

5 Exploring New Knowledge

POLICY RESEARCH

IFT undertook the following policy research in 2005/2006:

- Projected Manpower Needs of the Hotel and Gaming Industries in Macao (2006-2009)
- Macao Tourism Carrying Capacity 2006
- Public Attitudes, Opinions, and Feelings regarding the Redevelopment of the Blue House
- Public Attitudes, Opinions and Feelings regarding the Development of Digital Sports Competition in Macao
- Factors Influencing Congestion at Popular World Heritage Tourist Attractions in Macao
- Visitor Perception of Thailand as a Tourism Destination
- Attitudes and Opinions of Macao Residents, Tourists, and Participants regarding the 4th East Asian Games

IFT PUBLICATIONS

- Asian Academy for Heritage Management. (2006). *Cultural Heritage Specialist Guide Training and Certification Program for UNESCO World Heritage Sites: Combined Site and Thematic Training Module in the South Asian Duo-Regional Economic Cooperation Countries (SASEC) on Living Buddhism*. Macao: UNESCO - Institute For Tourism Studies.
- Asian Academy for Heritage Management. (2006). *Cultural Heritage Specialist Guide Training and Certification Program for UNESCO World Heritage Sites: Thematic Training Module in the Greater MeKong Sub-Region (GMS) on Living Buddhism*. Macao: UNESCO - Institute For Tourism Studies.
- Imon, S.S., Dioko, L.A.N., & Ong, C.E. (2006). *Cultural Heritage Specialist Guide Training and Certification Program for UNESCO World Heritage Sites: Training Handbook (3rd ed.)*. Macao: Institute For Tourism Studies.
- Kane, M. (2006). *Cultural Heritage Specialist Guide Training and Certification Program for UNESCO World Heritage Sites: Instructor's Guide & Resource Book*. Macao: Institute For Tourism Studies.
- Other Books
 - **Language**
 - English for Food and Beverage
 - English for Hotel Housekeeping
 - English for Hotel Front Desk
 - English for Professional Drivers
 - English for Retail Sales Professionals (Level 1)
 - English for Retail Sales Professionals (Level 2)
 - Mandarin for Food and Beverage

Mandarin for Hotel Housekeeping
Mandarin for Hotel Front Desk
Mandarin for Professional Drivers
Mandarin for Retail Sales Professionals (Level 1)
Mandarin for Retail Sales Professionals (Level 2)

- **Food Hygiene**
Essential Food Hygiene Course
- **Training Manuals**
Waiter/Waitress (Western Restaurant Service)
Waiter/Waitress (Chinese Restaurant Service)
Assistant Cook (Western Kitchen)
Front Desk Agent
Concierge and Bell Attendant
Bartender
Room Attendant
Customer Relations Officer
Travel Consultant

BOOK PUBLICATIONS

- Sheng, L. (2006). *Der Einsatz von Asset Management Corporations zur Lösung des Problems der notleidenden Kredite im chinesischen Bankensystem*. Freiburg/Berli: Rombach Publishing House.
- Sheng, L. (2006). *An Economic Review: European Union and China*. Macao: Associação de Ciências Humanas de Macau.

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- du Cros, H. (2006). The “Romantic European Culture Island” with a turbulent history: The intrinsic and extrinsic values of Shamian Island, Guangzhou. *China Tourism Research (Chinese and English)*, 193-220.
- du Cros, H. (2006). Managing visitor impacts in Lijiang, China. In A. Leask & A. Fyall (Eds.), *Managing World Heritage Sites* (pp. 205-214). London: Butterworth-Heinemann.
- McKercher, B., & du Cros, H. (2006). Cultural heritage and visiting attractions. In D. Buhalis, & C. Costa (Eds.), *New Tourism Consumers, Products and Industry: Present and future issues* (pp. 211-219). London: Butterworth-Heinemann.
- Moreira, P. (2006). Winds of change: The end of the gaming monopoly and the evolution of the casino gamblers profile in Macau SAR, South China, 2003-2004. *Euro Asia Journal of Management*, 16(1), 21-40.
- Moreira, P. (2006). Dragons on the water: The influence of culture in the competitive advantage of tourism destinations. In J. Ali-Knight, and D. Chambers (Eds.), *Case Studies in Festival and Event Marketing and Cultural Tourism* (pp. 79-91). Eastbourne: LSA.
- Ong, C. E. (2005). Adventurism: Singapore adventure tourists in “soft” capitalism. In C. Ryan, S. Page & M. Aicken (Eds.), *Taking Tourism to the Limits: Issues, Concepts and Managerial Perspectives* (pp. 173-183). London: Elsevier.

