



Educational Challenges and Initiatives in Tourism & MICE Education, Macao Perspectives

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Introduction

**Government policies
foster tourism
development by means
of**

- **Attracting large
foreign investments;**
- **Huge labor demands
from the industry;**

Introduction

After the opening of the gaming market, license holders like the Macao Gaming Company Limited (SJM), Wynn Resort (Macao) Limited and Galaxy Gaming Ltd. have committed to invest almost MOP\$20 billion.

Galaxy plans to invest MOP\$8.8 billion to establish a resort with a convention and exhibition center, casinos and hotels. It is projected to open in 2006~2007.

Introduction

Two years hence, facilities like Wynn Resort Macao, Venetian Macao Ltd., The Sands and even a new wing of the Hotel Lisboa will be opened to the public. They all have different types and sizes of convention and exhibition venues.

The Venetian will include a 1.1 million square feet convention hall. They will bring along convention concepts and items conceived in Las Vegas. International focus will be on Macao and the convention businesses of other countries will expand here.

It is foreseen that Macao will become a convention and exhibition venue that meets international standards.

Introduction

The number of casinos will increase from 19 in 2003 to about 40 in 2007.

International high-spending guests are the new targets for Macao, therefore, how to benefit entrepreneurs in the development of the tourism business (including Gaming, MICE, and hotel business) would be the main challenge of tourism education.

Introduction

The MICE and Gaming Industries will be developed simultaneously because developing MICE serves the leading industry. Even though many neighboring cities are planning to open gaming licenses, Macao, with all its resources, assumes the leading role.

In order to face the challenges of development, Macao entrepreneurs as well as the education institutions must prepare in advance. Improving the internal quality is the best way to meet coming opportunities and foreign competitors.

Opportunities

Therefore, the contents and scope of tourism education, including MICE education are expanded by the extended tourism related industry chain.



Opportunities

An over 25 years of tourism education development has paved the way for further advancement of this field.

Note: Tourism Education in the higher education level started with the University of East Asia in 1981.

Challenges

Three major aspects are discussed:

First, the lack of connection between tourism education and tourism industry. How does tourism education play a leading role in the development of tourism industry?

Second, tourism education schools becoming producers solely of higher education qualifications for individuals in Macao rather than training qualified professionals for the industry. How should the setup of curriculum and course design cater to the needs of industry development?

Third, tourism education does not reflect practicality and openness which the industry legitimately demands.

Initiatives

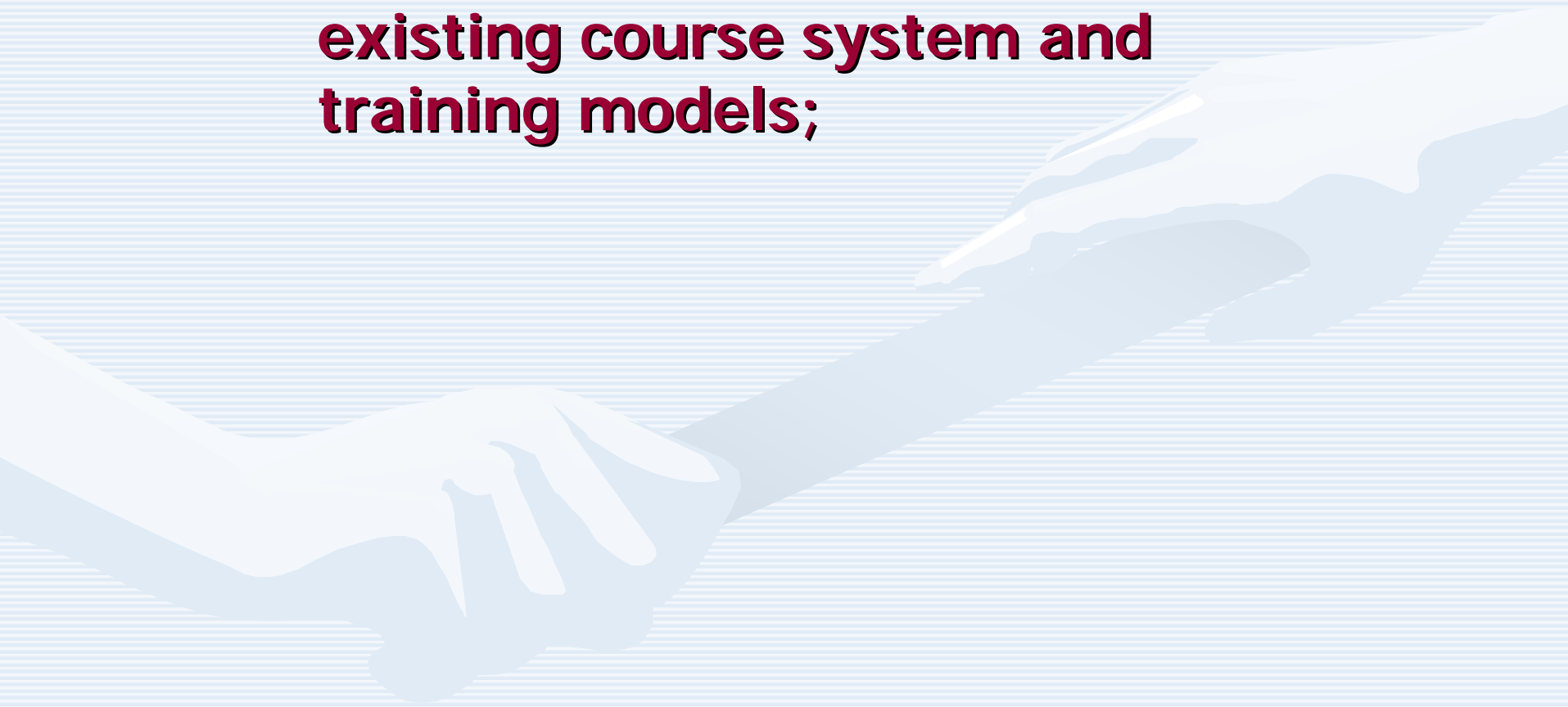
More rational guidance for tourism education should be provided by the government;

Tourism science system should be established;

There should be distinction between the roles and responsibilities of higher education institutions. One is vocational training oriented or degree oriented?

Initiatives

Reform should be made on the existing course system and training models;



Initiatives

**Regional and international
cooperation should be greatly
enhanced;**



Initiatives

As tourism industry is positioned as the most important part of the Macao economy, education industry should not only be labor intensive, but also knowledge intensive.

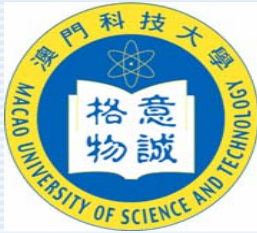
Conclusion

Macao's tourism higher education has opportunities as well as challenges.

With the increasingly important role it plays, the tourism industry needs support from tourism education, though it is well acclaimed by the society.

Therefore, it is necessary and significant to research on the development of tourism higher education.

The research will eventually change the current status that tourism education grows slower than tourism industry, and expectantly tourism education will trigger advancement of tourism industry.



Thank You!

