

The development of singapore tourism essay

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In the recent years, the development of Singapore has earth-shaking changes. Singapore as a financial and service industry country got the foothold in Southeast Asia. Suntec city is a famous marked building in Singapore; it is one of Southeast Asia's largest venue centres. With the changing time, the growing demand of the people on the spiritual and material, under tremendous social pressure and the pressure of life, people are more looking for a place to release themselves. So holiday attractions in neighbouring Singapore began to be popular, such as Phuket, Bali. Singapore cannot be legalistic not made the deal with measures to increase the population of their own country flows. So Singapore government to invest a lot of money to build two large-scale integrated resorts under immense public opinion that is MBS and RWS. These two IR supply the place that can let the person get leisure, relaxation, entertainment. It not only led to economic development, but also the whole country full of vitality. An integrated resort (IR) is a Singaporean casino-based vacation resort. The term "integrated resort" is a euphemism used because of opposition to casinos. To date, licenses have been awarded to Marina Bay Sands (US\$3.5 billion) and Resorts World Sentosa (US\$3.6 billion). These are the first casinos in the country and both have begun operation since early 2010. (Martin A, 2010) Las Vegas Sands has submitted the best overall proposal that meets Singapore economic tourism objective. In particular, the proposal will significantly strengthen Singapore's position as a leading MICE destination and the proposal also possesses unique design elements that will provide a memorable image for Marina Bay. And Genting International & Star Cruises submitted the most compelling proposal overall that best meets Singapore economic and tourism objectives. In particular, the proposal

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reflects Singapore vision for the Sentosa IR as a large-scale, family resort with its host of world-class family leisure attractions and other strong offerings. Holistic Singapore IR's market, it still exist the advantage and disadvantage. For political, Singapore government is opposed to gambling. In 1823, gambling was briefly legalized in Singapore, but the experiment led to gambling addiction and increased crime, then the government just runs the Singapore Pools. The higher crime rate, loan-sharking and addicted to gambling that is not the Singapore government want to see the result. And the legal indicates the citizen cannot join in the gambling. But during a parliament session on 18 April 2005, Lee Hsien Loong, the Prime Minister of Singapore, announced the cabinet's decision to develop two casinos and associated hotels and malls in Marina South and Sentosa. (Lee HL, 2005) Mr Lee Hsien Loong made this decision with withstand the huge public opinion and political stance; he is convinced that the interests of the two IR proved that this decision is the right of people to oppose. However, in order to limit the Singapore people addicted to gambling, the government also corresponds to the introduction of measures to cope with Singaporean want go into the casino, they need to pay \$100 first. These two points can show the Singapore government also makes the appropriate measures for the social order. Do not want to repeat the same mistakes, orderly society destroyed years of the remediation. In the other hands, Singapore is a service industry country; it focuses on the financial and tourism industry. But in the recently, its neighbouring countries began to slowly develop, and Singapore is a bottleneck stage, so finding a new breakthrough. Nowadays, persons want to choose a resort to relax them. More and more persons will prone the beach resort, mountain resort, SPA resort and so on. Just spend

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two to three days, they can find a place to enjoy themselves. Heavier work pressure makes people want to enjoy the feeling of being service. So a comprehensive IR can let the customers own a one-stop service. And these two IR also have the biggest background, MBS is part of the Las Vegas Sands Corp and the Genting International & Star Cruises submitted invest the RWS. They are two of the most famous gambling industry group in the world. So in the technical aspect that is the world's most state-of-the-art equipment, and the configuration of the Las Vegas comparable. However, one of the most critical aspects of IR development process from the voice of the community. Singapore is a country of democracy and freedom of speech, and the interests of the people has always been the first place, and the voice of the masses is crucial. From the research, the casino did not bring much benefit. Online more and more people began to question its existence. Firstly is the employment rate, after two large IR were put into operation, they supply 35,000 jobs, but casino's management level and operation level also use the overseas worker, and the local citizen just to do some underlying work such as cleaning. However, more and more citizens enjoy it. It is a public place let them to gambling." To be successful, enough attention must be given to selecting or designing a framework or method to suit the organization's situation. there must also be a thorough understanding of what the approach entails, informing a suitably strategic approach to implementation" (Bettley A, 2005) Secondly is the management, Gambling is an irritant activities, if there is no control over the unrestrained. Singapore is a rule of law and order and strict national norms, the management of this industry will give him a new challenge. Phenomenon of usury is more and more frequent. Finally is benefit for the government, casino's profit is insufficiency belongs to

