

Two integrate resorts marina bay sands tourism essay

[Sport & Tourism](#)



**ASSIGN
BUSTER**

' The government's alternative has been to reverse a 4 decade ban on casino's to help the Singapore economy. ' (Helsig 2005) Moreover the Prime Minister in his ministerial statement on April 18 2005 said: " First, we are losing ground in tourism. Tourism in Asia is growing phenomenally, especially the traffic from China and India...." (Wong, Belinda, Charles. 2008)After these two Integrated resorts were open, although these two integrate resort are such as a double-edge sword. But they still will bring some advantage to Singapore. However this advantage is good for local market. Firstly, it can save the Singapore's tourism industry. The reason why the government's tasks is aim the Singapore's tourism industry is Singapore have some intense competitions from other destinations around the region. Especially, the Malaysia and Macao. Macao has a lot of integrate resorts, and the gambling is legal and Malaysia also has one legal casino cum theme park on Genting Highlands. But not only these two places threaten the Singapore's tourism industry. ' They think their market share is declining, Tourists are spending less time in Singapore. They used to stay an average of about 4 days in 1991, but now they stay only for 3 days. ' (Michael 2009)So the Singapore government want to take back their customers, they need to have some new ideas, that is why the government decided to open two casinos and made the gambling legal. They want the casino can make the tourists will stay longer and spend more in Singapore. Their project tasks is bring more and more tourists come and spend money in Singapore, then the country will be rich and the economy will increase. Moreover, before these two IRs coming, the Singapore' s economy is not good, many people cannot find their job. But when these two IRs open, they said they will

provide about 35, 000 jobs for local people.(But actually they only provide about 20, 000+ jobs for people) So government through this project to create more job opportunities for their citizens. People can find their job in the casino. It will avoid the unemployment rate growth, and develop the country economy. Also, due to these two integrate resorts coming, they bring over 5, 000 guest rooms to local market. And the 'result is whether the hotel quality is high or low, the room rate are all increase 25% generally.' (Derek 2010)But these two integrated resorts also will bring some disadvantage for local society. Such as some people will be addicted to gambling and they will bring some negative social impact to the society.' Including money laundering, loan sharks or even organized crime. ' (Daniel 2009) If one man is addicted to gambling, he will bring some trouble to his family. Then he will use any ways to get the money. Whatever return the money or continue to gambling. Some time these negative social impacts will affect the country. That is why some people will disagree the decision the government decided. Nowadays more and more people come to Singapore. Because these two integrated resorts. For economy, more tourists is good for economy, but on the other hand , more tourists will bring more pressure to local environment. Like most of tourists are come from China, they don't have a lot environmental awareness. So they will throw rubbish to the ground. It will being some damage to this garden city. I stay in Singapore for 3 years, When I came here, the Marina Bay Sands have not open yet, and the MRT was not crowd like today, and the road had less rubbish and less people than today. Especially in some business area like City Hall or Orchard. These two integrate resorts will more tourists and

money to Singapore, but also bring some pressures. Sometime the foreign culture shock local culture. but for Singapore, here is a colorful culture country, they no need to worry about it. Some of local people starting dislike the foreign people, because more and more people come to Singapore to seeking their job, and local people cannot find the jobs. When Marina Bay Sands was open and hiring staffs, they are never protect the local people, they provide the jobs to the some foreign people, so now when you go into the Marina Bay Sands casino, you can see most of staffs are not local people. They come from China, India and some Asia country. Miami is a popular place in the world, it is a major center of commerce, finance, and boasts a strong international business community. ' Tourism is also an important industry in Miami. Along with finance and business, the beaches, conventions, festivals and events draw over 38 million visitors annually into the city, from across the country and around the world, spending \$17. 1 billion. ' (Forbes 2010)Whatever you are a American or foreign, the Miami city is a perfect place to spend their vacation, and Florida has one theme park already, but this park is face to young man or children, it called " Disney land". So now government want to set up a attraction to attract all group customers, so they decide to build a integrate resort to help Miami to be a second gambling town in US. In 2009, the median income for a household in the Miami was \$29, 812, and the median income for a family was \$33, 814. The per capita income for the city was \$19, 846. About 21. 7% of families and 26. 3% of the population were below the poverty line. This is a main reason why government think that IR will bring the hope to the Miami, because this IR will provide job opportunities to the local people, that will

