

ABSTRACT

On March 29, 2000, Macau Chief Executive Edmond Ho pointed out in his first policy address that, the Macau economy's adjustment not having completed and Macau not having ample reserves, the government's overall policy objective in the next few years would be "to strengthen Macau's economic constitution and foster its steady economic growth". He said it would then determine from what point progress could be made.

The Macau economy's most distinctive feature is its smallness. Macau has a population of more than 430,000. Its workforce is merely 220,000 strong. A weakness of a small economy is that, its foundation being unstable, it is vulnerable to financial turmoil. One of its strengths is that it is resilient. If a point is found at which a good breakthrough can be made, its whole economy will thrive. Where is a point at which such a breakthrough can be made?? Upon close examination, it is believed that it lies in its tourism industry.

Long called the Monte Carlo of the Orient, Macau is appealing to tourists from Hong Kong, the mainland and other parts of the world. Its tourism industry had a downturn before the handover. There were external and internal causes. Externally, the Asian financial storm rose. Internally, the colonial government was incompetent. Now the financial storm is over, the government is new, and its efforts to crack down on organized crime have begun to prove successful, it is the most opportune moment for Macau to develop its tourism industry.

The idea of this thesis, as a preliminary evaluation of the Macau tourism products, particularly those which can be developed in the short and medium term. Therefore, the general objectives are to provide recommendations for further development of the existing tourism product and for the introduction of new products according to the actual conditions (strengths and limitations) of Macau and from the perspective of the tourist markets.