



Garden By The Bay

The sustainable effort

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Garden By The Bay is known as “People Garden” - an iconic image in Singapore where there is the exhibition of horticultural artistry (City in a Garden, 2016). The Garden By The Bay has earned valuable wards like The Landscape Institute Awards 2013 for Climate Change Adaptation and the World Building of the Year 2012 (Gardens by the Bay, 2018).

The creation of the Cloud Forest, the Flower Dome and the Supertree Grove brings about the sustainable efforts by the providing plants biodiversity. For examples, the Cloud Forest offers many species of ferns and non-flowering plants like Tassel Fern, the Pitcher’s Plant and other moisture-loving plants. The Flower Dome provides different types of floral species in South Africa, California, Mexico and Australia such as the baobads, wooly cactus and tree grape. The Supertrees Grove contains more than 200 species of flowering

climbers, orchids and ferns.

It is a persuasive example of presenting the Multiplier Effect. When the Garden By The Bay was established, it has brought about the job opportunities in the garden and has also provided the local businesses' supply. For example, the offering dining service from café delights, fast food, hawker fare like Satay By The Bay, Majestic Bay Seafood and Texas Chicken (Dining, n.d). The additional service like the opening the Canopy Gift Shop, Conservatory Gift Shop and Merchandise Collection (Shop, n.d). The businesses are appealed to the Garden by celebrating the concerts, free outdoor performance. The employees receive their salary and spend their income in the local area like shopping, eating, which contributes an increase in tax revenues. Then, the tax is used to ameliorate the infrastructure and services. Therefore, the Garden has gradually become a well-known tourist attraction. In 2014, the Garden welcomed about 6.4 million visitors in comparison with the New York Botanic Gardens and Kew Gardens in London (Mohandas, 2015).

However, it also reflects the negative sides of Multiplier Effect in the Garden. There is revenue leakage due to the spending money on providing materials to build the Cloud Forest, the Flower Dome and the Supertrees Grove, and improving infrastructures like the Dragonfly Bridge, pathways, escalators, toilets and dustbins. Another negative image in the Gardens is the hygiene in the toilet. Due to the fact that the Garden attracts a lot of visitors all over the world, the quantity of toilets is not enough to meet the tourists' demand. There is about 12 toilets for males and females, which results in the slovenly image in the Gardens.

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Appendix



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