

# [Integrated resorts management the star city in sydney tourism essay](https://assignbuster.com/integrated-resorts-management-the-star-city-in-sydney-tourism-essay/)

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From the 1970s, Singapore began to gradually get rid of the embarrassment of relying solely on the re-export trade to generate income. By the 1980s, Singapore experienced rapid economic development and growing affluence, and gradually developed into a new developed countries in the world, become an important financial center, transportation center and international trade transit station southeast Asia, and it is also the important electronic products manufacturing center and the world’s third largest oil refining center, and therefore is known as " Asian tigers" one. (Simon 2011)Looking back at history, the Singapore gambling prohibition lasted for 40 years; since after the founding of Singapore, the government banned any form of gambling activities exist in Singapore. Between the 1970s to 2004, the Singapore government cabinet has three times refused the motion to open casinos, the first Prime Minister Lee Kuan Yew even once publicly said: " If you want to open casinos in Singapore, across my body!"(Diaconu 2010) But as the world changes, lee kuan yew and Singapore government also had to change their position, in 2005, after many times negotiations, Singapore government officially announced the end of 40 years of gambling prohibition order. Even in order to attract generous gamblers, the Singapore government gaming tax down to the lowest in the world, set at 15%, much lower than 26% of Malaysia, and even less than 39% of Macau. And set National Council on Problem Gambling to deal with a series of problems caused by gambling.( Abshire 2011)In people's minds, Singapore is a clean, law-abiding, comfort, safety, and the old-fashioned place, full of draconian laws, lack of vitality. From the one hand, this is the unique feature of Singapore, but on the other hand is a devastating blow for the tourism industry of Singapore，Singapore Tourism Board show that between 1998 to 2002, Singapore's tourism market share in the Asia-Pacific region fell from 8% to 5%( Goldblum 2008) and the average length of stay of tourists reduced from four days to three days completely behind in Hong Kong. But since the opening of the two integrated resorts, the growth rate of tourist arrivals in Singapore more than 20%, even more surprising is that the tourists travel expenses jumped 18-fold within a year. In the past Singapore，Gambling is a long-social problems, the government have been trying to get rid of it. Every month, a large number of Singaporeans regularly go to Malaysia to participate in the casino gambling activities. According to information available, Singaporeans’ annual consumption is 11 million and 91 million Singapore dollars in foreign casinos. But after the casino opened in Singapore, 50-60% of this expense by the Singapore government captured. (Lee 1990)The two integrated resorts are not only attract large Numbers of tourists, but also created a huge local employment potential and human resources, according to the survey, in the period from 1998 to 2005, the labor force has been maintained at between 1, 932, 000 and 2, 280, 000, but since the Singapore decided to set up two integrated resorts, the Singapore workforce of 2, 280, 000 (2005) soared to 3, 237, 000 (2012), two of these integrated resorts can provide 35000 jobs.( Rowen 1998)Of course, all things are not absolute, when the two integrated resorts stimulate the development of Singapore, at the same time some of the negative effect to society with appears together. First of all, with the rapid development of the economy, Singapore's inflation phenomenon is becoming more and more serious。When the government has not yet decided to build integrated resorts, Singapore's inflation rate has remained at less than 2%, But since 2005, the government decided to build integrated resorts, Singapore's inflation rate is rapidly rising trend, and in 2008 reached a record high of ——6. 5%。 Then in 2009 after the governments vigorously control, quickly returned to 0. 6%, but that does not last long, in 2010, the rapid growth to 2. 8%, and 5. 2% rise in 2011. Inflation situation will undoubtedly become the vexed question of the Government of Singapore in the next few years.( Hoon 2004)Secondly, the establishment of casinos will cause a lot of social problems: domestic violence, debt, divorce, money disputes and underworld. a lot of crazy gambler in order to win back the lost money, often to take risks that make something breaking the law and even reckless move to threaten the lives of others. Statistics show that, within two months after the casino opened, the Singapore government received calls for help more than the same period of the past two times, while the content of the calls are mostly about people heavily in debt because of gambling, and they do not know how to deal with it.( Chon 2012)Finally, two integrated resorts will trigger Singapore's high demand for labor, and a large number of foreign labor into Singapore will no doubt lead to many social problems, such as: law and order, health care, sanitation, education, and so on. In addition, the influxes of foreign labor also pose a threat to the employment of locals. Therefore, Singapore government decided to raise the threshold for hiring foreign employees, for example: for those who hire foreign workers of the enterprise, only when the enterprise has hired five native, then the enterprise could hire four foreign labors and 1 Chinese worker. Therefore, the number of maximum employment of foreign workers is limited to 50 per cent of the total number of employees in the enterprise. (OECD 2002)Australia was named Casino coverage is the most widely continent. Since 1973, the first casino was developed until 1997 the completion of the most impressive Star City in Sydney，Australia's six states and two Administrative Region of the number of integrated resorts has reached 14, in which at least five successfully listed on the Australian Stock Exchange. Sydney as the capital of New South Wales and Australia's oldest city, is an important economic, political and cultural center。. In the consciousness of the people, Sydney is a symbol of Australia, but is different from other places, as Australia's biggest city, Sydney has only one integrated resort--- Star City.