

The influence of cultural heritage to tourism in Macao

Ka Hou Leong, University of Hong Kong

Abstract

Macao has been developing rapidly since the handover and tourism, one of the most critical industries in Macao, has been immensely influencing social development. Macao is a diverse society and tourists come here for different reasons. The most common reasons include gambling, relaxing and shopping. In 2005, the Historic Centre of Macao was included in the World Cultural Heritage List. Since then, the government has been actively promoting local cultural tourism. The act attracts many more cultural architectural lovers and the number of immigration soars. Furthermore, in order to further promote tourism, various measures have been implemented. Cultural heritage guided visit is one of them. As a whole, cultural heritage is essential for tourism development in Macao.

The article aims at investigating the influence of Macao cultural heritage to different race, the changing tendency of tourists' visiting aim, government's advertising strategy and both the positive as well as negative impacts to the local residents. The most updated condition of Macao tourism is known via interviewing, tourists, tourists' guides, the heritage ambassadors and referring to booklets. In later parts of the article, advice will be given according to the current impact of cultural heritage tourism to Macao. Last but not least, hope is placed on future progress of tourism in Macao