

# Integrated resort appears more and more tourism essay

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In 2010, Singapore also approaches to operate this important project with the appearance of 2 Integrated Resort Marina Bay Sands and Sentosa resort. The decision has made under challenging impact from their neighbor country like Malaysia, Macau and especially to hit the economic and solve some problem in society. Integrated Resort is to solve the problem in tourism and hospitality for the Island under the problem of being reducing in tourism which impacts to economic and society. Thus, with some conflict in political issue, the Small Island still keeps going on with IR project and actually it immediately works well under PESTL factor.( Lee 2005). For economic to 2012 , the 13 \$ billion project has changes the image of the country with the improvement in many industries. In 2010 to 2012, Singapore increases 49 percent in tourism which reached about more than 15 billion \$. Hospitality revenue is up to 20 percent in comparison with 2 years ago and donated 1. 9 \$ billion to economic. The number shows the effectiveness of IR so that it has satisfied the purpose of Singapore Government in covering and improving the economic. Moreover, it's not only for Hospitality industry, another industry like F&B, Airline...also gets improvement by having more customers coming to Singapore for IR (Leong 2011). One of the most important factors which IR brings to Singapore is to Society. The significant change shows through the job created for local people by having more than 30, 000 jobs to 2012 that helps to reduce unemployment issue that has troubled the Government as well as change the balance between rich and poor people. Integrated Resort improves the infrastructure for society by having more special design area, good reason to promote family bonding to make Singapore become most family attraction. However, the effectiveness always

comes with negative things. By having Casino as core attractiveness, Singapore faces with problem in gambling issue by increasing criminal. Money laundry, loan shark, robbing... which can be normal in other countries but for a most safety country like Singapore, it becomes very serious. Since the 2 casinos opened, Singapore has increase rate of criminal. Many people has been caught by having wrong and illegal action in Casino and identity theft, children neglect leads to family broken. Moreover, Singapore also has become one of the highest gamblers in the world. Thus, the Government needs to make a change in legal issue to overcome this problem ( Lim 2011). Before having IR, the Government already ensures about the problem control and manages with negative issue from gambling and social impact. The political and legal issue was launched to reduce it. The main point of these changes concentrates on local people. For local people, they have to pay 100\$ entry fee and must be able to have available finance to come to Casino. It means that not all local people are available, except those has strong finance. It helps to reduce those people who are poor and financial distress. People comes to Casino must be recorded with time and IC card to control them. It's very effective to avoid the unexpected issue and remain the developing and sustainability for long-term with Marina Bay Sand and Sentosa Resort. (Wong 2011). The implementation and management Integrated Resort in Singapore has been applied in some other countries which comes earlier with IR project. In Philippine, one of developing country in Asia, Integrated Resort opened first one in 2009 with many expectancy in economic, society to improve the performance of the country had been trouble with poor income, economic crisis, and high rate of unemployment.

Resort World Manila is a casino resort, located in Newport City. The resort is a huge project with the investment by Genting Hong Kong Group. By following mix-used concept, the hotel/ resort has 1574 rooms with a large shopping mall, convention, sporting area. Moreover, > 30, 000 squares feet for Casino; Resort World Casino really satisfies the real meaning of an integrated resort. Thus, it's believed to bring the effectiveness and change to the country (Brey 2009). Under Political, Economic, Environment and especially Society, Integrated Resort can make the positive and negative value. For economic, after the appearance of IR < the country quickly achieved profitable outcome in tourism by having more 3 billion \$ from related industry, tourism and hospitality service increases by 40% than last year, tax donation comes up by the development of many other parts like Airline, Casino, Restaurant...Room Occupancy also remain 80-90% monthly, contributes 500 million \$, shopping mall and infrastructure has diversified and improved to contribute to the success of business. Thus, it will create the good beginning for long-term sustainability After economic, Resort World Manila has brought the change to Society which is very important for the country. However, it includes good and bad effect. For good issue, the unemployment rate decreases by having > 10, 000 chances jobs for local people instead of exporting people to other country to work from 2009 to 2012. It helps Government to solve the serious problem which had been long-term trouble. Moreover, people life increases better with lower rate between the balance of rich and poor, creates good future for domestic. However, bad issue also appears with many sensitive problems. At first, as other countries having IR, Casino increases the rate of criminal related to

