

# Negative social and cultural impacts tourism essay



**ASSIGN  
BUSTER**

The Miss Universe Pageant has been held every year since 1952. It allows 83 girls each representing their country to compete in what they say where the most beautiful women in the world vie for the crown as the Miss Universe.

The Miss Universe Pageant has been under the Miss Universe Organization in which are Donald J. Trump and NBC Universal joint venture. Utilizing its nationwide grass roots infrastructure, the Miss Universe Organization is committed to increasing HIV/AIDS awareness and increasing awareness of breast and ovarian cancers. By forging relationships with organizations committed to research and education such as the Latino Commission on AIDS, Susan G. Komen for the cure and Gilda's Club, the women who champion these causes during their reign are armed to impact women (©2010 Miss Universe, 2010)

In this year's Miss Universe, the event was held Live at Mandalay Bay Events Center at Mandalay Bay Resort & Casino last August 23, 2010. In this year, they chose Las Vegas, citing that Las Vegas is the most exciting entertainment destination in the world, a vibrant showcase for the extraordinary (©2010 Miss Universe, 2010)

Las Vegas is a very open city. You could see casinos, hotels, resorts, and a whole lot of entertaining things that will cater well with any tourist's needs. So, with the Miss Universe Pageant being staged in Las Vegas, more and more people will come and visit the city. Especially during the Pageant, more people went to Las Vegas to cheer for their candidates, in which case there is a lot of foreign guests cheering for their country's representative. Over these past few years, Miss Universe has always been a successful event. It is

the most watched program during its airing on television. (Busch & McCutcheon, 2010)

The panel of judge includes: Cris Angel (illusionist and mystifier), William Baldwin (actor, producer and writer), Sheila E. (world-renowned percussionist and drummer), Tamron Hall (anchor of “ NBC Live”, Niki Taylor (International Supermodel), Jane Seymour (winner of multiple Emmys and Golden Globes), Chynna Phillips (American singer and actress), Evan Lysacek (Olympic Gold Medalist and 2009 Figure Skating Champion) and Chazz Palminteri (Oscar nominated actor and director best known for his work in A Bronx Tale)

This year it was Miss Mexico Ximena Navarrete who won the title of Miss Universe 2010. She was chosen by the star-studded panel of judge to wear the crown of each and every woman dreams to have. Introducing Ximena, she is the type of woman who loves riding motorcycle, enjoy the loving beauty of nature, boating, cycling and have a quality time with her family and friends.

## **Positive and Negative Social and Cultural Impacts of the Miss Universe Pageant 2010**

### **Positive Impacts:**

There will be an increase on the tourism department of Las Vegas since a lot of people would come to cheer for the representative of their home countries. This means, most of them came from overseas just to witness the live event. This also means, more hotel reservations, increased sales for the stores and restaurants in the city.

For the male population, they may enjoy seeing a lot of beautiful girls participating in the event. While for the girls, a childhood fantasy may reawaken as they see beautiful girls clad in beautiful gowns each representing their country.

With Las Vegas as the venue for the event, the pageant show featured in lots of scenic places and tourist attractions in Las Vegas, thus giving it a free advertisement. And since the Miss Universe Pageant was being shown live all over the world, it has become a huge deal for Las Vegas to show the whole world why they are chosen as the host city. With these free advertisements, LAS Vegas is expected to have higher tourist visitors after the Miss Universe Pageant

### **Negative Impacts:**

Huge amount of media personnel. This huge event is being watched all over the world, which means each country that is participating in the Miss Universe Pageant sent some of their news teams to cover the event. This means that there are media personnel from 83 different countries. That's a huge amount of media people to be in the city of Las Vegas. Adding the normal tourists that visit the city and these media people, the city of Las Vegas will be a very congested area during the days that Miss Universe Pageant is being held.

Security is the number one priority in all major events. ANd Miss Universe Pageant is a huge event involving 83 girls representing their country plus their own contingecy. These huge number of people needs to be protected at all cost, so the organizers must hire at least hire tons of security personnel,

bouncers, and bodyguards to protect the delegates during their stay in the host country.

Crime rates might go up during the pageant. Since a lot of people from all over the world are in Las Vegas to show support to their delegates, people who have a bad mind in them would think of it as a profitable season. Thefts, pickpockets, robbery, all these things might happen to an unknowing visitor.

### **Ways on how to minimize the negative impacts on the Miss Universe Pageant 2010**

The organizers should deal with the news team that each country would send months before the said event. They must coordinate with each news team to better control how many news delegates would be sent and where can they stay during the course of the pageant. They must also be briefed on when, where, what to do during their stay in the city. Mutual agreement from the media and of the organizers can help everyone have a smooth flow in making the event a success.

They must hire more and more security personnel to cover all areas. The hotel, the delegates, the Pageant venue, the places where the delegates would visit. Everything should be covered so as to secure the candidates and their supporters that everything is being taken care of.

Have all police force roam the city and make sure that petty thefts, pickpockets and robberies from tourists wouldn't go unnoticed.

Visitors / Tourists must also understand that they are visiting the city of Las Vegas during a very eventful time, so they must understand that their

belongings, passports, everything must be properly secured and important documents or money or jewelry must always be with them.

