

Singapore is a regional travel destination tourism essay

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The point which significantly attract tourists in nearby countries is that they opened such integrated resorts. Resort World Genting, Saigon Casino, Disneyland park, Venetian Macau. People travel to those destinations and stay long time at integrated resorts especially they spend money in casino that is popular to Singapore tourists. Every year unaccountable tourists from China, southeast Asia go those integrated resorts to gamble, stay hotels, shop, entertain there, directly spend amounts as to contribute to economy. So that Singapore considered the plan of opening 2 integrated resorts with casino and finally approved it. Because that could bring other affects: it as newly injected energy of playing the roles of meet people's business needs, such as providing more hotels, MICE facilities and supports; fill the market as travel at theme park, shopping, gambling, relaxing, dining, healthcare... etc. It could attract more global tourists come and consume, drive GDP up, and improve the state image so as the top mark of state. It also boosts the real estate and construction sectors, entire tourism industry, able to attract huge direct investment as US\$ 7. 1billion (US\$ 3. 5billion of MBS, US\$ 3. 6billion of RWS), create over 35, 000 jobs directly, beside, more other tourism jobs would be created. Two integrated resorts in Singapore already have been operating for 3 years, obviously it brought some impacts both positively and negatively, impacting on such aspects respectively like economy, environment, society, technology, legislation and so on. Two IRs have greatly contributed to the economic sector: when IRs opened in 2010, annual tourists arrival was a high record of 11. 6 mil in 2010.(Channel News Asia, 2010). Now daily an average of 25, 000 visitors go to MBS casino, with a third comprising of locals (Thousands flock to gamble at Integrated Resorts

- Channel News Asia, 3 Feb 2011). The tourism receipts (TR) of Singapore in 2010 ranked in S\$18. 8 billion as the highest in 10 years, as a 49% increase from 2009 exceeding previous forecasts of S\$17. 5-18. 5 billion (Singapore's 2010 tourism receipts hit an 10-year high - ChannelNewsAsia, 10 Feb 2011). Overall, the two IRs contributed approximately \$3. 7 billion to Singapore's GDP in the first nine months of 2010, or 1. 7 per cent, towards Singapore's nominal gross domestic product (GDP).(IRs injected higher than expected \$3. 7b; Contribution puts them well on track to hit \$5. 4b target by 2015 - Straits Times, 18 Feb 2011). IRs have greatly contributed to economic growth by hugely attracting tourists, and service, hotel sectors also enjoyed great business from IR boom. By February 2012, it contributed 1 to 1. 5 per cent to Singapore's GDP (Govt reviewing IR rules - Straits Times, 27 February 2012). Government promised that 20, 000 jobs could be provided directly by IRs, and another 40, 000 jobs created by its related business as totally 60, 000 jobs. With the 35, 000 jobs for Singaporean. However actually until Nov 2012, two IRs directly employed more than 22, 000 staffs as 70% are locals. MBS hires over 9, 400 full time employees, of which 60% are Singaporeans. RWS employs over 13, 000 staff, and around 75% are Singaporeans. So that about 22, 400 employees directly employed by the 2 IRs, about 15, 390 (69%) are Singaporeans. But another 19, 610 (35, 000 - 15, 390) jobs which previously government has promised are missing.(TODAY, 10th Nov 2012)A large group of foreign workers who are most under the low skills, without high educating certificate, they often cause the social pressure and disturb the locals on normal life. These injected large quantity of workers during short period of

time has occupied the public resources which Singapore is originally lack. Everyday mess workers take metro, buses and other public transportations that is causing the traffic pressure and crowd. Some of them behaving unacceptably like illegal gathering, gambling, trading illegally and so on, make the uncomfortable to society. The mess demand of them on natural resources such as electricity, clean water, has burdened the production of those resources. The cost of foods, energy have followed increased rapidly. Beside that many of locals salary not obviously increased, it pressed the living cost for both locals and foreign workers. The property market is still raising since the huge foreign workers were imported especially boomed after the opening of 2 IRs, both private property for leasing and selling are quickly increased, much faster than the ratio of salary increase, made the pressure to locals housing demands, the living standards were ever decreased and the cash got tightened. Those coming developments on tourism has accelerated the setting new advanced infer-structures and technological installation. For example since 2010, many of hotels and attractions, airlines has designed their online ticketing, service system, both for web and mobile devices as application developed to suit the IOS/Android smart phones and tablets; also in 2010, tel-communicators (Singtel, M1, Starhub) upgraded its new generation of 4G internet hot pots, getting more fast and stable internet transmission speed. SIA also introduced the currently most advanced super commercial jets in Oct 2007 for refreshing the brand image.(Airbus A380 Superjumbo Airliner, 2011) These years with the massive use of advanced technology, its cost was divided and customers could pay less for use. Both IRs are complex, massively need a plenty of energy,