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- Vong, C. K., & McCartney, G. (2005). Mapping Resident Perceptions of Gaming Impact. *Journal of Travel Research*, 44 (2), 177-187.
- Vong, C. K. (2005). Effect of Supervised Work Experience on Perception of Work in the Tourism and Hospitality Industry. *Journal of Human Resources in Hospitality & Tourism*, 4(2), 65-82.
- Yaman, H. R., & Gurel E. (2006). Ethical Ideologies of Tourism Marketers. *Annals of Tourism Research*, 33(2), 470-489.

PUBLISHED IN CONFERENCE PROCEEDINGS

- Cheng, I.M. (2005). *Travel Behaviour of Mainland Chinese Tourists in Macao during Golden Week Holidays*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- du Cros, H. (2005). *Understanding Cultural Heritage Management as a System for Managing Dynamic Change: Examples from the Pearl River Delta, China*. Proceedings from 15th General Assembly and Scientific Symposium of ICOMOS, Xian, China.
- du Cros, H. (2005). *Site Congestion from Heavy Visitation and its Impact on the Settings of World Heritage Sites*. Proceedings from 15th General Assembly and Scientific Symposium of ICOMOS, Xian, China.
- du Cros, H. (2005). *The Concept of Western Exoticism and its Utility in the Development of Cultural Tourism Products for Asian Tourists in Asian Destinations*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- du Cros, H., & Kong, W. H. (2006). *Global and Local Factors Influencing Congestion at Macau's Most Popular World Heritage Attractions*. Proceedings from conference "World Heritage: Global Challenges, Local Solutions", Ironbridge Heritage Museum, Ironbridge, UK.
- du Cros, H. (2006). *Visitor Congestion Issue for Macao*. Proceedings from the ICOMOS Asia-Pacific Regional Meeting and Scientific Committee of Cultural Tourism, Korea.
- Humborstad, S. I. W. (2005). *Burnout and Service Quality of Operational Staffs in Hospitality Industry*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- Humborstad, S. I. W., & Humborstad, B.(2006). *Impact of Burnout on Turnover Intention in Chinese Service Organisation: Understanding the Roles of Workload and Job Dissatisfaction*. Proceedings from the 13th Annual Conference on Advances in Management, Lisboa, Portugal.
- Iao, I. M., & Loi, K. I. (2005). *Leveraging LCC: Channeling International Tourists from Nearby Tourist Destination (s)*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- Ip, K. I. (2005). *Motivation in Learning English as Second/Foreign Language: The Case of Students of Hospitality and Tourism Major in Macau*. Proceedings from TLEiA Conference 2005 - Teaching and Learning of English: Towards an Asian Perspective, Penang, Malaysia.
- Kong, W. H., Dioko, L. A. N., & Nunes, C. F. (2005). *Does the Type of Perceived Travel Risk Associated with Destinations Affect Visitors' Likelihood of Visiting?-An Exploratory Study*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.

