

CURRENT PROBLEMS IN THE TOURISM AND HOTEL INDUSTRY TAKING THE WORLD'S TOURIST CITIES AS AN EXAMPLE

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Abstract: Chinese tourism companies are facing problems such as over-exploitation of tourism resources, severe homogeneity of tourism service products, and gradual decline in corporate competitiveness. The article aims to provide the theoretical basis and experience for Chinese tourism to go abroad and develop international operations. This article uses a combination of qualitative and quantitative analysis methods. This article analyzes Singapore's tourism investment environment in many aspects, based on the existing theories of tourism transnational management, starting from relevant research results outside China. The results demonstrate that the tourism industry in Singapore is the highest among Asian countries.

Key words: Singapore, China, current issues, management, infrastructure

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INTRODUCTION

With the further development of globalization, Chinese tourism companies must implement transnational operations, actively expand their living space, strive to achieve sustainable development, and strive to improve their management level and international competitiveness. Going abroad and participating in the competition in the international market is an active way for companies to survive. At present, there are obvious "scattered, weak, small and poor" in the operation of Chinese tourism companies. Among all tourism companies, the strongest Chinese tourism company is the Jinjiang International Hotel Group, with its total assets of 16.8 billion (Rong and Bu, 2018). The yuan renminbi, converted into US dollars, is about 2 billion US dollars. However, compared with the tourism enterprise groups in the traditional tourism countries such as the United Kingdom, the United States, and France, the strength is far behind. Among the top ten hotels in the 2011 world hotel rankings released by "HOTELS", one is from the United Kingdom, six from the United States, one from France, two from China. There are branded hotels in foreign countries, and Home Inns in China does not operate hotel brands abroad (Rong and Bu, 2018). What is worrying is that, first of all, Chinese tourism companies are not only far from the world's major tourism giants in terms of asset scale.

Secondly, there is a big gap between Chinese tourism companies and foreign countries in terms of management level, corporate governance structure, technical level, and marketing network. Only when China's tourism enterprises develop strong, can China develop into a truly powerful tourism country. On the one hand, in the increasingly fierce competition in the international market, on the other hand, we must continue to innovate and seek development, seize opportunities, and rapidly develop into a powerful tourism enterprise group (Myronov and Myronova, 2021). With the further opening of the Chinese market, European and American travel groups have taken capital, networks and brands to drive straight into the Chinese travel market and compete for the small market share of Chinese travel companies.

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Chinese travel-related companies should seize good opportunities as soon as possible. When it grows up, it is obvious that you can no longer stay behind closed doors, and must actively participate in the fierce competition with foreign companies. Therefore, for Chinese tourism companies, rather than waiting for competitors to cannibalize their own market, it is better to go out and actively participate in international market competition. Although it is difficult to go global and gain a foothold, Chinese tourism companies urgently need to exercise and grow so that they can become internationally competitive. This is of great significance (Fu, 2020).

In recent years, as China's international popularity has increased, more and more travel enthusiasts have regarded China as their only place to travel to Asia. If China wants to retain these international tourists, relying solely on the promotion of the Chinese market is far from achieving a large marketing effect. It must also use the international market as a big stage to showcase the charm of China and Chinese companies. Chinese tourism companies can use Singapore as a regional tourism hub to improve the promotion and marketing of Chinese tourism companies and even Chinese tourism products. Since ancient times, Singapore has no territorial disputes with China, and its per capita income has reached the level of developed countries, suitable for multinational investment in China's tourism industry, and there are more Chinese and overseas Chinese. Singapore is also a well-known financial center in the Asia-Pacific region, with a very mature financing and investment environment (Chancellor et al., 2021). It is China's second suitable foreign direct investment testing ground after Hong Kong. The implementation of the transnational operation strategy of Chinese enterprises is the inevitable choice to improve the transnational operation strength of China's tourism industry. International competitiveness is not only an important aspect of measuring the international status of the tourism industry, but also an important factor that promotes Chinese tourism enterprises to reach a considerable international level. Although Singapore has the inherent shortcomings of developing tourism, it can rely on acquired efforts and planning to become the world's third largest convention center and one of the world's top ten tourism centers. China has a long history of investment dealings with Singapore. At present, China's investment in Singapore has also become one of the countries with greater investment in Singapore, but it is far less than the scale of Singapore's investment in China.

