

Strategies to be Adopted For Repeat Tourism to Singapore in New Normal - Based on Indian Travelers' Feedback

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Abstract

The Covid-19 pandemic has severely affected the travel and tourism sector in several countries. Singapore, which is considered as one of the best tourist places was also closed for travel due to lock down. Singapore is a country known for its cultural, religious, and linguistic congregation. The Changi airport in Singapore is an international hub, which gives excellent flight connections. Singapore is known for its natural beauty and numerous attractive tourist spots which are known for fun and frolic, adventures, scenic beauty, food, and historical importance. It is known for its cleanliness, hygiene and safety and security. The transport facilities there are low cost, convenient and efficient. Singapore has achieved and maintained a sustainable tourism over the years. Several of its tourist attractions have started resuming operations after a closure of some months. Since the beginning of the COVID-19 outbreak, the Singapore Government has progressively implemented a series of measures to reduce the risk of spread of the pandemic. India is the third-largest source market for Singapore, which has crossed the one-million visitor arrivals into Singapore for the fifth consecutive year in 2019. The paper aims to find the perception of Indian travelers for repeat tourism to Singapore based on primary data collection. Respondents' expectations include precautionary and safety measures to be taken in the new normal and reduction in the cost of goods, availability of budget accommodations etc. The strategies and initiatives of Singapore are expected to give a safe and pleasant experience to the tourists in the new normal.

Key Words: Singapore, repeat tourism, new normal.

I. INTRODUCTION

The Covid-19 pandemic has severely affected the travel and tourism sector in several countries. Singapore, which is considered as one of the best tourist places in the world was also closed for travel due to lock down. Singapore, located in Southeast Asia has citizens comprising of several cultures and nationalities. It has four official languages viz. English, Mandarin, Malay, and Tamil. This country is known for its cultural, religious, and linguistic congregation. It is also well-known for its cleanliness, hygiene and safety and security which is a distinguishing point for travelers as compared to the situation of these aspects in other neighboring countries. The transport facilities in Singapore are low cost, efficient, and convenient. Singapore has achieved and maintained a sustainable tourism over the years. Several of its tourist attractions have started resuming operations after a closure of some months. Since the beginning of the COVID-19 outbreak, the Singapore Government has progressively implemented a series of measures to reduce the risk of spread of the pandemic. Tourism Recovery Action Task Force (TRAC) was started to develop and implement strategies to aid the tourism industry to recover. India is the third-largest source market for Singapore which has crossed the one-million visitor arrivals into Singapore for the fifth consecutive year in 2019. Every year several Indians visit Singapore with different purposes such as business, education, educational tourism, visit to family/friends, as a flight crew, as a participant of Global Immersion Program (GIP) or as a tourist. Because of the global travel restrictions and closures of borders of country Singapore experienced a decline in both visitor arrivals and tourism receipts in 2020. As per the information of Singapore Tourism Board (STB), visitor arrivals fell by 85.7 per cent in 2020 and tourism receipts dropped by 78.4 per cent in the first three quarters of 2020. The Singapore's tourism sector is now taking initiatives to overcome the problems related to the pandemic and improve the inflow of visitors. The paper aims to study the strategies to be adopted for repeat tourism to Singapore in new normal - based on Indian travelers' feedback. While frequent travel may not be likely for many of the tourists right now, they can look towards adopting strategies for safe and pleasant tourism experience in the new normal.

Singapore Tourism -

- The Changi airport in Singapore is an international hub, which gives tremendous flight connections.

- Singapore is known for its natural beauty and numerous attractive tourist spots such as Marina Bay Sands, Sentosa Island, Gardens by the Bay, Merlion Park, Universal Studios, Bugis Market, Little India, etc. The tourist Attractions remain a core industry sector, which boosts demand for other tourism-related sectors such as accommodation, retail, and dining.
- The tourist spots are known for various reasons such as fun and frolic, sports, adventures, scenic beauty, food, and historical importance.
- Focus is given on a comfortable and innovative hotel sector in the country.
- The excellent port infrastructure and tropical climate makes Singapore an ideal place for cruising.
- The Integrated Resorts (IRs) in Singapore offer several amenities such as hotels, convention facilities, entertainment shows, theme parks, retail, and fine dining.
- Singapore offers a pro-business environment, outstanding amenities and infrastructure, professional services, efficient telecommunication facilities and an efficient network of transport which make it a preferred event venue.
- Singapore is famous for availability of attractive shopping opportunities.
- An enchanting arts & entertainment ecosystem has been created by the country.
- The country offers unique experience of a play of lighting and architecture.
- The Travel Agents industry is efficient in facilitating the travel arrangements.
- Tourist guides in Singapore are well trained to meet the expectations of tourists effectively.