- Lam, C. C. (2005). *Local Marketing and Branding Considerations of tourism – A Case Study of the Lower Income Group in Macao*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development: Macao SAR, China.
- Sheng, L. (2005). *Drawing Lessons from Developing Country Destinations to Promote Profitability of Macao's Tourism Industry*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- McCartney, G. (2005). *An Evaluation of the Hong Kong Travellers'Image of Macao*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- McCartney, G. (2006). *Assessing the Impact of Hosting a Mega Sporting Event on Visitor Image Perceptions*. Proceedings from the Travel and Tourism Research Agency (TTRA) 37th Annual Conference on "New Frontiers in Global Tourism - Trends and Competitive Challenges", Dublin, Ireland.
- So, S. I. (2005). *Behavioral and Socio-demographic Profiles*. Proceedings from the 2005 Annual ISTTE Conference: Multi-Destination Travelers, Chicago, United States.
- So, S. I., Morrison, A. M., Cai, L., & Dioko, L. A. N. (2006). *Implications for Research, Policy and Practice": Multi-Destination Travelers: A Theoretical Framework*. Proceedings from "Tourism and the New Asia, Beijing and Hangzhou, China.
- Vong, C. K. (2006). *Teachers without Borders: Challenges of Internationalization and Diversity in Tourism Education*. Proceedings from the Council of Australian University Tourism and Hospitality Conference (CAUTHE) 2006, Melbourne, Australia.
- Wan, Y. K., & Pinheiro, F. V. (2005). *Heritage Brand Improvement through Streetscape Rehabilitation: A Case Study of Macao, China*. Proceedings from the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao SAR, China.
- Wilhelm, T. (2005). *This Class is about ME! – Using Folklore Personalise Content, Motivates Learners*. Proceedings from TLEiA Conference 2005 - Teaching and Learning of English: Towards an Asian Perspective, Penang, Malaysia.
- Yaman, H. R. (2006). *Factors Influencing Ethical Decision-Making of Tourism Managers: A Preliminary Study from Australia in B. OMahony et al. (eds.) To the City and Beyond*. Proceedings from 2006 CAUTHE Australian Tourism and Hospitality Research Conference, Melbourne, Australia.
- Yaman, H. R., & Hungchen Hsieh (2006). *The Influence of Customer Relational Orientation on the Service Perception: A Comparative Study in an Upscale Restaurant Setting in B. OMahony et al. (eds.) To the City and Beyond*. Proceedings of 2006 CAUTHE Australian Tourism and Hospitality Research Conference, Melbourne, Australia.

ARTICLES PUBLISHED IN NEWSPAPERS

- Sheng, L. (2005, September 6). "Boao Effect" and the Development of MICE Industry in China. *SingPao Daily News*.
- Sheng, L. (2005, September 21). Discussion on Tourism Collaboration in Pearl River Delta region. *SingPao Daily News*.
- Sheng, L. (2005, October 2). The impact of Tourism Industry on Development of Real Estates in Macao. *Macao Daily News*.
- Sheng, L. (2005, October 30). The Crowding Out Effect of Mega Sport Events. *Macao Daily News*.
- Sheng, L. (2005, January 3). The Inspiration on levitation by Galileo. *SingPao Daily News*.
- Sheng, L. (2006, January 8). Lesson from Germany on MICE Industry. *Macao Daily News*.
- Sheng, L. (2006, April 23). A Narration of the walking district. *Macao Daily News*.
- Sheng, L. (2006, May 7). Lesson for Macao on the rise and fall of a Welfare Country. *Macao Daily News*.
- Sheng, L. (2006, May 21). Has Macao's Tourism Actual Income been Overstated?. *Macao Daily News*.
- Sheng, L. (2006, July 2). Discussion on Strengthening the Reputation of Tourism Market System. *Macao Daily News*.
- Sheng, L. (2006, July 16). Travel Agency Products as a mean to evaluate Tourism Market efficiency. *Macao Daily News*.

