

## **The Hospitality of Disney: Accepted All Over the World**

The world hospitality industry is an important part of global travel. Many people may think of Disney's international hospitality business as the prime example. The Disney Resort is said to provide the best service in the world, with a "97%" repeat visitor rate. The catchphrase of the Disney Resort, "Where dreams come true", is exactly suitable. There are six Disney resorts in the world, and people all over the world visit them. **It is difficult to provide hospitality that can be accepted by people all over the world because of differences in culture and religion, but by learning from the hospitality of Disney, which has expanded on a global scale and attracts people from various countries, hospitality can be provided and be accepted by people all over the world.**

Today, there are many people who are studying a second or foreign language. However, it seems that few people study not only the language, but also the culture of the country and the religion of the people in that country. Since different cultures and religions have different attitudes, a lack of mutual understanding can lead to misunderstandings and trouble. For example, the peace sign often used by Japanese people can be insulting to Greek people. (Matsumura Chiemi, 2018) Learning about other cultures is very important in order to not be rude to others, and achieve true hospitality.

At the root of the Disney theme park's great hospitality are "The Five Keys", the five standards of behavior. The five keys are Safety, Courtesy, Inclusion, Show, and Efficiency of they are also called "SCISE" in order of priority. "Safety" means give first priority to the safety place for guests and cast members. "Courtesy" is not just about being polite, but it is also about being friendly and understanding other people's perspectives. (OLC GROUP) The third priority is "Inclusion", which means "embracing diversity". "Show" means to think of everything from the perspective of themed show, and the cast member must always remember that "every day is the first performance" and perform the show. "Efficiency" means to bring safe, courteous, and show, as well as teamwork to increase efficiency. (Disney Parks Blog, 2021) Especially, "Courtesy" is deeply related to Disney's success. These are very important keys for the Disney Resort, which welcomes guests of all ages and nationalities from all over the world, and these keys enable us to provide excellent hospitality to all.

The main reason for the Disney resort's high reputation for hospitality is the excellent service provided by the part-time and other associate staff called Cast Members, who make up 90% of the people

working at the Disney theme parks. At the first training session, Disney Resort Cast Members are taught the story “One man’s dream”, which depicts the life of Walt Disney, the founder of the company. By learning about the life of Walt Disney, who continued to work hard despite all the risks and obstacles in his life, Cast Members are able to overlap Walt Disney’s dreams with their own, and as a result, they become proud to work at this park. Disneyland then trains new Cast Members to experience the park thoroughly. During the course of the training, the trainees are taken out to the park to see what it is like to be a guest or a Cast Member, and are made aware of various things. This gives the Cast Members a high level of practical awareness, and even new Cast Members are able to devise ways to improve services and operations on their own. (Masaru Komatsuda, 2015) Disney Resort carefully teaches the key points, but takes the stance of letting Cast Members think for themselves about more important things, so that they become aware of the importance of thinking for themselves. This gives Cast Members the ability to accommodate any guest. This is the reason why Disney has earned a high reputation for its hospitality and service at the Disney Resort.

The reason why Disney hospitality is acceptable to people of different religions and nationalities is because of the way Cast Members trained and the services they perform. Many companies are now learning and adopting the training methods of Disney Cast Members. It may be difficult to adopt all of them, but adopting even a few of them can provide hospitality that is accepted by people all over the world. At a time when people are talking about the importance of diversity and cross-cultural understanding, learning about the hospitality of Disney, which is accepted all over the world, will have a positive impact on the world.

(759words)

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