Chinese tourism companies are still in their infancy in the "going out" stage. On the basis of considering the domestic market situation, the reasonable choice of partners and destinations for "going out" is particularly important. Successful "going out" cannot only have low cost but also obtain key resources. As the capacity of China's tourism market may be limited, it is an inevitable choice to actively explore foreign markets. On the one hand, it can provide new development space for tourism enterprises, and on the other hand, it can bring enterprises a larger economic scale and gradually cultivate a competitive advantage over competitors. In addition, only by "going out" to enter the unfamiliar host market, tourism companies can continuously improve their competitiveness in international competition only when they are familiar with and master the prevailing international competition rules. Therefore, the implementation of the "going out" strategy can not only help tourism companies realize their own competitive advantages, but also enable them to seek new competitive advantages in a larger space, and then become leaders in the tourism industry (Chan et al., 2020). At present, the development of Chinese tourism enterprises is facing many difficulties: excessive development of tourism resources, serious homogeneity of tourism services, fierce competition among enterprises and narrowing of profit growth space. Research on the transnational investment and operation of Chinese tourism enterprises in Southeast Asian countries can accumulate relevant information, experience, to explore new development paths for Chinese tourism companies. This article first discusses the current status of Singapore's tourism industry and the development status and level of China's outbound tourism and China's investment in Singapore with detailed data, and analyzes Singapore's tourism investment environment with a graded scoring method. Then, a detailed comparative analysis of the strengths of China's and Singapore's hotel industry is performed. Then it gives the enlightenment of Chinese tourism companies' multinational operations in Singapore. Finally, it is provided a summary of the whole article.

MATERIALS AND METHODS

This article selects Singapore as the research object, analyzes the advantages of Singapore's tourism investment environment, and studies the investment environment faced by Chinese tourism companies investing in Singapore from the perspective of Chinese tourism companies' investment in tourism projects in Singapore. It provides theoretical basis for enterprises to "go global" and provide regional cases for the transnational operation of China's tourism industry. In addition, the investment research of China and New Zealand can also provide assistance for the cooperation and exchanges between the two countries in the field of investment, promote the development of friendly cooperative relations between China and New Zealand, and also helps the two governments to formulate relevant economic strategies and policies and promotes trade between the two countries and service development, so that the two countries can benefit from each other and develop together (Kravchuk et al., 2021). The degree of international operation of an enterprise determines to a certain extent whether it has long-term development capabilities. Chinese tourism companies can try to conduct joint ventures, overseas investment, establish international strategic alliances, etc., carry out a variety of international operations, actively participate in international competition, and gradually realize international development. Therefore, the research on the transnational operation of Chinese tourism enterprises has far-reaching significance. This article uses a combination of qualitative and quantitative analysis methods (Figure 1). In the quantitative analysis, rich data are used to elaborate and analyze the investment environment of Singapore's tourism investment and China's investment in Singapore, and summarize the internal laws of tourism investment. Obtained from public data such as yearbooks and statistical reports, mainly from the Singapore Tourism Board (STB), Singapore Monetary Authority (MAS), Singapore International Enterprise Development Board, World Economic Forum, United Nations Conference on Trade and Development Database (UNCTAD), China Websites such as the Ministry of Commerce and the National Bureau of Statistics of China have collected the latest data.

The study of the investment environment of Singapore's tourism industry through the grading method, it mainly analyzes from the eight perspectives of political stability, capital withdrawal restrictions, and foreign equity restrictions. Theoretical research and countermeasure research. Based on the analysis of the basic theory of international direct investment, this article explores the path and mode of Chinese tourism companies entering Singapore. This is of great significance to the development of Chinese tourism enterprises' foreign investment and the enhancement of international competitiveness, which is also consistent with China's strategic plan to build a tourism power.

RESULTS AND DISCUSSION

The State of Singapore's Tourism Industry

Singapore's international airport is an important aviation hub in Asia, and it occupies a considerable location advantage. Changi Airport has more than 80 airlines every week, with more than 4340 flights, and convenient transportation links with 116 cities in 59 countries around the world. Since 1987, Singapore's Changi Airport has been awarded the title of "Asia's Best Airport" for more than 20 consecutive years. It has been awarded the IATA Eagle Award, the Asia-Pacific Best Airport, the World's Best International Airport, and the World's Best Airport for 80 times by internationally recognized organizations and media. The best duty-free airport, etc. 2, has first-class aviation facilities and service system (Fan et al., 2017).

Singapore attaches great importance to the development of the convention and exhibition economy. With the vigorous development of the government, Singapore's convention and exhibition economy has achieved great success and development. Singapore started the related convention and exhibition industry in the 1970s. Since then, the convention and exhibition industry has developed rapidly. Singapore's first multi-functional convention and exhibition center, the World Trade Center, was put into use in 1981 and hosted many convention and exhibition activities. The center has become the leading symbol of Singapore's convention and exhibition industry. After that, the convention and exhibition industry in Singapore developed rapidly. In 1985, the Marina Center built three conference hotels, and in 1986 the Raffles City Convention Center (Raffles City Convention Center) was built. The Raffles City Convention Center had the world's tallest hotel at the time, the WestinStamford Hotel (WestinStamford). The conference center can accommodate up to 3,500 delegates and is equipped with modern communication facilities, making it one of the most advanced conference centers at that time. The city of Singapore was approved by UAI in 1983 (Antošová et al., 2021).

