

EXECUTIVE SUMMARY

Despite its brief history, the Macau International Airport was awarded in 2004 the CAPA Asia Pacific Airport of the Year for its excellent performance and achievement, in recognition of its aggressive marketing to reposition the airport effectively in the face of strong local competition, and in establishing itself as the most attractive low cost carriers (LCC) airport in the region. To strengthen the position as the hub for the LCC as well as the competitiveness in the region, it is important to satisfy the passengers' growing service needs of convenience and value when traveling. The objective of this study is to find out the needs of the air passengers from the perspectives of ICE – Information, Communication and Entertainment. The purpose of this exercise is to design a grand strategy for the extensive use of information technology for passenger service at the Macau International Airport.

In this report, I will present a general review on the present situation of the Macau International Airport in terms of ICE availability, and a comparative analysis with some of the ICE passenger services offered in some distinctive airports in the United States and Asia Pacific region. The choice of airports is based on the fact that they have each implemented a part if not all of the ICE elements quite successfully and have established their own respective positioning and uniqueness among the competitors.

With the result of the survey conducted in the Macau International Airport between 18 to 28 December 2004 with 800 respondents, comprised of both air passengers and locals; I would like to recommend the provision of flight information via SMS, and the top 3 new information that passengers like to have, that is international news, hotel information and destination information. Wireless internet access that is available as a chargeable service in airports that we have benchmark, is the most wanted communication mean in the

airport by the passengers. Currently, this service is available at the air side of the terminal building on a trial basis. It is recommended that the service coverage area be extended to all areas of the passenger terminal building. E-message board is another recommendation that is popular in other airports. For entertainment, respondents in my survey would like to have electronic game that may be offered via the multi-purpose kiosk at special corner like Game corner or Internet corner. It can also be offered with the sponsorship from the Gaming vendors, like Microsoft for its "Xbox". With the deployment of IT, some of the airport services could be offered in a different way. For examples, e-check in, e-travel insurance could be done via an unmanned kiosk. These are services found in other airports especially airports serving LCC. The services are proposed with the objectives of enhancing the airport services for air passengers and airport users, as well as to generate side revenue for the airport.

To provide the services recommended in this report, some IT infrastructure needs to be put in place. For examples, the FIDS network may need to enhance to cater for new information, the existing airport data network needs to be upgraded to meet the multi-media transmission and new information distribution channel such as the multi-purpose kiosk. Finally, the master plan for the introductions of the different ICE services was proposed with three interfaces. Phase 1 implementation involves the utilization of existing FIDS network to provide news, destination information; and the SMS for flight information. The phase 2 implementation that based on the availability of new infrastructure include providing bus schedule and hotel information via the kiosk. Those services that need to work with various parties, such as online hotel and air ticket bookings are also included in the phase 2. E-airport check-in and e-baggage tag are put in phase 3 for future consideration for various reasons.