

**DN1009 GRAPHIC FORM**  
**PROJECT 2: ZINE: LOCALE**

**Project 2.1**  
**Zine: Locale**  
**Research and Presentation**

Location chosen: **Sentosa**

**RESEARCH CATEGORIES**

I separated and streamlined Sentosa into different categories for research.

The categories include:

- Transport
- Accommodation
- Places of interest
- Spending
- Work / Career

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**PRIMARY RESEARCH**

To understand the needs and wants from the visitors better, I conducted a survey for the visitors that visited Sentosa, and classified the data according to their nationality, grouping the data into local visitors vs foreign visitors/ tourists. This classification is to determine the reasons of visiting for different groups of people.

Survey for locals were both done online and also on site during my visit to Sentosa.

Survey for foreigners/ tourists were done on site.

**SURVEY QUESTIONS**

*Regarding Travel*

How do you usually travel into Sentosa? \*

- ☐ By foot (Sentosa Broadwalk)
- ☐ By the monorail (Sentosa express)
- ☐ By bus (RWS8)
- ☐ By public transport (123 / 188R / 963R / NR1 / NR6)
- ☐ By car
- ☐ By taxi
- ☐ Other...

How do you usually travel within the island? \*

- ☐ By the monorail (Sentosa Express)
- ☐ By foot
- ☐ By tram
- ☐ By the bus services within the island (Bus A / Bus B)
- ☐ Other...

How do you usually travel out of Sentosa? \*

- ☐ Via the monorail (Sentosa Express)
- ☐ Via the shuttle bus (RWS8)
- ☐ Via taxi
- ☐ Via public transport (Public buses)
- ☐ By foot (Sentosa Broadwalk)
- ☐ By car
- ☐ Other...

These questions were for me to find out visitor's preferences in traveling into, out of and within the island. This is to better understand the priorities of the visitors by getting the participants to rank their preferences.

### *Regarding accommodation*

If you were a tourist / having a staycation at Sentosa, where would you choose to stay? \*

- ☐ A hotel located outside the island but near Sentosa (e.g. Bay Hotel, opposite VivoCity)



- ☐ A hotel under Resorts World Sentosa (Hard Rock Hotel / Equarius Hotel / Festive Hotel etc)



- ☐ A resort nearer to the beaches (e.g. d'resort)



- ☐ A resort with an old school twist (e.g. d'resort's kampong huts)



- ☐ Other...

This was to collect data for the visitors' preferred mode of accommodation, and is also helpful to linking back to spending power.

*Regarding places of interest*

If you were to make a trip to Sentosa, which of the following places are you most likely to visit? \*

- ☐ Universal Studios Singapore
- ☐ Adventure Cove Waterpark
- ☐ Siloso Beach
- ☐ Palawan Beach
- ☐ Tanjong Beach
- ☐ Sentosa Luge and Skyride
- ☐ Images of Singapore
- ☐ South East Asia Aquarium
- ☐ Madame Tussauds Singapore
- ☐ Mega Adventure Park
- ☐ Wavehouse Sentosa
- ☐ Merlion

The purpose of this question is to find out which places of interest are most popular among tourists and visitors so that it is easier to filter out the more notable places in Sentosa to include in the zine.

What is your average spending when you visit the island? (Including transportation, food expenses, ticket pricing etc)

*Regarding  
spending*

- ☐ Below \$30
- ☐ \$30-50
- ☐ \$50-100
- ☐ \$100-200
- ☐ \$200 - 300
- ☐ Above \$300

The purpose of finding out the expenses of the visitors is to compare the spending power of the different groups of visitors and their willingness to spend when on the island.

#### *Regarding work / career*

If you were to be offered a part time / full time job in Sentosa, which of the following would you <sup>\*</sup> consider before responding to the offer? (Rank these in order of importance)

	Most important	Important	Quite important	Not so important	Of least importan...
Salary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance from ho...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working environ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scope of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providence of me...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As I work part time under Resorts World Sentosa, I wanted to find out the possible considerations before someone decides to work in Sentosa. I thought that this might be interesting to find out and that it may be useful to the zine.

#### *Others*

Who would you mostly likely visit Sentosa with? <sup>\*</sup>

- ☐ Friends
- ☐ Family
- ☐ Alone
- ☐ Significant other

I wanted the zine to target a specific group of people, and hence I wanted to find out the preferred groups of people visitors would choose to visit the island with. This would help me classify and decide which specific group of people I want to target the zone towards.