Table 1. Top 20 Country and City Rankings (Chang et al., 2020)

1	U.S.A.	934
2	Germany	714
3	France	595
4	Spain	578
5	United Kingdom	567
6	Italy	550
7	China P.R.	539
8	Japan	527
9	Netherlands	356
10	Portugal	342
11	Paris	237
12	Lisbon	190
13	Berlin	176
14	Barcelona	156
15	Madrid	154
16	Vienna	149
17	Singapore	148
18	London	143
19	Prague	138
20	Tokyo	131



Figure 1. Flowchart of the research methods (compiled by the authors)

Table 2. Top five sources of tourists (compiled by the authors)

Country	Person times	Year-on-year growth	Tourism income (\$\$ billion)
China	960000	+3%	10.9
Indonesia	725000	-3%	7.3
India	300000	+2%	3.3
Malaysia	283000	0%	
Australia	263000	-1%	

Table 3. China Hotel (compiled by the authors)

Bloc	Number of hotels	Five stars	Four stars	Three stars
Jinjiang International Group	10695	68	72	20
Beijing's first trip, home hotel group	4895	56	26	12

It was rated as the No. 1 conference city in Asia, marking the initial success of the convention and exhibition economy. After that, in August 1995, Singapore built a larger convention and exhibition center, the Suntec Singapore International Exhibition Center (SICEC). As one of the largest conventions and exhibition centers in the Asia-Pacific region, the center's largest column-free conference hall can accommodate 12,000. The number of seats has greatly improved Singapore's ability to host large-scale conventions and exhibitions. Singapore's investment in the construction of convention and exhibition infrastructure has transformed Singapore into an important city for holding large-scale conferences and further enhanced its competitiveness as a world-class conference city. The city of Singapore also pays attention to the development of the convention and exhibition economy suitable for the locality, and built the Singapore City Expo Center near Changi Airport, covering an area of 60,000 square meters (Chang et al., 2020). This large-scale integrated venue facility is to follow the trend of combining conferences and exhibitions, and the center is second only to Japan in scale (Table 1).

The large-scale resort Marina Bay Sands Resort was completed in 2010, and the total project investment reached 7 billion US dollars. Leisure, shopping, entertainment, casino, catering, exhibition, hotel facilities are complete. Among them is the Golden Sands Hotel, which has thousands of rooms. The shopping environment is excellent, with a wide variety of international brands and more than 300 shopping stores. There is everything from international first-line brand shopping to specialty retail shopping. Most Europeans and Americans come to Sands to play and shop.

One of the famous scenic spots, the Sky Garden, costs 150 million yuan, is 340 meters long, can accommodate nearly 4,000 people at the same time, and spans three large hotels (Chen et al., 2021). The observation deck on the top of the building and the borderless swimming pool are outstanding features of the Sands project. On the sightseeing level, you can enjoy the skyline of Singapore, the main city, the river, the open sea area, and even Batam Island in Indonesia. It is a good location for viewing the urban landscape of Singapore. Resorts World Sentosa was built by Malaysia's Genting Group with a US\$5 billion investment (Joo et al., 2018).

It is the first choice for family leisure travel resorts and incentive travel destinations. Sentosa's famous place is the Resorts World, in addition to it has a wealth of natural sightseeing spots, restaurants and hotel facilities. According to the information provided by the Sentosa Map by the Singapore Tourism Bureau, there are nearly 30 natural sightseeing spots on Sentosa Island, nearly 70 fine dining shops, and many fine gift shops and tourist goods shops, four-star and five-star. There are also more than 10 international brand hotels (Joo et al., 2018).

There are three beaches that can be visited by the public, but they have a clear segmentation positioning. To the east is Siloso Beach, which is positioned for young sports and sightseeing tourists, with beach bars and restaurants full of enthusiasm. The Tanjung Beach and Palawan Beach in the west are positioned for family tourists and vacationers, where resort hotels and children's amusement facilities are complete, and they are relatively quiet and comfortable. Singapore is vigorously building an integrated resort. The development and construction of the two integrated resorts of Marina Bay and Sentosa have improved the network effect of Singapore's tourism products. These two integrated tourism and vacation projects not only bring more business people to engage in convention and exhibition activities in Singapore, but also attract their family members to come for vacation, improving the quality of Singapore's tourism industry (Hsu and Chen, 2019).

