

7 Exploring New Knowledge

During the academic year 2002/03, the Tourism College of Macao of IFT had been conducting various researches, providing consultancy services and holding seminars, with an aim to enhance knowledge exchange.

MAJOR RESEARCH IN PROGRESS OR COMPLETED

The Tourism College of Macao had initiated several major research projects during the academic year 2002/03. These research projects have a unifying theme. They all aimed at exploring means to develop Macao into an emerging cosmopolitan tourist destination in the Asia-Pacific region. Such theme is in line with the Macao SAR Government's major objective of developing the territory as a diversified tourist destination that offers various leisure- and family-based attractions to cater to the needs of different segments of the market.

1. Who's Gambling in Macao's Casinos? An Analysis of Gaming Tourists' Profile

With the liberalisation of the gaming industry, Macao is now facing a critical moment. The effective acquisition of updated information related to gaming becomes fundamental and important. Hence the primary objective of this project is to identify the profile of Macao Casinos' gamblers.

2. Assessment of Intercultural Awareness among Macao's Student Community

This study aims at probing into the prevailing extent of intercultural awareness among the youngsters in Macao and attempts to make a contribution towards evolving corresponding policies and practices to enhance their worldview and to enrich their cultural kaleidoscope, with the objective of creating a vibrant cosmopolitan environment in Macao.

3. Macao Resident's Attitude towards Gambling and Gambling Behavior One Year after the Liberalisation of the Gaming Industry

The liberalisation of Macao's gaming industry is going to take its tourism industry to a new height. Although it is expected that the deregulation of the gaming industry will bring along an increase in economic returns for the community, Macao residents are likely to be confronted with some negative issues, such as social costs of gambling, degradation of the living environment and tourist crowding. The study is a follow-up of an earlier one, done by IFT, that had assessed the attitudes of Macao's residents towards gambling and gambling behavior upon the liberalisation of the gaming industry.

4. Leisure Awareness and Participation in Macao

This study aims to understand the perception and behavior of Macao citizens toward leisure participation. By soliciting information of this kind, it is possible to find out the leisure activities as well as the quality of leisure experience of the general public and the different social-demographic groups therein. It is also anticipated that the report will contain nuggets of useful information, in terms of design and organisation, for policy makers who deal with public leisure service provision. The research is supplementary to the larger theme of developing Macao as a cosmopolitan city.

5. Branding Macao as an International City: Strategic Alternatives for Destination Positioning and Brand Development for Macao

This proposed research intends to provide long-term positioning alternatives or future scenarios for Macao, both as a regional and international tourist destination. A brand has a strategic and functional purpose in influencing visitors' decision-making. It will affect their information search, experiences of choice and tastes. It is also a crucial step in the long-run development of any product exploitation.

CONSULTANCY SERVICE AND APPLIED RESEARCH IN PROGRESS OR ALREADY COMPLETED

1. IATA data collection quarterly program for Administration of Airports Ltd.(ADA), since January 2001

IFT has entered into a formal research consultancy agreement with ADA with the purpose of conducting a survey and research programme related to passenger satisfaction at the Macao International Airport. The agreement also requires IFT to plan, design and provide a survey and research methodology, which can be used in support of another research in relation to IATA to be carried out by ADA.

2. Agreement signed with Bel Canto Promotions in 2003 to conduct surveys on audience satisfaction towards activities in Macao Cultural Centre

The agreement requires IFT to carry out two survey and research programmes. The first one aims at developing an audience profile and evaluating service provision at Macao Cultural Centre. The second tries to promote public awareness of the activities at the Centre.

CONFERENCE PAPERS AND PRESENTATIONS

- Dr. Fanny Vong gave a presentation on "Cultural Heritage Management and Tourism: Models for Co-operation among Stakeholders" at the Evaluation and Mainstreaming Workshop organised by UNESCO in Penang, Malaysia, in January 2003.
- Mr. Glenn McCartney delivered a conference paper presentation on "The Liberalisation of Macao's Casino Industry - The Rationale and Implications" at the 12th International Conference on Gambling and Risk Taking in Vancouver, Canada, in May 2003.
- Dr. Leonardo Dioko published a conference paper entitled "The Trust of Travellers" in the proceedings of the 9th Asia Pacific Tourism Association Conference which was held in Sydney, Australia, from 6 to 9 July, 2003.
- Dr. Sanjay Nadkarni published a paper "The Contribution of Technology Facilitated Learning in the Development of Actuarial Competencies in Tourism Business Management Education: An Empirical Investigation" in the conference proceedings of the 3rd IEEE International Conference on Advanced Learning Technologies (Icalt-2003) held in July 2003, in Athens, Greece.
- Mr. Glenn McCartney delivered a conference presentation on "Gaming and MICE: Issues of Strategic Compatibility in the Context of Macao" at the Convention & Expo Summit in Hong Kong in August 2003.

RESEARCH IN PRESS OR ALREADY PRESENTED

- "Gambling Attitudes and Gambling Behavior of Residents of Macao - Monte Carlo of the Orient", Journal of Travel Research, in press by Dr. Fanny Vong.
- "Online Travel Information Search and Purchase - the Case of a Special Administrative Region of China" submitted to the Journal of Tourism for review in September 2003 by Dr. Fanny Vong.
- "Perceptions of Macao Residents on Casino Impacts upon the Liberalisation of the Industry" submitted to the Journal of Tourism and Hospitality Research for review in September 2003 by Mr. Glenn McCartney and Dr. Fanny Vong.
- "Information Technology Competencies in Tourism Management Education", Information Technology & Tourism, Vol. 6/1, 2003, in press by Dr. Sanjay Nadkarni.