natural resources to operating, it strongly generating huge heats, sewage, wastes, pollution, noises, carbon emission which those activities are not so environment-friendly. However there are some green facilities applied such as solar panel, water renew system, that made their own contribution on the offsets of energy and natural resources demands that is likely cause pressure on environment. Genting Highlands also known as Resort World Genting is a hill integrated resort in Malaysia developed by the Genting Group. Genting highland is the piece of land on the top of mountain, entire coverage of dense jungle, 1, 800m altitude, 50km away from Kuala Lumpur at northeast. The place is cool, wet for whole year, unlike the feature in tropic area, average temperature at genting is around 15°C. It's the most ideal place for opening tourism attractions and being unique brand in country even over whole region, and all Malaysians desire enjoying at this kind of place. Government originally would develop this place to support tourism and construction industry, however as to build the road from the foot of hill to summit, it required more than 10 years construction with extremely unaccountable investment, government had to shelved the plan. Genting Highlands Berhad which is a private company alone developed the Genting Highland in 1965, introduced the concept integrated resort to Malaysia. Genting Highlands included hotels, theme parks, entertainment rides, shopping malls, restaurants and casinos. It attracts all-age people over entire country and region because most of Malaysians are seeking a cooling place for holidays, entertainments, it's unique to earn substantial revenues. It greatly contributes to economy and positively directed by policies. After the 1960 s the economy grew rapidly and steadily, people's income

increased, the First Malaysia Plan (1966-1970) was carried out, construction industry accelerated, hotels, more infrastructure built. Although it didn't provide significant policies towards to tourism, but tourism initially developed. Embarking on the strategy to develop rural areas and provide diversity in national economy, tourism industry drastically become as the second most important sector after petroleum. In 1970, government implemented the Malaysia New Economic Policy (NEP). It's aimed to encourage Bumiputera (Malay community) involvement in the tourism sector through economic and business activities (Din, 1982), and was realized by the Malaysia Tourism Promotion Board (MTPB). With the Second Malaysia Plan (1971-1971) especially after the Pacific Asian Travel Associations (PATA) conference in 1972, some impacts were made on tourism. The federal government proposed strategies to encourage tourism development as follows: To propose more destinations and tourism infrastructure in every state to encourage more interstate tourists; To develop more tourist destinations and tourism infrastructures along the main road for domestic and foreign tourists; The development for tourist destinations and infrastructures will focus on the Northern and Southern Peninsular Malaysia. (Government of Malaysia, 1971) Various hotels and hospitality properties was constructed during the Second Malaysia Plan, it stimulated the demand of tourism resources, especially to develop tourism destinations, build and open more, attractions, recreation facilities. Government would develop and prosper Genting as remote area, and tighten the small, dispersive illegal gambling activities and hasten tourism with attracting huge foreign exchange, the Genting Highlands project was supported with the capital

allowance as RM900, 000 and the casino license. Genting was granted a 6 years pioneer status with effect from 8 May 1971 which Genting was free of tax as 40% during the period, so Genting was enable their mega constructions(hotels, theme parks, water supplier plant, electricity generating plants... etc) to increase provability no to be early losses. The nearby towns, areas are prospered, every year over 10 million tourists travel to Genting, it has pushed the tourism in Malaysia. The massive projects also employed a large number of workers, well rose the employment rates, and maintained the employment during economic depression. Advanced infer-structures built in Genting highland and nearby places, local living standard went up quickly, society was developed. The newest technologies like skyway which is still the longest in South East Asia, and automatic system, computer controlling, inspecting system applied widely at entertaining facilities in hotel, casino, theme parks respectively. The high speed tele-communicating network also covered over hilltop.. Some water renewing plants, wastes collection centers were built near highland, the large area around the mountain were blocked as national reserve, wild animals like tigers, species which were endangered, trees, plant coverage were protected, the beautiful and unique environment and ecology are maintaining the naturally sustainability, to ensure the maintenance of the natural beauty of the rain forest of the region. Two casinos are operating at Genting Highlands. Casino de Genting is owned by Resorts World Bhd which is the subsidiary company of Genting Bhd under the leisure and hospitality division. Basically it manages everything at Genting Highlands except First World Hotel and First World Plaza, which are under First World Hotel & Resort

