

ABSTRACT

Project Code : ABTC/ATR/00001
Project Title : ASEAN Image Positioning: The Case Study of Singapore
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International tourism is the world's largest export earner and an important factor in the balance payments of countries around the world. In 2005, over half of the total number of international tourist arrivals (441.5 millions) and over half of the total amount of international tourism receipts (US\$348.2 billion) were mainly shared among European countries. The research problem of this study concerns ways to help ASEAN countries compete for market share with those European countries. One of the possible ways is to position image of ASEAN destinations to the changing needs and demand of tourists. This study focuses particularly on Singapore tourism as part of several studies for image positioning for all ASEAN country members. It analyzed Singapore tourism in terms of its plan and strategies as well as strengths, weaknesses, opportunities and threats. The study also recommend a theme and tourist attractions for positioning Singapore tourism.

This study used both secondary data and primary data. For primary data, the study employed a focus-group interview with participants from two key tourism organizations; Singapore Tourism Board (STB) and National Association of Travel Agents Singapore (NATAS). The results reveal that Singapore has a very clear aim to be the leading tourism destination in MICE, leisure and healthcare segments. This can be achievable through its strategic tourism units, branding strategies and strong support and incentives to the industrial partners. It was found that Singapore has many strengths and opportunities to become a leading tourism destination. However, its main weaknesses are the lack of exoticness and the service quality. The recommended theme for Singapore tourism would best emphasize its uniqueness of being multi-

cultural destination being “Uniquely Singapore: Asia in the palm of your hand”: Fifteen attractions are recommended under the above theme. These attractions have four underlying sub-themes of cultural tourism, nature-based tourism, leisure tourism and heritage tourism. The report ends with a conclusion and recommendation for future research.

Keywords: image, positioning, ASEAN tourism, Singapore tourism