for France, the resort has become a real economic driver. 300 million potential guests live on the site for less than two hours, 93% of Val d'Europ residents would recommend living and working on the site, Source: TNS Sofres, almost 70% of purchases made in 25 years were made at suppliers in Ile de -France.

The company also uses a wide range of European suppliers (77.5 million Euros). The United Kingdom (30% of import purchases) and the Netherlands (20%) are the leading countries concerned. Thus, Disneyland Paris over the past 25 years has brought a significant added value, estimated at 68 billion euros. The Île-de-France

region received the most benefit from these positive results, although they were undoubtedly felt throughout France, given that in 25 years Disneyland in Paris had accounted for 6.2 percent of France's income from tourism. Key figures: Disneyland Paris was created with a positive economic effect, creating significant financial advantages and added value for the economy. At the same time, this allowed the creation of a real economic structure around the resort and in European countries. Investment of 7.9 billion euros: 91% of private investment, 9% of public investment or 11.4 euro of private investment for every 1 euro of public investment.

GDP: value added for the French economy is 68 billion euros. The Disney region, which benefited the most from this value added, is Île-de-France, for a total of 60 billion euros, or 87.3 percent. The Seine and Marne region in Île-de-France received 22.4 billion euros, taxes - 7.1 billion euros. SHOPPING - 6.2% of the income from tourism in France. 3000 suppliers from all over Europe, including about 490 for 2016. In France, imports amounted to more than 13.7 billion euros in purchases by 82.3 percent.

Purchases by Euro Disney in terms being imported or supplied in France:



1.2.4. Amusement parks of the Walt Disney Company in Asia

However, theme parks are not always accompanied by generous rewards, as the industry requires huge investments. For the first time, the balance of Hong Kong Disneyland began to show profits seven years after opening in 2005. Although in 1999 the government of the Hong Kong Special Administrative Region (HKSAR) expected HKDL to achieve a net economic return of 25 percent, and the park would reach the balance of payments in

the second year after its opening in 2005. Tokyo Disney Resort (TDR) - a massive success in Japan, on the contrary. Every year, many customers attracted Tokyo Disneyland (TDL) and Tokyo Disney Sea (TDS). More than 10 million people passed through its gates in the first year after its opening, and this number grew every year.

The history of the theme park goes back to the completion of the construction of Walt Disney's Disney World in 1955 in California, USA. By the end of the 1980s, 30 theme parks were built in North America with over 1 million visitors per year (Lyon, 1987) and 21 major theme parks in Europe (Brown and Church, 1987). A successful theme park will help develop local economies and create jobs; otherwise, money and land resources will be wasted. Academics studied theme parks in various aspects, such as the history and development process (Adams, 1991; Milman, 1993), market identification and demand (Milman, 1988; Braun and Milman, 1994) and the influence of theme parks (Braun and Milman, 1991; Milman, 1991). Investment in theme parks can be extremely high with huge risks (Bao, 1994), so research in this

industry is needed in order to provide insight into the work of theme parks and tourism planning.

By 2005, the company created five parks around the world, including two parks in the United States, one in Paris and two in Tokyo and Hong Kong Disneyland (Schmidt et al., 2007), which led to the expansion of the company to 129,000 employees. Disney's global growth strategy is mainly based on the creation of theme parks.

Attendance of visitors could not match the break-even amount (Leung, 2006) in Hong Kong Disneyland, and the park was widely criticized by local residents, media representatives and government officials. The question of why Disneyland in Tokyo is so famous and why Hong Kong Disneyland is not successful has caused extensive research. When it comes to Hong Kong Disneyland, many studies on various aspects have analyzed this problem and determined the cause that has become the leading cause of Hong Kong Disneyland. Matusitz (2009) applied the localization ethics scheme to the Disney change to fit the local context in Hong Kong, and the results showed that adaptation increased attendance and income. Su (2009) from the University of China, Hong Kong, argued that Disney's expensive licensing fees, such as operating expenses, were the leading cause of economic losses. In general, research mainly concerns the internal aspects of the park, such as cultural bargaining, management or design, etc. This thesis also goes beyond the work of theme parks to find out what other factors affect the performance of a theme park in order to acquire a full understanding of business.

1.2.4.1 Tokyo, (Japan) Disneyland

The first Disneyland outside the United States was opened in Tokyo in 1983. To this day, the Japanese amusement park is considered one of the most beautiful in the world. The complex also consists of several zones, there are 7 of them in Tokyo "Disneyland," and it has 47 attractions. Another complex owned by Disney and located nearby is Disney Sea, an even more impressive park consisting of "sea" zones - "Mermaid Lagoon," "Mysterious Island," "Delta of the Lost River" and others.

