

Shaping Macau's Tourism Image from Macau Tourism Promotional Film

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Abstract. The Macau Government Tourist Office (MGTO), in the Master Plan for the Development of Tourism in Macau, formally positioned Macau's tourism image as a "World Centre of Tourism and Leisure" and explained its three dimensions, namely world cultural heritage, impressive tourism products and rich leisure experiences. By categorising the tourism products featured in Macau's tourism promotional films from 2016 to 2023, and counting the duration and percentage of their footage, it was found that most of the tourism images they portrayed of Macau involved the World Heritage Sites, while the latter two were missing. As far as the strategic suggestions are concerned, diversified tourism products and spectacled audiovisual effects are the aspects that need to be focused on in the creation of future Macau tourism promotional films.

Keywords: Macau Tourism Image; Macau Tourism Promotional Film; Tourism Products

1 Introduction

Over the years, as a trading port connecting China and Europe, the tourism industry in Macao has a history of more than a century and has become a pillar industry of Macao, however, its development has been limited by land, human resources and other constraints, therefore, China and the Macao Special Administrative Region Government have put forward a number of measures to promote the tourism industry, and the shaping of Macao's tourism image is one of the most important ones.^[1] However, for a long time, the tourist image of Macau as a "gambling city" has been deeply rooted in people's minds. In order to change this image, in 1995, the Macao-Portuguese Government proposed to preserve the cultural, humanistic and architectural treasures of Macau's historical significance in order to build up and promote the image of a "city of culture", which was the first time that the Government proposed to shape the tourism image of Macau in its tourism and cultural policies.^[2] Subsequently, the Government of the Macao Special Administrative Region (MSAR) has continuously made adjustments to the positioning of Macao's tourism image. For example, the image of "City of Culture and Entertainment" was proposed in 2006, "Quality Destination for Culture, Leisure, Entertainment and MICE" in 2007, "Diverse Destination for MICE, Culture and Heritage" in

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2008, and "World Centre for Tourism and Leisure" in 2010. In 2008, it was proposed to create the image of "a diverse destination for exhibitions, culture, and historical sites", in 2009, it was proposed to create the image of "a city of monuments and many other attractions", and in 2010, it was proposed to create the image of "a world centre for tourism and leisure".^[3] The Twelfth Five-Year Plan for National Economic and Social Development of the People's Republic of China ("Twelfth Five-Year Plan") of 2011 supported the development of Macao into a "World Centre for Tourism and Leisure", and the Thirteenth Five-Year Plan of 2016 further clarified this positioning.^[4] Thus, in 2017, the Macau Government Tourist Office (MGTO) formally set the image of Macau as a "World Centre of Tourism and Leisure" as its development direction for the next fifteen years in the "Master Plan for the Development of Tourism in Macau".

Promotional films are an important way to build up a city's image. Therefore, MGTO has produced a series of tourism promotional films, but it is not known whether these films can effectively build up people's intuitive impression of Macau as a "World Centre of Tourism and Leisure". Therefore, this paper will statistically analyse the categories and proportion of tourism products in Macau tourism promotional films to see the difference between the tourism image of Macau it creates and the tourism image positioned by the Macau government, and give some strategic suggestions for the creation of Macau's tourism promotional films on this basis.

2 Macau's tourism image from the percentage of each tourism product category presented in the Macau Tourism Promotional Film

Promotional film refers to the use of audio-visual language as a means of expression to the public to do in-depth publicity and advertising to promote a product in a way to promote.^[5] Tourism promotional films promote the natural and humanistic scenery and other tourism products of a certain place. The categories of tourism products and the length and proportion of footage presented in the tourism promotional film can directly affect the audience's intuitive impression of the tourist destination. This also means that a statistical analysis of the length of footage and its percentage for each tourism product category in tourism promotional films can reflect the logic of tourism promotional films in shaping tourism image and the focus of attention on the image of tourism destinations.

2.1 category construction

The Master Plan for the Development of Macao's Tourism Industry states that, in addition to gaming, Macao's tourism products mainly include culture, conventions and exhibitions, shopping and festival activities.^[6] Among them, the culture includes cultural and creative products, featured costume, food, traditional music and dance, etc., as well as the "Historic Centre of Macao", which was inscribed on the World Heritage List in 2005, i.e. the A-Ma Temple, the Port Authority Building, the Cheng's House, the Ruins of St. Paul's, and 22 buildings and 8 squares in front of it;^[7] and exhibitions include painting, calligraphy, sculpture, and graffiti; festival activities include the new year float show, the macau international fireworks display contest, stage plays, concerts, light shows, the macau german

beer festival, as well as motor racing and bicycle racing. Looking at these tourism projects, it is found that the category of "culture" contains a wide range of content, which is not conducive to the analysis of data in the later stage, so this paper will be split into food, historical urban area, characteristic culture, as well as exhibitions and festival activities that can be categorised as events. Apart from the major tourism products mentioned above, natural scenery, night view and other cityscapes, and entertainment programmes such as bungee jumping, rafting, boating and SPA are also important tourism products of Macau. Therefore, the categories of Macau's tourism products that will be counted in this paper are Food, Entertainment, Shopping, Historical Urban Area, Cityscape, Events, Characteristic Culture and Others.

