TOKYO DISNEYLAND AFFECTS JAPANESE CULTURE

By Peter Abreicht and Andrea Shim
Basic facts about Tokyo Disneyland

- Opened on April 15, 1983.
- 1st Disney park to be located outside of U.S.
- 115 acres located in Urayasu, Chiba, Japan. (Right next to Narita Airport)
- Park licensed by Walt Disney Co. but owned by Oriental Land Company.
- Oriental Land has royalty terms negotiated with Walt Disney Co.
PERSONAL EXPERIENCE

- Tokyo Disneyland is Larger
- More open space
- More emphasis on Parades and shows
- Cleaner
ANAHEIM VS. TOKYO

- Tokyo Disneyland contains the World Bazaar instead of the Main Street, USA.
- Up-market shopping
- Fronteirland is replaced with Westernland
- Covered areas for weather
- Greater Cast interaction
Designers were creating an American Disneyland in Tokyo

Disney Imagineers were discouraged from adapting to local culture

Quote From the Owner

“When we built Tokyo Disneyland we made a decision to keep the American flavor as much as possible, ...keeping the exotic exotic.”
THE EFFECT ON JAPAN AFTER ITS OPENING

- It led to an expansion of Tokyo Disney Resorts with 2 theme parks.
- 3.2% of attendees were visitors from outside of Japan.
- It led to the development of 60 other theme parks across Japan.
- They hit their 100\textsuperscript{th} million visitor in just 8 years.
- They attracted 10 million people the first year it opened.
- It’s considered the 3\textsuperscript{rd} most successful theme park in the world.
Japanese culture in Disneyland

- The park has become a Japanese tradition for newlyweds who arrive from Narita Airport.
- Although most of the food in the park is American, they have a separate Japanese restaurant for those who are not accustomed to American food such as burgers and fries.
- Splash Mountain visitors are placed side by side instead of the “in the lap” method in America.
- Every summer they celebrate the Tanabata Festival.
How is it relevant to class?

- Tourism
- Globalization
- Tradition
- Cultural differences
THE END

Questions & Comments