And although the heroes who can be found on the streets of the park, all the same - Donald Duck, Chip and Dale, Mickey and Mini Mouse and others - the park still has social features. For example, all employees of Tokyo Disneyland are Japanese. In the Land of the Rising Sun, its own Disneyland appeared almost a decade earlier than in Europe. And this is not surprising, given the young, Japanese religious enthusiasm for American culture in American culture (about the same extent as Americans are passionate about anime). Tokyo Disneyland, the most modern and technologically advanced of its fellows, ideally combines history with novelties of the entertainment industry. But its main advantage - a beautiful set of first-class rides, with their frills forcing guests to squeal with delight. The park is located, by the way, also in a small town not far from the Japanese capital, and not in itself.

Oriental Land began to contact Disney management over the construction of a theme park in Japan. In July, they filed a Disney Feasibility Study Report of 1974 with Disney. On December 3, 1980, the opening ceremony of Tokyo Disneyland took place. The entire project cost about \$ 1.5 billion during construction, which lasted two years and four months. TDL attracted many visitors, and on April 2, 1984, it reached 10 million visits (Figure 2). Then, on September 4, 2001, Tokyo Disney Sea opened (Oriental Land Co., Ltd., creation period, 2010). The price of a one-day adult ticket to Disneyland in Tokyo in 2014 was 6,900 pounds sterling (58 US dollars) (currently 7400 yen (67 US dollars), and for children - 4500 pounds sterling (38 US

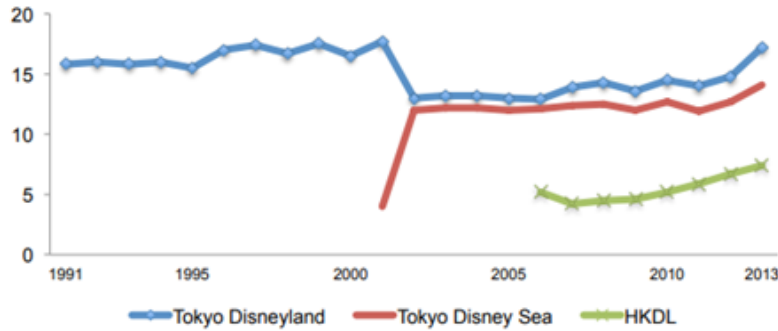
dollars) (currently 4800 yen (\$ 43).) Both cases are related to Disney theme parks, but they have received quite different results in terms of profits and relationships from society.

1.2.4.2 Hong Kong Disneyland (HKSAR)

The second Asian Disneyland opened only in 2005, ideally combines a beautiful amusement park with a beautiful beach holiday in the vastness of Lantau Island. Recalling the rest of Walt Disney's theme parks (there is also the Wild West, and the land of the future, and the world of adventure), he still has a number of his own, unique projects. And, by the way, the youth of this park means that it will expand and expand, and in the very near future - the land for Hong Kong Disneyland was bought with a reserve.

Hong Kong Park is distinguished from American and European prototypes by adaptation to Asian culture. For example, the design and construction of the resort were carried out in full compliance with the rules of Feng Shui. Hearing from the heroes of long-known cartoons, the speech in Chinese is also unusual, but this was one of the conditions of construction - all the characters will be adapted to Asian realities and “translated” into Chinese.

By the way, you have to get into the spirit of "Disney" long before you get into the park itself. From Hong Kong there go special subway trains, fully stylized and decorated with the symbol of the park - the image of Mickey Mouse.



The idea of building a new Disneyland in Hong Kong was first discussed in 1985 between Disney and the government of the Hong Kong Special Administrative

Region. After years of negotiations, both sides signed an agreement to build another Disney resort in December 1999 (Zhang, 2007). After about three years of construction, which was the shortest construction period compared to other Disney parks. On September 12, 2005, HKDL was open to the public. The one-day adult ticket for 2014 was equal to 499 Hong Kong dollars (\$ 64) (compared to the current 699 Hong Kong dollars (\$ 89) for a 2-day pass), and a one-day children's ticket - 355 Hong Kong dollars (\$ 46) (515 Hong Kong dollars (\$ 65)) 2-day ticket) (Xinhua, 2014), which is relatively expensive compared to other Disney theme parks for such a small park. They served Chinese food in the park, and a costume section was built to meet the needs of consumers by taking pictures of the Chinese. (Fan, 2006). The Hong Kong Special Administrative Region expressed the hope that Disneyland will improve the tourism industry in Hong Kong over the next 20 years (Lee and Haque, 2006). Then, however, everything went wrong. Since its opening, the park has suffered from not reaching the expected number of visitors. In 2012, Disneyland made its first profit (DFdaily, 2012). In addition, Hong made not enough money to cover the previous loss.

