

# Disneyland resort paris case study

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I believe that managers should adapt the resort to more local cultures for the 15th Anniversary in 2007. Even if Disney adapts to the local culture there is still going to be a sense of the American Disney World in the theme. Disney has expanded to countries all over the world yet they cannot change the fact that the characters are the same wherever they go. There is always going to be a Winnie the Pooh and Lion King and cultures all over the world view the American made movies.

However; like mentioned in the case, I believe that even though very little of Disney's core product needs adaptation, they must focus and change how they position and sell their product in each of the markets. To one market Mickey may mean something totally different to another. In order to be successful I believe that they do have to alter the way they do things from country to country and culture to culture.

If they do not adapt to the local culture they could see more financial instability like they did in the past and they may see less people coming to their parks in Paris. One of the mistakes mentioned in the case was about how Disney did not serve alcohol in the park when it first opened and how they had to change that to meet the needs of their consumers and even this minor mess-up was not forgotten by the locals and it took them a long time to get over it.

I think Disney could implement my suggestion by looking deeper into the cultures of the surrounding countries and the people who travel to the Paris park and research what they want and what would make their experience better. Also, look into their cultures and figure out how they like to do things.

There are numerous countries and cultures that travel to Disneyland Paris and it is hard to get a grip on who the average consumer is and what they look like. This is where Disney really needs to meet the needs of numerous culture and people.