

## DISNEY HOSPITALITY & GUEST SERVICE

Throughout our theme parks and resorts, we strive to satisfy and delight our Guests in the world's most hospitable vacation destination. Explore how we create memorable Guest experiences and exceed expectations in a variety of lines of business with service as a focal point. Hear from Operations leaders about their experience and leadership philosophies.

This series meets for 4 weeks - meeting once per week for two hours per session.

### 1. Introduction to Disney Hospitality & The Merchandise Line of Business

- Brief overview of the Disney Hospitality Series
- Gain insight from a Merchandise leader that has both operational experience and knowledge of the behind the scenes dynamic of the merchandise line of business
- Consider what goes into making a tangible memory and explore the idea of “Core” vs “More”
- Discuss the importance of trends and speed to market
- The impact of social media in building a rapport with our Guests from a retail perspective

### 2. Park Operations

- Introduce the structure of the Park Operations line of business
- Gain a clear understanding of what goes into Operational Excellence and Cast Delivery as well as the need to balance the two.
- Outline ways that we are continuing to evolve and enhance the Guest experience
- Participate in real-life scenarios to solve Guest situations

### 3. Resorts: Rooms and Related

- This field experience will allow you to take a special look at a deluxe resort hosted by leaders from Resort Operations.
- Compare and contrast the facilities and amenities available at the different Resort products.
- Discuss the pre-arrival communication our Guests receive and effort invested to create a seamless arrival experience from the time a Guest lands at the airport to reaching their Resort.
- Review Guest feedback to show the impact of their comments to drive improvements and repeat visits at our Resort

### 4. Food and Beverage

- Identify the styles of service from a Food & Beverage perspective highlighting how we do it differently here at Disney
- Take a look at the impact of technology and trends
- Consider the business side of operating a restaurant
- Participate in an interactive food competition putting your new knowledge to the test

For more information contact:

Disney Internships & Programs Education  
Suite 703, Vista Way Apartments  
13501 Meadowcreek Drive  
Orlando FL 32821-6869  
407.827.1244 Phone  
407.560.8899 Fax  
[wdw.disney.education.ops@disney.com](mailto:wdw.disney.education.ops@disney.com)  
[www.disneycollegeprogram.com](http://www.disneycollegeprogram.com)