( Australia was named Casino coverage is the most widely continent. Since 1973, the first casino was developed until 1997 the completion of the most impressive Star City in Sydney，Australia's six states and two Administrative Region of the number of integrated resorts has reached 14, in which at least five successfully listed on the Australian Stock Exchange. Sydney as the capital of New South Wales and Australia's oldest city, is an important economic, political and cultural center。. In the consciousness of the people, Sydney is a symbol of Australia, but is different from other places, as Australia's biggest city, Sydney has only one integrated resort--- Star City.( Gupta 2004)However, what prompted the development of the gaming industry in Australia? After my analysis, for the following reasons: As one of Australia's largest resource export market, China's economic transformation has brought a greater impact on Australia's economic growth and the Australian authorities must explore other growth points in the economy, at this time，the development of gaming and tourism industry to become a viable option.(Brandt 2008)There is no doubt that this program is the right choice, Casino promote urban regeneration, Sydney as a typical example of promoting urban regeneration through the casino , we can see that, since the opening of Star City, Sydney is no longer as simply just an industrial city, It becomes more vibrant, a large number of banks, hotels and entertainment venues have opened here, and brought new life to the city. According to statistics, in 2008, the New South Wales Government is relying solely on the Star City gaming tax revenue of 1. 6 billion Australian dollars, ranking first in the country, such results to the New South Wales Government does not have any reason to refuse Casino. On the other hand, since 2006, the Star City staff has developed to 3600, it became the one of the largest employer in New South Wales, And in the future development plan, Star City will creating more than 500 jobs in New South Wales. （Thompson 2007）Analysis from the values ​​and lifestyle of the locals, Star City will no doubt become the locals favorite place. Gambling has an important and special role in Australian society and culture. Since the landing of the first group of colonists, gambling began to boom in this country and became Australia's lucrative industry. Australians very love, gambling is likened they can even take a fly on the wall to gamble, of course, this is just a joke, but we can see from this analogy that Australians love for gambling. Australians addicted to gambling are very famous in the world, according to statistics, the average all gamblers in Australia each year lost about two billion Australian dollars, equivalent to the total annual profit of 10 large companies. Australia also has the largest worldwide gamblers, according to the report, from 2011 to 2012, Australia's gaming industry revenue will reach $ 22. 5 billion, which is an average of each of the National Australia contributed for 1. 256 Australian Dollar to the gaming industry . Number of gamblers in Australia, New South Wales has to occupy first in the country. More than 70% of Australians every year at least once gambling and is more pronounced in some traditional festivals or activities. (McMillen 1996)In addition to the above, the Star City have also played a role can not be ignored in field of environmental protection。 the New South Wales have been efforts to reduce greenhouse gas emissions ，since 2006, Star City's achievements in environmental protection numerous, for example: the timely replacement of advanced lighting technology, when others have not yet realized that pioneered the use of energy-efficient LED lights；From a mechanical connection to upgrade boiler control system, and then adjust the electronic control system, so as to achieve the purpose of energy conservation; Electronic household metering to monitor different areas of energy consumption, enables the computer to analyze the energy consumption, so as to achieve the purpose of the development of energy-saving plan.（McCool 2001）Australia to promote the idea of " responsible gambling" ，Responsible Gaming is not just a give gamblers a betting guidelines, because the focus of responsible gambling requirements of the relevant units to fulfill their own responsibilities, to prevent the spread of problem gambling in the community, it refers that is the gaming industry management department of the Government and the casino joint efforts to help people understand the risk and responsibility of the gambling, and help people stay away from the gambling. In general to say, any state government has the necessary requirements of the gaming industry operator bear with social responsibility with the state governments together. This will at least reduce the negative impact of the gaming industry, thus contributing to the sound development of the gaming industry. (Spapens 2008)In Australia, about one percent of the people are pathological gamblers, in order to prevent the increase of pathological gamblers, Star City Casino offers 24 hours a psychologist services, so that at any time to help those gamblers who come for help ，and the establishment of a " blacklist" for gamblers to voluntarily join，If the gamblers once added to the