Disneyland

- Walt Disney's Dream World

作者

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I. Introduction

When it comes to Disneyland, everyone thinks of the Disneyland and its cartoons. It seems to stand an important role in today’s society. How can it makes such huge influence? Many people can’t believe that with just a little mouse can a big world group be made. But it still attracts many people to love this paradise.

In my opinion, the most famous paradise in the world has to be Disneyland. Before it appeared, the Disney cartoon characters has already been world-renowned. People fall in love with Mickey Mouse, Donald Duck, and other Disney characters. In addition, animated films like Snow White and Seven Dwarfs, Pinnochio, and Bambi has enjoyed spectacular success. All the cute, famous cartoon characters and their heart-warming stories flock in a dream paradise, the Disneyland. Now there are five cities in the world with this amusement park. That’s why I want to know why this land is so popular that people from all around the world are crazy about it. Some people have spent lot of money on their products, while other people love its cartoons or paradises. And most of them think they should go visit the Disneyland at least once in their life time. Thus I will research its founder, background and the features of the five Disneyland in the world to know more about the fun world--Disneyland.

II. Thesis

a: the Founder

Walter Elias "Walt" Disney (December 5, 1901 – December 15, 1966), was an
American film producer, director, screenwriter, voice actor, and animator. One of the most well-known motion picture producers in the world, Disney was also the cartoon artist of comic books and newspaper comic strips, the creator of an American-based theme park called the Disneyland, and is the co-founder with his brother Roy Oliver Disney.

Walt Disney is particularly noted for being a successful storyteller, a hands-on film producer, and a popular showman. He and his staff created a number of the world's most popular animated properties, including the one many consider Disney's alter ego, Mickey Mouse. He received fifty-nine Academy Award nominations and won twenty-six Oscars, including a record four in one year, and thus holds the record for the individual with the most awards and the most nominations. He also won seven Emmy Awards.

Disney was born in Chicago, Illinois to Elias Disney and the former Flora Call. According to the Kansas City Public School District records, Disney began attending the Benton Grammar School in 1910, and graduated on June 8, 1911. During this time, Disney also enrolled in classes at the Chicago Art Institute. He left school at the age of sixteen and became a volunteer ambulance driver in World War I, after he changed his birth certificate to show his year of birth as 1900 instead of 1901, in order to be able to enlist in the service. He served as a member of the American Red Cross Ambulance Force in France until 1919.

Disney's involvement in Disney World ended in late 1966, when he was diagnosed with lung cancer in his left lung, after a life-long habit of chain smoking. He was checked into the St. Joseph's Hospital across the street from the Disney
Disneyland
Walt Disney’s Dream World

Studio lot and his health eventually deteriorated. He was pronounced dead at 3 AM PST on December 15, 1966, having just celebrated his 65th birthday ten days earlier.

b. the Background

1. Origin

Walt Disney Studio achieved worldwide fame. People fell in love with Mickey, Donald, and the other Disney characters. In addition, animated films like Snow White and Seven Dwarfs, Pinocchio, and Bambi enjoyed spectacular success. Never a man to rest on his laurels, Walt Disney turned his attention to other fields, notably amusement parks.

Mr. Disney imagined a completely new kind of amusement park, one that children and adults could enjoy together. His ideas took shape with the 1995 opening of Disneyland in Anaheim, California. It was the first amusement park to be divided into separate areas, each with its own theme. The formula worked, drawing millions of visitors to the park. This trend continued after Mr. Disney’s death in 1996. Disneyworld opened in Florida, followed by Disney theme parks in Tokyo, Paris, and Hong Kong.

2. Planning Disneyland

On a business trip to Chicago in the late 1940s, Disney drew sketches of his ideas for an amusement park where he envisioned his employees spending time with their children. These ideas developed into a concept for a larger enterprise that was to become Disneyland. Disney spent five years of his life developing
Disneyland and created a new subsidiary of his company, called WED Enterprises to carry out the planning and production of the park. When presenting his plan to the Imagineers, Disney said, "I want Disneyland to be the most amazing place on Earth, and I want a train circling it".

By the early 1960s, the Disney empire was a major success, and Walt Disney Productions had established itself as the world's leading producer of family entertainment. After decades of trying, Disney finally procured the rights to P.L. Travers' books about a magical nanny. Mary Poppins, released in 1964, was the most successful Disney film of the 1960s, and many hailed the live-action/animation combination feature as his greatest achievement. The same year, Disney debuted a number of exhibits at the 1964 New York World's Fair, including Audio-Animation figures, all of which later were integrated into attractions at Disneyland and a new theme park project, to be established on the east coast, which Disney had been planning since Disneyland opened.