New Normal – Salient Initiatives of The Singapore Tourism Board (STB) -

- Effective engagement of industry stakeholders to develop their re-opening proposals and implement the necessary Safe Management Measures (SMMs).
- Launching of the world's first CruiseSafe Certification – a mandatory audit and certification program for cruise lines to restore the confidence of tourists and demand for cruise.
- Certification of SG Clean to many tourism establishments as a national mark of excellence which indicates that the businesses adhere to high standards of environmental public hygiene.
- Acceptance of applications for organizers to commence MICE (meetings, incentives, conferences, and events) events of up to 250 attendees.
- Developing of testing protocols for foreign delegates and other visitors.

- SingapoRediscovered campaign by STB, Enterprise Singapore, and Sentosa Development Corporation to take support of locals for tourism businesses.
- Alliances with e-commerce players, banks, payment gateways and online travel agents to promote Singapore tourism offerings, exchange insights and improve the tourist experiences.
- Stepping up of many tourists guides as Safe Distancing Ambassadors (SDAs), by utilizing their people and language skills to urge compliance to SMMs.
- Collaboration with technology, media, and tourism industry players in key source markets to jointly promote Singapore as an attractive destination for future travelers.

During pandemic, the hotels in Singapore offered their properties for Government Quarantine Facilities, Swab Isolation Facilities and Stay-Home Notice Dedicated Facilities (SDFs). STB is confident in Singapore's position as one of the world's safest and most attractive leisure and business destination. STB mentions that it will continue to adopt progressive strategies jointly with its industry partners to prepare for recovery and to start building a better and more sustainable future for tourism.

II. LITERATURE REVIEW

Singapore as a travel destination

Henderson, J.C. (2015) observed that maintaining interest in the resorts as their novelty wears off is a challenge. Refreshment, especially of components besides the casinos, is necessary to entice more first-time and repeat visitors.

Steven Pike et al. (2021) mention that recent surveys using an unaided open-ended question to elicit preferred stopover destinations on the UK/Australia route found Singapore and Hong Kong the most popular choices.

Yeoh et al. (2012) conclude that Singapore's Chinatown has gained a place of unquestioned legitimacy both as a heritage artifact within a highly planned urban landscape undergirded by the Chinese, Malay, Indian and Other (CMIO) multicultural ideology, and as a leisure & tourism site which generates activities for both tourist & local visitors, and revenue for businesses & the state.

Health Crisis and Tourism

Aburumman, A.A. (2020) observed that the pandemic has significantly impacted every sector of the travel and tourism industry: airlines, transportation, cruise lines, hotels, restaurants, attractions (such as national parks, protected areas, and cultural heritage sites), travel agencies, tour operators and online travel organizations. In the conditions of severe travel restrictions and closed borders, travel-dependent industries like MICE or passenger air services were significantly hit by the pandemic.

K Thirumaran et Al(2021) observe that Singapore's initial dithering on the type of measures to adopt and a cautious wait and see approach, cost it negative sentiments expressed in newspapers published in major mentioned markets. Although Singapore applied the lockdown strategy, it took months to get the situation under control.

Maria Kamargianni (2016) mention about the rising demand for new and innovative solutions due to the growing pressure on urban passenger transport systems. Singapore's new fare system removed the payment barriers among separate operators in the transit network so that travellers could experience seamless transfer without having to exit and re-enter.

Sim S et al. (2020) mention that the Singapore government has undertaken projects to clean up the land and waterways and invested heavily in critical sanitation and environmental infrastructure, including drainage development projects, sewerage and used water treatment infrastructure, and solid waste management which has boosted Singapore's efforts to tackle Vector-borne diseases(VBDs).