change the old status to the new status. More and more people will emerge the poor. Resorts World Miami is a Genting project, It have not open yet. It just a plan. If this integrate resort want to open, Miami need to change their law. ' Because in Florida, the law only allow the local people to operate small casinos. ' (Mark. 2005)So if Genting Malaysia wants to bring the casino into Miami need to waiting the new law release from Florida. If the new law can pass smoothly, the Miami will be the new Las Vegas. Now according the official website, we can know the location of Resorts World Miami. Miami is a most popular vacation place for American. The Attraction in Miami is Miami Beach, most of people come to Miami and relax in the beach. If the Resorts World Miami project is pass, then it will be a new attraction in Miami. and the location is near the famous beach. It sits one of the most prized pieces of waterfront land in Florida. If the Resorts World Miami rise, accelerating Miami's evolution as an international destination at the crossroads of the Americas, It will became a biggest casino in the world, It also will creating tens of thousands of jobs, and serving as an economic catalyst for the state Florida. Except the jobs opportunities, the Resorts World Miami will have total 3 casinos(Genting, Wynn, Sands). So if these three casino can be allow to operate, it will creating a \$2 billion to \$3 billion market. This is a advantage impact for local economy. Because in recent year, ' Florida have some economic damage from housing collapse and the unemployment rate is 10. 6% and it also has over \$1. 5 billion deficit. ' (Phil 2011) But if the Resorts World Miami is open, it will bring more than 5. 4 million tourists and \$600 million revenue to Florida each year. That will increase the local economy and improve country GDP. For example, This project will decrease

the unemployment and increase expenditure on luxury goods. It will increase people living standard. But here also has some same problems like Singapore. Actually is not same, maybe more terrible. Because in USA, Florida is allow people have guns, and more drugs. So there has more negative social impact and more dangerous. Especially, murder is serious thing. So the local office need to know how to protect people and stop these crimes. Make sure the society is safe and peace. The Resorts World Miami need to provide the excellent management, try to decline the negative social impact that the casino will bring. On the other hand that is if Miami become a gambling town, that will release some population pressure from Las Vegas. And this place environment is better than Las Vegas, there has beach and sea, and modern city. So the tourists will have more choice to spend their time in Miami. But there need to consider the pollution from the tourists. like more tourists come they will bring some rubbish to the city or beach, these kind of things are cannot avoid, but can be controlling . That is why the Resorts World Miami will locate in the that place near the beach, it will relax the some environmental pressure from Miami Beach. People will not only enjoy the beach and sunshine, they can enjoy in the Resorts World Miami also. Because inside the hotels have more than 50 restaurants, lounges, bars, nightclubs and an entertainment area showcasing South Florida's music and culture.' This project will place over 8, 500 slot machines in the casinos. '(Lesley. 2012) these three casinos will combine together, they will be a biggest casino in the world. Miami is a big famous travelling city, the number of tourists more than local people, so the government need to control local people, cannot allow they enter the casino freely. This way can

reduce the negative social impact that local people bring. Maybe the Miami government can collect the entry fees from the local people, just like Singapore government. In Singapore, if you are a citizen or PR, when you walk into the casino, u need to pay S\$100 entry fee. This way can control the local people entre the casino frequently. But maybe in US, they need to increase the fee, because in US control the local people gambling is serious thing. Why this project want to operate in the Miami is attract the tourist no local people, it is creating the job and bring the advantage to the local people, make the tourists spend more money here. For the age limitation is also same as Las Vegas, Macao and Singapore. Resorts World Miami is not encourage local young people to gambling, the main tasks is bring the benefit for people and country. In these resorts, they have many luxury retails, that is convenient for people who is stay in hotel. So the operator realize they cannot increase the price just because this place is special or convenient. They need to request all the retails must have same price like other outside retails. It will make sure the tourists willing to stay the hotel and buy the goods from the resorts, this is convenient for customers and ensure tourists willing to spend money for the resorts. The Resorts World Miami they have their liability is bring the convenient to the customers and make the customers spend the money comfortably. So this project just like "one stone, two birds" , they make the money from the tourists and tourists can buy anything from here not need to go outside to purchase. Inside of the Resorts World Miami, they have a lot of attractions, just like they have over 50 restaurants, bars and clubs. They are not only have F&B outlets, they also have some relaxing places, such as a 3. 5 acre rooftop lagoon and natural