China is currently the second largest source of tourists in Singapore and the second largest source of tourism revenue. In 2011, China accounted for 12% of Singapore's tourist arrivals. In 2012, China accounted for 14% of Singapore's tourist arrivals. In 2013, China accounted for 14.6% of Singapore's tourist arrivals. However, per capita consumption expenditure is 20% higher than the overall average. Although China's GDP growth rate has slowed down, the Chinese people's consumer confidence and desire to consume have remained strong. Since 2009, the number of Chinese tourists visiting Singapore has grown at a high rate of 30% every year. According to statistics from the Global Business Travel Association (GBTA), China's business travel expenditures increased by 16% annually (2000-2012). It is predicted that from 2013 to 2015, China is expected to grow by 15% (Jiang et al., 2019).

After 2015, China will become the world's largest business market. Hong Kong will become the number one destination for Chinese business travel, followed by Singapore City and Singapore. Leisure tourism drives China's outbound tourism demand. The increase in the number of leisure tourists during school summer vacations and some major holidays (Spring Festival, National Day) is even more obvious. Newcomers among Chinese outbound tourists often choose experienced tour groups and have a fixed itinerary. Experienced travelers prefer free and independent travel so that they can freely enjoy what they like. Most of the increase in Chinese outbound tourism in Singapore is related to the rise in disposable income, the convenience of airlines and the relaxation of visas. These conditions make overseas travel easier. In the past 10 years, wealthy first-tier cities such as Beijing, Shanghai and Guangzhou have seen an increase in the number of outbound tourists, and stronger growth has occurred in second-tier city clusters such as Hunan and Chongqing. Thanks to the increase in foreign investment in recent years and strong government policy support, the increasingly affluent middle class in second-tier cities also has the spending power and preference to travel abroad. Due to the convenience between Singapore and China Airlines, Singapore has seized more outbound tourists from China. There are as many as 350 flights from China to Singapore every week, taking off from 20 airports in China. Whether subconsciously or deliberately, Singapore is a good place for Chinese people to go out for leisure and vacation (Table 2).

The strengths of Singapore and Chinese tourism companies

The first hotel to operate in Singapore was the London Hotel, which opened in 1832. By the turn of the 19th and 20th centuries, there were about 20 hotels in Singapore. The Adelphi Hotel built in 1863, the Hotel de L'Europe in 1865, the Raffles Hotel in 1886, the Goodwood Park Hotel and the Seaview Hotel in 1900 are among the more well-known. In 1907, luxury hotels such as Grand Hotel de L'Europe were built. These hotels were born for business tourism in China, mainly to provide accommodation for new European businessmen. Some relatively large hotels, such as Nanya Hotel and Ocean Park Hotel, were also built in the 1860s. Clustered near the Tanglin area on Orchard Road are Hilton, Grand Hyatt, Phoenix and Ming Court Hotel hotels. This area has formed a hotel cluster and established a famous tourist area. In 2008, Shangri-La Hotel was the best business hotel in the world and the Asia-Pacific region, the St. Regis hotel was the best emerging business hotel, the Stamford Swiss Hotel was rated as an outstanding conference hotel in Asia, and the Fullerton Hotel was rated as an outstanding leisure hotel in the Indian subcontinent of Asia. The Ritz-Carlton was named the Best Hotel in Asia in 2005 by the Asian Yuan Magazine. Tourism is a major driving force of Singapore's economy, especially the hotel industry in Singapore. At present, the hotel industry in Singapore is home to the world's most famous hotels, including the Shangri-La Hotel from Hong Kong, the Hilton Hotel and its resort projects in the United States, the Holiday Inn Royale Hotel and resorts in the United Kingdom, and the Marriott hotel and resort projects. Hotel group The hotel chain brands in Singapore are: Ascott the Residence, footwayinn, Best Western, Bayview International Hotels and Resorts, Crowne Plaza Hotels & Resorts, Copthorne Hotels, Design Hotels, Citadines Days Inn, Compass Hospitality, Far East Hospitality, Fragrance Hotel (Rong and Bu, 2018; Zaichuk, 2021).

BTG has large total assets, high economic strength, operating results and other major economic indicators that rank among the forefront of the national tourism enterprises. According to the 2013 annual report of Beijing BTG Hotels

(Group) Co., Ltd., BTG completed the acquisition of 25% of the external equity of BTG Jianguo in 2013, which cleared the way for the company to control and adjust hotel operations in the next step. BTG Hotel Group attaches great importance to brand building and active capital operation. Its future development idea is: implement the "brand + capital" strategy, with hotel brand operation management as the core, learn from the operation model of international hotel groups, and adopt a more active approach. The capital operation of the company, the implementation of the brand strategy of scale priority, complete system, outstanding characteristics and advanced culture of the brand, so as to create the company's core competitiveness and sustainable development of profitability. The company will actively integrate resources and carry out mergers and acquisitions: BTG Hotels Group will actively leverage the resources of BTG's hotel sector and give full play to the advantages of listed companies, implement internal and external integration and mergers, and actively seek outward expansion. In addition, other hotel brands rarely have the experience of expanding overseas.