1.2.4.3 Shanghai Disney Resort (China)

Negotiations on the creation of Shanghai Disneyland took more than ten years and ended in November 2010. The following year, construction of the park began. The Chinese business group “Shendy” was involved in the implementation of the project

together with the American Walt Disney. The total investment, according to various sources, ranged from \$ 3.5 to \$ 5.5 billion. The sixth in a row Disneyland took about 7 square kilometers. Its feature is a separate theme park with attractions based on the Pirates of the Caribbean film series. Visitors will also be able to visit the Star Wars world and the Marvel universe. In the test mode, Shanghai Disneyland began working in April. For three weeks, he was visited by almost 1 million people. Most likely, the park will also attract Russian tourists, the chairman of the board of travel agency China Travel, Sergey Nazarov, is sure.

"It will attract tourists from Taiwan, the Philippines, perhaps, Southeast Asia will catch up. As for tourists from Russia, there will also be a certain demand; Shanghai is gaining popularity among Russian tourists. There will be no special tours to Disneyland, this is one of the places to visit," Nazarov told Kommersant FM on the air.

At the same time, Shanghai Disneyland already has a competitor in mainland China. In late May, another theme park opened in Nanchang. Wanda complex occupies 2 km², on which the park, aquarium and shopping complex. Tickets to Wanda Park will cost visitors less than visiting Disneyland. On a weekday, you will have to pay \$ 30 for entry, and \$ 37 on weekends. In turn, prices in the park of the company Walt Disney start at \$ 50.

Disneyland is a global brand, so there's no serious competition. So says independent expert entertainment industry Anatoly Boyarkov.

"Disneyland" brand can be outweighed by the turnover of funds. They are far behind Disneyland today. They can create competition, but for this, a sufficiently long period of time must pass in order for the brand to become at least competitive," Boyarkov said.

At the same time, Walt Disney has already accused competitors of plagiarism. Representatives of the American company found Disney Snow White and Captain America in Wanda Park.



Construction workers in December 2015 at Shanghai Disney Resort. Photo: CFP

The Chinese side said that the characters appear in the local shopping center, and not in the park. And all the relevant agreements in the park Wanda is. Earlier in the center of the scandal was another Disneyland park - in the suburb of Orlando. On Tuesday evening, an alligator pulled a two-year-old boy under the water.

"We have a special opportunity to build a resort that reflects everything that we have learned from our various parks around the world." - Robert Iger, CEO of the Walt Disney Company, 2011. New Shanghai Disney Resort (SDR), which opened in 2016. Summer was approved by the central government of China in 2011. Like many international companies, Disney believes in the future growth of Chinese consumers and, in the meantime, relies on Shanghai's specific and ambitious goal of becoming a world-class city.

The contract with the Shanghai Disney Resort (SDR) was officially signed in November 2011, making the SDR the first in mainland China and the sixth Disney theme park in the world located in Pudong. The project includes a theme park, two hotels and a shopping area in the style of "Magic Kingdom." Storybook Castle will be the starting point for a 10-minute boat ride through Fantasyland, the largest and

highest of all Disney theme parks. The SDR has also developed a “Caribbean pirates” themed country, a train ride of seven dwarfs and a Tron Light motorcycle slide.

The entire project covers 7 km², and the construction area of the first phase is about 3.9 km² with an investment of 3.9 billion dollars. The area of the first recreational facilities is about 1.13 ha. The annual capacity of visitors can reach 10 million. SDR will have a much larger area than HKDL. At the first stage, the main part of the park, the central lake, as well as the pavement, food and entertainment zones, hotels, offices, transport infrastructure, railway, and railway support will be completed. The second and third stages, including retail outlets, sports parks, camp parks, creative blocks, etc., were conducted during the 13th five-year plan period.

The success of Disneyland is not only related to high-tech entertainment equipment, but the quality of service and management experience are also more critical, the central part of which is the Disney business philosophy and management model, including creating a happy atmosphere, meeting the needs of tourists, improving the service system, etc. Among them, the Shanghai Disneyland project uses the Japanese Disneyland construction model, implements the principles of holding shares in China and phased construction, it is expected that the project of the theme park will cost 24.48 billion yuan, the area of the playground is about 8 square kilometers, the area of the first building is about 1.5 square kilometers and open t. In accordance with the terms of the agreement, Disney will own 43% of Shanghai Disneyland, a joint venture owned by the government of Shanghai, owning a 57% stake. It is also the second largest Disneyland in Asia.

Shanghai University Professor Jiao Tong:

"Shanghai Disneyland will undoubtedly make the city even more attractive for tourists. This means that there will be more guests in local hotels, visitors to

restaurants, entertainment, and shopping centers. The opening of the park will affect the entire region of the Yangtze River Delta."