gambling. Gambler increase 40 % after having IR, loan shark, killing , money laundry, kidnapping appears more. It's very big problem in Philippine where the rate of criminal was already high. Moreover, children also are taken into the problem. They are encouraged to leave school and work for casino, becoming robber and many other serious problems. It requires the action from Government. (Kim 2012). The changing in legal and implementation has started with the opening of IR. Local people are controlled finance carefully by having a Department of Managing Gambling to focus only to this issue. People can be jailed immediately if they take any serious action considered as criminal. Family and children corporates closely with school to reduce risk with children, student, Credit and financial control is managing strictly with the Bank to reduce the impact and financial crisis. Only local people has available financial allowed coming to Casino (Wilton 2010). The decision in having an Integrated Resort is very important because IR has many differences with Traditional Hotel/ resort. The valuation of IR is much diversified in its design and structure. It all comes from the facilities and service that Integrated Resort provides to customer. At first, mix-used concept creates the special in value of IR with very huge space is used to settle the business. With 30, 000 squares for Casino and > 100 luxury shopping location, Resort World Manila really show the big picture about its position. Restaurant is also locating with 50 includes international cuisine to satisfy all customer demand. In traditional hotel, resort, it is never the same in size and structure. There are only 2-3 restaurant and shopping shop operating in. Thus, Integrated Resort is designed to keep customer stay and spend in without going out. However, the problem comes from this point of

view. Liabilities and Balance is seen very important here. With a lot of restaurant and shopping, the liability will increase due to the buying demand. People can afford to buy all the shop and most of them will concentrate to the some particular shop and restaurant as well. Thus, the balance will be trouble, especially in managing profit and sustainability. In Resort World Manila, the problem appears with some restaurant; fashion shop is very less customer and requires the support from the group of IR. Thus, having more do not mean good business, it still requires the ability in controlling liability and balance to make the business become more successful. ( Litman 2011). To overcome the problem with liability and balance, one of the most useful and profitable for Integrated Resort is from Convention and Exhibition. With the design follow mix-used concept, Convention Centre can be able for 9, 000 seats which can satisfy any huge event and festival. In traditional hotel, it can't be able to design it because of the size of business. Integrated Resort believes to attract more BTMICE customer for any big group, organization to come with diversified purpose from travel, meeting, convention, event... It is one of the most profitable part of Integrated Resort to make the balance in strategic business. Moreover, hotel is established with 1500 rooms instead of 400-500 like traditional hotel in order to keep and able for any huge group of traveller, business group to come. And it actually contributes to support for other shop, restaurant in liability issue.(Lucas 2008). The support from the Genting group helps Resort World Manila able to set huge business in economic issue. The concept of mix-used is mega size can make more money. Mega size from hotel rooms, convention, shopping mall ...is for only a purpose to keep customer stay

longer and longer. The most difference of Integrated Resort with traditional resort is from the size, the purpose and the expectation. Traditional Hotel can be a lot in a country but Integrated Resort can be one or two. For a country like Philippine, one Integrated Resort is enough and requires good management to settle it well. Integrated Resort decides the success for a country and it must be huge and mega to make the success come true. It always is suitable with the development of business world. So that, with mega size like this, it will be difficult for the group / management to sustain its future for a long time, especially in having stable profitable and remain the valuation for the country.(Litman 2011)For the development in long-term of Resort World Manila, it should be important for them to have long-term plan from 2013 to 2015. After 3 years operating, the IR achieves many success in economic and society impact that helps the country go up to be a developing country, reduce many negative influences. However, the problem is from the other country neighbor appearing with IR as well like Singapore. Thus, Resort World Manila must approach to quickly way to expand its image and quality service to attract more tourism , customer. The main core profitable of IR is Casino. People are attracted by this to come and spend their money. The concept of mix-used is to keep them stay, enjoy after gambling with their family, partner ... Thus, the strategy for Resort World Manila to remain the development for next 3 year from 2013 to 2015 follows by step : having more international events, Improve in servicing and quality standard and long-term plan with good customer relationship and organization base on political and legal issue. It will not be easy to operate but is very necessary and possible to make for the sustainability for long-