Shanghai Jin Jiang International Hotels (Group) Co., Ltd. has currently carried out multinational tourism business projects in 5 countries and has built 7 hotels overseas. As a leading hotel group in China, Shanghai Jin Jiang International Hotel Group is mainly engaged in business scope including travel agencies, restaurant operations, hotel operations, management and franchising, passenger logistics, etc. In December 2006, Jin Jiang Hotel was listed on the Hong Kong Main Board. It became the first Chinese hotel concept stock in China to enter the Hong Kong capital market. By the end of 2013, the hotel had a total of more than 235,000 rooms and a total of 1,566 hotels. The hotel network covers about 280 cities in 31 provinces, municipalities and autonomous regions in China.

Hotel, etc., comprehensive hotel services are complete and unique business models. In terms of international cooperation, Jin Jiang International Group and Del Group of the United States cooperated in the acquisition of Interstate Hotels and Resorts Group of the United States, holding 50% of the shares of Interstate Hotels Group of the United States, and managing nearly 400 hotels in ten countries around the world. Calculated by the number of rooms, Jin Jiang Hotel Group ranked 9th in the world on the top 300 global hotel groups published by HOTELS in 2012 (Table 3).

On the HOTELS 2020 list of the top 100 global hotel groups (top 10), 3 have their headquarters in China. Because Singapore is a city-state, it cannot be assumed that the level and quality of Singapore's hotel industry is not high because of the lack of a hotel group headquarters. On the contrary, it is precisely because Singapore, as a city country, is the world's shipping, transportation, financial, and trade center city. 60% of the top 100 hotel groups announced by HOTELS are operated in Singapore, and the core hotel products of all hotel groups are operated in Singapore.

There are three hotel groups in China on the list, but most of the hotels are located in China, and a few are located outside the country, which is not sufficiently internationalized. The overseas business of the three hotel groups mainly relies on mergers and equity cooperation to participate in overseas business operations (Table 4).

Table 4. HOTELS 2020 Global Hotel Group Top 100 List (compiled by the authors)

Ranking	Hotel Group	Headquarters location	Number of hotels
1	Marriott International	America	7642
2	Jin Jiang International Holdings Co. Ltd	Shanghai, China	10695
3	Hilton Worldwide Holdings	America	6478
4	IHG, InterContinental Hotels Group	America	5964
5	Wyndham Hotels & Resorts	America	8941
6	Accor	America	5100
7	Huazhu Group Ltd	Shanghai, China	6789
8	Choice Hotels International	America	7147
9	BTG Homeinns	Beijing China	4895
10	BWH Hotel Group, Best Western	America	4033

Table 5. 2020 Global Competitiveness Report (compiled by the authors)

Country (region)	2019	2020
Singapore	1	1
Denmark	8	2
Switzerland	4	3
Netherlands	6	4
China Hong Kong	2	5
Sweden	9	6
Norway	11	7
Canada	13	8
United Arab Emirates	5	9
America	3	10

Human resources are a necessary condition for enterprises to achieve rapid development and improve the competitiveness of hotels. The "World Competitiveness Report" pointed out that Singapore's human resource reserves and high-quality labor reserves rank prominently, and the quality of education and training is also rising year by year (Table 5).

In 2013, in terms of the ability index to retain talents: Singapore ranks 8th and China 31st; in terms of national ability to attract talents: Singapore ranks 2nd and China ranks 26th. The relevant departments of the Singapore city government attach great importance to the construction of a skill development system. Academic education and vocational and technical education are equally important. This formal system has brought the advantages of human resources training in Singapore, making the intensity and proportion of manpower training in Singapore far exceed China. The Singapore city government and enterprises jointly cultivate talents in the hotel industry and set up three major certificates in hotel accommodation: WSQ Hotel and Accommodation Service Certificate (room service), WSQ Hotel and Accommodation Service Certificate (receptionist), WSQ Tourism Diploma (Management). WSQ Tourism Diploma (Management) is divided into Advanced Certificate (Supervision) and Certificate (Operation). Due to people's traditional concepts and the hotel's own attractiveness, service culture has always had no place in Chinese traditional culture. Since ancient times, China's service awareness and service concept have not been high. Regardless of whether it is from the enterprise, the government or the hotel employees themselves, there is a lack of attention to vocational training. In addition, the rapid increase in the number of multinational operations and budget hotels in China's hotel industry is the latest (Martínez García de Leaniz et al., 2018).