Sdn Bhd, as other branch of Genting Bhd. Casino de Genting was first opened in 1971, now spread over three hotels throughout the Genting Highlands Resort. It offers 426 game tables and 3, 140 slot machines and video terminal gaming machines in over 200, 000 square feet of gambling space, applied latest gambling technology such as electronic table games, cashless gaming systems for its slot machines (The Genting History, 2010). Casino de Genting is split into a number of themed sections, offering a range of settings from the glitz and glamour of Hollywood to the opulence of luxury gaming at the Casino de Monte Carlo. The exclusive International and VIP Room provides a platform for high stakes gambling and is available solely to selected Genting WorldCard members and invited guests. In 2004, Starworld was started operation, it is inside the First World Hotel and owned by First World Hotel & Resort Sdn Bhd. It renovated differently with Casino de Genting. These are only legal casinos in Malaysia and it has been maintaining the high revenues earning and fast growth. 19. 5 million visitors in 2009, 19. 9 million in 2010, over 20 million in 2011 including local and foreigners, 55% of its guests are Malaysian families, they usually spend their weekends and holidays staying and gambling. Over half of foreign guests are from great China, 20% are Singaporeans cheaply traveled through travel agencies, but recently since the open of 2 casinos in Singapore, the number is decreasing.(Genting Malaysia Berhad Annual Report 2009)Totally gamble sector usually contributes 44% of total revenue of Genting Highlands, such as RM3 billion or 2% of total tax revenue (RM158. 6 billion) in 2009. (Gambling tax for anti-gambling drive, 2012). However muslim (mainly Malay) is not allowed to gamble in Malaysia. (Rabaah Tudin , Woon Chan Yei,

FACTORS INFLUENCING INDIVIDUALS' GAMBLING BEHAVIOR: A CASE STUDY IN MALAYSIA)Recent years many new casinos has opened near Malaysia like Saigon Casino, Venetian Macau, and RWS, MBS in Singapore. They all are new theme venue and being popular over the region, it has affected the leading position of Genting Highlands. People now have more choices to come not limited to Genting Highlands. Genting is still insisting the mountain summit with cooling air theme as the consistent unique selling point, still being attractive for tourists. The concatenate membership Genting WorldCard which are over 3.3 million holders that are passable for all Genting casino venues over the world, with the attractive points accelerating program, it's still maintaining competitiveness.(Genting Highlands, Casinos & Resorts). Another special element of RWG is hotels. Originally it was decided to build the hotel with dozen of room, just for people's mountain holiday. However unexpectedly the gamble license was approved, hotel project was increased to 200 rooms. Later enlarged hotel developments until now 6 hotels were built with over 9,000 rooms. Currently 6 hotel properties at Genting Highlands Resort comprising : Maxims Genting Hotel, Highlands Hotel, Resort Hotel, Theme Park Hotel, First World Hotel at hilltop and Awana Genting Highlands, Golf & Country Resort. Theme Park Hotel: the first hotel built at Genting Highlands in 1971. It has standard, deluxe, double deluxe totally 280 rooms, offers acceptable price as RM 240 per night on average.(3 stars)Maxims Genting Hotel: is a premier hotel with 244 suites. Along with Resort Hotel and Highlands Hotel, Casino de Genting is housed. It was unable to cope with the immense volume of visitors. The top floor houses the Maxims Club, whose very exclusivity is reflected in the

membership which is by invitation only. Price is RM400 per night on average. (5 stars)The Highlands Hotel boasts over 795 exquisite rooms with 86 exclusive luxurious suites at Club Elite. Bookings are open to casino guests, WorldCard (Silver & above) members only.(5 stars)Resort Hotel is a large hotel with 838 standard and deluxe rooms, the 4th hotel built at RWG. It has fulfilled the much increased tourist demand in the 1990s.(3 stars)First World Hotel is a 3-star hotel with a total of 6, 118-rooms and the fourth largest hotel in the world by rooms. Consisting of Tower 1 and Tower 2 with 1, 669-standard rooms, 3, 307-deluxe rooms, 69-deluxe triple rooms, 493-superior deluxe rooms♦♦136-world card rooms. The hotel is managed by First World Hotel&Resort Sdn Berhad. Price is RM300 per night on average.(3 stars)Awana Genting Highlands, Golf&Country Resort is positioned on a hillside, nestled in lush tropical surroundings. Genting City is about 15 minutes drive away. It has 493 well equipped rooms with a considerable range of amenities., suitable for meetings events holding. It offers an 18-hole award winning golf course with stunning green views. Price is RM400 per night on average.(4 stars)There are 2 theme parks in RWG, one is Genting Outdoor Theme Park with cool mountain air makes it an exhilarating experience to enjoy the many rides at the Outdoor Theme Park. It♦♦s been a main attraction at RWG. It makes more fun for people, most attract young people and children come, so that families would come accompanying their children, the staying period could be stretched. During that time those families could gamble, shopping, dinning, all activities will spend money to RWG. However it has to be closing for some facilities regularly for weekly or monthly maintenance. The pricing is quite competitive and could attach with

