

Hong kong opened disneyland tourism essay

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B3123Integrated Resorts Management

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TOPIC Pechanga Resort and Casino in Temecula, California Matriculation

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2994 Completed in 2010, Singapore's first integrated resort Resort World

Sentosa add new colors to the Sentosa landscape. From that time, Singapore officially joined the rank of the other cities such as Macau and Las Vegas to open its first casino in this nation. In the next few months, Marina Bay Sands set to open, together with Resort World Sentosa, they formed a pattern of combining the world-class hotel, casino, exhibition, entertainment facilities, museums, luxury retail stores and unique dining options at the same time, the so-called 'integrated resorts', they are aimed at boosting tourism to the city-state, decreasing competitiveness in the tourism sector and Singapore's constant need to reinvent herself. In the past 10 years, many Asian cities have reinvented themselves. For example, Hong Kong opened Disneyland in September of 2005, and San ya is building the IR with casino bar, it might be the first legal casino in china, in Thailand, Asia's first IR launched in Laguna Phuket, but because of the Thailand's strict laws against gambling, the casino was omitted. (Bangkok Post 2011). On 18 April 2005, Prime Minister Lee Hsien Loong used a "pressing need" to emphasised that Singapore should and have to introduce new tourist attractions and revamp itself in a statement, and the integrated resorts happened can provided a fresh, interesting and lucrative alternative (National Library Singapore 2012). besides, building the two integrated resorts means that there would be a "spillover effect" on the other parts of economy of Singapore, especially on

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the businesses close to the inner to the integrated resorts. With both of the integrated resorts been fully operated for almost three years, they have brought close to the economic benefits as the government predicted. The two integrated resorts have created more than 20, 000 jobs, as the estimated from the Ministry of Trade and Industry, they also provided 14. 4 billion of Singapore dollars, or 6. 6% of Singapore's nominal gross domestic product (GDP). This amount up nearly reach the half of the \$ 30. 7 billion of Singapore dollars invested in the tourism economy in the same period. (National Library Singapore 2012). However, along with these economic benefits, social problems have been brought about as well, like more and more gamblers become addicted and Ignoring their families, this leads to neglect of children's education. (National Library Singapore 2012). For example the Youth gambling happened recently. In response to this situation, the government of Singapore has set up the National Council on Problem Gambling (NCPG). You can find them issuing brochures in some where of the casinos. Also in October of 2010, a controversy was sparked over that two of seven wild-caught dolphins died when going to be displayed in Resort World Sentosa's marina life park when it opened. Pechanga Resort and Casino is an Indian Casino located in the suburban of Los Angeles, the central area of the Pechanga Indian Reservation in Temecula, California. It has the largest casino area especially with 3, 400 slot machines and a vast 200, 000+ square foot gaming floor in state of California. Pechanga Resort and Casino started their business since the June of 2002, it owned and operated by the Pechanga Band of Luiseño Indians. With the improvement of people's living standard, people are no longer satisfied with a traditional resort which just consist of rooms, restaurants and bars, there will be <https://assignbuster.com/hong-kong-opened-disneyland-tourism-essay/>

inconvenience if they have to go out of the resort for shopping, watching movie, doing spa or something else if they want. From that moment, integrated resort was introduced to the world, Pechanga Resort and Casino meets most of the customers' demand by combining the hotel, entertainment, spa, F&B, casino, retail, and so on. It also make the environment to be a part of it for the guest feel the nature. As the suburban of Los Angeles, Temecula reserves the special Pechanga Indian culture, the architecture of Pechanga Resort & Casino also reflects a casual elegance embracing nature and infused with Native American art. From the Pechanga Resort & Casino, tourists can enjoy the view of southern part of Rocky mountain and the downtown area. Besides, Temecula has been classified as a top destination for wine and winery tourism in the Southern California.(Trip Advisor, 2009). Which attract a lot of tourists every year. It's a town with a population of 100, 097 (United States Census, 2010), and the Pechanga Resort & Casino is the one of the key drivers of tourism in this region. It attracts around 144, 000 visitors to its 40, 000 square meters entertainment complex every year. (Pechanga Resort & Casino 2010). In order to receiving more revenues, In 2004, a new gaming area was completed Including a new nightclub, Silk, and round bar. Silk with a capacity of 1, 600 people, and five bars inside the club. Round bar features California's largest glass structure. The new casino also has a new sports bar and restaurant, Kelsey's, and five new restaurants in the festival food. The annual expenditure of \$15. 4 million plus revenue disbursements from the Pechanga Resort and Casino to Tribal members and the charitable contributions from both the Casino and the Tribe generate additional impacts on the Temecula economy. (Pechanga Resort & Casino 2010). The impacts accrue from the re-spending of these <https://assignbuster.com/hong-kong-opened-disneyland-tourism-essay/>