blacklist, then the gamblers since then will not be able to enter the casino, so as to achieve the purpose of gambling counseling. So far, there are already 1, 000 people have been included in this list. In addition, gambling Management Committee provides: inside the casino, the casino responsible person must be Installation Tips devices at the roulette to remind guests how much time has been spend on gambling and Do not addicted. Each year, Star City will come up with two percent of the gross income to social welfare activities, such as: FlindersMedical Centre Foundation, Cancer Council Queensland, the Salvation Army, Make a Wish Foundation and Westmead Children’s Hospital and so on. On the other hand, Star City in order to attract tourists to a wide array of consumer, hereby opened a shopping center has 5, 500 square meters, including upscale coffee shop with a variety of international big names here, for example: Chanel, Bottega Veneta, Gucci, G Star Raw and so on. The New South Wales state government has set up the Casino Control Authority, responsible for the regulatory activities of the casino, and famous prohibit pawnshops and lending business exists near the casino. On the other hand, in order to attract foreign tourists and expand the development of the tourism industry, the Reserve Bank of Australia has repeatedly lowered benchmark interest rate, eventually leading Australian Dollar devaluation, this way to increase the purchasing power of foreign currencies and to attract large numbers of tourists to Australia. According to the latest data show that, in the December 5, 2012, Australia's central bank is not expected to announce lowered the benchmark overnight lending rate by 25 basis points to 3%. In addition, Australia has also greatly reduce the difficulty of the Chinese visa, reduce the difficulty level 4 to level three, and greatly reduced the margin requirements, not only to expand the casino's customer base, but also for other industries to increase more income.( Keyzer 2002)In this highly competitive society, the competition between integrated entertainment resort is more pronounced, Australia not only have to face the pressure from the newly opened two integrated resort of Singapore , but also have to seize Asian markets with Japan, South Korea, Malaysia and other countries. At this time, how to make Star City to achieve sustainable development should become more and more important. We have to admit that the casino is a money maker, but Star City can not only focus on the operations of the casino to the neglect of other entertainment projects, Now the gaming and tourism focused business diversification, when other competitors are constantly seeking innovation and development, if only rely on casino earnings seem so monotonous and boring, which also makes business gradually impasse. In addition to pay more attention to the quality of service on the day-to-day management, integrated resort's other entertainment facilities should also be constantly upgrading, efforts to absorb from other parts of the high-tech and high level of technology. At this point, Star City is doing quite well, in the past five years, the Star City spent a total of twelve million dollars to upgrade the hotel's facilities, to ensure that it can remain in the five-star range within. Star City plan to become a world-renowned entertainment destination, the main idea of this plan is: In the future, to attract the world's top opera groups came to the Star City ‘ Lyric Theatre. in way Star City will be playing one of the world's top opera and cultural center. For the implementation of this plan, the investment in recent years, the investment of Star City is great, and the award-winning, so far, has been held for many large-scale theatrical performances, and have achieved a great success. Such as: Priscilla, Queen of the Desert attendance of 563, 000; The Phantom of the Opera attendance of 256, 000; Mamma Mia! Attendance of 136, 000, of course, these are just a small part of the all Success Stories. In addition to opera, Star City should also open up other international events to attract visitors and achieve profit objectives, such as: Contracting Sydney International Food Festival. As we all know, the Sydney International Food Festival is Australia's largest food festival, nearly 500 activities will be launched in October each year, so October Sydney will continue to usher in one climax after another. This event once a year, the Sydney International Food Festival is not only expressed the spirit of the new era cooking, from the eyes of the world to look at this branch of learning in this cooking, this event brings together chefs from all over the world, and to introduce people to different food culture around the world, During the period of Sydney International Food Festival，Star City as the organizers not only improve their reputation, but also to attract tourists arrival, and also able to sell souvenirs, food and hotel rooms, in this way from the other hand to achieve the purpose of achieving integrated entertainment resort diversified and multi-channel sales.(Simmons 2010)Finally, the Star City can also apply for the right to host the Miss World contest in Australia, As we all know, the widespread popularity and the tremendous impact of the Miss World contest, many cities in the world are actively bid to host the Miss World competitions，they want use the well-known international cultural festival, to expand their influence and visibility, promote local Tourism, economic, cultural and social development. During the event organized, there will be thousands of staff of the Miss World organization, countries Pageant and followers, the world news media reporters, sponsors and staff, as well as tens of thousands of visitors will gather in host place, at the same time also play a significant role in promoting urban construction held.