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UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

RESIDENTS' ATTITUDES TOWARDS TOURISM IMPACTS IN MACAO



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EXECUTIVE SUMMARY

Tourism is commonly recognized as a major cause for a variety of changes in society including the generation of both positive and negative consequences for residents in community. For the sustainable growth of a destination, it is necessary to manage the impacts and specially to seek ways to minimize the negative ones. This first requires understanding the local residents' attitudes towards the tourism impacts as it helps create plans to gain resident support for further tourism development which result in bringing both visitor satisfaction and ongoing benefits for the host destinations (Tosun, 2006).

This study aims to investigate the residents' perceptions of the economic, socio-cultural, and environmental impacts of tourism in Macao in an integrated basis. A significant batch of data is collected from a quantitative survey on 400 Macao residents.

Results of this study reveal that Macao residents notice that tourism development brings positive economic impacts but also the adverse socio-cultural and environmental impacts simultaneously. The findings in this study also indicate that demographic factors such as dependence on tourism, residency length, and age are the most significant determinants to influence the attitudes of local residents towards the tourism development in Macao. It is noted that Macao residents who are not employed in tourism sector, with a Macao residency length more than 15 years, and aged above 40 years old perceive more negative tourism impacts than other residents.

Furthermore, the results of this study indicate that male residents and residents educated with junior high school have great concerns on job opportunities created by

tourism development. Findings also point out residents with monthly income less than MOP 20,000 show more concerns on the environment than other income groups. These findings indicate that Stakeholder Theory and Social Exchange Theory do apply in this study as residents who are more involved in and financially dependent on tourism appear to perceive more positively than other residents.

Moreover, it is suggested that more communication with residents, intensive involvement of local residents in tourism, and proactive investigation by government towards local community are the major keys to achieve a sustainable tourism development of Macao.



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