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The Singapore Government's Efforts in International Tourism Development through the Eras Tour

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Abstract

This research discusses the efforts made by the Singapore government to boost its international tourism development through Taylor Swift's The Eras Tour in Singapore. It started when the tour encouraged economic and tourism growth in the countries where it stops, and many countries are trying to be part of The Eras Tour, including Singapore. This research uses descriptive methods to explain the results in sentence and non-numerical form and the international tourism development theory. This research demonstrates that there are four Singapore government's efforts to boost its international tourism development through The Eras Tour. First, by coordinating an exclusive agreement with AEG Presents, the concert promoter, to make Singapore the only stop in Southeast Asia. Second, by expanding facilities, especially complementary tourism facilities in the Singapore Sports Hub, international tourists will be tempted to explore and have many experiences. The expansion of facilities was upgraded and innovated with pre-concert activities, including The Carnival, The Precinct, and The Library. Third, by implementing general promotion, the Singapore government uses Visit Singapore Instagram to promote Singapore with 'The Eras Tour themed' recommended destinations to international tourists. Fourth, providing infrastructure indirectly based on the need to develop international tourism. In its improvement, the Singapore government is also providing infrastructure by increasing the frequency of SMRT trains for post-concert activities so the crowd can be organized in a conducive situation.

Keywords: Singapore government, Efforts, International tourism development, The Eras Tour

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Introduction

Singapore is one of the countries in Southeast Asia, with the tourism sector as one of Singapore's main images and attractions from the viewpoint of international tourists. It has the potential for Singapore's economic growth (Muis & Aisyah, 2022, p. 55). The Singaporean government is also active in promoting its international tourism activities, including through the music industry. This small Southeast Asian country has earned the nickname "The LV Destination of Southeast Asia," with 'LV' referring to the famous fashion brand Louis Vuitton because it frequently hosts

international music concerts, including large-scale ones (Kit, 2023). For example, Coldplay, holding the Music of The Spheres World Tour concert in Singapore for six days in January 2024, has made Singapore as the main stop in Asia (Sue-Ann, 2024). Terrence Voon, the Executive Director of the Singapore Tourism Board, stated that Singapore strives hard to provide a pleasant and comfortable concert experience for the audience because, every year, certain artists hold concert tours in Singapore (Sakina, 2024). This encourages international musicians to make Singapore an ideal and guaranteed venue for concert tours, including for Taylor Swift.

The announcement that Taylor Swift will hold The Eras Tour concert in Singapore has created public excitement among Southeast Asians. AEG Presents Asia announced through a post on their Instagram on June 23, 2023, that The Eras Tour will stop in Singapore for three days, on March 2, 3, and 4, 2024. However, the overwhelming enthusiasm led the organizers to add three additional days, on March 7, 8, and 9, 2024, bringing the total to six days (Ananta, 2023). The post also included the phrase "The Only Stop in Southeast Asia," which became the most attention from the public, especially for Swifties, the term for Taylor Swift's fans, in Southeast Asia. The sense that Taylor Swift will not make stops on The Eras Tour in other Southeast Asian countries has sparked pros and cons for the Swifties and the governments in Southeast Asia. Particularly when the term "Swiftonomics" emerged in the popularity of The Eras Tour to describe Taylor Swift's worldwide tour that has a significant economic impact, also on tourism, hospitality, retail, and even transportation (Medina, 2024).

This research will discuss the Singaporean government's efforts to boost international tourism development by organizing The Eras Tour. By making Singapore the only stop of The Eras Tour in the Southeast Asia leg, an in-depth discussion is needed regarding the efforts made by the Singaporean government in this matter.

Literature Review

There has been no previous research discussing how The Eras Tour was able to drive international tourism development in each of its stop countries. However, several researches discuss how music tourism drives a country's tourism sector. Galih Wardana, Ikka Salsabilla, and Feronica Simanjorang explained that music tourism through the NCT Dream Tour: The Dream Show 2 concert significantly contributes to boosting the economy, hospitality, and tourism sectors, as well as the entertainment and creative economy industries in Indonesia (Wardana et al., 2023, p. 17). The Dream Show 2 concert also had a positive impact on the increase in ticket sales, merchandise purchases, and consumption around the concert venue. The research also shows how the K-Pop phenomenon impacts Indonesia's national income. Furthermore, Phat Phuong explained that the Blackpink World Tour 2023 concert in Hanoi, Vietnam had a significant impact on the local economy, tourism, and hospitality, as well as enhancing the image of Hanoi as a host city increasingly recognized globally with the success of the international concert (Phuong, 2023, p. 32). This research shows that the event organizers faced several challenges related to government regulations. For example, disputes over copyright fees jeopardized the Blackpink concert license, and the event organizers were threatened with having the concert permit revoked, however this did not happen because tickets had already been sold in large quantities (Phuong, 2023, p. 17). In addition to those challenges, the Hanoi People's Committee, as the local government, confirmed that the concert will proceed as planned, and is focused on enhancing Vietnam's image as a friendly and welcoming destination for international cultural events (Phuong, 2023, p. 16).

