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Exploring New Knowledge

Last year, the Tourism College of Macao had a comprehensive review of the regulations governing the promotion of teaching staff and had the related guideline revised, aiming at uplifting the requirement for education qualification and professional experience of teaching staff.

In addition, IFT maintains international link with a number of tertiary institutes (such as Finland, Japan, Portugal, The Netherlands, UK, USA, to name a few). Therefore, visiting professors from different specialized fields from all over the world are invited to the Tourism College of Macao, every year, to enhance exchange with its teaching staff and students.

Research has been an area whose development is being emphasized by IFT. At the beginning of this calendar year, IFT initiated five tourism related research projects, with one being in collaboration with a visiting professor. A brief on each of these projects follows hereunder:

- The “Analysis of Tourist Satisfaction and Image of Macao’s Tourism Services and Products” attempts to identify fundamental weaknesses and strengths in Macao’s present mix of tourism services and products as a destination. Based on the satisfaction and impression that tourists get from their experience in Macao, as well as on their consumption behaviour in the territory, the study provides suggestions for improving services and for developing new tourism products.
- The study on “Decision Support Systems in Forecasting Tourism Demand” (DSSFTD) will be accomplished in three phases. The foundation phase focuses on the design and development of forecasting models that best fit the situation of Macao. The intermediate phase will attempt to produce forecasts on per capita spending by tourists and to determine the efficiency ratio in terms of returns on investment in promoting Macao. In the advanced phase, target markets will be identified. The trends of their outbound tourism will be studied, thereby allowing for the comparison of popularity between Macao and other tourism destinations.
- The research on “Strategic Approaches for Increasing Tourism Integration and Cooperation in the Pearl River Delta” seeks to address the issues of cooperation within the tourism triangle of Macao, Hong Kong and the Guangdong province of PRC, assessing the complementary effect brought by their integration on the development and promotion of tourism products. The study also explores how disparities in the level of development of the three regions, cross-cultural differences and infrastructure deficiencies have influenced the promotion of a common tourism market. The findings of this study would contribute to strategic suggestions for larger scale tourism integration.
- The study on “Human Resource Development Monitoring System for the Hospitality Industry of Macao” explores the training needs of current and potential hotel employees by focusing on customers’ satisfaction with the hotel industry of Macao. In addition, the satisfaction of present employees with the working condition and the degree of “attractiveness” of the industry as a career for potential employees are measured. The results will be useful for monitoring the competitiveness of human resources of the hospitality industry.
- The study named “Macao: A M.I.C.E Destination. An Analysis of Competitive Potential” aims to identify tactical options for positioning Macao in the

burgeoning MICE market. It studies the development of the MICE market in South East Asia as well as the competitive advantage of Macao. This would help make Macao one of the attractive MICE destinations in the region.

The teaching staff of IFT had taken part in and completed the following projects:

- Consultation and site inspection by PATA in Hangzhou, China, for assisting the tourism development of the community
- A study on the Quality of Services in Macao was undertaken by IFT on behalf of the Service Sector Committee
- A study on the Profile and Customer Satisfaction of Passengers at the Macao International Airport was carried out on behalf of the Administration of Airports, Ltd. (ADA), Macao
- “Analysis of Tourist Satisfaction and Image of Macao’s Tourism Services and Products”
- A survey on “Hotel Guest Satisfaction” in Macao.
- A survey about Tourism and Hotel Management Students’ Perceptions on Job Conditions in the Hotel Industry in Macao

The teaching staff of the Tourism College of Macao had compiled, presented and edited the following papers for various international seminars or conferences:

- “The Relevance of Travel Agencies in the Era of e-Commerce and Globalization” at “Macau IT Congress 2001”
- “Instruction in a non-native medium: An empirical study on the influence on students’ performance in

an undergraduate programme in Statistics” for the international seminar on “English Language Teaching and Translation in the 21st Century”

- “The Effects from the Introduction of a National Vocational Qualification (NVQ) System, the Macao Occupational skills Recognition System (MORS) to the Macao SAR” and “Organizational Learning: Quality Management Programs and Corporate Results” at the “First Asia Pacific Forum for Graduate Students Research in Tourism”
- Proceedings of the “First Asia Pacific Forum for Graduate Students Research in Tourism”
- “Attuning Managers’ Decisions to Customer Satisfaction: An Introductory Study on the Evolutionary Trend of a “Key” Component of Hotel Service in Macao” during the “Fifth Biennial Conference on Tourism in Asia: Development, Marketing and Sustainability”
- “Managing Human Resource Development: A Case Study of Civil Aviation Authority of Macau”, published in Euro Asia Journal of Management, September 2001
- “Exploration of the Human Resources Development in the MICE Sector in Macao” in a seminar on “Development of the Tourism Industry and MICE Market of Macau”, organized by the Macau Fair and Trade Association in mid-April 2002

Moreover, its teaching staff have been actively participating in other academic exchange activities, such as workshops in the “WebCT User Conference 2002” at the Hong Kong Polytechnic University and two special training and workshop sessions organized, in Malaysia and Greece, by the International Congress and Convention Association (ICCA).