Mickey Mice

- Wong Ming Sum F.2A (33)
- Wong Siu Him Janus F.2A (34)
- Wong Timothy Pak Hong F.2A (35)
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Introduction

As we understand, the Young Scholar Project (“YSP”) is a project-based learning scheme. Students in Diocesan Boys’ School are trained to develop problem-solving skills while acquiring knowledge through learning and cooperation with team members. The main emphasis of this year’s Form 2 YSP is “Integration of Language with Information Technology.” Our group, the “Mickey Mice”, comprises Janus Wong, Sam Wong and Timothy Wong of F. 2A.

After a number of brainstorming sessions, we were able to narrow our ideas down to something that we felt was contemporary, interesting to most people, and yet important to Hong Kong. Finally, with the grand opening of Hong Kong Disneyland still fresh in our memory, and the publicity and negative opinions on this new theme park, we thought this would be a topic that not only would interest us, but also hopefully could come up with some solutions to improve the image and popularity of Hong Kong Disneyland.

After a few months of data collection, research and interviews, especially working till late hours during the Easter holiday, our report “Hong Kong Disneyland” is now completed.

We all had fun working together in this research project. We can say that each one of us was equally serious about this project, and we had really worked our best in the written report. Whilst we had put in a lot of efforts, the reward was indeed huge. We have learned tremendously about the Hong Kong Disneyland and its importance to the local tourism industry, and we also gained knowledge in analyzing data collected from interviews and translating them into meaningful information to formulate solutions to solve problems. To make our analysis complete, we also compared Hong Kong Disneyland to Ocean Park to see which one of them was more successful in terms of attracting visitors. We believe these skills will be useful in our future academic and career advancements.

We would also like to take this opportunity to thank those who offered help to us in completing this project, including our tutor, teachers, and those who were interviewed by us and gave us invaluable opinions and suggestions.

Finally, we sincerely hope that readers will enjoy this report as much as we did in the process of preparing it.
**Project Aim**

The Hong Kong Disneyland has been in operation since 12 September 2005, and we believe most of us are interested in knowing whether Hong Kong Disneyland has met its expectations in terms of popularity and quality of service provided. Therefore, apart from introducing the Hong Kong Disneyland in detail, the objective of this project report is to share with readers our findings on whether the visitors like the park and our recommendation to improve patronage.

In view of the Hong Kong SAR Government's ambitious objective to make Hong Kong Disneyland a top family tourist attraction, and the significant investment in the park, it is important that the Hong Kong Disneyland is a success, and contributes to the economic growth of Hong Kong. However, to date, it appears visitors to the park have mixed feeling about the park. Again, it is the aim of our report to identify the problems faced by Hong Kong Disneyland, and we will recommend solutions to resolve these problems. As citizens of Hong Kong, we really hope that Hong Kong Disneyland can meet its expectations and make Hong Kong one of the top family tourist destinations in the world.
HK Disneyland Fact Box

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<th>Hong Kong Disneyland</th>
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<td><strong>Disneyland[Seniority]</strong></td>
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**Construction Fun Facts:**
The construction of this theme park resort, Hong Kong Disneyland contains:

- 57 kilometers (35 miles) of pipeline
- 11 kilometers (6.8 miles) of cable
- 1,000 manholes
- 2 million cubic meters (2.5 million cubic yards) of topsoil created solely to support the extensive landscaping on the site.
HK Disneyland Development

The Hong Kong Disneyland project was announced in August 1998. It was invested by The Walt Disney Company and the Hong Kong SAR Government, and cost about HK$14 billion.

After five years of construction, the theme park was nearly finished. On 23 September 2004, a special Sleeping Beauty Castle "topping ceremony" was held in the park to commemorate the placing of the tallest turret of Sleeping Beauty Castle. Many important people were present on that day, including Tung Chee Hwa, former Chief Executive of the Hong Kong Special Administrative Region; Jay Rasulo, President of Walt Disney Parks and Resorts; Michael Eisner, CEO of The Walt Disney Company; Bob Iger, President of Disney; as well as Mickey Mouse and other costumed characters.

Hong Kong Disneyland had the shortest construction period from the start to the opening day among all the Disneyland-style theme parks (perhaps because it is the smallest one)

After years of negotiation and construction, the park finally opened to visitors on 12 September, 2005.

Chinese Vice President Zeng Qinghong opened Hong Kong Disneyland during his visit to Hong Kong on 10 to 12 September.

The magic begins now ……
The Concept of Disneyland

Walt Disney said, "To all who come to this happy place – welcome. Disneyland is your land. Here age relives fond memories of the past and here youth may savor the challenge and promise of the future. Disneyland is dedicated to the ideals, dreams and the hard facts that have created America… with the hope that it will be a source of joy and inspiration to all the world."

Walt Disney said that his original concept of Disneyland was a permanent family fun park. He developed the idea of creating Disneyland when he realized that there were no parks with activities suitable for an entire family.

He hoped that Disneyland could inspire hearts of children, and let their dreams come true. It did happen in Hong Kong…

The First Disneyland in China

Hong Kong Disneyland is a place where both Chinese and Western Culture can be found. The Disney Company made significant efforts, such as decorating shops with a Chinese theme and hanging fish-shaped Chinese lanterns. Dim sum is on the menu, and also seafood fried rice. "We’ve come at it with an American sensibility, but we still appeal to local tastes," says Hong Kong Disneyland's landscape architect John Sorenson.

Visitors can enjoy a special taste never seen before in any other Disneyland. Mulan will have her own pavilion in the garden, designed like a Chinese temple. Mickey will wear a red-and-gold Chinese suit. Special souvenirs can also be bought. Restaurants will serve Indian curries, Japanese sushi, Chinese mango pudding and all sorts of Asian cuisines.