Approaches of stakeholders to face challenges:

Bong et al(2020) concluded that as the global COVID-19 situation unfolds and countries are forced to take unprecedented drastic measure,including border closures, travel bans, and social distancing, there can be adevastating and deep impact of this pandemic on health care as well as on the global economy.

Gagan Deep Sharma et al. (2021) proposed a resilience-based framework for the industry Based on the studies conducted to understand the tourism industry in the context of COVID-19.

Singapore Tourism Board Annual Report 2019-20 emphasizes that the STB is committed to play an active role in safeguarding public health during these times. They are constantly working with various agencies, such as the Ministry of Health (MOH), the Ministry of Transport (MOT) and the Immigration and Checkpoints Authority (ICA) to restart international travel safely.

During the Circuit Breaker period, they also collaborated with Enterprise Singapore (ESG) and the Singapore Police Force (SPF) to ensure tourism-related establishments followed safe-distancing measures.

NunukNugrohowati(2020) observe that to create an ecotourism or sustainable tourism in PulauUbin Singapore, the challenge is to learn from the past of the island and then initiate a holistic approach based on the principles and best practices of sustainable tourism within an organizational framework founded in partnership among National Parks Board, community of PulauUbin, Singapore Tourism Board, Ministry of the Environment, Ministry of National Development, Tourism industry and the conservation community.

Suprayitno, Eko. (2012) observe that Singaporean government has always been trying to promote tourism industry to generate more income for the country. A lot of money was and is allocated to improve the quality of Singaporean tourism products and services.

III. RESEARCH METHODOLOGY

Objectives of Study

- To know the perception of Indian travelers for repeat tourism to Singapore.
- To understand the strategies to be adopted for tourism to Singapore in new normal.

Hypotheses of the Study

[I] Majority tourists prefer to visit Singapore again because "Singapore is world's one of best tourist places that has maintained sustainable tourism, with best places for shopping, comfortable and convenient transport facility, high rating for safety, security, cleanliness and also hygienic in spite of being high cost and expensive".

[II] Fun and Frolic and Scenic Beauty attracted majority tourists while selecting Singapore as their travel destination.

[III]"Age,Gender, Qualification and Occupation of tourist" do not have any impact on "Purpose of visit to Singapore".

Limitation of Study

The study is based on a purposive sample of respondents who have visited Singapore.

Utility of Study

The findings of this study will be useful for academicians, policy makers, tourism boards and tourist in both India and Singapore.

Research Design

Population	Type of Data	Sampling method	Method of Collection	Sample size	Statistical Tools used	Tests of Significance
Tourists visited Singapore at least once	Primary	Purposive sampling	Questionnaire in Google form	51	Tabulation, Diagrams	Z-test, Chi-square Test

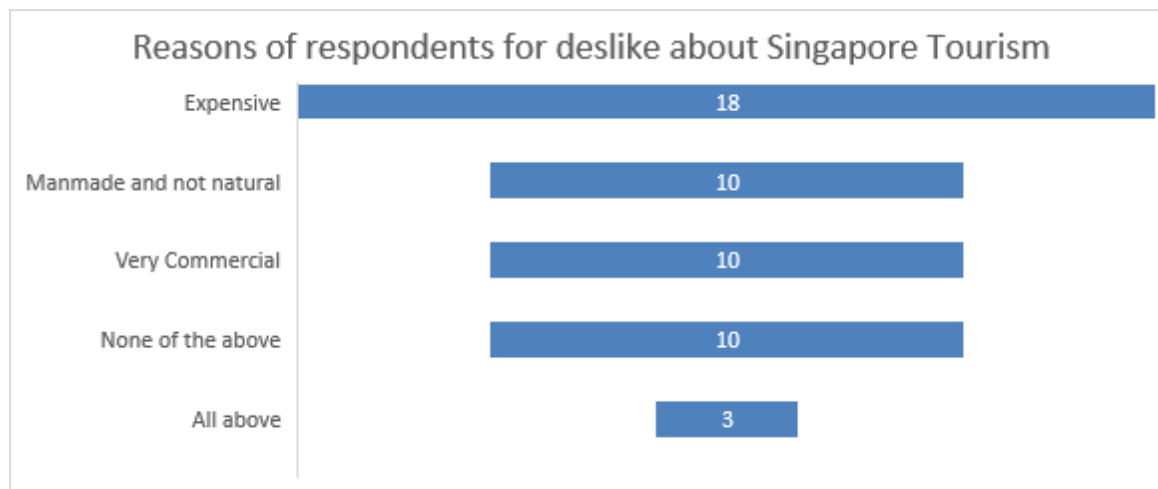
Data Analysis:

[I]

Purpose of visit to Singapore								
Age(years)	Business	Education	Educational Tourism	Family/friends visit	Flight crew	G.I. P.	Tourism	Total
18 - 30	1	9		1		1	9	21
31 - 40	1			1	1		5	8
41 - 50		3					11	14
51 - 60	2		1				3	6
61 and above							2	2
Total	4	12	1	2	1	1	30	51
Gender	Business	Education	Educational Tourism	Family/friends visit	Flight crew	G.I. P.	Tourism	Total
Male	3	8	1	1	1	1	11	26
Female	1	4		1			19	25
Total	4	12	1	2	1	1	30	51
Qualification	Business	Education	Educational Tourism	Family/friends visit	Flight crew	G.I. P.	Tourism	Total
Undergraduate							4	4
Graduate	2	2		1	1		9	15
Post graduate	1	10	1	1		1	11	25
Professional	1						6	7
Total	4	12	1	2	1	1	30	51
Occupation	Business	Education	Educational Tourism	Family/friends visit	Flight crew	G.I. P.	Tourism	Total
Student		7					6	13
Service	2	4		1			11	18
Business	1	1	1				2	5

Professional				1	1		5	7
Others	1					1	6	8
Total	4	12	1	2	1	1	30	51

[II] Respondents were asked to mention what they dislike about Singapore.



Majority of the respondent dislike Singapore due to the facts that it is expensive, manmade and not natural and very commercial.

[III] Respondents were asked to rate the various tourist spots.

Tourist Spots/Rating	[Marina Bay Sands]	[Gardens by the Bay]	[Botanic Gardens]	[Singapore Zoo]	[Sentosa Island]	[Universal Studios of Singapore]	[Night Safari]	[Merlion Park]	[Asian Civilization Museum]	[Bugis Market]	[Little India]
1:Lowest	1	1	3	2	0	0	2	2	3	2	3
2	2	2	4	3	2	2	5	3	4	4	3
3	6	5	10	10	5	5	13	11	18	13	13
4	16	17	16	21	19	19	18	22	18	23	20
5: Highest	26	26	18	15	25	25	13	13	8	9	12

Total	51	51	51	51	51	51	51	51	51	51	51
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1. Majority of the respondents have given high rating to the spots such as Marina Bay Sands, Gardens by the Bay, Botanic Gardens, Sentosa Island, Universal Studios of Singapore followed by, Singapore Zoo, Night Safari, Merlion Park and Little India.
2. Highest rating has not been given by majority of the respondents to Asian Civilization Museum and Bugis Market.

[IV] Testing of Hypotheses

(I) Majority tourists prefer to visit Singapore again because "Singapore is world's one of best tourist places that has maintained sustainable tourism, with best places for shopping, comfortable and convenient transport facility, high rating for safety, security, cleanliness and also hygienic in spite of being high cost and expensive".

In above hypothesis, majority was defined as more than 3/4th of the population i.e. percentage of required tourists more than 75% or proportion of required tourist more than 0.75

Let P denote the proportion of tourists who agree the statement related to characteristic of Singapore in questionnaire. If $P > 0.75$ it was interpreted that Majority tourists support the statement regarding characteristic of Singapore. Otherwise, Majority tourists do not support the statement regarding characteristic of Singapore.

The Null Hypothesis and Alternative hypothesis were:

$H_0: P (<) = 0.75 (P_0) \text{ Vs. } H_1: P > 0.75$

Since sample size $n = 51$, One sample Z- test for proportion – One sided (tailed) was used to test the hypothesis

Test statistic $Z = \left| \frac{P-P_0}{S.E.} \right|$ WHERE $S.E. = \sqrt{\frac{P_0 Q_0}{n}}$; $Q_0 = 1 - P_0$; p = observed sample proportion

Level of Significance: 5%; Critical value of Z at 5% level of significance: 1.64

Decision criteria: If $Z\text{-cal} > Z\text{-critical}$; H_0 is rejected and hence H_1 is accepted.