## When visiting Sentosa, where would you have your meals? \*

- ☐ Within Resorts World Sentosa (RWS)
- ☐ Eateries / fast food restaurants (e.g. Macdonald's, Texas Chicken etc) in Sentosa
- ☐ Purchase food before entering the island (e.g. at VivoCity etc) and bring food in
- ☐ Other.....

I was interested in this because I wanted to find out the types of food people preferred when they visited the island because the prices of food on the island is definitely inflated due to the island being a tourist attraction. I thought that having this question would allow me to understand the food choices people preferred better.

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## SECONDARY RESEARCH

- Sentosa's Official Website (<https://www.sentosa.com.sg>)
- Wikipedia (<https://en.wikipedia.org/wiki/Sentosa>)
- RWS Official Website (<https://www.rwsentosa.com/en>)
- National Library Board Singapore Infopedia ([http://eresources.nlb.gov.sg/infopedia/articles/SIP\\_247\\_2005-01-20.html](http://eresources.nlb.gov.sg/infopedia/articles/SIP_247_2005-01-20.html))
- Land Transport Guru (<https://landtransportguru.net/bus/bus-services/sentosa/>)
- Existing Knowledge from experience with working at RWS
- Existing Knowledge from friends who have worked in KidZania Singapore
- Existing Knowledge from previous visits to Sentosa
- Things observed from visits to Sentosa

## BRIEF OVERVIEW

- An island located in the South of Singapore
- Linked to mainland by a causeway
- One of the most popular tourist attractions in Singapore and is a resort destination.
- Previous named as Pulau Blakang Mati
- Was a British Military Base and Japanese P-O-W camp, hence, many Chinese were found killed on its beach during WWII
- Was renamed and turned into a tourist attraction in 1972
- Receives around 20 million visitors yearly
- SENTOSA - means tranquility; aligns with Singapore's image as a tourist attraction and this came into effect in 1970
- \$11.5 million was invested in 1971/1972 to develop Sentosa into a resort destination
- In March 1972, the government identified Sentosa as a place to boost tourism
- In 2002, better attractions, lower entry fees new hotels and better transport was introduced to improve visitorship to the island.

- In 2010, RWS entered Sentosa with the first casino and integrated resort in Singapore, helping to boost the annual visitorship to 19.1M in 2011, doubling the visitorship the previous year.

#### *VISITORSHIP*

1979 - 850,000

1979/1980 - Crossed the 1million mark

2010 - 7.83M

2011 - 19.1M

#### *SENTOSA COVE*

- Mooted in 1996
- It's development is to reduce the island's reliance on tourism for revenue —> Sentosa Cove creates a community of permanent residents on Sentosa and gains revenue from housing and accommodation
- Launched in 2003
- 117-hectare gated enclave
- Features a total of 2600 homes, including oceanfront villas, mansions and condominiums

#### *RESORT WORLD SENTOSA (RWS)*

- Entered Sentosa in March 2010
- \$6.59 billion was invested into building the resort
- First integrated resort in Singapore
- First casino in Singapore
- Helped boost annual visitorship in 2011 to 19.1M

#### *TRANSPORT*

- Transport infrastructure has improved to cope with the rise of visitorship
- Feb 1982: Monorail started operation
- Oct 2005: Cable Car revamped (\$4M invested)
- Jan 2007: Sentosa Express replaced previous Monorail
- 2009: An additional bridge (For cars/busses/taxis etc) was built beside original causeway
- Mar 2010: Shuttle bus services started
- Nov 2010: 700m broadwalk was reconstructed

#### *GEOGRAPHY*

- Area close to 5km<sup>2</sup> (1.9 square metres)
- 70% of the island was covered by secondary rainforest
- Habitat to monitor lizards, monkeys, peacocks, parrots, and other native flora and fauna
- When building RWS, environmental impacts were kept to a minimum - 200 trees in the area were replanted somewhere else on the island
- 3.2km stretch of white sand beach
- Large portions of land are currently being added to Sentosa due to land reclamation