The designers of the park brought in a feng shui master. Feng Shui is based on a type of Chinese belief that by changing the position of things, you will have better luck. The feng shui master changed the directions of the front gate, changed the positions of the cash registers and set the boulders in key locations to increase the park's prosperity. He also chose a lucky day as the grand opening day of Hong Kong Disneyland.
How to get there

Hong Kong Disneyland is located at Penny’s Bay, on Lantau Island, just 20 minutes ride from the airport. Here is a list of transports you can get to Disneyland.

**MTR**

1. Get on the Tung Chung line
2. Interchange with Disney Resort Line at Sunny Bay Station
3. Arrive at Disneyland Resort Station

**Time Required**

- 23 minutes from the Airport (MTR station)
- 22 minutes from Kowloon (MTR Station)
- 25 minutes from Hong Kong (MTR Station)

Frequency of the Disney Resort line: 4-10 minutes
Operating hours: 6:15am – 12:45am the following day
Sunny Bay Station – Disney Resort Line: 6:20am – 12:40am the following day
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<tr>
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<td>E22</td>
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## Cross-Boundary Buses

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<tr>
<th>Route</th>
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| **Operating Hours** | From Lo Wu Control Point / Sheung Shui KCR Station:  9:00am - 1:00pm  
 Frequency: Every 30 minutes  
 From Disneyland Resort Public Transport Interchange:  1:00pm, 5:00pm, 6:00pm,  
 Every 30 minutes from 7:00pm to an hour after the fireworks display finishes in the evening |
| **Fare** | Adult:  
 Single Ticket: $70  
 Round Trip Tickets: $120  
 Child aged 3-11 or Senior aged above 65:  
 Single Ticket: $50  
 Round Trip Tickets: $80 |
Four Main Themes:

1. Main Street USA
2. Fantasyland
3. Adventureland
4. Tomorrowland
FASTPASS

What is FASTPASS?

FASTPASS helps guests reduce the waiting time at popular attractions. It is an option to all guests, but is subject to availability. FASTPASS is a ticket where you can get from the entrance of a ride. Once you get a FASTPASS, you can “reserve” a place of that ride and you are free to enjoy other rides. When the time comes for you to use the FASTPASS, just queue on the FASTPASS entrance (which usually takes less than 5 minutes) and you’re in to enjoy that ride!

How to use FASTPASS?

Simply insert your park admission ticket into Disney’s FASTPASS stations at participating attractions, and then you can leave, enjoy the Park and return later during your given times. When you return during your return time, enter through the FASTPASS queue.

1. The attraction which this FASTPASS belongs to
2. The valid time period which you can return and enjoy the attraction.
3. The time when you can get another FASTPASS ticket.

Disney’s FASTPASS attractions include:

- Buzz Lightyear Astro Blasters
- Space Mountain
- The Many Adventures of Winnie the Pooh
- Mickey’s Philharmagic
- Theater in the Wild featuring Festival of the Lion King

(FASTPASS Station at Buzz Lightyear)
Disney on Parade

Disney on parade is one of the most traditional attractions of Disneyland. It is suitable for all ages. Every Disneyland around the world has it. The Disney on Parade of Hong Kong Disneyland starts at 3:30pm. At 3 o’clock, crowds of guests start to form on both sides of Main Street USA to enjoy the parade. At 3:30pm, Disney characters start to march out from Fantasyland to the Main Street USA. Disney characters such as Mickey Mouse, Mermaid, Snow White and the seven Dwarfs march along Main Street USA and waves to the guests. There is also beautiful background music. The 20-minute-Disney on Parade is surely enjoyable.

Disney in the Stars

Disney in the Stars starts at 8:00pm. This spectacular fireworks show transforms the sky above Sleeping Beauty Castle into a stunning evening spectacle. This show is approved by the Environmental Protection Department. The noise and air pollution level are closely monitored. It is suitable for all ages.
Main Street USA

Main Street USA brings you back in time, from a modern 21st-century world to a typical American town of early 1900s. In Main Street USA, time seems to slow down. It is filled with the sweet smells of fresh-baked goods and candies and the soft glow of street lamps. On both sides of Main Street USA, there are a wide variety of charming shops and restaurants, as well as lively marching bands and parades.

City Hall

City hall is the welcome Center of Hong Kong Disneyland. Guests can ask questions, make dining reservations, exchange currencies, leave messages and find guide maps.

Hong Kong Disneyland Railroad

The railroad is similar to the railroad in the Wild West Trains. Board the steam-style locomotives for a relaxing circle tour of Hong Kong Disneyland. Climb aboard this Toon-themed train station which is a stop on your scenic journey around Hong Kong Disneyland. This train has two stops, one in Main Street USA and the other in Fantasyland.

Main Street Vehicles

Take a Leisure ride from Main Street, U.S.A. to Town Square on an old-fashioned transportation including a Paddy Wagon or Main Street Taxi.

The Disneyland Story

Take a journey back from the creation of Mickey Mouse and the famous Walt Disney, to Hong Kong Disneyland and have a peek to the future of Disneyland!
Fantasyland

Walt Disney's said: "Fantasyland is dedicated to the young at heart and to those who believe that when you wish upon a star, your dreams come true."

In the middle of Fantasyland stands the Sleeping Beauty Castle. Fantasyland is a land of storybook tales and bedtime stories. It is filled with imagination and enchantment. In Fantasyland, you can live your own happily-ever-after and make your dreams come true. Classic stories brought to life in the festival courtyard. In Fantasyland, there are nine enchanting adventures rides:

The Many Adventures of Winnie the Pooh

Have a ride in Pooh's hunny pot around the Hundred-Acre Wood for a "hunny" of an adventure. Bounce along with Tigger and meet Piglet. Even enter the mysterious world of Heffalumps and Woozles. Have a good time!