term of the project (Brey 2009). The advantage of Integrated Resort is about its mega size. One way for Resort World Manila to keep developing and expanding their image to international is to organize more event/ festival to attract the attention from other country. With 9000 seats available, it will be very potential issue for IR to make themselves famous and more popular with people. One of the most potential events is Fashion Show. It's because fashion becomes an important part of life today and everyone pay attention to fashion with all update new and latest product.(Lucas 2008). By having it in 2014, it will be a good foundation for Resort World Manila to approach more to other group of customer in Asia and especially in Europe. The event can be named " Elle Show" where some famous fashion brands organizes together to bring the latest product to show and all limited and special design ( Appendix 1) . Super star, singer must be invited like Celine Dion, Vera Wang...to get more interest from customer and international media. In reality, the show does not only to expand the image of IR but also the tool to show the responsibility of its. Resort World Manila can do Charity event through the show in order to donate some responsibility to society. By doing that it will be perfect event and possible to achieve very good attention from international customer and they will have a good and impressive knowledge about the IR and try to come with it for better enjoy life. After this event, it can be more events to expand more the success (Litman 2011). However, an important factor to make a good event and organization is from staff issue. Having 10, 000 staff and managing them is not easy for any management group. The human resource must be clear and professional in training program, recruitment and especially promotion issue. Employee only



contributes their best with good treatment and promotion. Standard and service in IR is very important because it decides the success of all huge projects. The design is to keep customer stay but the one who decides it is staff. They must know how to treat, serve and communicate to make customer satisfied and stay in IR (Negrel 2009). The advantage for Philippine is about language, Philippine can be able to speak English, Spanish... and it's very effective in communication with international customer. Good promotion and training program by exchanging professional staff from other country, or domestic hotel/resort to come in IR will be possible and effective to exchange the skill, experience for any position and function. Moreover, Security and Insurance must be ensured to confirm for staff future and career with flexible team work, timing working to operate better with highest quality service contributed. By doing that , IR can make sure their service can remain good and high under other impact .(Ketta 2008). Integrated Resort provides service to all kind of customer, region and country. They all comes to Integrated Resort with different purpose but gambling is a most attractive. Casino is the main profitable which donates 60% profit of Integrated Resort. The rest comes from related service, F&B, room service... which requires customer purchase more. Thus, for all BTMICE customers coming, they can be served well with professional service, staff and good knowledge about their demand in order to attract them to stay long and spend more. The main issue can be satisfied well and bring both advantages for IR and generally for the country. The advantage here must be supported from the Government under many sensitive issues, especially in credit risk and customer relationship (Roehl 1996). Remain sustainability for IR is not

simple, especially with some sensitive issue. Credit risk and customer relationship is compulsory to have. The good way for IR to know and keep customer is to provide VIP member card and they will get all information of customer. It's very convenient to recognize where is potential customer, loyalty customer to serve and make them pay more and more.(Riadona 2004). Customer loves to be served with WOW service where they can't image. Better way of achieving customer issue will create good profit. However, for some VIP from Government, it will be not easy to make it effective. For some countries in Asia, this issue is very difficult and sensitive. It's because VIP people from Government always comes to Casino and make credit risk for IR. They don't want to pay and after losing, they find the way to run and avoid the responsibility (Kim 2012). Thus, the job for management group is to find way to reduce problem by having contract or special offer instead of making them lose money of IR. By doing that, it will reduce the credit risk, ensure for the sustainability for the future of the IR for at least to 2015 with the changing of technology, economic and society. Resort World Manila is a right decision and huge project for a country like Phillipine. The decision has made under many impacts of economic and society and it actually brings the profitable to the country under many sides. The change in purpose and follow mix-used concept turns Resort World Manila becomes more special and more particular in its valuation to bring the change to society. The difference with traditional resort in mega size of convention, shopping mall, restaurant and especially Casino creates the effectiveness in increasing tourism, customer coming to stay without going out. Thus, the difference are positive and from 2009 to 2012, the economic and society of

Philippine are developing well even with some negative influences from social. Having good project comes with the way of remain its operation. The corporation from Government in changing legal and support control helps IR run better with its service and quality standard design. For the sustainability in 2013 to 2015 and longer in future, it requires for action in organizing event (especially international event , festival ...) , internal control and management with staff issue as a main concentration. It will be the weapon for IR to expand its image to international, make competitive advantage with other neighbor country to bring up the effectiveness and success in economic and society for the country.