Both previous studies focused on how an international music concert positively impacts the economy and tourism of the host country. However, there is little discussion in both studies regarding the contribution or role played by the government in attracting or accommodating these international music concerts particularly to boost international tourism sector. In general, the government can contribute to music tourism by regulating policies such as permits, providing infrastructure and facilities, conducting promotions, and offering other support to music industry players or event organizers. Therefore, this research will focus on the efforts made by the

government to boost international tourism development through music tourism, especially international music concerts.

Research Methodology

This research will use descriptive research methods to explain and understand the efforts made by the Singaporean government to boost its international tourism development through The Eras Tour. This method aims to provide a complete and comprehensive viewpoint of an event or phenomenon or to reveal and explain a phenomenon clearly and in detail (Rusandi & Rusli, 2021, p. 3). The scope of this research will focus on the efforts made by the Singaporean government, with the research timeframe being 2023, the year the schedule for The Eras Tour in Singapore was announced, and 2024, the year it will be implemented. Data collection in this research is conducted using literature studies in the form of news articles, journals, books, and others. Then the theory that will be used to explain the topic of this research is the theory of international tourism development.

Tourism development is a strategy to increase the number of tourists by enhancing, improving, and advancing tourist attractions, thereby generating a positive impact for the community and the government (Paturusi, 2001). Therefore, potential tourism development must be carried out through research, data collection, and assessment as an important initial step to understand market desires and determine targeted development strategies so that a tourist destination can attract market interest and develop optimally (Marpaung, 2000). Tourism development can be applied both in the local realm to attract local tourists and internationally to attract foreign tourists. Thus, it can be concluded that international tourism development is a series of planned efforts to enhance the appeal of a tourist destination to attract foreign visitors. The implementation of tourism development, both at the local and international levels, must at least include important components that need to be considered, namely attraction, accessibility, amenities, ancillary services, and institutions. (Sunaryo, 2013 pp. 159-160). These consist of the 4A components that form the basis of tourism, with institutions as the actors in its implementation. These institutions include the government, the private sector, and society. (Sunaryo, 2013 p. 31). In this case, the government becomes the leading actor in tourism development at various levels, from local to international (Firdaus et al., 2021, p. 1299).

As one of the actors in the institutional component, the government can implement efforts such as coordinating with the private sector, expanding various facilities, conducting general promotional activities, and providing infrastructure (Hartono, 1974 p. 49). Government and private sector coordination is carried out by providing fundamental infrastructure and regulations, followed by investment, innovation, and operational management in the private sector (Rachmad et al., 2024, p. 56). The government then expanded various facilities by building, upgrading, and improving each type of facility based on its needs. Lothar A. Kreck mentions that there are three different kinds of tourism facilities, namely primary tourism facilities, complementary tourism facilities, and secondary tourism facilities; also, two types of tourism infrastructure, namely economic infrastructure (communication, transportation, banking services, and utility groups) and social infrastructure (security, health facilities, and government apparatus) (Yoeti, 2006). Then, the government conducted general promotions. Essentially, the implementation of promotions is divided into two types, namely conventional and e-tourism (Irfan & Apriani, 2017, p. 326). Conventional promotions, such as distributing pamphlets and brochures, are considered less effective and require high costs. In contrast, e-tourism has become a practical choice for promoting tourism in the current digital era because tourists can easily access various information without being limited by space and time. The government can subsequently provide infrastructure according to the needs of tourism development. The infrastructure includes transportation facilities, telecommunications and information, security, clean water, electricity and energy, and networks (Kurniansah et al, 2024, p. 19). The availability of adequate tourism infrastructure will affect tourists' satisfaction in achieving tourist visit targets.

Results and Analysis

Exclusive Agreement Between Singaporean Government with AEG Presents

Singapore's government has agreed with AEG Presents, a promoter of The Eras Tour, regarding the tour's visit to Singapore. This was confirmed by Lee Hsien Loong, Singapore's Prime Minister, on March 5, 2024, at a press conference called "The 9th Singapore-Australia Annual Leaders' Meeting" in Melbourne to address questions raised by The Sydney Morning Herald (Mei, 2024).

"Our agencies negotiated an arrangement with her to come to Singapore and perform and to make Singapore her only stop in Southeast Asia. There was a certain incentive provided to her by our tourism development fund. It is a post-COVID fund to revive tourism after COVID. A deal was reached, so it has become a successful arrangement." (The Guardian, 2024).