After more than ten years, the increase in demand followed closely. Due to the late start and poor training level, many hotels in China currently lack a complete and efficient training mechanism. The hospitality industry talent training

method is relatively simple, and the method of master and apprentice is generally adopted. Another serious problem in the Chinese hotel industry is that the turnover rate of Chinese employees has been high, which is very detrimental to the long-term development of the hotel industry. The high turnover rate not only seriously affects the cohesion and centripetal force of the enterprise, but also brings about the increase of training costs, the decline of service quality, the leakage of trade secrets and other problems (Gong et al., 2019). Hotel management is the effective integration of various resources such as human resources, capital, and networks within the hotel organization. Efficient hotel management can save costs and improve efficiency, thereby increasing the hotel's operating profit. Management innovation has increasingly become a key factor for hotels to gain competitive advantage (Hrynko et al., 2021).

Therefore, the innovation of the hotel management model is the basis for the hotel to gain a competitive advantage. Singapore's hotel industry started early, and hotel clusters have led to the overflow of management technology and innovation. In Singapore, where hotels gather, management innovation is much easier than in China. Ascott quickly enters the Chinese market through private equity fund financing, builds or acquires existing 3 to 4-star hotel brands in China, and waits for these hotels to mature after their operation and development, and then incorporate them into the trust for the next round of circulation in China. In terms of operating methods, Ascott Group takes into account both investment and management operations, adopting a trust fund method to obtain withdrawal of funds in a short period of time, and then expand the scale of the hotel and strengthen management. Hotels in China lack a sound management mechanism, a management mechanism to attract talents, and a lack of brand culture.

There are a large number of hotels in China, but the common problems are poor management quality, lack of competitiveness, inadequate segmentation of the market, and excessive investment of resources are even more serious. Although a small number of powerful multinational hotel companies have relatively rich management experience, there is still a practical problem of lack of a mature system management model. On the other hand, many hotels in China lack the awareness of combining successful management experience and management technology with their actual conditions, and no longer retain their own characteristics to carry out management innovations, but blindly learn and follow. In addition, China's hotel areas are very different and unbalanced in development. It is difficult to integrate resources for cross-border investment. Compared with the more successful hotels in Western developed countries and Singapore, there is still a big gap (Fu, 2020).

From the perspective of national tourism brand cultivation, Singapore's approach is a good learning object, adopting the principle of differentiation to establish a distinctive tourism brand to distinguish itself from the tourism brands of neighboring Southeast Asian countries. In order to cultivate local hotel brands, the hotel industry in Singapore has made more efforts than China. The Singapore city government attaches great importance to the internationalization of tourism brands. It started very early in encouraging Singapore tourism companies to go global. Ascott Hotel Group's multinational operations are better than Chinese tourism companies in brand cultivation. The huge emerging market giving Ascott Hotels a considerable influence in the Chinese hotel industry. Brand is a very important mechanism for sending signals. It has rich information and helps alleviate the problem of information asymmetry (Hsu and Chen, 2019).

Brands have great commercial value to the modern hotel industry, especially under the conditions of asymmetric market information, the attractiveness of the brand plays a key role. If the hotel does not have the support of the brand, it will be difficult to go abroad. Internationally renowned hotel groups attach great importance to brand building, and they usually achieve the goal of occupying market segments and expanding market share by creating a diversified brand strategy. Although the Chinese hotel industry has made great progress in building well-known national hotel brands, such as the Shangri-La Hotel Group, which was born in Hong Kong, there are very few well-known hotel brands in the world. Due to the lack of brand awareness, hotel brands in mainland China generally do not have a great international reputation, and the brand effect is also insufficient. In most of my budget hotels, I choose a single-brand strategy, and the brand's market position is unclear. The blurring of the brand makes it difficult to have an advantage in the market segment and cannot capture the diversified needs of customers, resulting in poor hotel operations and difficulty in diversifying market risks.

Marketing technology means that hotels provide customers with better products and services by integrating prices, brands, channels, etc. The accumulation of hotel human capital and experience can improve marketing technology. In this era of popularization of informatization, the application of marketing information system plays a key role in whether the hotel can successfully promote the brand. Under the conditions of the network economy, the promotion and use of network marketing technology plays an important role in the expansion of the hotel's sales space. At present, the hotel's marketing technical service advantage mainly depends on the utilization rate of the computer reservation system and the satellite image information processing system. The advanced computer reservation system can collect relevant customer databases, analyze and develop customer needs, so as to occupy the market first. Holiday Hotel Group has the world's largest civilian computer network Holidex2000 and the United States' largest private satellite image receiving network. These hotel service technologies are undoubtedly the icing on the cake for the adjustment of its business strategy and the stable control of the source market.