ACADEMIC EVENTS HOSTED BY IFT

- A public forum on "Organising Major Events: Community Support and Involvement" was organised by IFT on 15 September 2005. Key speakers and experts included Prof Alan Clark of University Veszprém, Austria, Dr Brent Ritchie of University of Canberra, Australia, Dr Bihu Wu of Beijing University, China and Dr Leong Hung Po of Macao Polytechnic Institute. This forum was organised in support of the 4th East Asian Games held in Macao from October 29 to November 6 2005, and in celebration of IFT's 10th Anniversary.
- A public seminar on the topic of "Planning and Stakeholders: Creating Conditions for Greater Community Involvement in Heritage Tourism and Better Cooperation Between Stakeholders" was delivered by Dr Sandy Blair, Manager, Heritage Department, Australian Capital Territory (ACT), Canberra and Ms Chris Johnston, Heritage Consultant, Australia on 18 November 2005 at IFT.
- The first International Conference on Destination Branding and Marketing for Regional Tourism Development was held at IFT on 8 to 10 December 2005. This conference was organised jointly by IFT and Purdue University. There were more than 60 delegates and speakers at the Conference including Mr João Manuel Costa Antunes, Director of the Macau Government Tourist Office; Mr Jean-sei Kim, Executive Advisor for Management at the Korea Tourism Organization; Dr Alastair M. Morrison, Associate Dean for Learning at Purdue University; Dr Liping A. Cai, Director of Purdue Tourism and Hospitality Research Center; Prof William C. Gartner, Professor of Applied Economics at the University of Minnesota; Dr Annette Pritchard, co-author of the book Destination Branding: Creating the unique destination proposition, and Reader in Tourism Studies at Manchester Metropolitan University; and Dr Bihu Wu, Professor at Peking University.

- A two-day Executive Development Programme (EDP) on “The Strategic Management of Technology and Innovation in the Hospitality, Gaming and Travel Industries” was conducted on 27 to 28 July 2006 by Prof Radesh Palakurthi and co-instructed by Mr Oscar Ho, Lecturer of IFT. Prof Palakurthi is Professor and Coordinator for Master’s Programme at the School of Hotel and Restaurant Administration at Oklahoma State University (OSU), Stillwater, USA, founder and CEO of Electronic Quality Systems (EQS) and a Residential Research Grant Scholar of IFT. The objective of this 2-day Executive Programme was to provide industry professionals and participants with a broad introduction to the strategic aspects of managing technology and innovation, as well as practical skills for the analysis, design and implementation of company-level technological and innovation strategies. More than 20 participants attended and they consisted of executives from Macao Fisherman’s Wharf, Companhia de Telecomunicações de Macau S.A.R.L. (CTM), Macao Water, and Macau Government Tourist Office.
- IFT organised a 5-day “International Summer Workshop on Integrating Macao’s World Heritage Sites” from 9 to 13 August 2006. The workshop was held in IFT and addressed possible ways of streetscape re-integration of the scattered historical monuments and sites as part of the same historical and cultural reality mentioned by UNESCO as the Historical Centre of Macao. The objective was for participants to learn about Macao history, tradition, and share knowledge on how to solve streetscape problems in historical cities. Lectures of IFT, Penny Wan and Ong Chin Ee presented in the workshop on the topic of “Heritage Sites Improvement through Streetscape Rehabilitation: Survey and Analysis (2006)” and “A Cultural Landscape in Transition: Singapore’s Chinatown”. Speakers from various institutes were invited to present in the workshop. They included representatives from Yangtze Southern University, Hong Kong University, Chinese University (Hong Kong) and other lecturers from IFT.