#### **TRANSPORT**

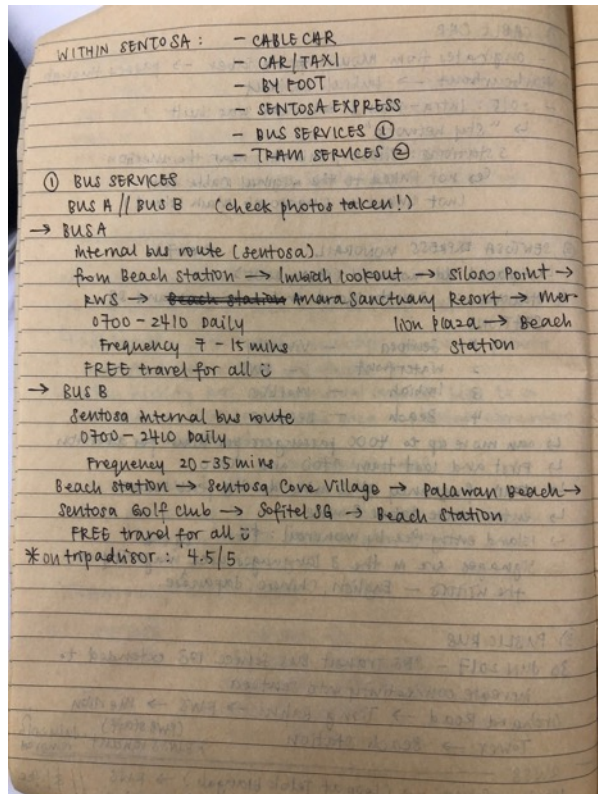
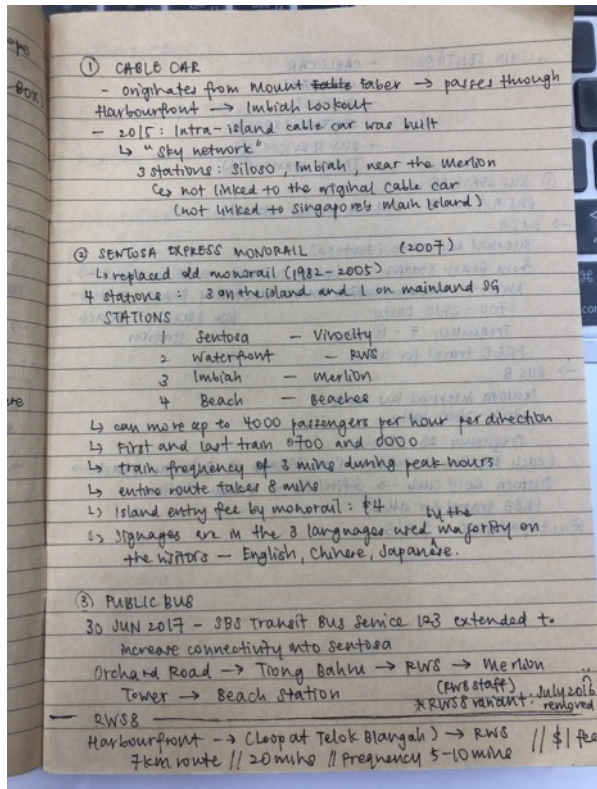
I feel that transport is an important factor for visitors as Sentosa is an island and transport plays a huge part in traveling in and out of the island as well as within the island. Hence, I researched and classified the different transport methods and surveyed the visitors based on which transport they would prefer to take for their journey into/ in the island.

#### *INTO SENTOSA*

- Cable Car
- Car / Taxi (By Causeway)
- Broadwalk
- Sentosa Express
- RWS8 / Public bus

## WITHIN SENTOSA

- Cable Car
- Car / Taxi
- By foot
- Sentosa Express
- Bus Services
- Tram Services



## ACCOMMODATION

- Hotels in Sentosa
- Hotels out of Sentosa
- Chalets
- Unique chalets

The research done was to find out the different types of accommodations that were available near or on the island, and the general prices of these places.

The survey was then created for participants to rank the places they would prefer to stay in.

## PLACES OF INTEREST

Participants of the survey were asked to pick places they would most likely go if they were to visit Sentosa / places they visited during their day visit at Sentosa. This is to find out what visitors are interested in and which places of interest were more popular.

## SPENDING

This was included in the survey to find out the willingness to spend of the visitors and the differences between tourists and locals. This is to better understand the wants of the visitors, and would be helpful when creating an informative zine to other visitors.