Table 1. Classification of Tourism Products and Shot Duration Share of Macau Tourism Promotional Films, 2016-2023.

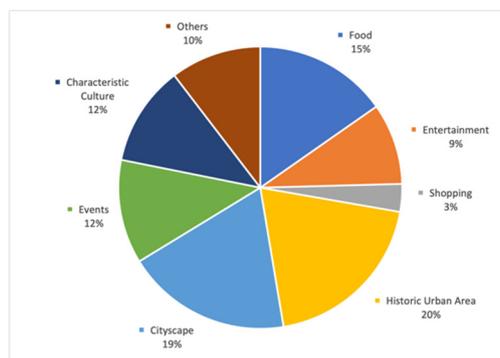
Year	2016	2017	2018	2019	2020	2021	2022	2023
Promotional Film Title	<Experience Macao>	<Experience Macao>	<Beautiful Destinations>	<Explore The Greater Bay Area>	<Go Ahead Macao>	<New Perspectives on Macao>	<Experience Macao>	<Experience Macao>
Total Duration (sec)	300	187	189	60	210	60	60	285
Percentage of lens hours for travel products (Unit: %)								
Food	14	8.6	23.3	0	20.9	18.3	21.7	12.6
Entertainment	7.3	8	7.9	0	0	6.7	26.7	18.9
Shopping	2	4.8	0	0	3.4	13.3	0	4.6
Historic Urban Area	11	26.2	17	43.3	23.4	15	16.6	20
Cityscape	15	44.9	13.7	43.3	15.7	11.7	3.3	11.2
Events	24	0	13.8	0	9	11.7	16.7	9.5
Characteristic Culture	12	0	10	13.4	15.7	10	0	18.6
Others	14.7	7.5	14.3	0	11.9	13.3	15	4.6

Table 2. Classification, duration and share of specific tourism product elements

Categories	Elements	Times (sec)	Percentage (%)	Total Duration (sec)
	Portuguese tart	16	1.184	
	Beverages (herbal tea, cocktails, etc.)	22	1.628	

	Desserts	4	0.296	
Food	Seafood	4	0.296	206
	Snacks	10	0.740	
	Macanese cuisin	27	1.999	
	Chinese food (Noodles, Fried Eggs, Lion's Head Meatballs and other homestyle dishes)	61	4.515	
	Western-style food (Steak, Coffee, Bread, Burgers, etc.)	62	4.589	
	Water activities (Rafting, Water Sliding, Boating)	81	5.997	
	Bungee Jumping	17	1.258	
Entertainment	Zipline	12	0.888	126
	Sightseeing Cable Car	3	0.222	
	Helicopters	4	0.296	
	SPA	7	0.518	
	Carousel	2	0.148	
	Clothing	29	2.147	
Shopping	Bag	9	0.666	43
	Handicraft	3	0.222	
	Accessories	2	0.148	
Historic Urban Area	Traditional Chinese architecture (A-Ma Temple, Cheng's House, etc.)	100	7.402	265
	Western-style traditional buildings (Ruins of St. Paul's, Hedong Library Building, Jesuit Memorial Square, Gangtok Forecourt, etc.)	165	12.213	
	Natural Scenery	49	3.627	
Cityscape	Skyscraper	79	5.848	
	City Night View	85	6.292	255
	Alleys and streets	37	2.739	
	Park	5	0.370	
	Concert	12	0.888	
	Stage plays	37	2.739	
	Festivals (Christmas and Chinese New Year celebrations, etc.)	32	2.369	
Events	Light Show	22	1.628	161
	Firework Show	5	0.370	
	Exhibition	27	1.999	
	Racing (Motor Racing, Bicycle Racing)	13	0.962	
	Rowing competition	1	0.074	
	Marathon	6	0.444	
	Film Festival Activities	6	0.444	
	Wall Paintings	5	0.370	
	Political culture	16	1.184	
Characteristic	Cultural and Creative Products	15	1.110	155

Culture	Traditional Chinese Culture (Chinese Zithers, Calligraphy, Chinese Painting, Chinese Opera)	75	5.551	
	Western Traditional Culture (Dance, Clothing, Music)	44	3.257	
Others			10.363	140
Total				1351



