

Analysis of Whether Parent-child Family Travel Can Become Alternative Tourism Type to Complement Major Gambling Industry in Macau

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ABSTRACT

Due to COVID-19 and restrictive policies on the gambling industry, Macau's economy, which is dominated by the gambling industry, has shown a negative growth trend in the last two years. In order to help Macau's economic recovery, finding new methods is an essential stage, and parent-child family travel as a popular trend, is undoubtedly a measure worth considering. This report will analyze the characteristics of Macau's tourism industry and the introduction of parent-child family travel, and analyze whether parent-child family travel can become an alternative tourism type to complement the major gaming industry in Macau from the perspective of SWOT, and finally present a plan about parent-child family travel in Macau.

KEYWORDS

Family travel; Macau tourism type; Gaming industry travel.

1. CHARACTERISTICS OF TOURISM INDUSTRY IN MACAU

According to the research from the Baidu and the thesis, the characteristics of tourism industry in Macau that divided into three points: general introduction, advantages and deficiencies.

1.1. The general introduction

The gambling industry is developed and dominant. Tourism is the pillar industry of Macau, while the gambling industry plays a leading role in Macau's tourism and plays an extremely important role in Macau's economic structure. Macau is also the only formal and legal gambling area in China. According to the data from Macau Government Tourism Office, Macau's gambling industry is reflected in that the tax revenue of the gambling industry accounts for 80% [from the figure1] of the government's revenue and creating the livelihood of more than three quarters [from the figure2] of Macau's population. This statistical result not only reflect the gambling industry is important to Macau's economic but also embody Macau's industrial structure is very single.

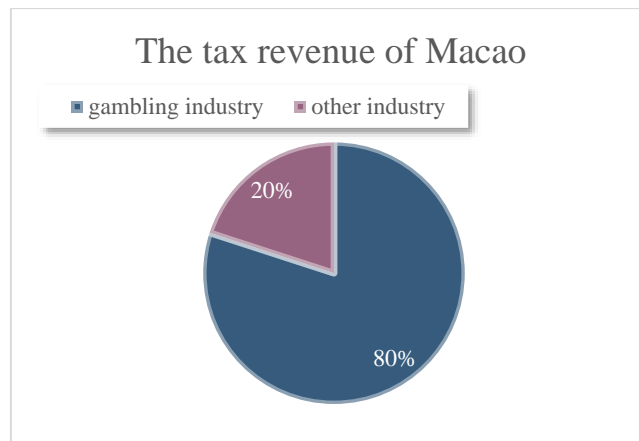


Figure 1. Text Revenue of Macau

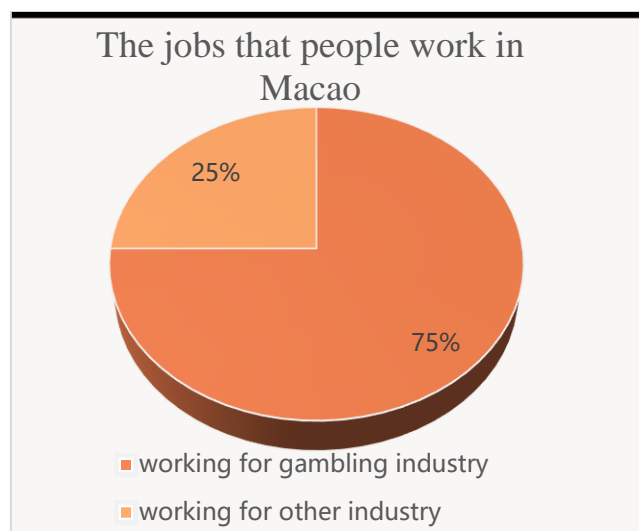


Figure 2. Job that People Work in Macau

1.2. Advantages

There are two advantages for tourism in Macau.

First, Chinese and Western cultures blend and have rich cultural backgrounds.