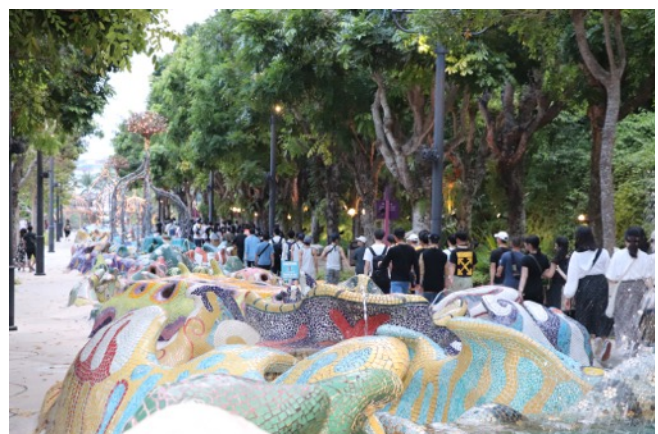
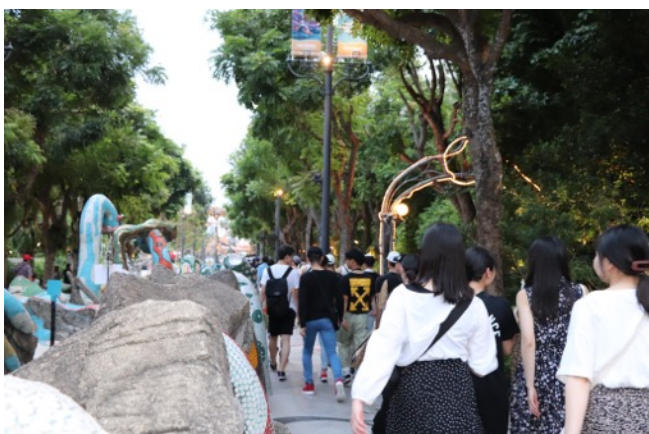
## WORK / CAREER

As an employee under RWS, it struck me that it would be interesting to understand the reasons of why locals would choose to work in Sentosa, especially because it's an island away from mainland. During consult, it was also brought up that it would be interesting to understand the mindset of the employees working in Sentosa, and that it might be helpful during the construction of the zine.

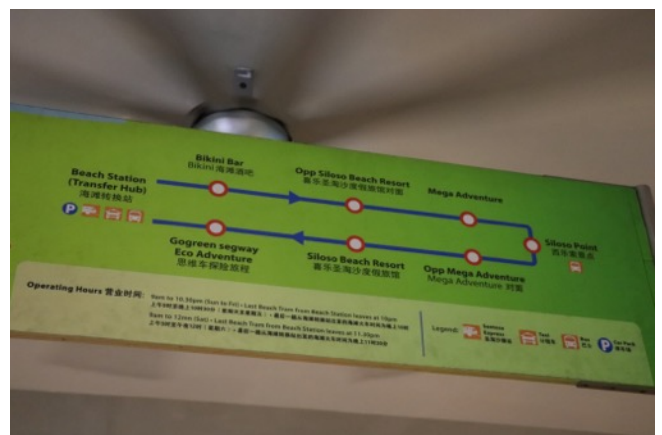
All research done was to find out the target audience I wanted to base the zine on, to find out the more popular and preferred places of visitors and to classify the island into clearer categories.

## ON-SITE RESEARCH

Other than carrying out online surveys and on-site surveys with visitors, I also visited the island many times to observe the happenings and the patterns on the island. I've observed the differences between the local visitors, foreign visitors, and tour groups. Below are some pictures taken during the visits.







the state

ZINE: LOCAL


**sentosa**


GINNIE LEE  
402

of fun

Below are the comments given by the class regarding my presentation.

Seminar: Ginnie


- Good insight to the history of feminism: started towards abolition
- Very thorough research in all the aspects of the piece!
- Cute visuals! 
- Looks as though it's very interesting!

Ginnie  Semos

- Informative & detailed stuff
- clear theme of empowerment


You present your story very easy to get into & deliver

Ginnie - Semos -  
very organised & informative presentation!  
You managed to cover the important points that a tourist would caught after them, I think you did a great job!

YuanXin 

enjoy how you spent time talking us through the transportation model, I actually didn't know the cable car was that expensive! Super, super informative, great job!

- Penella &

 @.biopagne

Cute illustrations!  
Very informative and organized  
Basically a travel guide to and in feminist history!  
Thanks for the feature!  
But your presentation damn long bro haha  
- Channah

Ginnee - Penella

Very detailed presentation! Clear, there is a lot of ground where research done & really good! Also love the cute character illustrations! Still your presentation made me find out a lot more about feminism (though I should I know more about) great research!

- Channah

Ginnee

Wanted to see how history is told in different ways to explore the different views of society & politics, and presenting broadened my definition of it. I enjoyed the research, the clear order and the flow, connecting and linking the history and the history shown in America & Asia. Really nice &