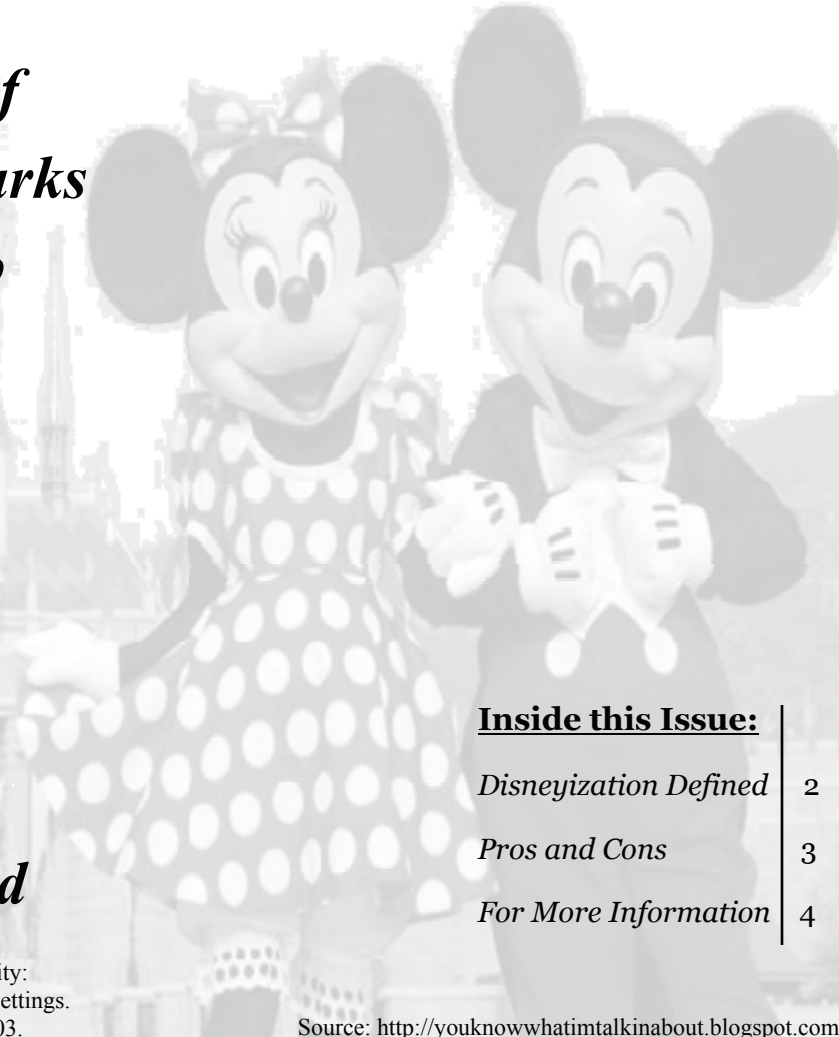


Disneyization of Tourism

Fact Sheet

Is your vacation a real or simulated cultural experience?

*The principles of
Disney theme parks
are beginning to
influence and
reshape the true
historical and
geographical
images of
destinations all
around the world*



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MacCannell, D. (1973). Staged Authenticity: Arrangements of Social Space in Tourist Settings. *American Journal of Sociology*, 79, 589-603.

Source: <http://youknowwhatimtalkinabout.blogspot.com>

Disneyization Defined

Disneyization is a method used by tour companies that changes or simplifies the culture and true character of a destination into an idealized vacation package. The objective is to “clean-up” and remove any misunderstood cultural characteristics and simplify it for easy consumption by tourists.

Disneyization is problematic because it changes the true historical and geographical features of a destination, which makes it hard for people to determine what part of their cultural vacation experience is real and what is not. For example, some indigenous people and communities, dress in their traditional clothing only when the tourists are visiting them, even though they would only wear it for ceremonies and festivals when the tourists aren't visiting. The false image that these indigenous cultures present to the tourist is misleading and does not give the tourist a true cultural experience.

Some people travel to have a cliché cultural experience and some travel to gain a better understanding and appreciation for the true history of indigenous cultures, but as a tourist, you should know what type of tourism experience you are looking for and make sure that's what the tour company is offering.



Be wary of the how **REAL** your vacation is

Word to the Wise:

Tourists and **Tour Companies**: Know the history and the value it has to the lives of its descendents, past and present, in order to properly honor the cultural values of the local people.

Pros and Cons



real deal or phony baloney?

- | | |
|--|--|
| <input checked="" type="checkbox"/> Preserves traditional culture | <input checked="" type="checkbox"/> Encourages stereotypes |
| <input checked="" type="checkbox"/> Renews cultural image & values | <input checked="" type="checkbox"/> Disrespects cultural values |
| <input checked="" type="checkbox"/> Provides expected experience | <input checked="" type="checkbox"/> Misguides search for meaning |
| <input checked="" type="checkbox"/> Spreads knowledge | <input checked="" type="checkbox"/> Sanitizes destination image |

Many cultures are replacing traditional forms of income with tourism to improve their economy. Many cultures facing this change are trying to balance between capitalizing on the economic benefits and maintaining the integrity of their heritage.

The dual mandate between tourism development and cultural appreciation poses a challenge for tour companies, indigenous cultures and tourists, both presently and in the future.

Tour companies, indigenous cultures and tourists can avoid Disneyization by being aware of the cultural history and traditional practices of indigenous peoples and communities. This can be accomplished by tour companies involving indigenous cultures in the development process of a destination and respecting the rights and values of the indigenous peoples.

“All over the world now we find these ‘attractions’ of little significance for the inward life of a people, but wonderfully saleable as a tourist commodity”

(Daniel Boorstin, 1964)

Next time you plan your trip, ask yourself: Are you getting the real deal or the phony baloney?

For more information consult the following:

The Disneyization of Society, 2004, SAGE Publications
Alan Bryman

The Consumption of Tour Routes in Cultural Landscapes, 2004, CABI Publishing
Tove Oliver

Consumer Psychology of Tourism, Hospitality, and Leisure, 2001, CABI Publishing
Josef Mazanec, Geoffrey Crouch, J.R. Brent Ritchie, Arch Woodside

The Tourist Gaze, 1994, SAGE Publications
John Urry