Due to Macau's special historical background and unique geographical location, Macau culture is a parallel culture with the coexistence of Chinese culture with profound traditional connotation and Western culture with Portuguese culture as its essence. It is a diversified inclusive culture dominated by Chinese culture and compatible with Portuguese culture. Therefore, Macau has architectures of Chinese and Western culture such as the A-Ma temple, Mandarin House, the Ruins of the Cathedral of Saint Paul and Fisherman's Wharf, as well as various folk festivals integrating Chinese and Western culture, which have made a lot of tourists interested in culture. Also, tourists can taste the delicious food all over the world.

Second, Macau has a mature and developed hotel industry.

The hotels in Macau are mainly comprehensive resorts. Each hotel has its own architectural style and characteristics, such as the Grand Canal in Venice, the tower of Parisians, the Big Ben in Londoner, the Ferris wheel of Studio City Hotel, the cable car of Wynn Palace, the water park in Galaxy Resort Hotel and so on. Each hotel has swimming pool, fitness center, casino, catering, shopping center and other facilities. Tourists can meet their basic needs such as clothing, food, houses and transportation

in the hotel. And because of the COVID-19 a lot of stores have some discount or other activities for customers. There are free shuttle buses at the door of the hotel to all ports that makes tourists have a convenience travel. Especially, during the epidemic, many hotels have nucleic acid detection stations to facilitate passengers' travel and have the discount for booking rooms.

1.3. Deficiencies

There are also many deficiencies for tourism in Macau but here I just analyze one deficiency which is the most serious in my mind after reading the thesis.

The region is narrow, land resources are idle, and tourism resources are limited.

Compared with Beijing, Macau has no scenic spots or scenic spots. Compared with Hong Kong, Macau does not have such a large entertainment facility as Disneyland. As a result, most of the tourists in Macau are tourists for one to three days, which leads to a very low occupancy rate in Macau hotels and limits the revenue of the hotel industry. Moreover, Macau's land resources are limited, and the cost of land reclamation is very high, which leads to the lack of sufficient resources to develop new tourism resources in Macau, which restricts the development of Macau's tourism industry.

Macau's industrial imbalance and single economic structure have led to a rapid decline in Macau's economic development [the data from DSEC Macau in figure 3] and a rise in unemployment during the COVID-19 period. Therefore, it is an important measure to promote Macau's economic development from the "dominance of one industry" in the gambling industry to the moderate "pluralism" in the economy, and combining the advantages of Macau, the development of parent-child tourism is a wonderful choice for Macau's economic recovery under the epidemic situation.

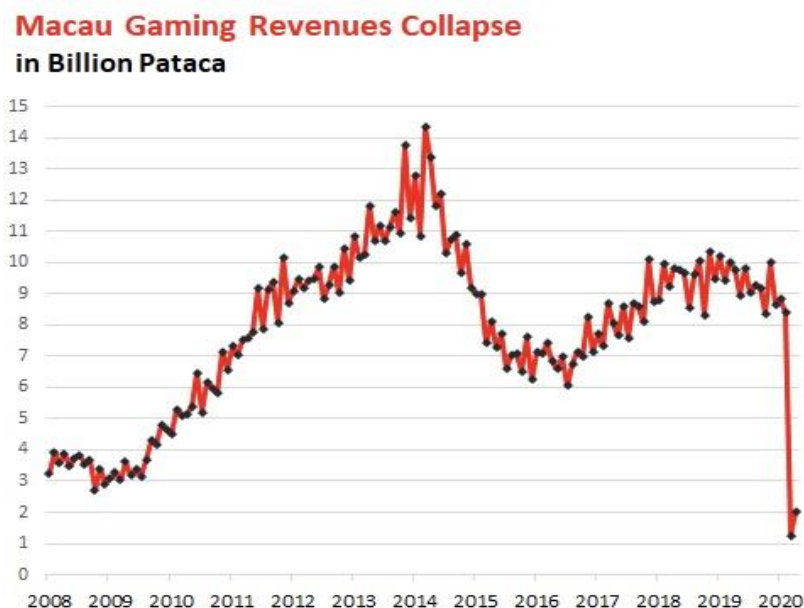


Figure 3. Macau Gaming Revenues Collapse in Billion Pataca

2. THE INTRODUCTION OF PARENT-CHILD FAMILY TRAVEL

Related to the Google and some articles, the introduction of parent-child family travel also divided into two parts: definition and merit.

