

## Pre-Reading Activities

### A: What Do You Think?

1. Work alone and answer the question below. (You may want to tick  more than one answer.)

Which of the following would be important to you when you are visiting an amusement or theme park?

- |  |  |   |
|--|--|---|
| large area of land <input type="checkbox"/>            | low prices <input type="checkbox"/>                      | short queues <input type="checkbox"/>                                 |
| plenty of places to eat <input type="checkbox"/>       | open every day of the year <input type="checkbox"/>      | plenty of photo opportunities <input type="checkbox"/>                |
| exciting rides and amusements <input type="checkbox"/> | plenty of restrooms <input type="checkbox"/>             | special deals e.g. <i>discounted tickets</i> <input type="checkbox"/> |
| cleanliness <input type="checkbox"/>                   | state-of-the-art computer games <input type="checkbox"/> | educational rides and amusements <input type="checkbox"/>             |
| happy and polite staff <input type="checkbox"/>        | cheap souvenirs <input type="checkbox"/>                 | no criminal activity (i.e. you will be safe) <input type="checkbox"/> |
| lots of choice <input type="checkbox"/>                | plenty of parking <input type="checkbox"/>               | Other: (add your own ideas)   |

2. Now compare your answers in pairs.

## Reading Activities

### A: Choose The Best Headline

Read each section of the article. Choose the best headline for each part of the article.

Part One:

- a. Visitors Pleased By First Disney in China
- b. Disneyland Struggles To Make Magic In Hong Kong
- c. Angry Disney Staff Want Higher Wages

HONG KONG, Tue Sep 12, (Reuters) - Poking his white-gloved mouse paws into the sides of a giggling Chinese child, Mickey's antics have brought delight in the world's newest Disneyland in Hong Kong. "I'm very happy," said 10-year-old Lucy Liao from Shanghai, visiting with her parents.

But the laughter seems to stop there. Frustrated by overcrowding and long lines in the park, which is relatively small compared to Disney's other magic kingdoms, not all visitors are impressed.

"It's below our **expectations**," said Lu Hongsheng from the eastern Chinese city of Hangzhou, who saved for months to bring his wife and 8-year-old daughter to the first Disneyland on Chinese soil. "There are too many people," he said, gesturing at the crowds stretching as far as Sleeping Beauty's castle a hundred yards away.

Managing the sensibilities of Chinese tourists like the Lu's has been a crucial task for Disney as it tries to establish its business in China -- estimated to be the world's fourth-largest source of outbound tourists by 2020.

Opened last September in Hong Kong on China's southern coast, the park failed to hit its full-year 5.6 million visitors attendance target, but still managed to pull in over 5 million guests. At least a third of them were from the mainland.

But Disney has suffered a number of controversies, including a lockout of angry ticket holders during the crunch Lunar New Year holidays, and the public airing of grievances by its staff who complained of low wages and **mistreatment**. (Continued.../)

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Part Two:

- a. CULTURAL HURDLES
- b. POSITIVE START
- c. ANNUAL PASS OFFERED

A public opinion survey in March found that 70 percent of Hong Kong people had negative impressions of Disney.

"I think their fundamental problem is a software one, the inability to understand the Asian **mindset** in terms of their customers and staff," said John Ap, a theme park expert from the Polytechnic University's School of Hotel and Tourism Management.

Ap said many of the Disney guests were not interested in **white-knuckle** amusement park **rides** like Americans and Europeans. "Asians are a lot more conservative," he explained. Disney had also not adequately catered for the Chinese obsession for photo-taking, though a "Fantasy Gardens" attraction built in the Hong Kong park for this purpose was a good start, he added. While Disney has downplayed these setbacks as "**growing pains**," it admitted there were cultural hurdles to be overcome.

"Our biggest challenge going into China is that familiarity with the Disney brand is high, but familiarity with a Disney theme park is not necessarily so high," said Josh D'Amato, Hong Kong Disneyland's head of sales and travel trade marketing.

"There's a much more integrated marketing approach that needs to happen, there needs to be an education process. People need to understand what Buzz Lightyear is," D'Amato said, referring to Disney's bionic toy character.

With this in mind, Disney will launch a 10-15 minute "pre-show" **induction** course at its Hong Kong theme park in the coming months to teach its guests about its characters, stories and park attractions. This crash course -- a first for any Disneyland -- is aimed at minimizing any cultural confusion.