Singapore. In other words, he use the way of donation to pay the casino tax. And most of the money from their own nationals, According to statistics, there are more than half of the guests Singapore locals. So after several years of operation, two IR development in Singapore and not expected so perfect. In one of the word, it also has the benefit, tourism driven for all to see. Two major hotel facilities is also the world's top level. Especially the Sentosa, through the development of the island, an IR and islets tightly linked together to become a multi-functional resort. Vacation, shopping, entertainment and a one-stop service. It brought a new vitality to the island; it is like a new world. And then we can look the world's largest gaming industry city – Las Vegas. Las Vegas is an internationally renowned major resort city for gambling, shopping, and fine dining. The city bills itself as The Entertainment Capital of the World, and is famous for its consolidated casino-hotels and associated entertainment. In a variety of Casino hotel, the City Center is also dazzling star. It accounted for a place in Las Vegas in a special system." Strategy management is a field of study that involves the process through which firms define their mission, vision, goals and objectives, as well as craft and execute strategies. it helps organizations to prioritize what is important for them and provides a holistic view of an organization" (Okumus F, 2009)The city center joint four hotels, which is interspersed with Casino, SPA, shopping centers, and so many entertainment facilities and seamless to become a mini-city. City center was started by MGM Resorts International; Dubai World became a joint partner during the project construction phase. The city center is composed of five parts, they are Aria resort and casino, Vdara Spa and resort, Mandarin Oriental, Veer Towers and The Crystals shopping • Dining • Nightlife. Why City Center <https://assignbuster.com/the-development-of-singapore-tourism-essay/>

developed very successfully that is their original novel design concept. all of the resorts distributed within several high-rise towers around The Crystals, an ultra-high-end retail mall. The multi-use project makes extensive use of green technologies, such as using reclaimed water and an on-site power plant. Its design is the modern city, the resorts around the main tower and the retail mall. Use the green technologies to promote the sustainability and green concept for customers. (City Center, 2012) Resort & Casino is an awe-inspiring AAA Five-Diamond Award-winning destination filled with endless temptations. It has the only casino in the city center and Zarkana™ by Cirque du Soleil. Instead Vdara is an internationally inspired non-gaming, smoke-free, all-suite, eco-friendly boutique hotel and spa offering a new level of sophistication. However, the Mandarin Oriental in Las Vegas is a sophisticated luxury hotel. It reflects the experience in the hotel industry and integration. Finally is the Veer Tower, it is the latest resort in City Center, It is a 37-storey PETRONAS Twin Towers. I depends on its chic appearance and a privileged location to occupy a place in the City Center. It is connected closely with The Crystals. So City Center use its comprehensive and integrated resort system put the advantages of decentralized into one. It allows visitors to experience all the best facilities and services in the City Center. It put idealized one-stop service most vividly demonstrated to the visitors. (Little E, 2003)Security risks has become particularly important in every city casino, Las Vegas is not an exception. Especially in the United States, firearms legally exist. As a casino, crime rate and loan sharking is very normal. In the City Center just Aria has a casino, but the other hotel is connecting closed. So other hotel's safety becomes very important. In Las Vegas, Casino is the most important of profitable projects. The law is allow

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gambling and the customer who can come all over the world. So Las Vegas has also become a complex multi-population city. Even a lot of tourists with a lot of money. Huge lure of money makes it easy for the City Center to become a crime city. People also have personal safety concerns in vacation leisure and entertainment. So the security for the City Center becomes very important. However, City Center also made a series of measures of security risks. The first is to control population flows, in order to avoid the resort overcrowded. Secondly points, the staff for security are more than normal resort. The hotel elevator is to have a room card to go to the corresponding floors, Safety deposit box in each room essential. Even some luxury suites door locks using fingerprint (this device is also in the test, is not universal). The hotel also offers a variety of facilities and offers reliable security." When strategies and value-adding processes work well, they are taught to others and become embedded in the informal, unconscious assumptions of the organization" (Porras J, 2006)The secondly is human resource, in order to ensure City Center can maintain normal operation, the huge of labour is essential. Based the resort large amount of population movements and passengers from all over the world, so the choice of staff is also a problem. Hotels must also be equipped with all aspects of the staffing. For example, the language is necessary. If the customers come from German or Chinese, they just can speak local language. You need employees to communicate with them. City Center is not a normal resort, have the high season and low season. Everyday have a lot of visitors will come to here. And the multi-nationality of the employees is not easy to manage. Work visa is not very convenient; a large number of overseas employees will give the community a huge population pressures and safety hazard. Huge passenger flow and a