2.1. Definition

According to the definition of Baidu Library, parent-child family travel is based on the relationship between adults and children to participate in tourism, it can also be customized for family travel. The

special feature of parent-child family travel lies in the personnel composition, that is, parents and minor children are the main body of parent-child family travel activities. The planning of parent-child family travel is much stronger than that of other types of tourism. Its products not only have strong characteristics of children's travel, but also need to consider the needs of parents and time travel arrangements. At the same time, the requirements for safety are also high. Therefore, the consumption characteristics of parent-child family travel are obviously different from other types of tourism.

2.2. Merit

Although parent-child family travel has consumption restrictions and special needs for certain conditions, this is not the restriction of its development. There is still a broad space for the development of parent-child family travel.

With the development of society and the continuous improvement of people's living standards, people pay more attention to the experience of life. "Returning to family" is also becoming a popular trend. Parent-child family travel is becoming the first choice of family tourism. It can relax the body and mind, broaden the horizon, and promote the parent-child relationship, which is conducive to building a harmonious family atmosphere and improving the happiness index of the family. In addition, the composition structure of parent-child family travel will create more diversified demands than other types of tourism in the process of tourism. Diversified demands will inevitably lead to diversified consumer behaviors, which has a great positive effect on the industrial development of tourism destinations.

To sum up, the diversification of the composition structure of parent-child family travel has led to the diversification of consumption patterns and industrial structure, which can promote economic development and provide more jobs, which can just solve the problem of negative economic growth and rising unemployment rate in Macau due to the epidemic. In addition, in my questionnaire survey of some students in Macau University of Science and Technology, nearly 70% of them have known about parent-child family travel, and about 80% of them are willing to try parent-child travel, which reflects that parent-child family travel has a certain market in the current development. Therefore, it is a feasible plan to develop parent-child family Tours in Macau.

3. STRENGTHS ANALYSIS OF PARENT-CHILD FAMILY TRAVEL IMPLEMENTED IN MACAU

This part is to analyze the strengths to the development of parent-child family travel in Macau.

With its rich entertainment resources and the integration of Chinese and Portuguese culture, Macau is becoming increasingly attractive to young people, and its customer base is becoming increasingly younger and iterative. High-quality hotels and parent-child resources also make Macau a mecca for parent-child family travel. According to the data of Ctrip's package tour and free tour products, the number of tourists with children is the largest, accounting for 33%. According to the traditional impression, Macau is the capital of entertainment. However, with the opening of a large number of water parks and amusement parks suitable for parent-child play in Macau, and the continuous introduction of parent-child rooms in hotels, the proportion of parent-child free travel has increased year by year, and now it has reached about 33%. Here are four strengths analysis of parent-child family travel implemented in Macau.

3.1. A variety of hotel options

The first thing to be solved in Macau is the housing problem. According to the traditional impression, Macau is the capital of entertainment. However, with the opening of a large number of water parks and amusement parks suitable for parent-child play in Macau, and the continuous introduction of

parent-child rooms in hotels, the proportion of parent-child free travel has increased year by year. Macau takes advantages of hotel service industry, many hotels have launched family suites for parent-child family travel, giving parents space and ensuring children's play space. The room is mainly decorated with children's fun, very suitable for a family of three or four to live. Meanwhile, numerous hotels in Macau are also equipped with water amusement parks, such as the Galaxy's Grand resort deck. So families with children may prefer to head to the Grand Resort Deck of the Galaxy Macau resort. At 4,000 square meters it has the world's largest sky top pool, which can generate waves as high as 1.5 meters.

3.2. Diverse history and culture

Macau's history and culture are diverse, including both Chinese culture and Western culture. Children can be exposed to the products and differences of Chinese and Western cultures, such as the time-honored A-MA Temple in China and the famous St. Paul's Cathedral in the West.