Disney has also strengthened its sales and marketing initiatives on the Chinese mainland, particularly south China.

An annual pass scheme, giving unlimited visits on one ticket will be introduced by Disney later in the year, aimed at encouraging repeat visits.

(Continued.../)

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**a. LOCAL MARKET EMPHASIZED**  
**b. AUSTRALIANS LOVE HONG KONG DISNEY**  
**c. TARGETING MAINLAND CHINA**

Disney is targeting not just the local Hong Kong market, but the many affluent mainlanders now holding special travel documents allowing unlimited, visa-free visits to Hong Kong.

"**Bottom line** and the name of the game is to encourage repeat visitation. If you're unable to do that, you're going to be in trouble. And I think that's the challenge Hong Kong Disneyland will have particularly with the mainland market," said Ap.

But this task will be made difficult by the small park size, limited attractions and up to 90 minutes waits for many rides including the Space Mountain rollercoaster at peak times.

While Disney struggles to adapt, its attempts to tap the **lucrative** mainland market are being shadowed by a homegrown competitor called Ocean Park.

This 30-year-old theme park, modeled on Sea World in the United States with dolphin shows, panda enclosures and roller coasters, has had a bumper year, drawing over 4 million visitors. Forbes magazine ranked it the 7th most popular theme park in the world last year. The Disney park in Hong Kong was not included in the ranking because it had just started.

It is not considered a direct competitor with Disney. But according to Hong Kong's Travel Industry Council, almost 80 percent of tours from China, not including those from southern Guangdong province, visit Ocean Park as part of their itineraries. In contrast, Disney tends to be an optional day out.

"Most tourists choose Ocean Park because it's been established for so long, especially on the mainland," said Paul Leung, a director of the Hong Kong Travel Industry Council.

Hong Kong, drew a record 23 million tourists last year, drawn in part by new attractions like Disney. But many are still lured by the city's famed dining and shopping. "We never heard of Disney (being in Hong Kong) before we came," said Daniel Santos from Australia watching the Golden Mickey musical in Fantasyland. "We mainly came for the food, we love eating."

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## B: Completing A Table Of Information

Use the whole article to complete this table of information.

Who	Who they are	Why they are mentioned in the article
Lu Hongsheng	1. _____	2. _____
3. _____	theme park consultant	Says Asians are less enthusiastic about thrill park rides
Josh D'Amaro	4. _____	Says Chinese know little about Disney-style theme parks
5. _____	another theme park in Hong Kong	6. _____
7. _____	8. _____	Wasn't aware of the existence of Disneyland in Hong Kong before he arrived in Hong Kong

## C: Finding Ideas

Read through the whole article and see which of the following are mentioned as causing difficulties for Disney in Hong Kong. Make notes for each point mentioned by the article, describing what the specific problem is. (*Two are done for you as examples*).

- \* size of land - *Yes fairly small compared to other Disneylands*
- \* prices - *No*
- \* queues
- \* places to eat
- \* opening hours
- \* photo opportunities
- \* attractions
- \* restrooms
- \* souvenirs
- \* cleanliness
- \* state-of-the-art computer games
- \* no criminal activity
- \* well-being of staff
- \* parking



## D: Vocabulary

Look at the words shown in bold in the article (also listed below) and work out their meanings without using a dictionary. (To help you, look at the words surrounding them in the sentence and paragraph they are in. Think also about any prefixes or suffixes that give you information about the word's meaning or word class).

- \* expectations \_\_\_\_\_
- \* mistreatment \_\_\_\_\_
- \* mindset \_\_\_\_\_
- \* white-knuckle rides \_\_\_\_\_
- \* growing pains \_\_\_\_\_
- \* induction \_\_\_\_\_
- \* bottom line \_\_\_\_\_
- \* lucrative \_\_\_\_\_



## Post-Reading Activities

You may do one or more of these.

### A: Language

Read the passage below without referring to today's article. If you think a line has no grammatical mistakes, write 'Correct'. If you think there is a mistake, correct it.