The Yangtze Delta is a unique place by its nature: several prosperous and dynamically developing cities have grown in a small area. Shanghai Disneyland will become the center of attraction for families with children from the neighboring Zhejiang and Jiangsu provinces. The new resort and entertainment zone will be able to bring \$ 3.3 billion to the city's economy every year. In addition, the world-class park will spur the entire tourism industry to reform, experts believe.

1.3 SWOT Analysis of Amusement Parks

Strength: Disneyland has a number of distinct advantages over other competing amusement parks.

1. High recognition, Disney films are deeply rooted in man, Disney is synonymous with the joy of the cartoon image.
2. A deep culture of the brand, its service concept is to bring joy to customers, making the Disney theme park the best choice for entertainment for most people.
3. The target group is a family that occupies a clear position and promotes the maximum use of its own resources to attract consumer groups.
4. Focus on innovation and progress, without abandoning the core idea, ideally adapting to the demand of different consumers in different markets, combining globalization and localization. Getting into Disneyland with the help of modern technology is like entering a world of fairy tales.
5. The quality of service is high, be attentive to consumption, not only deliver pleasant impressions to consumers, but also make them feel at home.
6. Disney peripheral design and retail, increasing fleet revenue.

7. Take full advantage of China's capabilities to promote the development of tertiary industries.

Weaknesses

1. The price of tickets is high.
2. Sometimes tourist activities (such as jumping in line, etc.) affect the quality of the game of visitors.

Opportunity.

1. The economy of mainland China grew rapidly, and the income and consumption of residents improved.
2. The development of science and technology (the combination of high technology and entertainment).
3. Building Disneyland has strengthened the wave of Disney in China; a series of souvenirs brought Disney company a lot of money.
4. Efficient vehicles.

Threats

1. Jinjiang Paradise and Happy Valley take Disney to compete with each other.
2. Japanese and Chinese cartoons are becoming increasingly popular, affecting the traditional Disney cartoon characters.

1.4 Euro Disneyland is not only beneficial for France!

While France and the French economy are big beneficiaries of Disneyland Paris, Disneyland Paris is much more than France. The resort has been used throughout Europe as a force for good. Learn how to:

- Germany:

1. 4th place in the number of visitors from Europe (which is 12% of foreign visitors to Disneyland Paris)
2. Guests from Germany stay an average of 2 nights
3. The family from Germany was the 100 millionth guest at Disneyland Paris!
4. Disneyland Paris uses 58 suppliers from Germany, especially plant suppliers.
5. German acting experience has an average work experience of 10 years and is mainly attracted by the ability to use their language skills.

- Belgium / Luxembourg

1. 5th place among European visitors (which is 11% of foreign visitors to Disneyland Paris)
2. Belgium / Luxembourg guests average two nights
3. Disneyland Paris uses 77 Belgian suppliers, in particular, chocolate suppliers.
4. 130 actors from Belgium / Luxembourg
5. The average length of stay for a Belgian / Luxembourg participant is seven years and is most attracted by the proximity of the resort.

- Spain

1. 2nd place in Europe in terms of the number of visitors (which is 13 percent of foreign visitors to Disneyland Paris)
2. Guests of Spain live an average of 3 nights.
3. Disneyland Paris uses 40 Spanish suppliers - primarily for the construction of parades
4. 520 Spanish actors
5. The average stay in Spain is six years.

- Italy

1. Italy accounts for 6% of foreign visitors to Disneyland Paris
2. Disneyland Paris uses 43 Italian suppliers, primarily architectural firms.
3. Italy is the largest non-French nationality: about 900 people.

4. The average tenure of an Italian actor is seven years.
- Netherlands
 1. The Netherlands is 13% of foreign visitors to Disneyland Paris
 2. The average length of stay for a Dutch guest is two nights.
 3. There are 63 Dutch suppliers working in Disneyland Paris (20% of the total number of suppliers) - first of all, it concerns colors.
 4. The average length of stay of 120 Dutch actors is ten years.
- United Kingdom (UK)
 1. 28 percent of foreign guests come from the UK (most foreign guests)
 2. Thirty percent from the UK (135 suppliers) - mostly fireworks and special effects.
 3. More than 400 actors came from the UK, most of them in the parades and entertainment department.

In France, Disneyland Paris is the driving force of tremendous economic growth and change and even saw benefits throughout Europe. It is true that the President of France noted this as such in his construction as a unique enterprise that saw a partnership between public and private enterprises. A 30-year economic growth is just the beginning, and Disneyland Paris will continue to grow, bringing even more benefits to France and Europe.

Chapter II: Impact of Disneyland on Society

The Walt Disney Company follows a policy of high social responsibility not only to its employees and their families but also to society as a whole. The company carries out a number of large-scale socially significant and charitable projects aimed at helping children's organizations, charitable foundations, and also creates initiatives to support young talents.