Sleeping Beauty Castle

Cross the moat and go into the home of the enchanting princess, Sleeping Beauty. Live out your fairytale dreams in the fabled castle!

Fantasy Gardens

After a day's journey in Disneyland, have a rest and walk through these fanciful gardens. You can get autographs from Mickey Mouse, Mulan and other Disney friends.
**Dumbo the Flying Elephant**
Join the famous elephant Dumbo and take a soaring journey over Fantasyland.

**Mad Hatter Tea Cups**
Ride in a teacup and take go crazy! Spin in a wonderfully wacky tea party right out of The Mad Hatter and the March Hare's Unbirthday party. This interactive party ride can spin wildly or remain gentle. This attraction comes from the film "Alice in Wonderland."

**Cinderella Carousel**
Gallop along with Cinderella and her Prince Charming on horseback or in a glorious carriage. This attraction, for the young and young-at-heart, is inspired by the Disney classic, "Cinderella." It's a trip toward your happily-ever-after, and each and every horse is special!

**Sword in the Stone**
This mini game comes from the famous story of King Arthur. In the story it says, “The one who can extract the word out of the stone can be crowned King. Are you ready for a try? Do you have what it takes?

**Snow White Grotto**
Relax, and make a wish in the Wishing Well. Enjoy this beautiful, quiet corner in a tribute to Walt Disney’s very first animated feature, "Snow White and the Seven Dwarfs."
The Golden Mickeys at Disney's Storybook Theater

Get ready to feel like a star as the red carpet rolls out for this spectacular musical extravaganza. Be prepared for all the glitz and glamour of a Hollywood tribute, honoring your favorite Disney films.

Mickey's PhilharMagic

Mickey’s Philhar Magic is a 3D-show. Join Maestro Mickey Mouse, Donald Duck and a cast of their pals for a dazzlingly immersive 3-D attraction. Burst forth with amazement! It's a hilarious adventure through movies, from classics such as Snow White to Finding Nemo. The show is filled with music and mayhem.
**Adventureland**

Adventureland is the edge and heart of adventure. It features the terrain of far-off regions of the world and landscapes. Fun-filled Adventures include journeys through the mysterious waterways by raft and riverboat, climb the branches of a giant treehouse and be awed by a spectacle of music and magic. Discovery awaits you in this land of adventure.

**Festival of the Lion King**

Celebrating Disney's animated classic, "The Lion King.", Festival of the Lion King features music and dance by live performers with stunning costumes and exotic scenery. It is a show suitable for entire family. Show times: 11:45am, 12:45pm, 2:00pm, 4:30pm, 6:00pm

**Fun Facts:** The Lion King is still one of top ten kids’ movies all the time, generating more than 320,000,000 million after it was first in cinemas in 1994!

**Jungle River Cruise**

Travel through the waterways by jungle cruises surrounded by the world’s most hidden regions of jungles. The ride is filled with surprises and jungle humor awaits you at every bend. There are animals, cannibals and even volcanoes along your journey. Beware!
Rafts
Giant log rafts brings you across the Rivers of Adventure to Tarzan Island.

Tarzan's Treehouse
Explore Tarzan's primitive house and learn “Tarzan”, the story of this human child raised by gorillas.

Liki Tikis
Prepare to get wet! Liki Tikis are stone and wood columns with colorful but scary faces carved on them. They follow the rhythm of the jungle and spray water to visitors who can't follow the rhythm!
Walt Disney once said, "Tomorrowland is a vista into a world of wondrous ideas... a step into the future. Tomorrow offers new frontiers in science, adventure and ideals; the challenge of outer space... and the hope for a peaceful and unified world."

Tomorrowland is filled with futuristic fun. You can explore the distant reaches of the universe and discover untold wonders. In Tomorrowland, dreams inspire fantastic Disney adventures. Get ready and take Cosmic Journeys!
Buzz Lightyear Astro Blasters

Buzz Lightyear is one of the most popular rides of Disneyland. If you have heard of the news about Hong Kong Disneyland’s grand opening, you might have known that queues may be as long as circling the whole tomorrowland! In Buzz Lightyear Astro Blasters, visitors can spin their Star Cruisers 360 degrees and fire moveable, hand-held laser cannons to enemy targets. Each target has a different score. After the ride, you can compare your high score with other Space Rangers or go for a personal best! And if you score more than 1,000,000 you’ll get a certificate!

Space Mountain

3… 2… 1… Blast off! Space Mountain is the most thrilling ride in Hong Kong Disneyland. Ride in rockets and travel at warp speed in total darkness. There is also Great music and sound effects on this ride for extra roller-coaster fun

Orbitron

Pilot your own rocket jet and soar high as you dare above Tomorrowland through a whirling constellation of planets.
Restaurants

● Main Street USA

Plaza Inn
Take a splendid journey with classic Cantonese cuisine such as dim sum, local delicacies and Western dishes — all presented with 19th Century Chinese table service.

Market House Bakery
Follow the tempting scent of fresh baked pastries to this wonderful bakery with a European feel where you are always in for a treat.

Main Street Corner Café
Satisfy your hunger for breakfast, lunch or dinner with an authentic range of such Hong Kong-style coffee house classics like waffles, noodles, congee and afternoon tea.

● Fantasyland

Royal Banquet Hall
Delicious Food prepared in four show kitchens: a Kettle kitchen featuring curries and stews, a Steam kitchen serving dim sum, a Sushi and Tempura kitchen, and a Grill kitchen that serves satay, steaks and sausage.

Clopin's Festival of Foods
Every day is "Topsy Turvy Day" at this "Hunchback of Notre Dame"-inspired food court that serves soups, noodles, BBQ chicken, duck and pork entries from China's Great North-West.
● Adventureland

Tahitian Terrace Restaurant
Sit beneath the swaying palms and watchful eyes of the tiki gods as you experience the freshly made cuisine of South Asian and Guangdong-style barbeque and wok-fried dishes.