direct effect dollars. The expenditure impacts generate multiplier effects from re-spending by the vendors and contractors that provide goods and services to the Casino, and from household spending by Casino workers and tribal members. Output is the value of the industry's or the enterprise's total production. Total production from the Pechanga Casino is represented by total sales. The Casino generated nearly \$29.2 million in sales in calendar 2006. Allowing for some leakages outside the county, the direct output or dollar volume of the Casino in the county is estimated at \$25.4 million. The total dollar output impact in the local economy is estimated at \$36.6 million. (Eadington, W. R. 2004). To meet the final demand for goods and services generated by the Casino and its workers, the local economy produces this much output. The indirect effect is \$52.9 million. This is the amount of sales that are generated by local vendors in the economy that must meet the good and service demands of the Casino. The induced effect is \$58.5 million. The induced effect is the total sales that occur due to the re-spending by households that receive the direct labor income from the Casino in the form of wages and salaries. The output multiplier is 1.44 implying that for every direct dollar of output by the Casino, and additional 44 cents in the economy is created. (Martin, Joel. 2006)Pechanga Resort & Casino Hotel is also the largest employer of Temecula Valley, employing about 7,500 people. It helped to relief the employment pressure of Temecula during that special financial year. Shape by the values of strength, wisdom, longevity, and determination the Pechanga Resort & Casino people take the commitment to help people become self-sufficient ideal, Especially children, needy families, as well as those living with the least resources. In the past 15 years, Pechanga has donated millions of dollars to help to meet our social needs.

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Although Temecula is a small town of southern California, it become more and more diverse and multicultural in recent years, in 2010, the United States Census reported that The racial makeup of Temecula was 70, 880 (70. 8%), Caucasian, African American, 1, 079 (1. 1%), Native American, 9, 765 (9. 8%) Asian, 368 (0. 4%), Pacific Islander, 7, 928 (7. 9%other races) 4, 132 (4. 1%) and 5, 945 (5. 9%) from two or more races. Hispanic or Latino of any race is 24, 727 people (24. 7%). (United States Census, 2010). As this kind of situation, the visitors can experience the local lifestyle and interact with them to feel the cultural exchange. With the rapid development of technology, people use Facebook, tweeter and blog to share the traveling experience of theirs. Some of the resorts have successfully make use of these information as the customer feedback, enabling them to find the customer needs and marketing trends and strategies for the improvement and development of new resort products. There are 19, 099 housing units at an average density of 727. 4 per square mile (280. 8/km²) in 2000. While In 2010, there were 34, 004 housing units at an average density of 1, 127. 2 per square mile (435. 2/km²). (United States Census, 2010). This kind of increasing do shows the impact on society that the Pechanga Resort & Casino brings to the local. Furthermore, a number of Tribal Nations and local government have negotiated ‘ fair-share’ financial transfer agreements to cover the additional cost of greater law enforcement and fire protection needs, traffic mitigation and road maintenance, water and sewage extension and maintenance, augmented social services (including family health care), open space conservation and the added cost to infrastructure extension. This is due to the Pechanga Band of Luiseño Indians do not pay taxes to the city of Temecula except for a portion of the City of hotel bed tax, otherwise

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known as the Transient Occupancy Tax. (Caitlin C. 2003). As a matter of California law, the responsibility for conducting a detailed evaluation of environmental impacts of any project typically rests with the project sponsor. The California Environmental Quality Act (CEQA) requires that a project sponsor prepare an Environmental Impact Report (EIR) that describes in great detail the impacts of a proposed project. The purpose of the EIR is to provide the public with detailed and comprehensive information so that an informed determination can be made regarding whether to allow the project to proceed.(Caitlin C. 2003). EIR is for a project of the magnitude of the casino commonly take months to years to prepare. Teams of technical consultants normally are retained to provide the public with detailed descriptions of existing conditions and of the expected impacts of the project on the immediate and surrounding area. However, Indian tribes that develop projects like Pechanga Resort & Casino on " Trust Lands" (i. e.: lands belonging to tribes that are officially recognized by the federal government) are exempted from preparing an EIR. Due to the nature of the proposed building site and the scale of Indian casinos constructed elsewhere, certain impacts of the casino can be predicted with a fair degree of certainty. Impacts would result from the casino buildings themselves, and also from the many associated structures that have been mentioned by the tribe: housing, offices, a hotel, a cultural center, entertainment venues, a golf course, extensive landscaping, and thousands of parking spaces. Off-site impacts can be expected as well, largely associated with traffic and road widening. (Marc H; Wendy E; Caitlin C 2003)One of the most important impacts that Pechanga Resort & Casino brings to be consider in regard to this type of development is the cumulative, or growth-inducing impact.