Through the big data in the computer reservation system, the adjustment strategy can be directly analyzed, so that the hotel can quickly and efficiently complete the reservation business to retain the hotel's regular customers and actively develop potential customers. The use of the reservation system of Chinese hotels is relatively backward, and there is no research and development of the reservation system. Only Shangri-La Hotel Group attaches great importance to the advancement of the reservation system and has adopted the advanced FidelioOpera central reservation system. Chinese hotel marketing usually uses two channels, agents and official websites. Online agents mainly use CallCenter and online methods for product sales. Typical Chinese representatives are Ctrip and Tuniu. Traditional agents mainly rely on traditional stores to promote products. Comprehensive media mainly include portals, comprehensive search, online videos, etc. The online travel industry also uses its own vertical industry media for online travel marketing, such as Kuxun, Qunar, Traveler, and Dadao.

In addition, according to the rise of the mobile Internet, the marketing position of the tourism industry has also expanded rapidly, and new media such as various mobile apps, WeChat, and Weibo have increasingly become important sales channels. Singapore tourism also makes good use of the Internet for tourism marketing. And more importantly, the city of Singapore is also actively adhering to the concept of "building a country through information technology", actively advancing the development strategy of a "smart country", and promoting the fundamental role of information technology. The Singapore City Government actively participates in the cooperation of all parties, adopts a variety of tourism promotion measures, and the government and enterprises jointly promote the expansion of overseas source markets. The City of Singapore also uses all available channels to publicize, such as providing various forms of tourism materials to the source country, extensive cooperation with the tourism industry of the source country, free organization of sightseeing groups to visit new tours, and participation in tourism seminars and expos. China's tourism management department is relatively lacking in this regard, lacking unified planning and various publicity and marketing, and the government and the majority of tourism companies also lack close cooperation, and the government's marketing of the tourism industry has basically not started (Fu, 2020).

Analysis of existing problems

Activities and population in Singapore are generally concentrated in the metropolitan area, which has also caused traffic congestion. Traffic problems cannot meet the rapid population growth and fully meet the needs of the people. In Singapore, about 18 million transportation methods are used every day to meet the needs of population movement. Land use changes have changed from agricultural land to urban land, but without proper planning. Therefore, the ratio of street area in Singapore is lower than the standard requirement of urban transportation (Singapore's street area is about 10% compared to the city's area, while Tokyo's street area is about 23%, and New York's street area is about 38%). In addition, for personal needs, most people buy public parking spaces, which also leads to road traffic congestion in Singapore. Most public transportation systems still use the same roads as private cars. Rail transit only accounts for 3% of all modes of transportation. Overall, Singapore lacks integrated management plans and other types of transportation (Alola et al., 2020).

Singapore is a famous tourist city. Therefore, the development focus of Singapore City is how to accommodate many tourists, but it lacks standard improvement measures. With the increase in the number of tourists, the government lacks basic safety supervision. Tourists do not feel safe when traveling. A small problem may threaten the lives of tourists, such as crossing the road. Singapore adopts left-hand traffic, and many foreign tourists are not familiar with it. Chaos will inevitably occur when crossing the road. There are no traffic lights in some places, and Singaporeans are accustomed to mainly consider their own safety when driving vehicles. They rarely give way to pedestrians on the road, and there are very few crosswalks in Singapore. In some places, the tourists are very dense, and there will be traffic police to guide the traffic so that passengers can safely cross the road. In general, the road conditions in Singapore are not conducive for tourists to walk, and there is a lack of supervision measures for road cleanliness. In some areas, the roads are bumpy, and some streets even have open manhole covers and road repairs, but no warning signs have been set up to remind passers-by to be more careful. In addition, there are messy electrical wiring laying on the streets of Singapore, which is very likely to cause danger during heavy rains (Aktymbayeva et al., 2017).

In the past ten years, Singapore's politics has been seriously lacking in stability. Since September 2009, there has been a coup d'état, and the rioters have attempted to seize government power. Political views are mainly divided into two parties. There are protests and expulsion of political parties. Each party has a central area that instigates mass gatherings, government buildings, and the economic center of Singapore. The purpose is to drive away party opponents. These protests did not affect the development of the tourism industry, because they occurred in non-tourism areas. However, there are sometimes gatherings in scenic spots and important areas, which affect the travel itinerary of tourists. Violent incidents often occur, and there are even deaths of protesters and third parties. In addition, some people, for their own benefit, look for opportunities to deliberately cause trouble (Aliyeva et al., 2019).

