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**ghetto**



you might wonder why I use an expensive tourist attraction to illustrate "ghetto", but first see the Wikipedia definition

A **ghetto** is described as a "portion of a city in which members of a minority group live especially because of social, legal, or economic pressure

in other words, an exclusive neighbourhood populated by a wealthy minority can also be called a ghetto.

Now read this ST letter:

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July 25, 2008

Visitor: Flyer must do more to pack them in

I HAVE just returned home to Britain, after spending a few weeks in Singapore enjoying the sights, sounds and food.

On a Wednesday afternoon, I took a party of nine to the Singapore Flyer.

It was a lovely experience. Pity, there were more staff than customers. Even the lack of customers, of any customers, in the shops around the attraction was evident.

It's not surprising that the Flyer is not flying high.

First, the location is wrong. It is too far from the hub of any of the tourist areas.

The wait for the Marina Sands integrated resort to open will be too long and too late.

Also, gamblers will be more interested in spinning the wheels on the tables than spinning up in the clouds.

Second, one cannot compare the pricing of the London Eye to Singapore's standards and tourist numbers.

Hence, the Singapore Flyer is pricey. The view from the London Eye is breathtaking. The view from the Flyer is not quite.

Third, it is a pity the management and the Singapore Tourism Board are not doing enough to advertise and promote the Flyer.

Every tourist coming to Singapore should receive a 40 per cent discount voucher to encourage him to visit the Flyer.

After all, going around empty won't bring in the bucks. It's sad to see the Flyer going round empty.

It may well be an idea to reduce the admission charge, for now.

It is also important to attract Singaporeans via schools and the like, into the wheel. Special family tickets at greatly reduced prices during off-peak hours may lure customers.

And forget the lavish banquet champagne stuff. It's typically nouveau Singaporean, which appeals to only a few.

The Flyer needs to pack them in. I'm sorry, but at the rate it's going, the Flyer may stop turning soon.

**Reggie Joseph  
Stafford, England**

If the only people who go there are tourists, expatriates, well heeled locals who work for multinatonals, financial industry that spend more time talking to wall street than local companies, refineries and plants that import material from overseas and export products overseas, .. we have a ghetto...

(I have no been up the big wheel, nor the sentosa merlion, nor the rotating tower, nor... the touristish stuff dont appeal to me... I have never been to Johor, Paris, Rome, Orlando, Egypt, Greece...)

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观音能救世,佛祖多慈悲,割肉饲饿虎,化雨洒晶泪

万字半日写,千丝一手挥,独怜杜秋娘,曲尽人憔悴

**Favorite quotes:**

"History repeats, first time as tragedy, second time as farce" - Marx **历史重复，一次悲剧，一次闹剧 - 马克思**

"Those who forget their history are condemned to repeat it" - Santayana **忘记历史注定重复历史 - 山塔亚那**

"Those who remember their history are also condemned to repeat it" - Yuen **记得历史也注定重复历史 - 阮宗光**

"Oscar Wilde was wrong about cynics knowing price not value; cynics know value is always less than price" - Yuen

*foundation* [new-ybsampler.blogspot.com](http://new-ybsampler.blogspot.com) **王尔德说错了；愤世的人不是知价不知值，而是知道价高  
值低 - 阮宗光**

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