SEMINARS, WORKSHOPS, AND PRESENTATIONS

- Mr Louis Vong, Assistant Professor, and Mr Pedro Moreira, Lecturer, of IFT conducted a Team Development Workshop for Galaxy Starworld Hotel on 8 to 9 June and 12 to 13 June 2006. This workshop aimed to provide training for the middle level and line managers of Galaxy Star World Hotel on effective management of diverse work teams. A total of 50 participants attended and the programme was delivered using a combination of mini-lectures, experiential exercises in groups and team-building exercise.
- Prof Don Dioko was invited to deliver a keynote presentation on “Advertising Tourism Destinations - Problems and Principles” to more than 100 students and participants of the 6th annual Advertising Camp (ADCAMP) held in the resort island of Boracay, the Philippines, 21 to 23 September 2005. The annual advertising camp or workshop is organised by a network of faculty and students of various universities and colleges in the Philippines in the area of marketing and advertising promotion. This year, lead organiser for the event was the University of the Philippines in Iloilo. In this Advertising Camp (ADCAMP), the workshop topic involved tourism and destination marketing wherein students were tasked with developing a marketing and advertising strategy for the sustainable tourism development of Boracay Island. Students engaged local residents, stakeholders, and conducted interviews with visitors to formulate their marketing and advertising promotion strategies which were later presented to local government officials, tourism and travel organisations, as well as members of the local community. As one of the keynote presenters, Prof Don Dioko was also part of the panel of judges awarding the best tourism marketing plan.
- Ms Florence Ian was invited to be a guest speaker in the “Towards the Future of Tourism 2005 World Students’ Tourism Summit - Dynamic, Sustainable and Boundless” jointly held by Ritsumeikan Asia Pacific University and Oita Prefecture and Beppu Municipal Government on 11 to 12 November 2005. The Summit attracted students and tourism educators from all over the world. Through a series of workshops and activities, there was an exchange and discussion in tourism development.
- Ms Connie Loi, Lecturer of IFT, gave a presentation on “Tourism in Macau” to a group of students and staff of Hospitality and Tourism Management, Temasek Polytechnic Singapore, 24 November 2005.

- Prof Don Dioko was invited to deliver a lecture on the topic of “Heritage tourism – relationship between heritage conservation and tourism in an urban context” in the Asian Academy’s Second Field School entitled “Conservation and Presentation of Archaeological Heritage in an Urban Context”. This Field School was held in Hanoi, Vietnam from 1 to 12 December 2005 and jointly organised by the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), the Hanoi Architectural University, the Architectural Research Institute, Hanoi and Deakin University, Australia.
- Ms Sofia Akagawa participated in the Asian Academy’s 2nd Field School entitled “Conservation and Presentation of Archaeological Heritage in an Urban Context” held in Hanoi, Vietnam from 1 to 12 December 2005.
- Mr William Wong presented an introduction of Macao to students from University of Lincoln, Faculty of Business and Law, Department of Tourism, Lincoln, UK led by Martin Knight, senior lecturer, on 23 January 2006.
- Dr Edmund Sheng was invited by Freiburg University to deliver a presentation in a joint seminar on the framework of the EU-funded research project “European Model” in Beijing, China, from 27 to 31 March 2006. His presentation was made in the joint seminar on “Macao’s role concerning Sino-EU relations”.
- Ms Penny Wan, Lecturer of IFT, presented to the Vice Chairman of the Administration Committee of the Civic and Municipal Affairs Bureau, Macao on the topic of “Heritage Sites Improvement through Streetscape Rehabilitation: Survey and Analysis (2006)” on 23 June 2006.

ON GOING OR COMPLETED RESEARCH UNDER THE INSTITUTE’S RESIDENTIAL RESEARCH GRANTS FOR OVERSEAS SCHOLARS SCHEME

- Prof Radesh Palakurthi from Oklahoma State University (OSU), Stillwater, USA and Ms Vivien Tam from IFT conducted a research on “Gaming City” or “City of Entertainment”? A Study of Visitor Preferences for Destination Positioning Choices for Macau.
- Prof William Gartner, University of Minnesota, USA, Assistant Professor Asli Tasci, Mugla University, Turkey and Dr Amy So from IFT conducted a research on “Branding Macao” which aimed to identify Macao’s source of brand equity for its four major tourists groups – Mainland Chinese, Hong Kong residents, Taiwanese and overseas visitors.

APPLIED RESEARCH AND INDUSTRY CONSULTANCY

IFT is currently working with the following industry partners on several applied research or consulting:

- Administration of Airports (ADA), Marketing Research Division
- Administration of Airports (ADA), Customer Services Division
- Viva Macau
- Macao Sport Development Board
- CTM
- Ad Avenue