sand beach, it just like a park and customers can walk there and watch the sun set. they also have a high-tech multimedia entertainment area showcasing the music and culture of Florida and South America. More attractions is means tourists will have more choices to spend their leisure time, if they do not want to go gambling. Because not everybody like to gambling. This is one of reasons why the Resorts World Miami is huge and has many attractions. The other reason is more attractions can sharing the environmental pressure from the number of tourists. Because if this resort have less F&B outlets, then they cannot make the tourists willing to stay in resorts and they willing to eat in the resorts. Tourists' time is more expensive, so they do not want to waste the time just for a meal and they do not want to queue so long and just for a dinner or lunch. They prefer to go outside and seek the local restaurants. Also the resorts cannot only have these casinos to attract tourists, because not all tourists are come here for gambling, some of they just come here to enjoy the beach, sea and local food. Of course do not forget shopping. So the resorts need to build more attractions to attract different type of tourists, just like a normal family, father go to casino, and mother with son and daughter go shopping and eating. Different people has different demands, that is why the Resorts World Miami have a lot of entertainments. By the way, inside the resorts also has a big convention place(700, 000 square feet) and meeting space, company can have a meeting in the Resorts World Miami, especially the end of year or some special day, like the holiday is come soon, then the company will bring some hardworking workers go there discuss the task and after that they can enjoy and relax there. And the big convention place, the Miami city is a big

famous city, so they will have some big events in the Miami, and the Resorts World Miami will provide a good place for any events. Events also can help the resorts become more popular. Now the Resorts World Miami plan is have not approval yet, but it will approval soon, just waiting the law changed. If this law is changed, then the Resorts World Miami will bring the many advantages and benefit for local market. Miami will receive a lot of revenue. That will help Florida broke away from the financial crisis. And every year the Resorts World Miami will bring more and more tourist come here and spend money. Before the Resorts World Miami build, the Miami city just only few attractions like beach, ocean and sunshine. But soon, people can enjoy the holiday in Miami, because they add more attraction to make sure their tourism is not losing. People can come here to gambling and shopping. And Miami has one strong basketball team, called Miami Heat, that is also a attraction to attract people who are a basketball fans. For some investors they think the Miami is a new market, because the Resorts World Miami will approval soon, maybe they invest the Las Vegas before, now they will transfer half of fund in to the Miami market. This is a good way to help Miami and Florida' economic growth. Because the Miami is a new gambling town, and the location is better than Las Vegas, people will prefer to come here and enjoy their holiday, So within 3 years, Miami can get a lot of revenue from the Resort World Miami, this IR will help Miami's tourism industry become stronger. Due to Miami is a big travelling city with a beach and ocean. And now they will have a biggest resort in here, in here they can hold any big events. ' In 2008, Miami hold a big famous fashion show before, called " Victoria's Secret ". And the location is Mondrian South Beach. This is

also a famous hotel in Miami. ' (Jason 2008) But if the Resorts World Miami can be approval, that is a excellent place to show this fashion show, because the resort has a big convention place and this " Victoria's Secret" show plus new biggest resort in the world will attract more and more people come and visit. For these kind of annual events, they have a lot of attractions. Just like F1 match in Singapore, they put the track around the Marina Bay Sands, it will make the Marina Bay Sands be popular. Every year in September, more tourists will come to Singapore stay in Marina Bay Sands and watch he F1 match. So if the " Victoria's Secret" can hold in the Resorts World Miami, that will make sure every year have more tourists come here and stay just because this show. And every year " Victoria Secret" will invite some popular stars, like ' in 2012. they invited Justin Bieber and Bruno Mars. ' (Miles 2012)Every year this show will in cooperation with some international famous media. So when " Victoria Secret" is showing, more of media will introduce this holding place, and make sure more and more know the Resorts World Miami. It will become popular. And this famous event will keep the Resorts World Miami can be sustainable over next two year.