2.1 The Development Agenda until 2030 and the Sustainable Development Goals (SDGs) are a rethinking of development and corporate sustainability issues that have a significant impact on the lives of people everywhere. The scope and dedication of the 2030 Development Agenda provide a tremendous opportunity for the private

sector to demonstrate its central role in sustainable human development and prosperity and to serve as an essential partner in bridging the financial and technical gap needed to meet the SDG target.

The Walt Disney Company.

GOAL 3: Guarantee a healthy lifestyle 3.4) by 2030, reduce one-third of premature mortality from non-communicable diseases through prevention, treatment and mental health promotion, and well-being. Walt Disney was the first broad media corporation to create a healthy diet. Recommendations on linking brands and characters to more balanced foods. In 2012, Disney took another essential step by becoming the first major media company in the United States to establish industry-leading food marketing standards.

This year, Disney initiated Mickey's check, a symbol that allows consumers to find online easily, retail, and the choice of Disney World and Disneyland foods. In 2015, Disney's goal was to place all of its ads on American media networks targeting children and Disney-owned digital attractions aimed at families with young children, eating and drinking, which meet nutritional requirements.

GOAL 6: Water Guarantee and SANITATION 6.4) By 2030, significantly increase water use efficiency in all sectors and ensure sustainable water abstraction and fresh water supplies to solve water shortages and significantly reduce the number of people experiencing water shortages. Disney water consumption in 2014 amounted to 6.89 billion gallons. Drops just below 6.93 billion gallons of the company's baseline. Disney continued to maintain adequate water management at existing sites, while at the same time following innovative safety measures, Disney plans to ensure that drinking water at the sites is at the 2013 level by 2018 and to develop water

conservation plans for the new sites. In 2014, no new sites were added, so new water conservation plans need not be developed.

GOAL 8: Support economic growth and competent work.

8.7) Take immediate and reasonable measures to eradicate forced labor, put an end to today's slavery, human trafficking, ensure legalization, eradicate child labor, and recruit and use child workers and by 2025 put an end to child labor in any of its forms. The Disney Producers Code of Conduct explicitly prohibits the use of child labor, slavery, and other methods of labor exploitation consistent with the core conventions of the International Labor Organization. Disney has been conducting on-site inspections of child and forced labor since 1996. Disney issued a political statement banning the use of cotton from Uzbekistan in 2009, and since then has continued to participate in a multi-stakeholder working group as part of the Cotton Campaign to combat the forced use of cotton. Labor in the Uzbek-cotton-supply-network. In 2014, Disney sponsored a project together with the Chinese Center for Children's Rights and Corporate Social Responsibility to create and assist in enhancing the capacity of local organizations to identify and eliminate child labor in factories.

8.8) Protecting labor rights and supporting safe and secure jobs for all workers, such as migrants, especially migrant women, and workers in dangerous places.

Beginning in 2012, the Disney supply chain investment program decided to donate nearly \$ 8 million. US human rights organizations to support safe and secure working conditions for workers in the global manufacturing sector. About 27,000 factory workers in São Paulo, Brazil, have benefited from the practical or immediate improvement in health and safety made under the influence of Disney. Financial literacy training at the factory for women workers in factories has led to increased

awareness of their labor rights, thanks to the support of HERfinances in Bangalore and New Delhi, India, as part of individual projects.

In 2014, Disney sponsored a project to endorse socially responsible recruitment practices in the Philippines and Japan to avoid forced labor among migrants, as well as four additional projects to support labor rights and safe working conditions for factory workers in China and Turkey.

GOAL 12: Ensure efficient consumption and production.

12.6) Change the view of executives of companies, such as large and multinational companies, on the implementation of sustainable practices and the integration of sustainability information into their reporting cycle. In 2014, Disney's water consumption was 6.89 billion gallons. This is slightly below the company's 6.93 billion gallon baseline. Disney continued to endorse effective water management at existing sites, conducting innovative conservation measures.

Disney plans to maintain drinking water consumption at existing sites at the 2013 level by 2018 and develop water management plans for the new sites. In 2014, no new sites were added, so new water conservation plans are not needed.

In addition to the previously mentioned report from Businessfor2030, Disney, the entertainment industry's number one company, for two years in a row, Fortune has rated Disney as one of the "most revered companies in the world." The social mission of the company is to enhance communities "by providing hope, happiness, and comfort to children and families who need it most" and in 2016 gave non-profit organizations more than \$400 million. The "VoluntEARS" program of the company, encourages employees to donate time, which since 2012 has totaled 2,9 million hours of service, with the goal of reaching five million hours of community service for employees by 2020.