Lee Hsien Loong stated that their agency has already discussed a possible agreement with Taylor Swift (especially through AEG Presents) to visit and perform in Singapore, making Singapore the only stop on The Eras Tour in Asia. The provided specific incentives are taken from Singapore's Tourism Development Fund, essentially a fund to revive the tourism sector post- COVID-19. In the end, an agreement was reached, and it became a successful agreement (The Guardian, 2024).

Through the Ministry of Culture, Community and Youth, and the Singapore Tourism Board, the Singaporean government also confirmed that it has directly negotiated and provided incentive funds to the promoter AEG Presents to hold The Eras Tour in Singapore (Mei, 2024). Although the deal's details, particularly the incentive amount, have not been published, there is a presumption that its value reaches millions of dollars for each performance. Srettha Thavisin, the Prime Minister of Thailand, revealed in a Bangkok business meeting on February 16, 2024, that the Singaporean government offered an incentive of two to three million US dollars per show after reaching an agreement with AEG Presents for her to perform exclusively in Singapore, in exchange for The Eras Tour not making stops in other Southeast Asian countries during the Southeast Asia leg (Mei, 2024).

Various debates have emerged among Southeast Asian governments following Srettha Thavisin's statement. The Prime Minister of Thailand expressed disappointment that Thailand could not be part of The Eras Tour due to an exclusive agreement with the Singaporean government. Therefore, Srettha Thavisin is determined to make Thailand the premier concert destination in Southeast Asia (Henderson, 2024). Joey Salceda, a Filipino congressman, requested the Philippine Department of Foreign Affairs on February 28, 2024, to officially protest the provision of incentives so that Taylor Swift did not visit other Southeast Asian countries (Cepeda, 2024). According to Joey Salceda, the action was inappropriate against a neighboring country and could damage diplomatic relations with Manila. Lee Hsien Loong denied in a previous press conference that if an agreement needs to be made to achieve beneficial results and grow Singapore's economy, including attracting international tourists, then there is no excuse not to implement those efforts (The Guardian, 2024).

Based on that first effort, it can be concluded that the government's international tourism development is one of its important roles. Singapore's Prime Minister Lee Hsien Loong, who officially announced the provision of incentives taken from the Singapore Tourism Development Fund, indicates that Singapore is quick to respond in optimizing the incredible opportunity through The Eras Tour to develop its international tourism, especially when The Eras Tour has worldwide popularity. This indirectly makes Singapore a strategically oriented country. As Lee Hsien Loong said, Singapore sees mutually beneficial results through this coordination, which can then grow the economy and attract tourists from across the region to Singapore. As one of the two Asian countries selected as a stop on The Eras Tour, this motivates tourists, especially Swifties from Southeast Asian countries, to visit Singapore. Therefore, the arrival of various international tourists to watch The Eras Tour will boost Singapore's international tourism. As a private sector entity, AEG Presents also plays an important role. AEG Presents provides investments in the form of attractions or tourist sites offered to the Singaporean government. In this case, AEG Presents uses The Eras Tour as a tourist attraction offered to the Singapore government, which is considered an artificial

tourist attraction in the form of a music concert. Thus, the coordination between both parties encourages Singapore's international tourism sector.

Various comments from the governments of Southeast Asian countries regarding the efforts made by the Singaporean government have the potential to increase intense competition among countries. Starting with Malaysia, which failed to secure a deal with Taylor Swift's team; the Philippines protesting the coordinated action; Thailand, which Singapore outpaced, then implemented a similar policy; and Indonesia, which intends to implement a similar action. In this case, Thailand, which has implemented a policy of providing incentives for international sports and music events, also needs to be considered. Suppose Thailand requests explicitly that the event organizers be prohibited from holding events in other Southeast Asian countries as part of the incentive provision. In that case, this can potentially trigger a "cold war" in Southeast Asian inter-country relations. These countries are likely to continuously implement similar actions, aside from the fact that such actions are part of a competitive strategy. However, indirectly, the efforts made by the Singaporean government have boosted the country's international tourism, and The Eras Tour positively impacts the country's international tourism sector.

Expansion of Singapore Sports Hub Facilities

Singapore Sports Hub, a world-class development managed by Kallang Alive Sport Management Co Pte Ltd. (KASM), is a premier destination for sports, entertainment, and lifestyle enthusiasts that the general public can enjoy. With various programs and comprehensive facilities, this place has become a center for dynamic and inclusive community activities. KASM consistently hosts international-level recreational and competitive events, live entertainment, and extensive community service activities, attracting visitors from various countries. With a large-capacity stadium, multifunctional indoor arenas, and modern fitness centers, the Singapore Sports Hub focuses on meeting visitors' sports and entertainment needs. Edwin Tong, the Minister of Community, Culture, and Youth, stated that Singapore Sports Hub has actively curated a portfolio of world-class events since the government took over the management of the destination in December 2022. One of them is Taylor Swift's concert as the only The Eras Tour concert in Singapore outside of Japan, and the government aims to enhance this offering to Singaporeans and tourists (Singapore Sports Hub, 2023).