Figures 1. Share of Lens Hours of Macau Tourism Products by Category, 2016-2023

2.2 Tourism Image Shaped by Macau Tourism Promotional Film 2016-2023

From the data in Table 1, it can be seen that the tourism promotional film "Experience Macao Unlimite" produced by the Macau Government Tourist Office in 2016 mainly presents "Events" as tourism programmes. In the footage about "Events", the image mainly shows Concert, Stage plays, Light show and other enjoyable activities, as well as Racing, Rowing competition, Marathon and other competitions, the former giving people the psychological feeling of relaxation and leisure, and the latter making people nervous. Since the duration of the footage of "appreciation activities" is longer than that of "competition activities", which is 44 seconds, accounting for 61.1% of the festival activities, the audience feels more relaxed and leisure, i.e. the Macau Tourism Promotional Film of that year portrays Macau as a tourist destination where one can relax and and leisure. Through similar analyses, it can be seen that Macau tourism promotional films from 2017 to 2023 portray the tourism image of Macau such as Roaming, Gourmet capital (Table 3).

Table 3. Tourism Image Shaped by Macau Tourism Promotional Film 2016-2023

Year	2016	2017	2018	2019	2020	2021	2022	2023
Promotional Film Title	<Experience Macao Unlimite>	<Experience Macao's Style>	<Beautiful Destinations>	<Explore The Greater Bay Area>	<Go Ahead Macao>	<New Perspectives on Macao>	<Experience Macao: Unlimited Joy>	<Experience Macao>
Tourism	leisure	roami	gastr	a fusion of	a	inter-na	infinite	a

image	tourism	ng	conomic capital	modernization and tradition, East and West	combination of Chinese and Western artistic romance	tional city	energy	blend of Chinese and Western cultures
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The above is the tourism image portrayed in Macau's tourism promotional films for each year from 2016 to 2023. If Macau's tourism promotional films for these eight years are taken as a whole, and by analysing the proportion of camera time spent on each tourism product in these tourism promotional films (Figures 1), it is found that the tourism promotional films filmed by the Macau Government Tourist Office (MGTO) mainly present the tourism items of the "Historic Urban Area" and the "Cityscape". As shown in Table 2, under "Historic Urban Area", there were 165 seconds of footage on western-style traditional buildings such as St. Paul's Cathedral (Ruins of St. Paul's) built by the Italians in the Ming Dynasty, the Hedong Library Building built by the Portuguese in the Qing Dynasty, the Jesuits' Memorial Square and the Gangteng Forecourt, which accounted for 12.2% of the total duration of all the promotional films, and 100 seconds of footage on Chinese traditional buildings such as the A-Ma Temple built by the Chinese in the Ming Dynasty and the Cheng's House and Lo's House built by the Chinese in the Qing Dynasty, accounting for 7.4% of the total duration of all promotional films. In "Cityscape", it mainly presents the night view of Macau, with a total of 85 seconds, accounting for 6.3% of the total duration of the promotional film, followed by skyscraper, accounting for 5.8% of the total duration of the promotional film. These traditional Chinese and Western buildings with a history of more than 400 years, together with the colourful night view of modern Macau and the bustling modern buildings, allow the audience to experience the coexistence of tradition and modernity, the East and the West in the city of Macau, which also shapes the image of Macau as a tourist city that is a "a harmony of tradition and modernization, the East and the West".

3 Difference Analysis and Strategy Recommendations

3.1 Analysis of the differences between the image of Macau tourism portrayed in Macau tourism promotional films and the image of Macau tourism positioned by MGTO

From the above, it can be seen that both the tourism image of Macau as portrayed in the tourism promotional films for each of the years from 2016 to 2023, as well as the tourism image of Macau as a whole portrayed in the tourism promotional films for these eight years, differ from the tourism image of Macau as positioned by MGTO as a "World Centre of Tourism and Leisure". The keywords of the tourism image "World Tourism and Leisure Centre" are "world", "tourism", "leisure". In this context, "World" refers not only to the vision of the Macao Government for the development of tourism in Macao, i.e. the intention to elevate Macao to a world-renowned tourist destination, but also to the world cultural heritage that can be experienced by tourists in Macao (in 2005 the "Historic Centre of Macao" was inscribed on the World Heritage List at the 29th session of the World Heritage Committee of UNESCO).^[8] "Tourism" refers to Macau's ability to provide visitors with impressive tourism products, while "leisure" refers to the provision of rich leisure experiences.^[9] It can be seen

that the positioning of "World Centre for Tourism and Leisure" encompasses three aspects, namely, world cultural heritage, impressive tourism products and rich leisure experiences.