2.2 Employees care.

Disneyland is willing to pay its employees \$ 15 per hour. Disneyland workers will receive a wage increase in California.

Members of the Union, who were represented by almost 10,000 Disneyland workers, accepted a three-year contract with Disney to raise their starting hourly wages to \$ 15 an hour, starting in 2019. At the Disney resort in Anaheim, the agreement completes a long wage labor struggle.

The minimum wage for Disneyland workers is \$ 11 per hour. The agreement instantly increases their salary to \$ 13.25 per hour, by 20 percent. The initial rate of \$ 15 will take effect on January 1, 2019. By June 2020, it is expected to grow to 15.45 dollars. Disney has pledged an additional \$ 8,000 a year for the basic salary that workers will receive, who today receive \$ 11 an hour.

The agreement obliges Disney to pay a minimum wage of \$ 15 per hour in California three years before its entry into force. It covers the Disneyland union job, such as amusement rides, store workers, warehouse, storage, costume, transportation, and parking.

"This agreement sets the bar with the minimum wage among the highest in the country," said Josh D'Amaro, President of Disneyland. In 2018, 30,000 people worked at Disneyland, but trade unions represent the views of most hourly workers. Disney representatives are paying attention to wages, which will be discussed separately for other hourly workers.

"For his employees, wages and benefits are terrible," wrote Sanders in The Guardian, criticizing the company and its CEO, Robert Iger. Disney also discusses wages and

benefits for its employees at Disney World with trade unions in Orlando. Nathaniel Meyerson wrote this story for CNNMoney on July 27, 2018.

Disney World President Meg Crofton shared the details of the 2010 Community Report. In 2010, Disney World dedicated itself to building children's lives through monetary and in-kind support of \$ 28 million, 228,000 hours of Disney Volunteering, and collaboration with community leaders.

Examples of Disney donations are based in Central Florida and include child welfare funds. Disney World works with local hospitals, the Homeless Coalition in Central Florida and the Second Harvest Food Bank, which will provide valuable essentials for children. During the United Way Heart of Florida campaign, Disney filmmakers allocated \$ 3.35 million to help community organizations in Orange, Osceola, and Seminole counties.

Provide support. In 2010, Disney Helping Kids Shine Grants allocated \$ 1.2 million through 57 charitable foundations to fund programs. The primary recipients of Disney grants are Clubs for Boys and Girls in Central Florida, Big Sisters in Central Florida, and "A Gift for Music," whose founding sponsor is Disney.

The basics are strong. - The roles participants used an annual stock of school supplies to donate more than two million school supplies. More than 400 students have also been chosen as Disney Dreamers and performers, recognizing the outstanding youth that matter in Central Florida.

2.3 Social Impact

New theme parks play a significant role in shaping social space. The basic idea of the theme parks was "holiday production." They are widely spread and have a significant

impact on the culture of the population, the dynamics of social processes, regional development, the economy, etc.

Theme parks specialize simultaneously in several areas, primarily entertainment, cultural and educational, as well as informative. Expanding fields of specialization contributes to park animation. It contributes to the implementation of theme parks of a number of necessary functions for a person:

1. Adaptive, allowing to move from a daily environment to a free, inviting to rest;
2. Liberating a person from the physical and mental fatigue of everyday life;
3. Stabilizing, creating positive emotions and promoting mental stability;
4. Information, allowing them to obtain new information about the country, region, people, etc. ;
5. Educational, giving the opportunity to acquire as a result of vivid impressions new knowledge about the surrounding world;
6. Perfecting, promoting intellectual and physical improvement;
7. Advertising, making the tourist with the help of animation programs of the park a carrier of advertising for the given country, region, tourist complex, hotel, travel company, etc.

In addition to the educational function, theme parks are able to fulfill and complement its patriotic and educational functions, foster pride and respect for their country, its peoples, achievements, and contributions to the development of world civilization.

2.4 Euro Disneyland

Each job created at Disneyland Paris from 1992 to 2016 led to the creation of almost three jobs outside the resort, especially in restaurants and the hotel sector. This effect was, of course, particularly useful for the Department of the Seine and the Marne.

Since 1992, the company has created more than 22,000 direct or indirect jobs at Seine-et-Marne. At the opening of the resort, only 32% of Cast members lived in the department. As employment became stable, this figure rose steadily until 2012. Today, 73% of Cast Group members live and work in the Seine and the Marne, and more than 17% of them live in Val d'Europe.