Conclusion: Majority tourists support the statement and wish to revisit Singapore.

The results used for computation of Test statistic and Decision were summarized as given below
 [A]

Statement	"Singapore is world's one of best tourist places and it has maintained sustainable tourism".	Majority tourists highly rated the transport facility in Singapore from the point of view of comfort and convenience.	Majority tourists prefer to visit Singapore again.
Desired no. of tourists who agree the statement 'a'	45	48	48
Sample size 'n'	51	51	51
Observed sample proportion 'p' = a/n	0.882353	0.941176	0.941176
P0	0.75	0.75	0.75
Q0	0.25	0.25	0.25
S.E.	0.060634	0.060634	0.060634
Z-calculated	2.182821	3.152963	3.152963
Z-critical	1.64	1.64	1.64
Decision	Reject H0	Reject H0	Reject H0
Conclusion	P > 0.75	P > 0.75	P > 0.75

Majority tourists prefer to visit Singapore again because "Singapore is world's one of the best tourist places that has maintained sustainable tourism, comfortable and convenient transport facility".

[B]

Statement	"Malls in Singapore are one of the best places for shopping."	"Cost of various goods are very high and expensive in Singapore. "	highly rated Singapore from the point of view of cleanliness and hygiene.	Majority tourists highly rated safety and security in Singapore.	Majority tourists prefer to visit Singapore again.
Desired no. of tourists who agree the statement 'a'	37	39	48	45	48
Sample size 'n'	51	51	51	51	51

Observed sample proportion 'p' = a/n	0.72549	0.764706	0.941176	0.88235	0.941176
P0	0.75	0.75	0.75	0.75	0.75
Q0	0.25	0.25	0.25	0.25	0.25
S.E.	0.060634	0.060634	0.060634	0.060634	0.06063
Z-calculated	0.40423	0.242536	3.152963	2.18282	3.152963
Z-critical	1.64	1.64	1.64	1.64	1.64
Decision	Do not Reject H0	Do not Reject H0	Reject H0	Reject H0	Reject H0
Conclusion	$P \leq 0.75$	$P \leq 0.75$	$P > 0.75$	$P > 0.75$	$P > 0.75$

Majority tourists prefer to visit Singapore again because "Singapore is one of best world's tourist place that has high rating for safety, security, cleanliness and also hygienic in spite of being high cost and expensive".

[II] Fun and Frolic and Scenic Beauty attracted majority tourists while selecting Singapore as their travel destination.

Let P denote the proportion of tourists who were attracted by Fun and Frolic and Scenic Beauty while selecting Singapore as their travel destination.

The Null Hypothesis and Alternative hypothesis will be:

H0: $P (<) = 0.75$ (P0) Vs. H1: $P > 0.75$

Since sample size $n = 51$, One sample Z- test for proportion – One sided (tailed) was used to test the hypothesis

Test statistic $Z = \left| \frac{P-P0}{S.E.} \right|$ WHERE $S.E. = \sqrt{\frac{P0Q0}{n}}$; $Q0 = 1 - P0$; p = observed sample proportion

Level of Significance: 5%; Critical value of Z at 5% level of significance: 1.64

Computation of Test statistic:

Desired no. 'a'	Sample size 'n'	Observed sample proportion 'p' = a/n	P0	Q0	S.E.	Z-calculated	Z-critical
45	51	0.88235	0.75	0.25	0.060634	2.18282	1.64

Decision: Since Z-calculated > Z-critical; H0 is rejected and hence H1 is accepted.

Conclusion: Fun and Frolic AND Scenic Beauty attracted majority tourists while selecting Singapore as their travel destination.

[III]“Age, Gender, Qualification and Occupation of tourist” do not have any impact on “Purpose of visit to Singapore”.

This hypothesis was divided into 4 sub-hypotheses:

To test above hypothesis, Chi-square test for Independence of Attributes was applied.

To apply the test one of the assumptions is “No cell frequency should be less than 5”.

To make test applicable, the original contingency table was modified before applying the test.