1. "It's below our expectations," said Lu Hongsheng from eastern Chinese	
2. city of Hangzhou, who saved for the months to bring his wife and 8-year-old daughter	
3. to the first Disneyland on Chinese soil.	
4. "There are too many people," he said, gesturing at the crowds stretching as	
5. far as Sleeping Beauty's castle an hundred yards away.	
6. Managing the sensibilities of Chinese tourists like Lu's has been a crucial	
7. task for Disney as it tries to establish its business in China -- estimated to be	
8. world's fourth-largest source of outbound tourists by 2020.	
9. Opened last September in Hong Kong on China's southern coast, a park	
10. failed to hit its full-year 5.6 million visitors attendance target, but still managed	
11. to pull in over 5 million guests. At least a third of them were from	
12. the mainland.	
13. But Disney has suffered a number of controversies, including a lockout of	
14. the angry ticket holders during the crunch Lunar New Year holidays, and the public	
15. airing of grievances by its staff who complained of low wages and a mistreatment.	

### B: Brainstorming

Work in small groups. Imagine you are entertainment consultants for a new theme park opening in your country. Plan three rides or attractions that would attract visitors to your theme park. Write a description of each ride and present your ideas to the class. Then as a class, vote to find out which attraction would be the most popular.

### C: Role Play

Work in pairs. One of you is **Student A**, the other **Student B**.

**Student A:** You are the head of the sales and travel trade market for Hong Kong Disney. You are going to be interviewed by Student B. Student B is a reporter for a business newspaper and will ask you about how you are going about solving the problems outlined in this article. Before talking to Student B, make notes on your solutions to the problems. Also think about what questions could be asked.

**Student B:** You are a reporter for a business newspaper and you are going to interview Student A. Student A is the head of the sales and travel trade market for Hong Kong Disney. You are going to ask Student A questions about how they are going about solving the problems outlined in this article. Before the interview, prepare your questions.



# TEACHERS' NOTES AND ANSWER KEY

**Please Note:** We also have an online lesson "Disney Magic in Hong Kong" at <http://www.selfaccess.com>. This lesson looks at tourism, pollution and employment. For millions around the world, Mickey Mouse means laughter and magic, but for some in Hong Kong, Disney has brought only sadness. "The entertainment giant says reclamation is the government's responsibility and says there is no evidence that problems faced by the fishermen can be directly linked to the project." Should the government be responsible for any damage done while dredging and dumping to reclaim land? Your students may want to do this lesson as a follow on.

## Pre-Reading Activities

### A: What Do You Think? - Notes

2. If you have a class with different nationalities, it could be interesting to get some idea of whether there is any difference in opinion among different nationalities over which items on the list are important. (This is suggested by today's article.) You may therefore like to ask for a 'show of hands' vote on the items to see what different people have chosen.

## Reading Activities

### A: Choose The Best Headline - Notes

Part 1 - b, Part 2 - a, Part 3 - c.

### B: Completing A Table Of Information - Answers

Name / Who they are / Why they are mentioned in the article

1. Visitor to Hong Kong Disneyland from Hangzhou, 2. Disappointed by visit and complained about long queues, 3. John Ap, 4. in charge of Hong Kong Disneyland's sales and travel trade marketing, 5. Ocean Park, 6. Visitors from China preferring to visit it, 7. Daniel Santos, 8. tourist from Australia visiting Disneyland in Hong Kong.

### C: Finding Ideas - Sample Answers

size of land - fairly small compared to other Disneylands  
queues -- too long  
opening hours - it was closed during 2006 New Year holidays  
photo opportunities - not enough places  
attractions – limited choice  
well-being of staff - unhappy about low wages and mistreatment

### D: Vocabulary - Answers

expectations - what people expect of something  
mistreatment - bad or unkind treatment of someone  
mindset - attitudes or views about things  
white-knuckle - scary, exciting  
growing pains - short-term difficulties that occur when a new business is starting  
induction - training  
bottom line - the deciding factor or essential point  
lucrative - profitable

## Post-Reading Activities

### A: Language - Notes

You may like to review rules for articles (a/an/the and no article) while doing this activity or before starting it.

### A: Language - Answers

1. missing 'the' (the eastern Chinese city of Hangzhou)  
2. saved for months  
3. Correct  
4. Correct  
5. a hundred yards away  
6. missing 'the' (like the Lu's)  
7. Correct  
8. missing 'the' (the world's fourth-largest)  
9. the park  
10. Correct  
11. Correct  
12. Correct  
13. Correct  
14. angry ticket holders  
15. and mistreatment

