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Shanghai Disney Resort Launches Vocational Campus

Joins hands with universities and colleges to nurture high-quality talent for the tourism industry

Shanghai, February 21, 2025 – Today, Shanghai Disney Resort announced the launch of the Shanghai Disney Dream Vocational Campus (“Campus”), an innovative virtual college program that will be introduced in partial partner universities and colleges to provide students with immersive learning and training opportunities based on Shanghai Disney Resort’s successful operational experiences. The “Campus” marks a new milestone in Shanghai Disney Resort’s commitment to developing high-quality talent, and providing graduates with exciting and diverse employment opportunities while supporting the evolving demands of the tourism industry. The first “Campus” will be launched at the Shanghai Institute of Tourism with internal admissions beginning in March 2025.



From right to left: Andrew Bolstein, Senior Vice President of Operations at Shanghai Disney Resort, Mickey Mouse and Professor Liu Xiaomin, Party Secretary, Shanghai Institute of Tourism unveiled the first Shanghai Disney Dream Vocational Campus



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“Shanghai Disney Resort is committed to nurturing the next generation of tourism professionals by equipping students with practical skills, real-world industry knowledge, and employment opportunities early in their careers,” said Andrew Bolstein, Senior Vice President of Operations at Shanghai Disney Resort. “Through the Shanghai Disney Dream Vocational Campus program, we are excited to enhance our work in cultivating young talent, together with local schools like the Shanghai Institute of Tourism, to provide hands-on learning experiences and leading industry insights that will empower students to excel in China’s tourism sector and advance its service quality.”

An announcement ceremony was hosted by Shanghai Disney Resort this morning, attended by leaders, faculty and students from Shanghai Institute of Tourism, the first partner school of the “Campus,” along with leaders from the Shanghai Municipal Commission of Education, Shanghai Municipal Administration of Culture and Tourism, Administrative Commission of Shanghai International Resort and Shanghai Shendi Group. And as a special surprise, Mickey Mouse joined everyone to celebrate the announcement ceremony.

Shanghai Disney Resort has been furnishing the local tourism industry with desired talent through a series of talent development programs. Through combining the resort’s years of successful operational experience with the schools’ talent resources and scientific research strengths, “Campus” will strengthen collaborative efforts in young talent cultivation. Students enrolled into the virtual “Campus” will be offered a co-created curriculum, practical training programs and internship opportunities at Shanghai Disney Resort. This will help achieve precision in aligning talent supply with demand, and channel Disney’s outstanding practices into the industry-education integration efforts for the local cultural and tourism industry.

“The Vocational Campus is an important bridge between industry expertise and academic learning. We are honored that the first Shanghai Disney Dream Vocational Campus is established here at Shanghai Institute of Tourism,” said Professor Kang Nian, President of Shanghai Institute

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of Tourism. “The establishment of this ‘Campus’ reflects the deep cooperation between our school and Shanghai Disney Resort in areas such as education, talent cultivation, and employment. It represents a new form of diversified education and industry-education integration. The Vocational Campus aims to cultivate highly skilled service and management talent for the tourism, leisure and vacation sector by enhancing the mechanisms that incorporate positive ideals with technical education, as well as integrate work experience and academics to provide a better practical solution for deepening industry-education integration.”

The first “Campus” at Shanghai Institute of Tourism will begin enrolling current students who are majoring in Tourism Management in its undergraduate program, and students who are majoring in Tourism Management, Omni-media Advertising Planning and Marketing, Hotel Management and Digital Operations, Smart Catering Management, Tourism English, and Exhibition Planning and Management in its junior college program.

Shanghai Disney Resort has long been committed to providing training and employment opportunities for students and graduates. The resort has established strong links with over 150 colleges and universities across China, rolling out campus roadshows, recruitment events, and co-building off-campus training bases. Since 2016, Shanghai Disney Resort has launched Shanghai Disney Resort Talent Class in 14 colleges and universities nationwide, offering industry-related courses and internship opportunities within the resort. To date, the Talent Class has attracted over 2,400 students from the 14 partner colleges and universities, with nearly half of the students who completed their internships at the resort hired as full-time cast members.

In addition to providing substantial employment opportunities through robust school-enterprise relationships, Shanghai Disney Resort also cultivates and inspires creativity and innovation in the younger generation through engaging campus events. Since 2018, Shanghai Disney Resort has hosted the Disney Imaginations Shanghai Design Competition every year, attracting young students in different majors from various universities nationwide. This initiative has inspired



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many creatives who are eager to work in the culture and tourism industry, providing them with broad career development opportunities.

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