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## EXECUTIVE SUMMARY

Tourism is one of the largest and most dynamic industries in the world. In Macao, Tourism plays a vital role and is a significant industry in the economy, culture and promotion of image. Within the Macao economy, the tourism industry contributes around 40 percent of the Gross Domestic Product, and over one third of working population work in tourism directly and indirectly.

With its unique historical and cultural background, Macao possesses outstanding tourism resources. After the Handover to China in December 1999, Macao SAR Government placed greater emphasis on diversifying tourism products, enhancing service quality and promoting Macao to the world.

The objective of this thesis, as a preliminary evaluation of Macao's tourism products, tries to identify the underlying dimensions of the current image of Macao, determined differences in the image of Macao held by first-time travelers, repeat travelers and among travelers with different demographic profiles, as well as recommends new strategies for further development of the tourism industry.