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Because of its scale, the Pechanga Resort & Casino requires improvements in infrastructure, such as road capacity, in order to prevent serious deterioration of traffic flow and public safety. Luiseño Indians Tribal representatives have estimated that an additional 6, 000 – 12, 000 vehicle trips would be generated per day. In addition, it would attract other businesses to capitalize on the customer traffic that it would generate. Restaurants, fast food concessions, motels and other such businesses would be attracted to take advantage of the pool of customers that are drawn initially to the casino.(Marc H 2003)Pechanga Resort & Casino use deep wells for water supply, this could lead to ground subsidence which in turn could affect all surface and subsurface hydrology in the area. Groundwater pumping could also allow salt water to reach local water wells. Large paved and impermeable areas would compact the soil and alter the complex patterns of surface flows that sustain wetlands in the area. Such changes would prevent rainwater infiltration and route water off the site.(Marc H 2003)These alterations would likely de-water and destroy some existing seasonal wetlands and hinder active wetland restoration projects, such as the work in the Temecula Land Trust's North Parcel. In the long term, disrupting water flows would impede water supply for future wetland restoration in the area, and could lead to flooding of this region. Traffic increases would be another major impact from Pechanga Resort & Casino of the proposed development that needs further study. The tribe has stated that the proposed development will add thousands of vehicle trips per day to already congested roads approaching the site. (Ning ze-qun. 2002) The authors are not traffic experts. However, studies of existing casinos suggest that even aggressive transit or shuttle programs do not reduce casino-

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related single-vehicle trips; casino traffic normally peaks at the same times as existing traffic; and casino related traffic is significantly more accident-prone than normal traffic. (Marc H; Wendy E; Caitlin C. 2003). The great increase in traffic can be expected to cause increased road noise at all times of day and night, substantial increases in air and water pollution in what is now a rural, relatively unpolluted area, and substantially increased paved area, because of road widening on all approach roads and many acres of parking and roads on site. The impacts of widening the roads approaching the site would be exacerbated because much of the surrounding area is wetland at or below sea level, or is restorable to wetland. (Lallu Akso 2009)The products resort offer should be healthy, in order to meet the purpose of relaxation and entertainment needed by the tourists. Therefore the quality of service should be at higher level, you must meet the individual needs of the guests, to provide personalized service for guests. In varieties of food of the diet should be decided according to guests age, physical condition, labor intensity, eating habits, consumption standards with food requirements, design, science, catering personalized to meet the nutritional needs of different guests, and the promotion of health. (Ellen · T· Starz. 1997) In recreation and sports, the first response to the the guests should be take physical health body measurement evaluation and work out an appropriate exercise prescription based on the actual situation of the guests. Establish personal health records for the guests, the guests specific sports guidance so that guests could have a personal and private care physicians to meet the health requirements. (Tang Tian-yu . 2000). In the meantime, besides providing personalized service for guests , the resort also should fully understand and respect the basic needs of the guests, prominent in the <https://assignbuster.com/hong-kong-opened-disneyland-tourism-essay/>

service to humanity. Fully understand the strong desire of the back to nature of the guests , to create the conditions for the resort project offers a return to nature and full of humanity flavored holiday services, stressed the relevance, flexibility, and do not rule out providing exceptional service for individual guests, special services and psychological needs. (Tang Tian-yu . 2000)Furthermore, the protection of the ecological environment has become a trend, an unstoppable trend. The green concept requires resort choose a superior geographic location, at the same time, also requires maintaining and improving of its surrounding environment t, cannot shirk its responsibility. (Bradley Aidan. 2003). The life of the tourism lies on the protection of resources and the environment, the resort as an important link in the chain of tourism industry, can only through the creation of Green Resort to support the continued development of the tourism industry, (Wu Zheng-ping. 1998) thus a sustainable development. Both establish a good image of the enterprises concerned about the environment, also the efficient use of resources to reduce costs, this is beneficial to the guests, conducive to business, beneficial to society, the only way for sustainable development. The barrier-free environment design has become the " mainstream" environmental construction of the international community today, it is a manifestation of spiritual civilization and material. (Li Xiao-li. 2001) To establish a full range of barrier-free environment in the resort, in both of operation, management and service, not only to meet the requirements of the elderly, the disabled, women and children, so that they can have the opportunity to participate in the numbers of activities in the resort being organized, but also at the same time reflects the " people-oriented" business philosophy.