The Singaporean government expanded facilities, particularly by utilizing complementary tourism amenities by expanding the Singapore Sports Hub. This expansion is a supporting means for implementing The Eras Tour as the primary tourism facility. Singapore Sports Hub provides supporting facilities through pre-concert festivities consisting of The Carnival, The Precinct, and The Library on March 2-4 and March 7-10, 2024 (Go Find Singapore, 2024). The government expands these facilities to transform the area by offering a better experience for concertgoers and the community. In other words, it was established by the Singapore government to welcome The Eras Tour to Singapore.

First, The Carnival provides various food trucks and live music from local musicians so visitors can enjoy their free time before the concert begins. (Singapore Sports Hub, 2024). Carnival utilized the blank space in Carpark 4 near MRT Station Exit B as the venue for the festival. Second, The Precinct becomes a place that offers various pre-concert funs with face painting booths, hair braiding, Jagua Ink Tattoos, and watching mesmerizing fire twirlers and LED stilt walkers for pedestrians. The festival is held at Stadium Riverside Walk. Third, The Library becomes a place that facilitates visitors to create pen love letters, craft friendship bracelets, enjoy LED floor battles and performances, and more. (Singapore Sports Hub, 2024). The Sports Hub Library was originally a traditional library officially closed on November 12, 2023, and transformed by the government into an event space.

Based on the second effort, it can be analyzed that the expansion of facilities is a form of attention given by the Singaporean government to the amenities around tourist destinations. In this case, the Singaporean government is utilizing and enhancing facilities such as a library, parking area, and outdoor landscape area at the Singapore Sports Hub by creating them in the form of pre-concert activities to attract the attention of The Eras Tour audience. This also serves as an effort to

support Singapore's international tourism. The expansion of these facilities will attract the interest of tourists, especially international Swifties, who want to visit and explore the three pre-concert activities provided. Then, it will enhance tourist attractions and increase the number of visitors, thereby contributing to Singapore's international tourism.

Based on the international musicians who held concerts in Singapore in 2024, The Eras Tour became the music concert that was "most facilitated" by the Singaporean government. In other words, the Singaporean government enhanced the facilities at the Singapore Sports Hub in various forms, namely The Carnival, The Precinct, and The Library. The Singapore government tailored the pre-concert activities to align with the distinctive features or theme of The Eras Tour in detail, such as the activity of making friendship bracelets. This proves the exclusivity of The Eras Tour, as well as the seriousness of the Singaporean government in welcoming this large-scale concert, especially after reaching an exclusive agreement with AEG Presents. In the sense that the Singaporean government does not just stop after the agreement is reached; it takes advantage of that momentum by preparing all the necessary arrangements to be offered to tourists during The Eras Tour. Thus, it will boost Singapore's international tourism.

General Promotions of Visit Singapore Instagram

The Singaporean government conducted a public promotion through the official Instagram account of Visit Singapore from the time of Taylor Swift's arrival in Singapore until the end of The Eras Tour in Singapore. This promotion is carried out by featuring recommendations for various tourist destinations incorporating elements of Taylor Swift and The Eras Tour, making them accessible to local and international tourists. There are four promotional posts from Visit Singapore related to The Eras Tour during its duration.

