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Attractions in Resorts World Sentosa. A review of its impact on consumer experiential marketing

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GRIN Verlag Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 211x151x4 mm. Neuware - Essay from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, Griffith University, course: Master of Marketing, language: English, abstract: This essay describes the Resorts World at Sentosa, Singapore, and how the elements within the destinations's environment serve as a primary motivation for tourist visits, and are likely to have an impact on their perception. They can be categorised under the natural, built, cultural and social associations with Resort World. This is an integrated resort in development stages on the island of Sentosa, off the southern coast of Singapore. It will become one of the world's most exciting family destinations. According to Resorts World Sentosa, it is a collection of resorts worth S$6.59 billion (US$4.2 billion), which is developed by Genting International. It was opened in early 2010. The resort occupies over 49 hectares on Santosa and emploies more than 10,000 people directly. 12 pp. Englisch.

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