Prospects for the development of the tourism industry in Singapore

Singaporeans do not like basic public transportation such as buses. One of the main reasons is inconvenience. If the number of buses increases to meet demand, the condition of the cars will improve significantly. There are cars that set clear timetables, and I believe that more people will switch to buses. Because buses go to every area, in Singapore, only the subway can go to the city center. The current problem in the country is that many people are crowded on the bus, and the waiting time is long due to the small number of buses. There are too many passengers and many factors such as being unable to get on the bus even if there are trains. Tourists generally think that private cars are more convenient. First of all, I suggest that the government introduce compulsory measures to stipulate that the outermost lane is a dedicated bus lane (in order for buses to be unimpeded, buses can choose to travel along the road). By dividing the road, cars and other types of vehicles are more convenient. If all kinds of cars are on their own normal roads, there will be no vehicles changing lanes back and forth. The phenomenon of vehicles changing lanes causes traffic congestion.

The accident happened. After adding buses, government departments should redefine the road traffic system so that buses can run at normal speeds without congestion. In this process, the pilot station can be arranged intelligently, which will provide passengers with information on the number of vehicles, route and waiting time, making it easier for people to make travel plans. The system is jointly developed by the smart bus and mobile phone software to tell the waiting time and update the information in real time. GPS is installed on the bus so that people do not need to wait for a long time at the bus stop. It can improve the ticket payment system to choose electronic cards to pay the fare, reduce the burden on cashiers, and thus pay more attention to the safety of passengers (Aktymbayeva et al., 2021).

The main security problem in Singapore is crime. Since Singapore is the capital of Singapore, many people come to Singapore for work. In addition, the high level of urban commodity prices in Singapore, relative to the income of the population, these reasons have caused crime in Singapore. The local people should be alert and aware of various risks. The addition of security surveillance cameras in the streets can also increase community volunteer training, safeguard the social system, and increase the police's patrol vision. In addition, low-income families should be encouraged to enjoy social welfare benefits, including shopping malls that provide cheap consumer goods, to reduce incentives for crime. In addition, the city of Singapore also needs to install additional monitoring to cover the entire Singapore city area, including checking the functions of CCTV and electrical systems in different locations, requiring availability and standardization. There is also a need for stricter law enforcement and increased punishments against crimes. If the above measures are implemented, criminals will not take risks. Legal measures should be combined with politics. In order to determine the legal system is established on a reasonable basis. If there are gatherings without any legal requirements, it may lead to violent gatherings and cause damage to the lives and property of participants (Kulakhmetova et al., 2018).

Even though Singapore is a famous tourist attraction in the world, it should actively maintain the ranking of tourist cities in the ranking of tourist cities in the world, by improving safety. More than 70% of tourists go to Singapore to relax, so Singapore must make tourists feel safe and belong. The main agencies include the Singapore Tourism Authority (TAT), and tourism promotion in Singapore has achieved considerable success. However, many tourists find that the quality of products and services is worse than expected when they come to Singapore.

This is due to the lack of supervision measures by tourism units, so there should be strict standards on the prices of services and products. Hotels should cooperate with many departments, such as the Ministry of Tourism, Singapore Hotel Basic Standards, Singapore Hotel Association, Singapore Tourism Board and Singapore Tourism Business Association. These departments should evaluate hotels, whether it is the hotel's construction, facilities, food, and staff service quality. Stars are set to rank and standardize the standards of different hotels.

In addition, hotels, resorts, or different types of accommodation should be standardized, and excellent hotels should be rewarded and promoted, so as to stimulate each hotel to maintain a standard level and develop standard services. In addition, tourism-related enterprises should be promoted, whether it is the development of hotels, restaurants and hot springs, to make them famous all over the world. For example, Blue Elephant Restaurant, which is a famous Singaporean restaurant, has branches in major cities around the world. Tourism organizations can provide capital to participate in international exhibitions, and a good image display will have a positive impact on Singapore's tourism.

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CONCLUSIONS

This article outlines the theory of international investment environment evaluation and reviews the related literature on foreign direct investment in the tourism industry. Based on the grade scoring method, a preliminary assessment of the tourism investment environment in Singapore has been carried out, such as the degree of political stability, capital withdrawal, foreign equity and other factors. The article analyzed the general situation of Singapore's hotel industry and pointed out that under the active guidance of government policies and plans, the local hotel industry in Singapore actively participates in international competition, strives to go global. Also, it was analyzed the general situation of China's hotel industry and pointed out that in recent years, China's hotel industry has accumulated a certain amount of experience in transnational investment, but compared with major tourism companies in Europe and the United States, China's hotel brand concept is lacking. Finally, it analyzes the investment status of Chinese tourism companies in Singapore. The reason is that the scale and quantity of investment by Chinese tourism companies in Singapore are far less than the scale and quantity of investment by Singapore tourism companies in China.

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