Level of Significance used: 5%

Chi-square statistic $\chi^2 = \sum \frac{(O-E)^2}{E}$; O: Observed frequencies; E: Expected frequencies

$E_{i,j}$ = Expected frequency of $(i,j)^{th}$ cell = $[R_i \times C_j] / N$ $\sum R_i = \sum C_j = N$

Degrees of Freedom = $(r - 1) (c - 1)$ where r = number of rows; c = number of columns.

The results were summarized as given below.

[A]

Null Hypothesis	H0: “Purpose of visit to Singapore” and “Age of tourist” are independent of each other.	H0: “Purpose of visit to Singapore” and “Gender” are independent of each other.
Alternate Hypothesis	H1: “Purpose of visit to Singapore” and “Age of tourist” are NOT independent of each other.	H1: “Purpose of visit to Singapore” and “Gender” are NOT independent of each other.
Original Contingency table $r \times c$	5 X 7	2 X 7
Modified Contingency table $r \times c$	2 X 2	2 X 2
Degrees of Freedom: $(r - 1) * (c - 1)$	1	1
Level of Significance	5%	5%
χ^2 CALCULATED	0.639498	3.923077
χ^2 CRITICAL	3.84	3.84

Decision	Do not Reject H0	Reject H0
Conclusion	“Purpose of visit to Singapore” and “Age of tourist” are independent of each other.	“Purpose of visit to Singapore” and “Gender” are NOT independent of each other.

[B]

Null Hypothesis	H0: “Purpose of visit to Singapore” and “Qualification of Tourist” are independent of each other.	H0: “Purpose of visit to Singapore” and “Occupation of Tourist” are independent of each other.
Alternate Hypothesis	H1: “Purpose of visit to Singapore” and “Qualification of Tourist” are NOT independent of each other.	H1: “Purpose of visit to Singapore” and “Occupation of Tourist” are NOT independent of each other.
Original Contingency table $r \times c$	4 X 7	4 X 7
Modified Contingency table $r \times c$	2 X 2	3 X 2
Degrees of Freedom: $(r - 1) * (c - 1)$	1	2
Level of Significance	5%	5%
χ^2 CALCULATED	1.550154	2.83638
χ^2 CRITICAL	3.84	5.99
Decision	Do not Reject H0	Do not Reject H0
Conclusion	“Purpose of visit to Singapore” and “Qualification of Tourist” are independent of each other.	“Purpose of visit to Singapore” and “Occupation of Tourist” are independent of each other.

IV. FINDINGS

1. The calculated Z value is 2.18, which is more than the critical z value 1.64 which indicate that Majority tourists agree the statement "Singapore is one of best tourist place in the world and it has maintained sustainable tourism".
2. The calculated Z value is 3.15, which is more than the critical z value 1.64 which indicate that Majority tourists highly rated the transport facility in Singapore from the point of view of comfort and convenience.
3. The calculated Z value is 0.40, which is less than the critical z value 1.64 which indicate that Majority tourists do not agree the statement "Malls in Singapore are one of the best places for shopping."
4. The calculated Z value is 0.24, which is less than the critical z value 1.64 which indicate that Majority tourists do not agree the "Cost of various goods are very high and expensive in Singapore. "
5. The calculated Z value is 3.15, which is more than the critical z value 1.64 which indicate that Majority tourists highly rated Singapore from the point of view of cleanliness and hygiene.
6. The calculated Z value is 2.18, which is more than the critical z value 1.64 which indicate that Majority tourists highly rated safety and security in Singapore.
7. The calculated Z value is 3.15, which is more than the critical z value 1.64 which indicate that Majority tourists prefer to visit Singapore again.
8. The calculated Z value is 2.18, which is more than the critical z value 1.64 which indicate that Fun and Frolic and Scenic Beauty attracted majority tourists while selecting Singapore as their travel destination.
9. The purpose of visit was analyzed with respect to the age, gender, qualification, and occupation of the respondents. The findings are as follows:
 - $\chi^2_{\text{CALCULATED}}$ is 0.64 which is less than χ^2_{CRITICAL} which is 3.84. This indicates that "Purpose of visit to Singapore" and "Age of tourist" are independent of each other.
 - $\chi^2_{\text{CALCULATED}}$ is 3.92 which is more than the χ^2_{CRITICAL} 3.84 which indicates that the "Purpose of visit to Singapore" and "Gender" are NOT independent of each other.