River View Café
Relax to the soothing sounds of the Rivers of Adventure flowing by as you soak up the family-style fixed menu of this dining destination.

● Tomorrowland

Starliner Diner
Before you blast off to space, stop for your last bite of Earth food at this American fast food joint with a twist of Asian flavor and a range of salads, burgers, fried chicken, snacks and desserts.

Comet Café
Have a rest from all your space traveling and zip over to this speedy, out-of-this-world dining location. Enjoy a fine selection of BBQ, noodles and wok-fried foods from the Jiang Nan region in China.
Shops

- **Main Street USA**

  **Emporium**
  Step into the big store with the small-town feel. Find everything Disney at the Emporium: souvenirs, clothing, unique gifts, food, candies, accessories and more.

  **Main Street Sweets**
  Experience the turn-of-the-century charm in this light and airy parlor that offers sweet treats in surroundings that pay tribute to spirit and optimism.

  **Main Street Mercantile**
  Hop back to the good old days of the early 20th Century in this General Store that presents Americana found on many Main Streets across the U.S.A.

  **The Curiosity Shop**
  Find Disney merchandise of all types in this quaint shop whose backdrop of bric-a-brac and knickknacks add a delightful touch of originality.

- **Town Square Photo**
  See what's developing at this shop where you can purchase magical photo memories taken by professional Park photographers and have your own film developed and printed. You can also buy film, disposable cameras and other photographic items here.

- **Midtown Jewelry**
  Enter this shimmering shop whose cases sparkle and glitter with the beautiful jewelry that fills them.

- **Crystal Arts**
  Reflect on the beauty and elegance of the jewel-like quality of magnificent crystal objects. Glass figurines and collectibles, as well as glassblowing and etching, are featured in this unique shop.
Silhouette Shop
Strike a pose as your silhouette is artfully fashioned from cut paper before your eyes. The delicate craftsmanship that goes into each portrait is truly magical.

Fantasyland

Storybook Shoppe
Stroll into this old world shop where royal artisans and craftsmen create storybook works of art for the kingdom. It's a legendary location where regal merchandise can be yours.

Pooh Corner
Bluster into Pooh Corner for memorabilia from the Hundred-Acre Wood. Discover tributes to your pals Winnie the Pooh and the rest of the gang at this cozy nook in the woods. It's a "hunny" of a shop.

Merlin's Treasures
Appear at this cottage workshop of the great wizard Merlin. Endless magical treasures await. As Merlin says "Hockey pockey wockety wack. Odds and ends and bric-a-brac." It'll cast its spell on you!

Adventureland

Professor Porter's Trading Post
Take home a piece of the jungle from this Tahitian-themed trading post that is also the base for Professor Porter's scientific experiments.

Tomorrowland

Space Traders
Select from a wide range of space-age necessities and gadgets to keep you well prepared on all of your space adventures. Enjoy delightful intergalactic goods and plenty of Disney character merchandise.

Star Command Suppliers
Welcome to Buzz Lightyear's space station, where he and his troop of Little Green Men recoup between intergalactic encounters with Emperor Zurg. Get your space staples — like an out-of-this world selection of Disney Character items.
Disney Characters

Mickey Mouse
The good-natured and loyal Mickey Mouse has been everything from a sorcerer's apprentice to a musketeer. He loves being with his friends and will lend a hand when any of them is in need.

Minnie Mouse
The lovely Minnie Mouse can usually be found at the side of her boyfriend, Mickey Mouse, or busy in her garden. She has a sweet voice and loves being with her friends.

Donald Duck
Hot-headed but usually good-intentioned, Donald Duck is so stubborn he refuses to let anything stand in his way. Donald has a bad temper when things get worse, but he never gives up.

Daisy Duck
Sassy, confident and quick tempered, Daisy Duck is the queen of high drama. As Donald Duck's girlfriend, she is the perfect match. She expects to be treated right and always keeps Donald in line.

Goofy
Good natured, but not too bright, Goofy is a lovable guy with a big heart and even bigger laugh. He is one of Mickey Mouse's best pals. Although he has good intentions, he messes up with his plans.

Pluto
Mickey Mouse's best friend and faithful pet dog, Pluto is loyal and true. When he's not at Mickey's side, Pluto is often getting himself into trouble.

Winnie the Pooh
Cuddly, absent-minded and kind-hearted are the descriptions of Winnie the Pooh. He is always hungry and looks for honey. He loves to spend the day with his friends in the Hundred Acre Wood.

Tigger
Active and fun-loving, Tigger is the springiest resident of the Hundred Acre Wood. This friend of Winnie the Pooh often boasts that "the wonderful thing about tiggers is that I'm the only one."
Chip & Dale
These chipmunks’ main goal in life is to collect the food. Although they are always together, they have different personalities. Chip is a logical thinker, but Dale is not so logical.

Alice
After falling down in a rabbit hole, young Alice begins a fantastic adventure through Wonderland. There she meets strange characters, has tea with the Mad Hatter and battles the Queen of Hearts.

Cinderella
Her days filled with drudgery at the hands of her stepmother and stepsisters, Cinderella clings to her dreams. Finally, those dreams come true when she meets her Prince Charming at the royal ball.

Sleeping Beauty
Hidden away since she was a baby, Princess Aurora returns to her kingdom, but again falls into an evil curse. Aurora goes into a deep sleep and can only be awakened with love’s true kiss.

Mulan
Heroic, loyal and brave all describe Mulan, a girl who doesn't quite fit in her world. But when that world is in danger, she joins the army disguised as a man, and ultimately saves her people.