At the same time, it can also establish children's pluralistic and open mind. Thanks to Macau's diverse culture, Macau's food categories are also rich. Let us experience the local customs of different countries in Macau.

3.3. Public security environment and geographical conditions

Safety is also the one of the most important issues to consider when traveling. Macau is known as the safest city in Asia. Macau's murder rate is less than 0.28 percent, a figure near zero that is much lower than Singapore's and Japan's near 0.3 percent or so. Macau government attaches great importance to safety issues, parents and children can rest assured to play. The total land area of Macau is 32.9 square kilometers, which shows that Macau is a small area, so the tourist attractions are compact, you don't need to spend too much energy to enjoy Macau. This is actually relatively easy for parent-child travel. Although the weather in Macau varies greatly, most of the tourist attractions in Macau are indoors, so there is no need to worry about the impact of weather changes on the travel schedule.

3.4. Natural environment and scenery

Macau's natural environment is also very suitable for parent-child family travel. Children's resistance is relatively weak which is easy to get cold. Macau's weather is year round like spring, winter temperature is relatively high, we won't feel very cold. At the same time, Macau's air quality is also very good, without haze, dry air and other air threats which is not harmful for child's health. Macau is close to the South China Sea, and the Hei Sha Beach is a famous tourist attraction in Macau. The water quality of the Hei Sha beach is clear, which is suitable for taking children to the beach to play. While enjoying the scenery of the Hei Sha beach, you can also experience the beach barbecue to strengthen family bond.

The above is the summary of Macau's advantages in the progress of parent-child family travel. With the development of the new wave of tourism, the development of parent-child family travel in Macau will be better and better.

4. WEAKNESSES ANALYSIS OF PARENT-CHILD FAMILY TRAVEL IMPLEMENTED IN MACAU

According to the research on the Internet, the disadvantages of Macau's tourism industry will be divided into five points: proportion of industrial structure, complex entry process, tourism under epidemic situation, high threshold for parent-child family travel and the harm of gambling.

4.1. Proportion of industrial structure

Macau's GDP mainly comes from tourism and gaming. According to the data from DSF, Macau's gaming sector accounts for more than half of the Macau industry. It can also be said that it is the economic lifeblood of the Macau government and the main source of revenue for the Macau government. Compared with it, tourism accounts for only a small part, not to mention parent-child family travel. Therefore, the Macau government's investment in the gaming industry will certainly be greater than the parent-child family travel. This also reflects why there are few special children's entertainment facilities in Macau. For example, Macau's large shopping malls, such as the Venetian, are also famous for their gambling industry, while some shopping centers on the mainland China have video game cities, TAKEGISM and recreational facilities such as theme parks for children. From this we can conclude that the development of parent-child family travel in Macau is not suitable.

Compared with the mainland China, there are many difficulties in Macau's entry and inspection. In particular, during the epidemic, nucleic acid rigid requirements to block the entry of parents and children. The large number of nucleic acid tests made the child feel uncomfortable. As a result, many parents and children prepared to travel to Macau tourists have been forced to cancel their trip.

4.2. Tourism under epidemic situation

According to the survey from Macau's government, the number of tourists has been greatly reduced by the impact of the epidemic. The situation is more pronounced in Macau. Because of the actual situation in the Macau Special Administrative Region, During the outbreak, many Hong Kong and Macau permits were not processed. The number and date of Hong Kong and Macau Permit are also limited. For instance, civil servants in the Mainland almost do not give visas for Hong Kong and Macau. Due to the impact of the epidemic in some areas, the pass rate of tourist visas is low, the number of people who can be opened for processing each day is small. Not only that, the statistics show that visitors to Macau come from all over the world. Therefore, it is easy to bring the COVID-19. For children, they have poor immunity to the virus and are extremely susceptible to infection. So, Parent-child family travel in Macau can be a threat to children.