- $\chi^2_{\text{CALCULATED}}$ is 1.55 which is less than the χ^2_{CRITICAL} which is 3.84 which indicates that the “Purpose of visit to Singapore” and “Qualification of Tourist” are independent of each other.
 - $\chi^2_{\text{CALCULATED}}$ is 2.84 which is less than the χ^2_{CRITICAL} which is 5.99, it indicates that the “Purpose of visit to Singapore” and “Occupation of Tourist” are independent of each other.
10. Majority of the respondent’s dislike Singapore due to the facts that it is expensive, manmade and not natural and very commercial.
 11. Majority of the respondents have given high rating to the spots such as Marina Bay Sands, Gardens by the Bay, Botanic Gardens, Sentosa Island, Universal Studios of Singapore followed by Singapore Zoo, Night Safari, Merlion Park and Little India.
 12. Highest rating has not been given by majority of the respondents to Asian Civilization Museum and Bugis Market.

Key perceptions of respondents about Singapore as a distinguished tourist destination

<u>Perception about Country</u>	<u>Perception about Tourism</u>
Good place to visit	safe, attractive, and organised tourism
Small island with beautiful view	Unique tourism experience
Clean and well-Maintained	Value for money
Efficient and calm	Efficient public transport& connectivity
Small yet impactful	Availability of Indian & other food varieties
Cleanest nation in Asia	Comfortable accommodation options
Beautiful tourist place & a commercial hub	Smooth airport clearance
Helpful and polite citizens	Best tourist destinations but expensive
Discipline as per the Govt regulations	Lot of man-made tourist attractions

V. SUGGESTIONS

For tourism in New Normal

- Standard rules, precautions, and safety measures to be ensured in the new normal.
- Health Safety to be ensured.

- Vending machine for alcohol-based wipes, and sanitizer dispensers should be placed at most crowded places.
- Limit on the crowd and managing social distancing and use of masks.
- Make the Covid insurance compulsory.
- Markets and street food area should be cleaner.

Other

- Reduce the ticket fair of tourist places, parks etc. which might attract more tourism.
- Make the shopping more economical by reducing cost of various goods.
- For students in educational / Study tour from India to Singapore, special discount to be given for entry in attractions after verification.
- Create budget accommodations to attract tourists with a moderate budget.
- Improvements to be made in travel experience to Asian Civilization Museum and Bugis Market as the highest rating has not been given by majority of the respondents to these places.

VI. CONCLUSION

The study indicates that Singapore is one of best tourist place in the world and it has maintained sustainable tourism. The transport facilities are comfortable and convenient. This country is well-known for its safety, security, cleanliness, and hygiene. Fun and Frolic and Scenic Beauty attracts majority tourists while selecting Singapore as their travel destination. Despite the cost of various goods being high, it is a preferred destination of most of the tourists. STB has taken several Initiatives to strategize its offerings and experiences in the new normal.

Analysis of Primary data indicates that the respondents would like to repeat the tourism to Singapore. However, they expect some precautionary measures to be taken in the new normal such as setting up and following standard rules, precautions, and safety measures, availability of vending machines for alcohol-based wipes, and sanitizer dispensers at crowded places, following up of social distancing norms and usage of masks in public places and overall cleanliness of the crowded places. They also suggest making the Covid insurance compulsory. In addition to these, the respondents also suggest making the shopping more economical by reducing cost of various goods, reducing the ticket fair of tourist places, parks, giving special discount for entry of students who are on educational / Study tour, providing budget accommodations etc. While

regular international travel may take time to resume in a significant manner in 2021, STB mentions that it will continue standing together with its industry partners to prepare for recovery and to start building a better and more sustainable future for tourism. The strategies and initiatives of Singapore are expected to give a safe and pleasant experience to the tourists in the new normal.

VII. FUTURE SCOPE

The pandemic has affected tourism industry all over the world. Each country is looking out for effective solutions to offer a safe and enjoyable experience to the tourists. The similar kind of study can be conducted for other tourist attractions such as Dubai, Maldives, Sri Lanka, Seychelles, and Mauritius etc. It will enable a formulation of strategy for efficient tourism in new normal.

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