Looking at the tourism images of Macau portrayed in the Macau Tourism Promotional Films from 2016 to 2023, it can be seen that most of them are related to the aspect of "World Cultural Heritage", for example, the image of Macau tourism portrayed by them as a whole as "a harmony of tradition and modernization, the East and the West", and the image of Macau tourism portrayed by the 2019 <Explore The Greater Bay Area> as "a fusion of modernization and tradition, East and West", etc., can give viewers a sense of Macau's history. However, the impressive tourism products and rich leisure experiences are not well represented in these promotional films, and only the image of "Leisure Tourism" portrayed in "Experience Macao Unlimite" in 2016 and the image of "A city suitable for roaming" portrayed in "Experience Macao Hyojoo's Style" in 2017 reflect the connotation of "Leisure Experience" in the "World Centre of Tourism and Leisure". In order to compensate for the two aspects that are generally missing in the current image of Macau tourism portrayed in Macau tourism promotional films, namely impressive tourism products and rich leisure experiences, and to help MGTO to create tourism promotional films that are in line with the positioning of "World Centre of Tourism and Leisure" in the future, so as to promote the development of the tourism industry of Macau, the following suggestions will be made in this paper.

3.2 Strategy suggestions for creating tourism promotional films in Macau

3.2.1 Content: Presenting a diverse range of tourism products

Currently, in Macau tourism promotional films, there are relatively fewer tourism products, both in terms of the number of tourism product categories and the number of specific tourism projects under a single category. For example, in the category of "Entertainment", in the past eight years, Macau's tourism promotional films have only presented Rafting, Water Sliding, Bungee Jumping, SPA, Carousel, Helicopters, Zipline and Sightseeing Cable Car, and only the first three of them have been presented, with the latter three appearing only in one of the promotional films. As a result, these promotional films do not leave the audience with the impression that they can enjoy a rich leisure experience when they visit Macau. In fact, in order to achieve the development positioning of "World Centre of Tourism and Leisure", the Government of the Macao Special Administrative Region (MSAR) have developed a series of "impressive tourism products" and "rich leisure experiences", including low altitude flights, spa treatments, digital immersion tourism experiences, and so on.^[10] However, these tourism projects were not presented in the Macau tourism promotional film.

Therefore, this paper suggests that the Macau Government Tourist Office can present diversified tourism product categories when shooting tourism promotional films in the future, as well as a rich variety of tourism projects within the same tourism product category. For example, MGTO can add tourism product categories such as maritime tourism, eco-tourism, study tourism, sports tourism, medical tourism, etc. to its promotional films, as well as add tourism projects such as low-altitude flights, water flights, and special night-time activities to the original tourism product categories such as air tourism and night-time tourism.

3.2.2 Sound and Picture: Presenting Spectacular Audiovisual Effects

French philosopher Guy Ernest Debord first proposed the concept of "spectacle" in <Society

of the Spectacle>, which refers to a kind of visual scenery or sight that is displayed, and also means a subjective and conscious performance or show. ^[11] Afterwards, scholars have interpreted it in different disciplines. In cinema, many scholars understand spectacle as the audiovisual impact brought by "special effects". For example, Chinese scholar Zhou Xian defines spectacle as extraordinary images and pictures with strong visual attraction, or fantastical images and pictures created with the help of various high-tech film means. ^[12] In this sense, this paper uses this concept to express that a Macau tourism promotional film should produce visually appealing images and pictures when presenting a certain tourism project, in order to make the viewer feel that "coming to Macau, one can experience an impressive tourism product". For example, in the tourism experience project related to virtual technology, the Macau Government Tourist Office can use computer special effects to present the content that can only be seen by the person who experiences it, and at the same time, it can make the content visually appealing. Another example, in the performance of high-altitude tourism projects, you can let the camera simulate what the tourist sees, hears and feels, and create a spectacle through such a subjective lens, giving the audience a strong audio-visual impact.

4 Conclusion

The development positioning of "World Centre of Tourism and Leisure" proposed by the Government of the Macao Special Administrative Region (MSAR) not only opens up new opportunities for the development of Macao's tourism industry, ^[13] but also effectively responds to the MSAR Government's development strategy of promoting the moderate diversification of the economy. ^[14] In other words, the positioning and shaping of Macau's tourism image plays an important role in Macau's economic development. It is found that Macau's tourism promotional films from 2016 to 2023 portray a variety of tourism images, but all of them are different from the tourism image of "World Centre of Tourism and Leisure" as defined by the MSAR Government, which is mainly due to the fact that Macau's tourism promotional films focus on "World Cultural Heritage" and ignore the other two aspects of "World Centre of Tourism and Leisure", namely "impressive tourism products" and "rich leisure experiences". In this regard, this paper suggests that the future creation of Macau tourism promotional films should present diversified tourism products in the content of the film, as well as a spectacled audio-visual effect on the screen. It is hoped that the research on the image shaping of Macau's tourism promotional films, as well as the suggestions on strategies for their creation, will help MGTO to create a promotional film that is in line with the positioning of Macau's tourism image, in order to promote the development of the tourism industry of Macau and even the economy of Macau.

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