## **AUDI Fashion Festival 2010 – Singapore**

Audi Fashion Festival returns for its second installment at the Ngee Ann City Civic Plaza, with an even bigger and more exciting line-up. Kicking off the five-day festival on April 28 is what promises to be a high-octane opening show by DSquared<sup>2</sup>, a label known for its intelligent mix of irreverent Canadian wit and refined Italian tailoring, which has given life to a unique concept of alternative luxury. Guests will be treated to a presentation of DSquared<sup>2</sup>'s Autumn/Winter 2010 collection in the presence of the brand's founders and creative geniuses, Dean and Dan Caten. (AFF, 2010)

Leading the fashion festival is Supermodel Camen Kass while Roberto Cavalli's Autumn/Winter 2010 collection will close the show. One of the major stars that will grace the show is Korean Supermodel, TV Personality and host of the popular Korean reality show "I am a Model", Song Kyunga. She will be the star model of the Marchesa show, which is presented by Samsung (AFF, 2010) The Audi Fashion Festival Singapore, which runs for five days, has a range of high-profile events which are highly exclusive and by-invite only, but also has ticketed events which allow paying visitors access to catwalk shows, red carpet cocktail parties and even offers passes to the chic after-parties held at the glitziest clubs around bustling cosmopolitan Orchard Road. (YourSingapore, 2010)

## **Major Stakeholders:**

### **1. Host City — Orchard Road**

The host city is in the position to boost the image of the city . Orchard Road is a vibrant city with its shopping malls, restaurants, boutiques. It is a very good place since Orchard Road is known as a fashion hub to young fashionistas and a lot of tourists are familiar with Orchard Road because of its endless array of fashionable wears and accessories.

### **2. Host Organization — Singapore Tourism Board, YourSingapore**

Since the show is attracting a lot of the top fashion designers from around the world, it is inevitable that aside from fashion forward locals, more tourists get to enjoy these kind of events. Since its a five day event, tourists get to see a lot of these fashion shows even by looking at the wide screen that is propped up outside the tent.

### **3. Volunteers, Models, and the Participating designers**

To have a successful show, you have to have your participants. The designers, models, their crew, and their fashion ideas make up the show. Without them, there will be no fashion show at all. But to further help the visiting fashion designers, they have to have some volunteers to give them some extra hand in making the fashion show work.

### **4. Sponsors**

In any event, it is crucial to have some sponsors to further uplift or ante the upcoming event. If there is a lot of sponsors participating or helping the said event, chances are, there will be more funds to better show an exciting

event. This will also help boost the event's morale, because if there are a lot of sponsors signing up for the event, it means that these sponsors are putting their trust in you. In the Audi fashion festival 2010, there are a lot sponsors for the said event, namely:

Title Sponsor - Audi

Official Card - MasterCard

Official Charity Partner - Celton

Official Mobile Phone - Samsung Mobile

Official Jeweler - Tiffany & Co.

Event Organiser - Mercury Marketing & Communications

Official Home Appliances - Bosch

Official Logistics Provider - Agility Fairs & Events Logistics

Official Light Sparkling Beverage - Coca-Cola Light

Official Champagne - Laurent Perrier

Official Makeup - M. A. C Cosmetics

Official Hair - Redken

Official Wine - Rosemount Wines

Official Airline - Singapore Airlines



Preferred Artisan Chocolate Partner — Jewels Artisan Chocolate

Official Garment Care Partner — NOVITA, the Lifestyle Makers

Partner — Yew Lee Metal Works

Partner — Carrie Models International

## **Potential Risk in Audi Fashion Festival**

In any huge event, security is the number one priority, especially in the Audi fashion festival, there are a lot of high profile celebrities, socialites, personalities, models, and the top fashion designers from around the world are attending and participating in this said event. So, the security team must be well equipped in handling crazy fans, uninvited guests, possible commotion since the fashion show is an outdoor show.

Since it is an outdoor fashion show, the weather plays a huge part in this event to be successful. The event organizers must be prepared in the event that it will unexpectedly rains or if there are strong winds despite the sunny outdoor.

And since this is an outdoor and major event, there will be lots of wires and sound systems and lightings to give the fashion show its dramatic performance. And with it being done in the middle of Orchard Road, itself a busy metropolis, there might be some minor injuries when it comes to loitered wires and equipments. Noise pollution can also be an added factor since it will use a huge sound system to get that dramatic feel when the show starts

Since it is a done outdoors, there is a potential that after the event, there will be a lot of litter from the fashion show, or from the attendees, participants, volunteers or those audiences watching the big screen. There will be a lot of trash that might tarnish the clean city the Singapore is trying to portray

## **Risk Control Strategies**

Make sure that the event organizers hire well trained and has a well equipped security systems and personnel because the attendees of these major event are not your ordinary citizens. They are the fashion designers, the socialites, well known celebrities and even rich conglomerates. They must secure the event area and its surroundings to make sure that it is safe. One thing is that they must also help in the crowd control like protecting some celebrities from fanboys or fangirls, and from gate crashers.

The event organizers must be prepared in everything since they themselves have decided to make the event in the middle of Orchard Road. so they must be readily equipped in possible interference from Mother Nature

The electric personnel, DJs, and stylists, must secure their equipments. They must make sure that their things are properly placed so as not to disturb or trip any unknowing passerby with their wires and big sound systems

Since it is a major event that has attracted both tourists and locals, the Tourism board and Organizers must be ready in that aftermath of the fashion event. They must make sure that they have clean the area that they used for the event. They chose to do the event in a public place, so they must clean their surroundings and the event area even after the show ended.