Key indicators: number one employer in France with 15,000 actors, 56,000 direct, indirect and other jobs created as a result of this activity in France, 1 work in Disneyland Paris gives 3 jobs in other parts of France 100 nationalities 20 languages, spoken by 500 career roles over 400,000 hours of employee-focused training each year. About 30% of study hours (140,000 hours per year) benefit European Cast members, 80% of managers and senior managers participate in internal advertising campaigns, 18% of Cast members come from countries other than France, the distribution of non-French Cast team in 2015 Italian 33% German 4% Dutch 4% other 11% Spanish 17% British 15% Portuguese 11% Belgian 5%. More than 22,000 jobs created by Disneyland Paris in the Seine and Marne. In particular, in the hotel, restaurant, and service sectors.

2.5 Disney – Fox Deal



Walt Disney Co. logo Appears on the screen above the New York Stock

On Wednesday, March 20, 2019, Disney completed the acquisition of Fox's entertainment assets for \$ 71 billion, more than a year after the proposed mega-merger. Disney has a wide range of capabilities - from Fox studios, including Avatar and X-Men, to television programs such as The Simpsons, and networks, including National Geographic. The Walt Disney Company and FoxCorp., signed an agreement on Wednesday (March 20,

Exchange in this photo taken on August 8, 2017 (Photo by AP / Drew Richard, file)

2019), after more than a year when a merger deal was proposed, as a result of a Disney acquisition of Fox Entertainment

assets by a company worth \$ 71 billion. Disney received a wide range of opportunities from Fox film studios, including Avatar and X-Men, before The Simpsons television show and network channels like National Geographic. This acquisition is due to the fact that Disney plans to launch Disney + streaming service later this year. For the upcoming Disney streaming service, you can add X-Men movies and other Fox films.



Photo: Ryan Reynolds Official Twitter Account, "Feels like the first day of 'Pool."

Fox studios go well with the Disney studios Avatar, X-Men, Fantastic Four, and Deadpool will be a great addition to the Walt Disney company's portfolio. This includes the union of the Marvel X-Men and Avengers franchises, as some of these characters were in Fox's hands by the time Disney acquired Marvel in 2009. Disney also has a "Muppets' Show," Pixar and "Star Wars." His actor Ryan Reynolds tweeted the picture "Deadpool" on a Disney school bus. Its networks include FX (American television channel) and National Geographic.

Fox companies add channels such as ABC and Freeform to the Disney list. "Modern Family" is already broadcast on ABC.

In terms of amusement parks. In its theme parks in California, Florida and abroad, Disney makes extensive use of its portfolio. For example, Disney is expanding its Star Wars attractions. On the other hand, Disney turned his trip to the Caribbean

pirates into a big film franchise. Disney could expand its capabilities with Fox, although theme parks were able to enter into licensing agreements with competing studios historically. For example, Comcast's Universal has rides based on Simpsons by Fox, and Harry Potter by Warner Bros. Disney has a license to use Fox Avatars for Walt Disney's Pandora. In my opinion, in the near future, considering that today Disney is 5 miles ahead than its competitors, other amusement parks will not be able to exist in the competitive world with Disney. In result, Disney would have a worldwide monopoly in its hands. In consequence, the environment that Disney will create will have an effect on the economy of the countries amusement parks will exist.

Also in terms of social/economy effect, employment should be considered too. Job losses are unavoidable with Disney and Fox-wide mergers; it's safe to say that industry experts predicted something like bloodshed for Fox employees. The October 2018 article in The Hollywood Reporter quoted Fox executives' statements that workers who were soon to be laid off would be offered "generous compensation," but there were no indications during the expected layoffs. In an interview with Variety, the former CEO of Fox Film 20th Century, Stacy Snyder, noted how tense the situation was for many Fox employees whose jobs were at risk: "The numbers differ in how many employees lose their jobs after the merger. The article in The Hollywood Reporter, which called the merger "the disappearance of the 21st Century Fox", was a figure. 4,000 layoffs worldwide of 22,000 employees (for comparison, about 201,000 people worldwide work at Disney). However, this number may be a conservative prediction, and they quote Disney skeptic analyst Rich Greenfield, who puts this number between 5,000 and 10,000 a year anywhere.

On this scale, layoffs will not happen immediately. They will be hit for weeks or even months to reduce damage (a common tactic for businesses, as evidenced by the

recent dismissals in BuzzFeed, which took several days). These employees have been waiting to find out their fate, and the dismissal of so many people from work is a catastrophic step for the entire industry. The human costs of such business decisions are often not taken into account when drawing up reports, which focus on stories such as films, for example, which should be made in the future, but with thousands of people who are going to become unemployed, and for one studio, available for work — this merger will have an immediate negative impact that goes far beyond the intended benefits.

Summary on Disney acquisition of Fox:

- 1) Disney has, simply, bought a "tons "of the movie and TV shows, a film studio, a bunch of TV networks and a stake in Hulu.
- 2) Fox Corp. is still independent of Disney and still exists. Although Disney does not own the Fox TV network, it is primarily a news and sports company now.
- 3) Once again, Marvel has access to the characters that have relevance X-Men and the Fantastic Four.

