

Service quality



Tourist's attraction Service Offering(s) attraction 2. Educational experience for public 3. Interactive activities for the public 4. Private functions 2. Educational experience for public 3. Private functions 2. Entertainment experience for public 3. Private functions Singapore Flyer Key Service Offering(s) 1 . Tourist and public entertainment experience 2. Private functions Night Safari 1. Tourist's attraction 2. Educational experience for public 3. Private functions Santos 1. Tourist's attraction 2. Public and tourist entertainment experience 3.

Private Tensions The key service for SO, Journo Bird Park and Night Safari are similar as they are all owned by WARS and they welcome both tourists and locals who are interested in learning about and interacting with animals. Also, they have 3 service offerings in terms of; Attraction, Highlights and Shows. Table III below shows the list of services provided by SO, Night safari and Journo Bird Park. However, SO is able to differentiate itself from Night Safari and Journo Bird Park by exhibiting their animals in their natural wild life concept during the day and they have more activities for children to articulate during the operating hours.

Instead, Night Safari exhibits nocturnal animals while Journo Bird Park exhibits different species of birds. Table III: Key Differences between SO, Night Safari and Journo Bird Park Service SO Offering(s) 1 . Attraction Australian Outback, Cat Country, Critters Night Safari Journo Bird Park Naples River Valley, African Waterfall Aviary, Bird Discovery Centre, Bird of Longhouse, Elephant of Asia, Fragile Forest, Great Rift Valley of Ethiopia, Orange tan, Polar Bear, Primate Kingdom, Proboscis monkeys, Rainforest's Goodwill, Reptile Garden, Wild Africa, White Tiger.

Indian Subcontinent t, Equatorial Africa, Indomitably Region, Asian Revering Forest, Burmese Hillside, Himalayan Foothills Leopard Trail, Fishing Cat Trail, Forest Giant Trail, East Lodge Trail Play, Dinosaur Descendents, Helicon Walk, Horntail and Toucans Exhibit, Jungle Jewels Flight Aviary, Lorry Loft, Parrot Paradise, Pelican Cove, Penguin Coast, The Revering, Royal Ramble, Southeast Asian Birds Aviary, Swan Lake, Window on Paradise, World Of Darkness. 2.

Highlights Jungle Breakfast, Lunch With Lions, Feeding times African Bird feeding, Penguin Encounter, Horntail Chitchat, Southeast Asian Birds Tour, Ostrich Feeding, Pelican Chitchat, Lorry Feeding, Be a Falconer Programmer, Dinner with the Penguins 3. Shows Rainforest's Fights Back, Splash Safari, Elephants At Work & Play, Animal Friends Show cultural Biro's n Bubbles snow, Kings Perform AT ten SKles snow, Lunch encase Walt Parrots, Thumbtacks, Creatures of the Night Show Universal Studio Singapore(US) which located in Resort World Santos is ranked the first tourism organization for leisure.

They are catered to tourists who love excitement and the key service offerings are the seven major rides which located at even different zones and each zone is represented by seven different themes. Another key offering is the 14 restaurants available for visitors to drop by and have their meals. The difference between SO and US is that US segment their organization in the entertainment and leisure industry with their theme park. Senator's key service offering is to provide educational experiences and place rentals for major events, opened to both tourists and locals.

The service offerings are the four major attractions, which are Imbibe Lookout, Silos Point, Beaches and Resort World Santos (ROWS). Apart from ROWS, Santos also bring in three new hotels and octet them right beside ROWS. They are Festive Hotel, Hard Rock Hotel and Hotel Michael. Venue rental is available for MICE (Meeting Incentives Conventions Exhibitions), corporate events, weddings and private parties. Santos is also well-known to hold major events opened to the public (egg. Singapore Countdown event, Silos Beach Party and Santos Flower exhibition). Santos is similar to US as it also provides excitement and leisure to visitors.

This is also the difference between Santos and SO. Singapore Flyer is newly built in 2008 and its key service offering is to bring excitement and entertainment to both tourists and public. Singapore Flyer is well known for its giant observation wheel. Other than scenery viewing, each capsule can be used for corporate events, weddings, private parties, sky dining and Singapore Flyer also organize programmer like story-telling for children in the capsule.