Snow White
The fairest of them all, Snow White hides in the forest with the help of the seven dwarfs. When the Queen gives her a poison apple, Snow White falls into a death-like sleep, until her Prince Charming awakens her with a kiss.

Terk
From the time they were young, Terk has been Tarzan's best friend. Despite their differences that became more apparent each day, Terk sticks by her friend and comes to his aid to help defeat the poachers.

Buzz Lightyear
As a member of the elite Space Rangers, Buzz Lightyear must protect the universe. And so he goes to the far reaches of the galaxy to stop wrong-doers — especially the evil Emperor Zurg.
Future developments

Walt Disney said, “Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world.”

Before Hong Kong Disneyland is fully constructed, Disney has already started to plan Phase 1 extension, which is carrying out at this moment. It would be followed by Phase 2 and Phase 3 construction. There would be a lot more attractions after the extension phases are completed, and the magic continues…

Two new themes:

Rumors say that Disney is planning to include Frontierland and Mickey's Toontown in Hong Kong Disneyland in near future.

Frontierland

Mickey’s Toontown
Six new attractions

**Autopia (opens in summer 2006)**
Drive into the future aboard electric cars that cruise along the highways of tomorrow.

**Stitch Encounter (opens in summer 2006)**
The show is a combination of action and comedy. Guests are invited to visit Space Traffic Control for a tour when Stitch interrupts and interacts with the audience.

**UFO Cool Zone (opens in summer 2006)**
Guests are invited to get up close and personal with some UFOs (Undeniably Fun Objects) in this interactive play area designed for guests of all ages.

**Pirates of the Caribbean**
Pirates of the Caribbean will be like Pirates of the Caribbean attractions at other Magic Kingdoms, but mixed with the Splash Mountain, creating a dark ride with a log flume

"it's a small world"(open in 2007/2008)
A fantastic boat ride with the song “it's a small world” sang in different languages. The scenery features small people dressed in different costumes from different countries.

**Peter Pan's Flight (open in 2007/2008)**
Ride on special vehicles and fly in the night sky and explore the secrets of Peter Pan.

**Big Thunder Mountain Railroad (rumor only☺)**
A fast-moving mine train moving fast along the tracks around the rocky thunder mountain.

**Haunted Mansion (rumor only☺)**
Guests ride on a small vehicle in a Haunted Mansion, where Ghosts fly around the mansion, have parties and sing merry tunes.
Survey Data Analysis

Brief Description of the survey:

Given that Hong Kong Disneyland received so much attention and publicity from its planning stage to the grand opening, as well as its importance to the local tourism industry, we decided to interview people who had visited Hong Kong Disneyland to find out what they felt about the park. To do so, we designed two detailed questionnaires, the first one specifically to gather information on the Disneyland, and the second to ask interviewees to compare Hong Kong Disneyland with Ocean Park, another renowned theme park in Hong Kong. Samples of the questionnaires are attached to this report for reference.

We believed the information gathered would not be reliable and meaningful if the sample population was not big enough (i.e. not representative), as the results would be biased by any unusual responses to the questions. With that objective in mind, we aimed at interviewing 100 people, and after a few days’ hard work, this target was finally achieved.

Before we proceed to report on the information gathered, we have to admit that a vast majority of our interviewees were local residents; hence our data might not fully reflect what overseas visitors thought about Hong Kong Disneyland. Nevertheless, we feel this was already the most objective view we could formulate as constrained by the availability of time and resources for us.
Results:

Our survey indicated that, as shown in the two pie charts underneath, the majority of people were proud that there was a Disneyland in Hong Kong. They thought that Hong Kong Disneyland would be attractive to tourists. Therefore, it was quite obvious that the public did concur with the Government’s decision to build the park.

As highlighted in another set of charts below, the information we gathered showed that despite the location of the park in the Lantau countryside, only 34% of interviewees felt it was inconvenient visiting the park. Although we had heard complaints about the small size of the park and long queues for the rides, we were actually relieved that 64% of our sample population actually thought Hong Kong Disneyland was excellent or good, and this was certainly good news to Hong Kong as one of the investing parties.

Concerning the facilities of Hong Kong Disneyland, results were within our expectation, as most people (59%) felt the attractions were not enough, while on the other hand a total of 57% interviewees felt the attractions were either excellent or good, as reflected by the following self-explanatory charts.
Probably because significant portion of visitors were young people, statistics suggested that the more exciting rides including Space Mountain and Buzz Lightyear Astro Blasters were most popular; therefore, Tomorrowland was considered the most popular theme in the park. One the other hand, the relaxed facilities like the 3-D Mickey’s PhilharMagic, Jungle Cruise and Hong Kong Disneyland Railroad also attracted crowds.

Moreover, other than the long queues that people complained (a total of 62% said queuing time was long), visitors were generally pleased about the quality of service provided (55%). In fact, with The Disney Corporation’s emphasis on the quality of services, we had originally expected the results to be better, but perhaps the interviewees’ votes were affected by the negative news and complaints from the public regarding misbehavior of some visitors, people with valid tickets were not able to get in etc.
We note that there were only about 47% of visitors giving marks of 8 or above (0 is the lowest and 10 the highest) to Hong Kong Disneyland, although there was another 22% who gave 7 marks.

Apart from the games and rides, Hong Kong Disneyland also has other attractions including shops and restaurants. From the statistics gathered, it seemed people generally liked these facilities, but given the relatively satisfactory rates (both received 55% satisfactory votes), we would imagine there was definitely room for improvement in these areas.