Conclusion and suggestions

Currently, entertainment has become a global industry with huge, rapidly growing incomes. A special place in this industry occupies theme parks. If earlier tourist products were mostly unspecialized, now and in the future, the tourist product should correspond to the trend of development of tourist demand. To this end, many countries are creating new concepts to attract tourists. Here the use of theme parks as a tourist product of domestic and international tourism plays a significant role.

It is no accident the emergence of such a phenomenon as theme parks and amusement parks. The leisure industry, or the entertainment industry, arose at a time when programs of social development and cultural recreation were offered to the general public; The need to ensure quality recreation contributed to the emergence, development, and prosperity of leisure enterprises. Among them, theme parks occupy a leading place. Increased demand for this kind of recreation and entertainment contributed to the rapid spread of amusement parks. According to the well-known consulting company Pricewaterhouse Coopers, today in Europe there are about 300 parks specializing in the provision of entertainment services. Among them, theme parks have the most significant attractiveness (attractiveness) for visitors. Due to its popularity and demand, the search for a conceptual solution and a

positioning strategy became necessary for each park in order to win the visitor with its originality and uniqueness. New theme parks attract visitors with their unique leisure concept.

Amusement parks have a massive impact on the territories they located. It could be negative or positive. No matter how profitable were any of them, all of them boosted up the surrounding business environment of locations. All of the parks, supported local people with work, good salaries. For example: Before the advent of the theme park, the Orlando area had an agrarian specialization and was known for producing citrus fruits such as oranges and grapefruits. From now on, many large corporations have opened their headquarters or branches in Orlando. The production of software, film and video products has been launched here, and biotechnologies are developing. The city has more than 25 colleges and universities, over 50 vocational institutions.

In the example of Euro Disneyland. The park was non-profitable, but adaptation to the location it started to give profit. The park supports directly and non-directly over 55,000 work-places. Influence tourism into the region. Most vendors and suppliers are from France, but still has an enormous impact on the economies of other countries.

At the same time, as a large organization, Disney has enormous responsibilities as it is an example for other companies. The organization is involved in CSR, has a strategic view towards the future. Disney always tries to support its workers and listen to them.

Their influence on the formation of tourist flows and recreational zones affects employment, economic growth, diffusion of innovations, etc. Compared to traditional amusement parks, thematic use the latest technologies, designed for visitors of any age, perform different functions: cognitive, entertaining, adaptive, compensatory, etc. Currently, thematic parks undergo diversification and integration processes with the latter predominating.

Suggestions:

1. Analyzing the influence of Disney in Shanghai on the economic, social and cultural life of China, combined with the current situation and the existing problems of the amusement park in China, this document, presented by both the government and enterprises, puts forward some essential strategies. The government should increase oversight so that the enterprise learns about the successful experience of Disney management - this is a meaningful way to accelerate its development.
2. Before entrance in a new country, The Walt Disney Company should analyze the possibility of failure. It could be the lack of tourists and demographical problems as in Hong-Kong. Another example, social problems as it was in France.
3. Since 2009 (the year Disney bought Marvel) Disney is very aggressive in the market. After Fox entertainment acquisition, Disney became unattainable for its competitors. With funds giant has now, it could easy monopoly. There should be an organization to monitor the activities of the organization.

Economic impact;

Planning efforts of the theme park are mostly aimed at improving the economy. Because the economic impact of theme parks is generally positive: direct and indirect employment, income and currency growth; developed transportation facilities and other infrastructure for tourism that residents can also benefit from; production of government revenues to improve community facilities and services; it creates a multiplier effect in the local and regional economy.

Environmental Impacts;

The survival of the tourism sector depends on the protection of the natural environment. However, the environmental impacts of theme parks, which are one of

the essential elements of tourism, are often perceived as unfavorable. Since theme parks are specially designed to host the modern visitor, the environmental impact of theme parks can include visual pollution such as uninviting buildings and structures, and sizeable non-attractive car parks. The area occupations of the parks are quite large and often destroy the natural environment. Other environmental problems are air and water pollution, noise, vehicle and pedestrian obstruction, and land use mismatch. Therefore, one of the essential elements of theme park planning is to determine the carrying capacity.

Social Impact;

The impact of theme park practices can bring both benefits and problems to the local community and cultural life. A theme park in an area provides contact between residents and visitors. This can be problematic in regions where the traditional cultural order of the inhabitants is quite different from those of park visitors. Theme parks have particularly significant attendance figures, and therefore, there may be a big problem for visitors and locals over time. On the other hand, tourism in a region can improve people's living standards and contribute to investments for improvements in community services and services if the economic benefits of tourism are well distributed.

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