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large number of foreign workers to the stability of the social order and stability that marked by a huge question mark. " How to manage a hotel?" Management takes care of the employees Satisfied employees then take care of the guest Satisfied guest spend money and, in so doing, take care of the owner (Mill R, 2004) The finally is the retail mall, City Center built the biggest retail mall in Las Vegas, the Crystals has more than 500, 000 square feet of sophisticated retail, dining and entertainment. it is all-inclusive, all luxury brands that you can find in here. It's like a luxury palace; the most extravagant and most exquisite items are placed inside. With a problem is existing. Brands in the mall are international big-brand luxury goods, they are valuable. General tourists do not often go to buy, and they just look and try. Too expensive brand will make the benefits of shopping centers greatly reduced. Retail mall want to improve their grades with their own brand, but which also reduced their earnings. Retail mall should be divided according to the different needs of the customer multiple shopping block, so that customers have more choices and harvest, rather than the blind pursuit of luxury. Finally is to look ahead the development of City Center in the future. City Center is comprehensive resort; its one-stop service is famous point to attract the customers. But a resort just depend on its basic facilities is cannot let it be sustainable. Because in Las Vegas, the casino is normal, and the service for gamblers, also the eyes of the beholder wise see wisdom. The resorts also need to make their own characteristics that are more attractive novel facilities, a unique innovative special dishes and some exciting large-scale event. These all are the special attraction to attract guest eyes. It allows guests found reasons in addition to the casino to the hotel. It is also a priority be able to stand out in this highly competitive market In City Center,

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the three major resort all have their own event. Firstly is Vdara, it has a gallery which name is called " City Center Fine Art Collection". The City Center Fine Art Collection features commissioned works by artists such as Maya Lin, Jenny Holzer and Frank Stella, as well as existing pieces by acclaimed artists such as Henry Moore and Claes Oldenburg. Vdara public art collection offers world of captivating experiences that unfold around every corner. From vibrant and ornate to intimate and serene, these works are strategically displayed throughout CityCenter to delight, inspire, and allow you to experience them in a way that a museum never could. (Vdara, 2012) Secondly is Mandarin Oriental resort in Las Vegas, it held the food festive every year. This event focuses on the culture and custom of the food. This event will invite the different countries to show their local special cuisines. As we known, Las Vegas is a diversification and synthetic city. So Mandarin Oriental will converge the food that come from different country. And put the advantage of others into own and improved. In this event, you can taste the different cuisine from all over the world and see some novel way of cooking. This is a gluttonous feast for taste and visual. And the most popular food and cuisine will appear in the hotel's buffet menu. (Mandarin Oriental, 2012) The final one must be the most heavyweight that is Aria, its famous event is a special show from the Cirque du Soleil, and this event is called " Zarkana". Zarkana is a Cirque du Soleil stage production written and directed by François Girard. It began as a touring show in 2011 and was converted to a permanent show at Aria Resort and Casino in Las Vegas in late 2012. It was a famous touring show walk around the world, and finally it stay in the Aria. It premiered at Radio City Music Hall in New York City on June 29, 2011, and later toured to the State Kremlin Palace in Moscow and <https://assignbuster.com/the-development-of-singapore-tourism-essay/>

the Madrid Arena in Madrid. And now you want to enjoy this show, you just come to the Aria. It will show to visitors a "bizarre" and "arcana" show. So far has 1.5 million people have watched. Except Wednesday and Thursday, from 7 PM to 9:30 PM that lets you feel magical 90 minutes. Fare is \$69 – \$180 per person. (Cirque du Soleil, 2012)