In spite of the money spent on souvenirs and food, only about 52% of the people thought the merchandises and food worth the price paid. This was something we felt the park could improve in order to boost customer satisfaction and patronage.
For the purpose of finding out how popular Hong Kong Disneyland actually was when compared to its peers, we used our second questionnaire to ask people in which aspects Hong Kong Disneyland was better or worse than Ocean Park. We understand that it may be difficult to directly compare the two parks because their nature is slightly different (Hong Kong Disneyland mainly for amusement while Ocean Park is also educational), but we thought they are both prominent theme parks and famous tourist attractions of Hong Kong and people would be interested to know which in our mind was the more adorable one.

During the process of our survey, interviewees were asked a total of 16 questions on different attributes including the area and location of the parks, transportation, environment, attractions, quality of customer service provided etc, and whether the visitors would prefer going to Hong Kong Disneyland or Ocean Park.

We were rather fortunate as the 100 people we interviewed on Hong Kong Disneyland had also been to Ocean Park. The following two charts depict the results of this survey, and it even seems Ocean Park has a better score from visitors than Hong Kong Disneyland. Note that 64% visitors gave a score of 8 or higher to Ocean Park but only 47% visitors gave 8 marks or higher to Hong Kong Disneyland. Overall, 87% visitors gave score of 6 or better to Hong Kong Disneyland, which was less than the 98% fetched by Ocean Park.
Recommendations:

According to a newspaper article in The Standard on 25 November 2005, the average daily attendance of Hong Kong Disneyland was about 11,000, which was lower than 15,000 originally expected. Moreover, management of the park was criticized before and after its opening over a range of issues, including mistreatment of workers and air pollution from its nightly fireworks.

After presenting the above information, we can summarize the main challenges for Hong Kong Disneyland as follows:

1. The park is too small and needs more attractions; this was part of the reasons why there were long queues for rides.

2. The quality of service and food should be improved, especially people are complaining about expensive prices and not a variety of foods to choose from.

3. As reported above, some Hong Kong Disneyland employees were dissatisfied with the working condition. The recent complaints are that the costumes of cartoon characters were too heavy and the resting time too limited. This might affect the morale of the staff. Who would like to see a tired and unenthusiastic Mickey Mouse greeting people at the main entrance?

Fortunately, the survey shows 62% of the visitors planned to go to Hong Kong Disneyland again in the future, despite the moderately positive comments on the park thus far. In order to alleviate the above problems and encourage more visitors to come, we recommend the following:

1. To ease the concern about expensive prices, Hong Kong Disneyland can offer half-day ticket with, say 40% discount. The half-day ticket will enable visitors to stay in the park either from the opening hour to, say, 3:00 p.m., or from 3:00 p.m. until the close of business that day. We think these tickets will appeal to those who feel that they cannot spend a whole day in the park either because there are not enough facilities or they do not have the time.

2. To reduce the frustration and fatigue of visitors queuing for rides, more resting places with benches should be built. Cartoon characters will visit these areas and take pictures...
with visitors and comfort them. Vending machines selling drinks and snacks can be installed at these locations to generate extra revenue for the park.

3. To encourage people to re-visit the park, those who retain used tickets will entitle to a small discount when they return to the park for a second visit within a period of, say, six months.

4. To promote Hong Kong Disneyland to potential foreign tourists, we recommend training young “Hong Kong Disneyland Ambassadors”. Each year, there are a significant number of local students studying abroad. Hong Kong Disneyland can offer free training to some of these students so that they can encourage foreigners to come and visit Hong Kong and the park.

5. To develop rides and attractions that are unique to Hong Kong, so that Hong Kong Disneyland will not be “just another Disneyland” in Asia (this is especially true if Shanghai is to build a Disney theme park). For instance, roller coasters can be in the form of a Chinese dragon. Traditional Hong Kong snacks and food can be offered as well.

6. To enhance corporate responsibilities, the management of Hong Kong Disneyland should communicate better with its staff, so that voices from both ends could be heard and understood. As a responsible entity in Hong Kong, the park should try to ensure its employees are both taken care of. That way, morale of the staff will remain high at all times and in return they will provide better services to customers (we understand at the time of writing the management of the park has promised to meet with its employees to resolve this matter).

In addition to the above, there are very basic things that we as visitors to the park and responsible citizens of Hong Kong can do to assist in making the park a better place for our holidays. We recalled vividly that there was news on TV and newspapers reporting that some visitors (mainly Mainland Chinese tourists) misbehaved in the park. They jumped queues, quarreled with other people, spitted and littered in the park, smoked in non-smoking areas, and children even urinated at plants. Being citizens of Hong Kong, if we encounter such circumstances, we should gently remind them that they have violated the rules of the park and may be fined with penalties. They should know that all visitors to the park should behave themselves and be considerate to others in order for all to enjoy the wonderful facilities there.
Comparing Hong Kong Disneyland to Ocean Park:

In summary, Ocean Park scored well on the questions relating to the location and size of the park. It was also cheaper in terms of transportation and admission fees. On the other hand, Hong Kong Disneyland led by Mickey Mouse clearly won when it came to cartoon characters. Since the results were so close (45% in favor of Hong Kong Disneyland versus 41% for Ocean Park with 14% neutral), it was difficult to draw a definite conclusion that Hong Kong Disneyland won this contest. In the end, we were happy for Hong Kong Disneyland, which seemed to enjoy initial success in attracting visitors to the park despite its very short history of operation. Moreover, the fact that its popularity rivaled Ocean Park was indeed a remarkable achievement. Hopefully, going forward, the management of Hong Kong Disneyland will not be complacent, but rather continue to strive to provide better service and value to visitors. It has to learn from Ocean Park too, who had recently revived itself and significantly boosted its patronage. Therefore, Hong Kong Disneyland should learn to be innovative; after a few times to the park and taking the same rides, one might start to feel a bit bored.