other attractions at RWG, also together with room stay as the travel package. Over 20 years since its operation, it is still keeping successfully. Another one is First World Indoor Theme Park, built inside the First World Plaza, installed complicated indoor entertainment spots, connecting with outdoor theme park by sky-train. It is also focusing on children while their families are walking inside the First World Plaza for dining or shopping, and has made the shopping mall revealing more fantastic. There is a water park operating inside the First World Plaza, which is a large water entertaining theme park, is amazing while it is at hilltop with memorable experience for players. Retail shops are housing almost everywhere in RWG. Galleries at each hotel are full of shops, especially the First World Plaza. It is a 500, 000-square-foot (46, 000 m²) plaza below First World Hotel, housing shopping malls, arcades, food outlets, Starworld Casino, and the Genting Indoor Theme Park. It has a mini stage for weekly performances (such as magic and music shows) at Time Squares, surrounded by a replica of the Statue of Liberty and an Oscar statue. Other attractions include the Watersplash Pool (an indoor water theme park for children), Genting Sky Venture (Asia's first free fall simulator) and a Cineplex. Walking around each area of retailing place that need spend much time to visitors, potentially stimulate the consumption of them, with the substantial rental fee from shop owners that revenue directly goes to the RWG. Those mega complexes house unaccountable F&B outlets, all types that fulfill guests. Fast food chain restaurants, cafes, buffets, fine dining restaurants with all diversity of foods such as Chinese, Western, snacks and so on. M spa & Fitness is a major SPA and health caring outlet, it provides all range of

basic treatments, with the extremely warm welcome, also has all facilities. It offers the European style including traditional treatments such as Hydro Bath, Oxy Spa, Massage, Head, Neck & Shoulder Therapy, Facial Treatments, Skin & Body Treatments, Spa Manicure & Spa Pedicure. Peda Springs SPA is another main SPA at First World Plaza, it is family SPA mainly provides with Thai style, diverse range of sheer relaxation options in this 14, 800sf hub. Complete with 1 Signature floating villa, 4 VIP Spa Suites, 23 treatment beds, Thai massage rooms, hot spring pools, infra thermal room, aroma steam room, a tranquil lake-view terrace, it also has a relaxation & movie lounge that is equipped with private internet access facilities, offering traditional treatments with the new technologies applied. They are the contemporary SPA, they attract families or tourists for deeply experience the highland holiday through the way as fully body caring, perceiving the real cool climate as unique element at Genting Highlands. Together with convention business, these sectors contribute over half of total revenue of RWG. There are several meeting room including all size at RWG. Genting International Convention Centre is the largest convention center in the country, which covers an area of more than 150, 000 square feet. It built with high-tech features to accommodate corporate events of any type, be it a major meeting, incentive workshop and seminar, or company convention and exhibition. Inside are a The Grand Ballroom which the capacity is 4, 000 pax, Convention Halls is for 1, 200 pax capacity, 18 combinable meeting rooms totally for 500 pax capacity. They offers the package for business groups, government, our privately offers to individual group. It offers a quiet big revenue contributor, arranges the business leisures like golf, jungle travel and others onto MICE

packages. These large complicated mega complexes has entirely driven the business for whole RWG. Recent years RWG was growing stably because RWG did actions more focusing on driving business volume, and increase average spend per visitor. Revenue in 2011 was remarkably grew by 7% to RM 5, 418million. And the Adjusted EBITDA (Earnings Before Interest Taxes Depreciation and Amortization) of RWG in 2011 was RM2, 106 million as 39% of revenue, 6% increase of 2010. It maintains margin consistent, and well manages operational cost efficiencies. It's been opening for 40 years, that's long time for integrated resort business. During these years, lot of competitors were opened while they all applied new generation of technologies and new infer-structures were built, the RWG has revealed more eld. However luckily it's the only legal casino in Malaysia with the most geographically unique highland that there is even no others like Genting Highland in the region. In order to be continuously winning in the competition, it has to well renovate the operation like adding more fun rides, more importantly inviting various events and being a sponsor and official partner for events such as The Premier League, so that RWG is still possessing marketing advantages and continuously increased revenue and profit margin, that was good result in strongly competitive IR market as only below the new development of 2 IRs in Singapore. For the coming 2years future , RWG could still insist the casino business which is the only gambling choice in entire Malaysia, and attract more business for MICE sector, and invite more series of events regularly, renew and install, update the fun rides inside theme parks for not being outdated. Those events and

MICE stimulating strategy will lead RWG maintaining unique mountain
Integrated Resort in world.