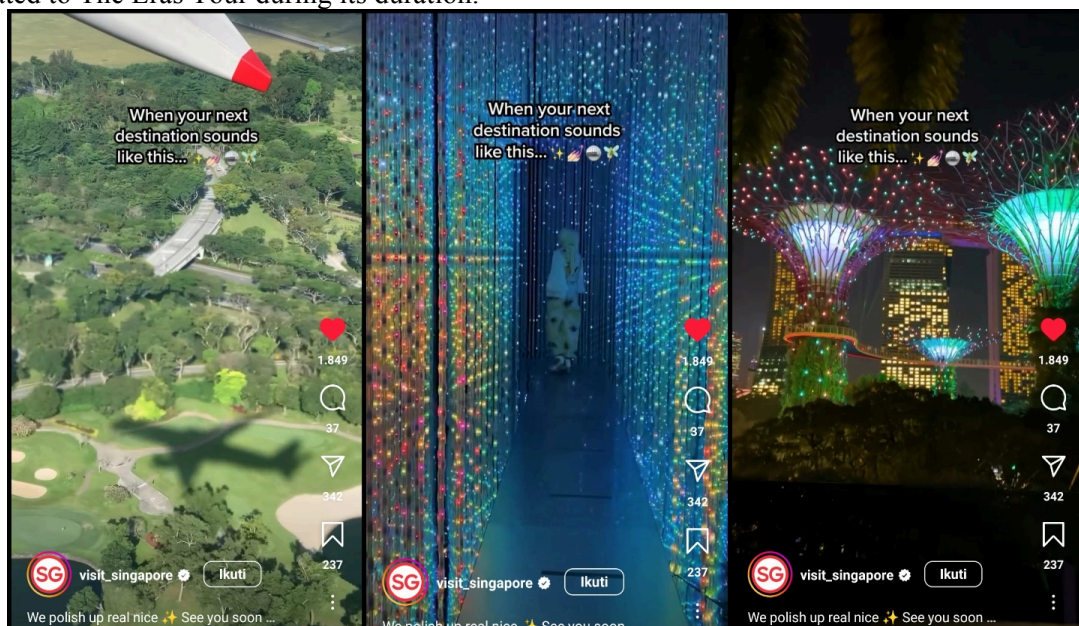


Figure 1: The First Eras Tour Post from Visit Singapore
(Source: Official Instagram of Visit Singapore)

The Visit Singapore Instagram account first posted a post featuring The Eras Tour on February 27, 2024. The post included a welcome message for Taylor Swift after it was known that Taylor Swift also arrived in Singapore on February 27, 2024. (Hamzah, 2024). In the same post, Visit Singapore also promoted several tourist destinations that travelers, especially Swifties, can visit, such as the ArtScience Museum, Gardens by the Bay, S.E.A. Aquarium, and Jewel Changi Airport. This promotion aims to provide information to tourists, both local and international, regarding several tourist destinations that can be visited with a theme featuring Taylor Swift and The Eras Tour before and during the tour's period.

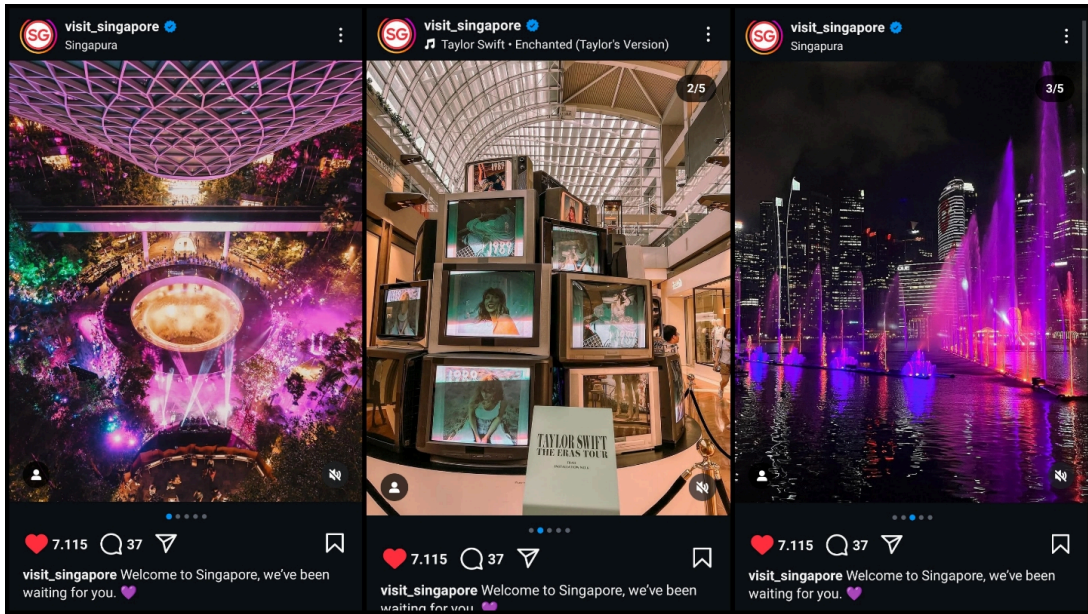


Figure 2: The Second Eras Tour Post from Visit Singapore

(Source: Official Instagram of Visit Singapore)

The promotional post continued and was posted on March 6, 2024, featuring a welcome message for tourists, especially international Swifties visiting Singapore, to watch The Eras Tour. This post also includes promotions for The Eras Tour Trail at Marina Bay Sands and The Eras Tour Light & Water Show at Event Plaza, particularly Spectra, to introduce and attract international Swifties to explore Singapore more deeply and not just visit for the concert. Visit Singapore uses the song "Enchanted (Taylor's Version)" by Taylor Swift to add essence to the aesthetics and uniqueness of the promoted tourist destinations. This post then received 7,115 likes compared to 1,849 likes on the first post.