In fact, as citizens of Hong Kong and fans to both Hong Kong Disneyland and Ocean Park, we feel the two parks should not rage hostile competition against each other. Instead, we think they are complementary (both are for amusement while Ocean Park is also educational). Together they form a cornerstone of the Hong Kong tourism industry attracting foreign tourists to Hong Kong and make the city a family resort in Asia. It would only be beneficial to Hong Kong and her citizens if Hong Kong Disneyland and Ocean Park grow hand in hand.
Conclusion

As mentioned in the Introduction section, the main objectives of this Young Scholar Project is to get to know about Hong Kong Disneyland, to identify the problems it is facing, and try to find solutions to remedy the situation. Through this report we have given an account of the development and facilities of Hong Kong Disneyland and by way of questionnaires conducted a survey on visitors' comments on the park after their visits. We have also made suggestions that we think are feasible and may help to improve the park's image and enhance patronage. On that basis, we believe that we have achieved the main objectives of the report.

Nonetheless, we have to be realistic. We are only Form 2 boys and are no professionals in market research or business consultancy. We recognize that, notwithstanding our best efforts, the sample population in our survey is limited in scope as it consisted mostly of local residents. If we were to do this project all over again, we would certainly target for a diversified group including Chinese and foreign tourists as well. Although the analysis and suggested solutions may seem too simple in the real world, we know we have acquired through the hard work the basic idea on problem identification and solution formulation. No doubt, this is very rewarding and we believe the skills we acquired will be useful to us in the future.

With respect to Hong Kong Disneyland, the subject of our report, having the park in Hong Kong is like a dream comes true for us -- children of Hong Kong. Perhaps many years ago, who could have imagined that a theme park modeled on American ideas would be built in a Chinese city like Hong Kong? Even though the park takes criticism from the public that its quality of service and attendance record has not made expectations, we have to realize that the park is only at its infant stage, and its staff currently lacks experience. We are optimistic that as time goes by, the management will become more capable to cope with difficult situations. For sure, Hong Kong Disneyland now plays an important role in the local tourism industry, and will always be.
Self Evaluation

Sam Wong

I played an important role in this project-based learning because I am the group leader. I think that the experience was quite enjoyable because I and the other two members worked together without much argument. This was very unusual as we were all from 2A. The area of work that I like most is searching for information. It is because I think that searching information is not a hard thing to do. I searched for information about the topic from various sources, including websites, books, pamphlets, newspapers and movie clips. From these sources, I obtained quite a lot of information in the project. I enjoy searching for information although I spent a lot of time in it. When you are reading the information you have found, you would learn a lot from them and it is really a worthwhile thing to do.

I contributed a lot in the project. First, I finished the appendixes because I am the group leader. Then, I searched for information about the topic we have chosen. Moreover, I designed the questionnaire for the survey. I think that the questionnaire plays an important role in the project as it reflects the opinions of the customers. I also worked on the PowerPoint for the presentation. I found some pictures of HK Disneyland which are very suitable. I used the pictures to design the cover for the project.

During this project-based learning, I encountered some difficulties. I found it quite hard to finish the PowerPoint as there is too much information. I overcame this difficulty by selecting the best and the most important ones to present it in the PowerPoint. I also found the other two members to give comments to the PowerPoint.

As the result of this problem-based learning, I learnt some new techniques and skills. I learnt that time management is very important when doing a project. If there isn’t a schedule for the project, the progress of working on it would become very slow and may have to rush in the end. As a result, the quality of the project would not be too good. So, time management is necessary. Another skill that I learnt is how to select appropriate information from many sources. In the past, I just put nearly all information searched into the project because I thought that all information was suitable. But for this project, I tried to read through all information found and select the best ones to place them into the report. I think this method is quite appropriate because this assures that the information provided in the project is the most important.
I cooperated very well with the other two members. We were always acted as a group and we discussed about the project together from the beginning to the end. We always solved the problems together without much dissidence. As a result, we did not encounter too many difficulties throughout the project.

In my opinion, I think that the overall performance is successful. We divided our work evenly and the result was excellent. We were able to finish the whole project on time and the content of the project is rich enough. The only thing that could be improved in the next project is that we should all try to go the HK Disneyland. It is because if we go to Disneyland together, we are able to understand more about the place and it will be easier when finishing the project.

If 5 stars were full mark, I would give to myself 4.5 marks because I think that no performances can be perfect and I think that I did a great job in this project!

Timothy Wong

Working on the YSP in this group was really challenging, since my group-mates are both the best of the best students in the whole form, and as I had expected, their working pace was very fast and efficient. At first I did not have too much to do, but later I knew that this was because they had done a large part of the project. Finally, I had got something to work on. I had to hand out numerous questionnaires along with them and I also had to write the introduction, analysis and conclusion. It took me a few days of hard work from late afternoon after school until almost midnight to finish the work. I was sure my group-mates were not much better. We were all tired out after finishing the project, but we did learn a lot through working on it. I hope I would have the opportunity to work with my group-mates again.
Janus Wong

“Wow! Young Scholar Project is finally completed!” I remembered the night when I wrote this in an e-mail to my group mates. I was worn out, but my heart was filled with happiness and excitement.

I remembered in the beginning, nobody had the motivation to start doing this project. When I saw this, I encouraged them. I tried to encourage them instead of forcing them to work. I am the spirit leader of the group. When my group mates are sad or depressed, I encouraged them to work on, and most importantly, to enjoy the project.