After he died, his brother Roy Disney carried out the Florida project, insisting that the name become Walt Disney World in honor of his brother. Roy O. Disney died three months after the Magic Kingdom opened for business in 1971.

C. The Features Of Disneyland In The World

1. Disneyland Resort

Disneyland, marketed as the happiest place on Earth, is an American theme park in Anaheim, California, owned and operated by the Walt Disney Parks and Resorts division of The Walt Disney Company. It opened on July 17, 1955, in
Disneyland
Walt Disney’s Dream World

ceremonies led by Walt Disney. Disneyland holds the distinction of being the only theme park to be designed, built, opened, and operated by Walt Disney.

Currently the park has been visited by more than 515 million guests since it opened, including presidents, royalty and other heads of state. In 1998, the theme park was re-branded Disneyland Park to distinguish it from the larger Disneyland Resort complex. In 2007, over 14,800,000 people visited the park making it the second most visited park in the world, behind the Magic Kingdom at Walt Disney World.

2. Walt Disney World

Walt Disney World Resort is the most visited and largest recreational resort in the world, containing four theme parks, two water parks, twenty-three themed hotels, and numerous shopping, dining, entertainment and recreation venues. Owned and operated by the Walt Disney Parks and Resorts segment of The Walt Disney Company, it is located southwest of Orlando, Florida. The property often is abbreviated Walt Disney World, Disney World or WDW.

It opened on October 1, 1971, with the Magic Kingdom theme park, and has since added Epcot (on October 1, 1982), Disney’s Hollywood Studios (on May 1, 1989), and Disney’s Animal Kingdom (on April 22, 1998).

3. Tokyo Disney Resort
Tokyo Disneyland is a 115 acre (466,535 m²) theme park at the Tokyo Disney Resort located in Urayasu, Chiba, Japan, near Tokyo. It was the first Disney park to be built outside of the United States and was opened on April 15, 1983. The park was constructed by Walt Disney in the same style as Disneyland in California and the Magic Kingdom in Florida. It is owned by The Oriental Land Company, which licenses the theme from The Walt Disney Company. It, along with its companion park, Tokyo DisneySea, are the only Disney parks not owned by The Walt Disney Company.

4. Disneyland Resort

Disneyland Resort Paris a holiday and recreation resort in Marne-la-Vallée, a new town in the eastern suburbs of Paris, France. The complex is located 32 kilometers (20 mi) from the centre of Paris and lies for the most part on the territory of the commune of Chessy.

Disneyland Resort Paris features two theme parks, an entertainment district and seven Disney-owned hotels. Operating since April 12, 1992, it was the second Disney resort to open outside the United States (following Tokyo Disney Resort), and the first to be owned and operated by Disney. With 14.5 million
visitors in the fiscal year of 2007, it is one of Europe's leading tourist destinations.

Disneyland Resort Paris is owned and operated by French company Euro Disney S.C.A., a public company of which 39.78% of its stock is held by The Walt Disney Company, 10% by the Saudi Prince Alwaleed and 50.22% by other shareholders. The resort is run by chairman and CEO Philippe Gas. The complex was a subject of controversy during the periods of negotiation and construction, when a number of prominent French figures voiced their opposition and protests were held by French labour unions and others. A further setback followed the opening of the resort as park attendance, hotel occupancy and revenues fell below projections. Partly as a result of this, the complex was renamed from Euro Disney Resort to Disneyland Paris in 1995. In July of that year, the company saw its first quarterly profit.

A second theme park, Walt Disney Studios Park, was opened to the public on March 16, 2002.

5. Hong Kong Disneyland

The fifth Disneyland style park, the park is located on reclaimed land in Penny's Bay, Lantau Island. After years of negotiations and construction, the park opened to visitors on September 12, 2005, considered an auspicious date according to Chinese almanacs for the opening of a new business. Disney attempted to avoid problems of cultural backlash by attempting to incorporate Chinese culture, customs, and traditions when designing and building the resort,
Disneyland
Walt Disney’s Dream World

including adherence to the rules of Feng Shui.