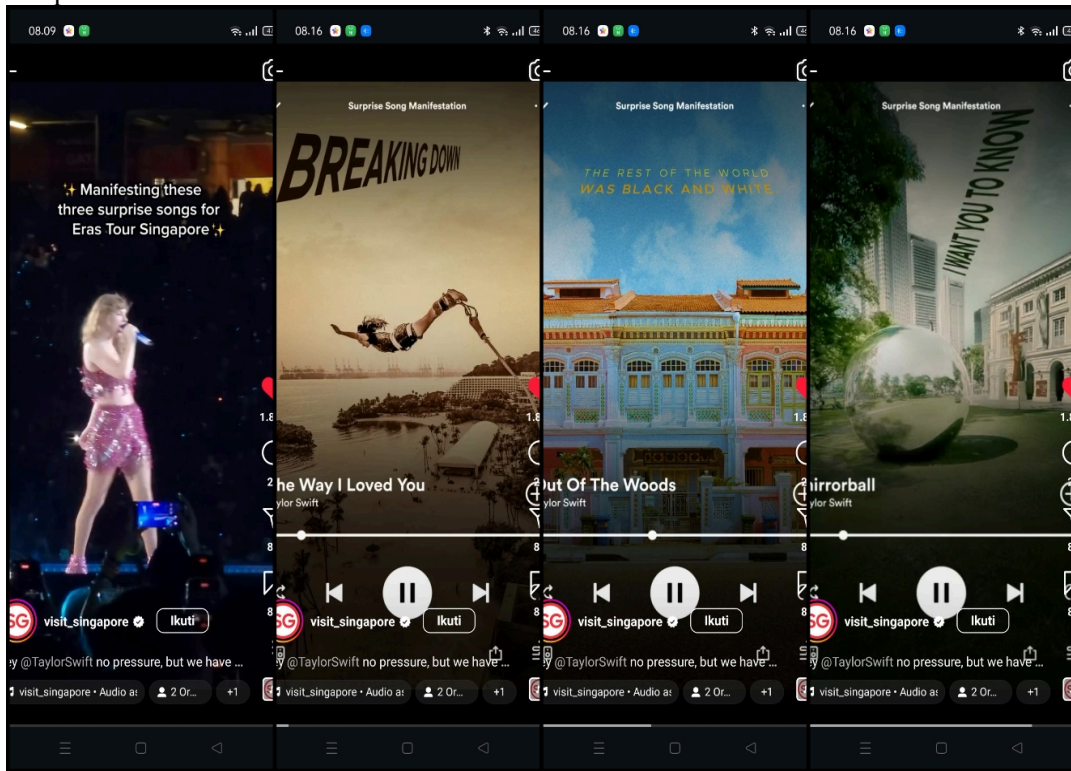


Figure 3: The Third Eras Tour Post from Visit Singapore

(Source: Official Instagram of Visit Singapore)

The third post from Visit Singapore on March 7, 2024, features promotions for three tourist destinations tailored to the themes of three Taylor Swift songs (The Way I Loved You, Out Of The Woods, and Mirrorball) and the three tourist destinations are Skypark Sentosa, Katong-Joo Chiat, and the Asian Civilisations Museum. This is based on the setlist from The Eras Tour, which includes surprise songs where Taylor Swift will sing some songs that are not included in The Eras Tour setlist, making it a highly anticipated moment for Swifties. Therefore, Visit Singapore created this by matching the themes of the three selected Taylor Swift songs with themed tourist destinations and promoting them.