It was not until the Easter Holidays when Sam completed his part on searching for information. Then, it was my turn to edit his information. I remember receiving a lot of e-mails from Sam. All the information he sent me were just directly copied from the internet. I had to organize them and finish the whole written report. My job was like building a tower of bricks. The tower is the project, while the bricks are the raw information Sam sent me. Some of the bricks are not relevant to the topic. Some of bricks are messy, and it is my job to reshape them. Some of the bricks are not perfect, and I have to combine two or more bricks to form a better one. Some of the important bricks are missing, and I have to look for a lot of extra bricks on the internet. I have to admit it is a bit frustrating to complete the whole tower on my own, but as soon as I watched the tower grow taller and taller, I began to become more and more excited. A flame was lit inside my heart. Sometimes, when I am not satisfied with some of the parts, I’ll do it all over again. I didn’t mind working up to 2 o’clock at night, because I enjoyed it, and I wanted the project to be perfect!

Then, we started to hand out questionnaires. We set a target of handing out 100 questionnaires. I remembered Sam telling me, “Why do we need so much? Do you think that the teacher will trust you if you hand in 100 surveys?” I was a little bit discouraged. Luckily, Timothy and I were still very enthusiastic in handing out surveys. Other than my classmates and some of my teachers, I surveyed my relatives, and I also asked my sister to help me hand out the questionnaires in her school. She did a great job and handed out 50 questionnaires to her classmates! (She wanted more, but we have limited budget for printing the questionnaires) In the end, Sam did 15, Timothy got 20, and I got 70! We met the target of handing out 100 surveys! I was really excited! However, we were a bit disappointed when we found out that some of the surveys are done badly (some scolded Disneyland with foul language in the column suggestions, some suggested to burn down Disneyland, while others claimed that they had spent one million inside Disneyland). We were very careful to distinguish between those questionnaires which are valid and which are only playing jokes.
Afterwards, Timothy helped me to finish the Introduction, Conclusion and Survey Data Analysis. I have to thank him because he really helped me a lot. I remember I sent him sending an SOS telephone call to him and asking him whether he could help me when I am on the verge of “exploding” due to the huge workload of finishing this 50-page project. Instead of refusing, like one of my group mates in my History Project, he kindly agreed, and finished them within a few days. I think this is the way of getting along with group mates. Instead of calculating the workload or pinpointing others, we should all help each other when any of us need help.

Finally, I would like to talk what I’ve experienced and learnt in this project. Before this project, I thought that doing projects are like doing homework: you meet the requirement and hand it in before the deadline. However, throughout this project, I experienced something new: a flame in my heart. This flame gave me the motivation to finish this project. I remembered I experienced it when I was doing *Tomorrowland* in the project. It was 1 o’clock at night when I was doing that part, and I was very exhausted. Just when I was going to save this document and go to sleep, I looked through the project. I realized all the work I had done: from many raw bricks to a marvelous tower taking shape. I suddenly felt that a flame was lit inside my heart. It filled me with energy, and encouraged me to continue to work on. It was like an invisible force supporting me and backing me up. I decided to continue. That night, I continued to read through the information on the shops and restaurants and wrote it in my own words (I always digest the information before writing them out in my own words in the project). I started to try working on future developments, but I was so tired that I fell asleep in the middle. I think that the passion in doing projects, as well as enjoying the project throughout the process is the most important elements of doing a project.

I would give myself 5 marks out of 5 because I really learnt a lot throughout this project.
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- Hong Kong Tourist’s Guide
Pamphlet
- Pamphlets about Hong Kong Disneyland

Videos

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  - September 2005: 5, 6, 9, 12
  - November 2005: 8, 9, 21, 23, 25, 28, 30
  - December 2005: 6
  - January 2006: 4, 13, 18
  - February 2006: 28

- Singtao Daily (Dates):
  - September 2005: 7, 8, 9, 12, 13, 14, 19, 20
  - October 2005: 1, 2, 3, 4, 6, 9, 12, 20
  - November 2005: 30
  - January 2006: 6, 11, 23
  - February 2006: 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 15, 28
  - March 2006: 12

Maps
- Maps of HK Disneyland and Ocean Park
- Map of Hong Kong

Recordings
Project Proposal Form

Group Name: Mickey Mice

Name of Group Leader: Wong Ming Sum F.2A (33)

Name of Group Members: Wong Siu Him Janus F.2A (34)
Wong Timothy Pak Hong F.2A (35)

Name of Tutor: Mr. Quintak Lee

Project Title: Hong Kong Disneyland

Aim: To know more about Hong Kong Disneyland, its pros and cons and know how to improve the mistakes. Finally, introduce it to tourists

Data Collection Method: Newspaper Cuttings
Magazines
Books
Internet
Television Programmes

Suggested resources/

Material needed: Digital Camera and View Camera
Tape Recorder
Survey for Interview
# APPENDIX 2A

## Allocation of Work

**Group Name:** Mickey Mice  
**Name of Group Leader:** Wong Ming Sum F.2A (33)  
**Name of Group Members:** Wong Siu Him Janus F.2A (34)  
Wong Timothy Pak Hong F.2A (35)  
**Name of Tutor:** Mr. Quintak Lee  
**Project Title:** Hong Kong Disneyland

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### APPENDIX 3A

### Data Collection Record Form

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<th>Sources</th>
<th>Indicate with a ‘√’</th>
<th>Information in detail</th>
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| Internet | ✓ | www.rthk.org.hk/special/hkdisney/  
www.hongkongdisneyland.com  
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<th>en.chinabroadcast.cn/349/2005/09/14/60@19440.htm</th>
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<td>ihome.cuhk.edu.hk/~b102291/activity/anniversity/08sung.pdf</td>
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<td><strong>Book</strong></td>
<td>√ Hong Kong Tourist’s Guide</td>
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<td><strong>Pamphlet</strong></td>
<td>√ Pamphlets about HK Disneyland</td>
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<td><strong>Video</strong></td>
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<td><strong>Newspaper</strong></td>
<td>√ South China Morning Post and Singtao Daily (News about HK Disneyland)</td>
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<td><strong>Map</strong></td>
<td>√ Maps of HK Disneyland and Ocean Park</td>
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