The park consists of four themed lands similar to other Disneyland parks: Main Street, U.S.A., Fantasyland, Adventureland and Tomorrowland. There is as yet no Frontierland, although it may be included in future expansion projects. The theme park's cast members use English and Chinese, including Cantonese and Mandarin dialects, to communicate verbally. Guide Maps are printed in both Traditional and Simplified characters, Japanese, and in English.

The capacity of the park is 34,000 visitors per day, and is the smallest Disneyland park. It has so far fallen short of meeting its targeted visitorship figures. The park attracted 5.2 million visitors in its first year, below its target of 5.6 million. Visitor numbers fell 20% in the second year to 4 million, which was below company targets, inciting criticisms from local legislators.

The resort currently has 310 acres (1.3 km2), with the actual park taking approximately 100 acres (0.4 km2). With its small size cited often to explain its under-performance, the park has announced various plans for expansion. The classic Disney attraction, "it's a small world", opened on 28 April 2008. Furthermore, according to Bill Ernest, the former executive vice president and managing director of Hong Kong Disneyland, the park is planning to add two unique theme lands in its future expansion. Over a 15 year expansion period, the park capacity will increase to handle up to 10 million visitors annually.
d. Disney Characters

1. Mickey Mouse

Mickey Mouse is arguably the most famous of the Disney cartoon characters. Making his debut in "Steamboat Willie" at the Colony Theatre in New York City on November 18, 1928, Mickey went on to star in over 120 different cartoons. He also starred in "The Mickey Mouse Club" television show of the 1950s.

Mickey Mouse's original drawings used circles for his head, body and ears. 1939's "The Pointer" saw a bold, new design for Mickey as his body became more pear-shaped and pupils were added to his eyes to increase his range of expression. Later on, animators of the 1940s would add a perspective aspect to his ears, giving them a three-dimensional effect. This change, however, was short-lived. The Mickey Mouse of today appears much as he did in the early days with the exception of a costume change here and there. Mickey Mouse has appeared on thousands of merchandise items, and currently holds the
"Steamboat Willie" was the first Mickey Mouse cartoon released, and the first cartoon with synchronized sound. Originally, Mickey was voiced by Walt Disney himself. Later, those duties were assumed by Jim Macdonald and today Wayne Allwine provides Mickey's distinctive voice. Mickey was born out of necessity when Walt discovered he had lost the rights to his previous character, Oswald the Lucky Rabbit. Refusing to work with the Oswald character for less money, he instead teamed up with Ub Iwerks to create Mickey Mouse. In "Steamboat Willie," Mickey plays a mischievous deckhand on a riverboat, who, to Minnie's delight, plays "Turkey in the Straw" utilizing an animal menagerie as his instruments. The tyrannical Captain Pete, however, is not amused, and Mickey ends up peeling potatoes in the galley.

Directed by Walt Disney. After unsuccessfully trying to make a deal to record through RCA or Western Electric, Walt contracted with the bootleg Powers Cinephone process and, after an initial disastrous recording session, finally recorded the soundtrack with a 15-piece band and his own squeaks for Mickey. Released at the Colony Theater in New York on November 18, 1928, the date used for the birth of Mickey Mouse.

2. All The Other Cartoons
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III. Conclusion

After I research information about Disneyland, I know why it can attract everyone. Because it not only gives us happiness but cultivates us a more positive attitude to face our life. Therefore when we are playing in this paradise, we are also learning. These five Disneylands also provide a boost to the local economy as well as an increase of the profits of the Walt Disney Company, a company that started out as a humble cartoon studio over eighty years ago.

Though the values in today’s society are changing greatly now, everyone is still fond of Disney cartoon works. These works sing the praises of excellent traditional values and their characters' personalities also bring positive attitudes to everyone. With the internationalization, Disneyland is not just part of an American culture but grows with generations around the world, providing sweet memories and valuable educations. These hopes, love, and dreams no doubt play an important role in uniting the common memory of innocent childhood. With the research, I come to understand the background, founder, characters, and meanings of the famous amusement park convey. In the future, I hope I can have the chance to travel to the five Disneyland and to compare what I have studied to the real situation to see if they really worth visiting. I also hope that Walt Disney’s dream world—the Disneyland can last forever to keep bringing children all over the world dreams and happiness.

IV. References

http://disney.dyndns.org/disney.htm

http://tw.knowledge.yahoo.com/question/question?qid=1608060406206