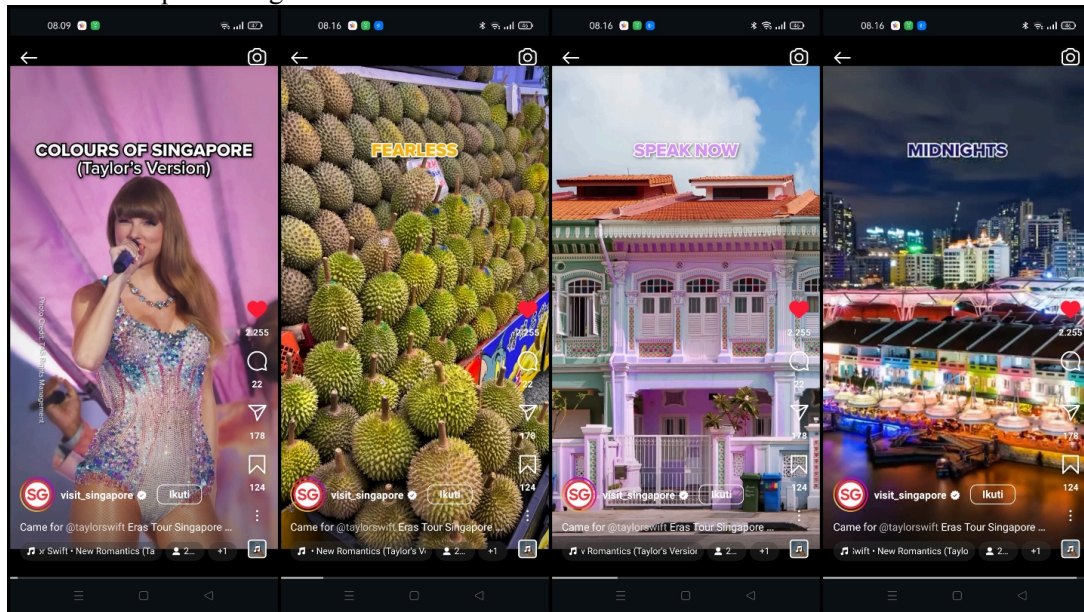


Figure 4: The Fourth Eras Tour Post from Visit Singapore
(Source: Official Instagram of Visit Singapore)

The promotional post on March 9, 2024, as the final post from Visit Singapore, was titled "Colours of Singapore (Taylor's Version)," promoting various tourist destinations in Singapore through a photo collage video based on the colors of Taylor Swift's albums in line with The Eras Tour theme. Since Taylor Swift has ten music albums, Visit Singapore did something like the previous post by matching each theme of Taylor Swift's ten music albums with ten corresponding tourist destinations in Singapore. This post is one of the efforts to promote tourist destinations in Singapore, which are diverse and have unique characteristics.

Based on the third effort, it can be analyzed that the Singaporean government is promoting and leveraging the momentum of The Eras Tour's presence in Singapore as the only stop in Southeast Asia and then creating posts to promote various tourist destinations in Singapore. This is done so that tourists, especially international Swifties, do not just watch The Eras Tour concert but also explore and visit those tourist destinations. The promotional post creations are also tailored or connected to the themes or elements found in The Eras Tour to attract more attention. Starting with a post containing a welcome message for Taylor Swift in Singapore, interspersed with promotions for four different tourist destinations in Singapore. Then, a post welcoming tourists, especially international Swifties, was interspersed with promotions for five The Eras Tour-themed events at various tourist destinations. After that, a post titled "Our Eras Tour Surprise Songs" promotes The Eras Tour and three tourist destinations tailored to three different Taylor Swift songs based on the concert setlist, namely "surprise songs." Finally, the closing post of The Eras Tour promotion titled "Colours of Singapore (Taylor's Version)" combines the characteristics of nine Taylor Swift music albums with nine selected tourism destinations in Singapore.

Based on research from Instagram Visit Singapore, The Eras Tour also became the most publicly promoted music concert compared to international musicians holding concerts in Singapore in 2024. For example, Olivia Rodrigo, with the GUTS World Tour, which was held for

two days, only received one promotional post. Then, Coldplay with the Music of The Spheres World Tour, held for six days, just like The Eras Tour, did not receive any promotional posts. In other words, the popularity and characteristics of The Eras Tour motivated the Singaporean government to simultaneously promote various tourist destinations in Singapore alongside The Eras Tour itself. Thus, it can ultimately attract attention and increase the number of tourist visits, boosting the country's international tourism.

Provision of Infrastructure Through SMRT Trains

The Singaporean government is indirectly enhancing infrastructure, particularly in public transportation SMRT Trains, so that attendees of The Eras Tour do not face difficulties with transportation during the concert period. SMRT Trains originates from SMRT Corporation as a subsidiary of Singapore's state-owned company, Temasek Holdings, which is owned by the Singapore Ministry of Finance (Kunjana, 2016). Therefore, the government indirectly provides infrastructure. The Stadium MRT Station has witnessed how many people filled the station to return to their respective places after attending the concerts they visited (Tan, 2024). Lam Sheau Kai, President of SMRT Trains (Singapore Mass Rapid Transit Trains), stated that SMRT's priority is to ensure that passengers can enjoy the concert and return home safely via the SMRT network. Therefore, SMRT implemented crowd control measures at the stations during The Eras Tour to ensure that fans do not experience uncomfortable crowds. Lam Sheau Kai added that SMRT collaborates with relevant agencies and stakeholders, including the Singapore Sports Hub, to plan and implement effective crowd management for each large-scale concert. Then, SMRT increased the frequency of train pick-up activities to shorten the waiting time for fans and kept the gates open to provide easy access for entering and exiting the station (Tan, 2024). In addition, SMRT also has empty trains on standby to coordinate crowd dispersal in case of unexpected situations.

Based on the fourth effort, it can be analyzed that the Singaporean government, which provides infrastructure in the form of transportation facilities through SMRT Trains, plays an important role in facilitating the movement of spectators after the concert, even though it is not done directly. The provision of such infrastructure is tailored to meet the needs of international tourism development. The crowd generated by the six-day concert certainly requires crowd control and adequate transportation facilities, so accessibility needs to be improved, especially for large-scale concerts. With the various positive responses that have emerged, it can be said that the role played by the Singaporean government has also provided a positive experience for the audience of The Eras Tour, especially international tourists. This will also indirectly enhance Singapore's image in the international arena as a country that provides good infrastructure to host a large-scale concert. Therefore, the availability of adequate tourism infrastructure will affect tourists' comfort and satisfaction when visiting a destination.

Developing international tourism through infrastructure is an initial step to attracting local and international tourists to visit the attractions of the intended tourist destinations. As it is known, the Stadium MRT Station located in the Singapore Sports Hub to facilitate people traveling to that area. In this case, the increase in the frequency of MRT train services and practical crowd management support tourism in a destination, namely The Eras Tour. These actions will become a long-term investment for Singapore if maintained for music concerts, especially large-scale ones, in the future. The provision of such infrastructure will indirectly also become an attraction for international tourists because it facilitates accessibility, provides comfort, and ensures the safety of tourists.

Discussion and Implication

This research found a correlation between the roles that the government can play in the international tourism development. In this case, the research findings align with the four efforts mentioned by Hari Hartono, namely coordinating with the private sector, expanding various forms of facilities, managing general promotions, and providing infrastructure (Hartono, 1974, p. 49). The Singaporean government seized the opportunity presented by The Eras Tour and negotiated on it to

make Singapore the only stop for The Eras Tour in Southeast Asia. The impact also encourages the international tourism development in Singapore, especially as the number of international tourists visiting Singapore increases. Statistical data from the Singapore Tourism Board shows that Singapore welcomed 1.46 million international tourists in March 2024, marking the highest number since the beginning of 2024. The figure also shows an increase from 1.02 million international tourists in March 2023. Moreover, Trip.com reported that during the implementation of The Eras Tour, accommodation bookings increased by 462 percent and flight bookings increased by 186 percent (SBR, 2024). Bookings related to Singapore also increased by 275 percent compared to the two-week period later, from March 15 to 23, 2024 (SBR, 2024). Thus, the arrival of various international tourists to watch The Eras Tour has boosted Singapore's international tourism.

The research conducted by Galih Wardana, Ikka Salsabilla, and Feronica Simanjourang indeed mentions that the NCT Dream Tour: The Dream Show 2 concert has an impact on the economy, hospitality, and tourism in Indonesia (Wardana et al., 2023, p. 17). However, the research did not mention any direct effort of the government in the concert. The research conducted by Phat Phuong also mentioned that the Blackpink World Tour 2023 concert in Hanoi, Vietnam had a significant impact on the local economy, tourism, and hospitality (Phuong, 2023, p. 32). However, the government's effort in the concert can be said to be minimal. The event organizers experienced disputes with the government, but fortunately, the concert was able to proceed. If compared to this research, it can be said that the Singaporean government is actively involved in hosting The Eras Tour in Singapore to boost the country's international tourism development. In fact, it has become an international topic of discussion, especially among governments in Southeast Asia. With the aforementioned impacts, it can be understood that the effort of the government is very important in boosting the country's international tourism sector. The government must be clever in capturing and utilizing existing opportunities as a competitive strategy.

Research Limitation and Future Direction

This research aims to initiate a discussion by explaining Singapore as a leading government actor in utilizing music tourism through The Eras Tour to optimize its international development tourism. Several issues can be explored in depth regarding Singapore being the only stop of The Eras Tour in the Southeast Asia leg. Future research can discuss the impact of the Singaporean government's efforts in attracting The Eras Tour. It can also focus on the controversies or comments arising from the implementation of these efforts by the Singaporean government.

Conclusions

In boosting its international tourism development, the Singaporean government has implemented four efforts to optimize The Eras Tour's presence further. This began with an exclusive agreement with the concert promoter, AEG Presents, which includes providing incentives for each performance held in Singapore in exchange for The Eras Tour not making stops in other Southeast Asian countries. Then, the Singapore government enhanced complementary facilities, particularly in tourist attractions, by expanding Singapore Sports Hub facilities such as The Carnival, The Precinct, and The Library. The Singapore government also conducted general promotional activities through Instagram on the Visit Singapore account with four posts themed around Taylor Swift and The Eras Tour. Each post follows a similar pattern, recommending and promoting tourist destinations in Singapore based on The Eras Tour theme and Taylor Swift's songs and albums. The Singapore government also provided infrastructure indirectly by increasing the frequency of SMRT Trains during the concert period. Thus, the audience enjoys a pleasant, comfortable, and orderly concert experience due to the support from the Singaporean government in managing the movements during large-scale concerts without any disruptive crowds.

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