4.3. High threshold for parent-child travel

Prices in Macau are several notches higher than on the mainland. In recent years, with the continuous increase in the exchange rate of Macau. In recent years, with the continuous rise in the exchange rate of Macau, the consumption threshold of Macau has further increased. For example, In recent years, with the continuous rise in the exchange rate of Macau, the consumption threshold of Macau has further increased. For another example, about one yuan in the inland mineral water, but it requires about three yuan in Macau. Therefore, if in Macau, the parent-child family travel will certainly be a big cost. So, Many families do not have enough economic strength to travel in Macau.

4.4. Harm of gambling

Macau's various shopping malls have large and small casinos. Children can easily come into contact with a series of gray industries in gambling, Children are curious. When they see gambling, they will try and form a memory, which is not conducive to future physical and mental development. Once the habit of gambling is contaminated, it is not only the bankruptcy of money, but also It is spiritual torture. Therefore, parents are afraid that their children will contaminate gambling. This is why many parents are unwilling to bring their children to Macau parent-child family travel.

5. OPPORTUNITIES ANALYSIS OF PARENT-CHILD FAMILY TRAVEL IMPLEMENTED IN MACAU

This part is to analyze the opportunities to the development of parent-child family travel in Macau.

With the development of the education in Macau, more and more student from Chinese Mainland chose to study here. For example, the Macau University of Science and Technology recruit about 2000 student (According to the research from DESDJ) from Chinese mainland. So, when there parents want to see there children, they need to live in hotel and go shopping, they will spend time with there kids, that is a parent-child family travel. According to Xiecheng.com, more and more children travel to Macau, and most of them are parents and children. According to the distribution of portraits of tourists coming to Macau released by Ctrip, the proportion of post-2000 tourists reached 12%, while the proportion of parent-child tourists coming to Macau in the middle of the period reached 33%. A lot of family came here, and that is a good chance to carry out the parent-child travel.

Macau has Idle resources, that is land. According to the special law about land use rights, if the developers can't use the land in 25 years, the government will has the chance to take back it, and the government will has a lot of place to build parent-child amusement park for tourists.

With the construction of the Hong Kong-Zhuhai-Macau Bridge, and set up Guangdong-Hong Kong-Macau Greater Bay Area, there are more and more communication between Macau and Chinese mainland, and do a lot of cooperation with Heng Qin industry. Macau will be more and more popular, which is a perfect opportunity for Family vacation industry in Macau.

A large number of hotels in Macau provide opportunities for parent-child travel. Due to the unitary industry in Macau, there are a large number of hotels in Macau. According to the data of Ctrip, there are currently parent-child tour hotels in Macau, which provide a new choice for families to travel to Macau and also avoid the situation that children cannot enter the casino. There are Galaxy Hotel Macau, Grand Hyatt Hotel Macau, etc., while providing accommodation for customers, It also built a children's park indoors, offering accommodation and parent-child tour packages, which attracted a large number of tourists. Due to the epidemic and other factors, fewer and fewer people come to Macau to go to the casino. Using the existing resources to develop new industries can well supplement the economic vacancy brought by the major gambling industry.

Because of the covid-19, go aboard is difficult for us, but Macau is a good place for tourists to have a diversified experience, and that the opportunity for Macau. With this advantage, Air Macau has launched a series of preferential ticket purchase service policies, such as half price for multiple people traveling together, and hotel discounts for tickets purchased on the official website of Air Macau. These offers are also facilitated by the fact that the dates can be changed at will for free.

6. THREATS ANALYSIS OF PARENT-CHILD FAMILY TRAVEL IMPLEMENTED IN MACAU

The part is to analyze the threats to the development of parent-child family travel in Macau.

6.1. Tourism development homogenization

Since the opening of casinos in the 19th century, the gaming industry has been a distinctive and dominant industry in Macau, attracting a large number of tourists to the local tourism industry. But to some extent, the development of the gaming industry has weakened other industries. Most tourists come to Macau for gaming and entertainment, other tourism industries are not fully developed, so the diversification of tourism is a problem that must be solved in Macau. Once faced with a large number of family tourists, Macau's catering industry, hotel industry, and transportation industry will face huge challenges and pressure.

Secondly, the diversification of tourist sources, currently tourists from the mainland account for about 70% of the total number of tourists in Macau, international tourists mainly from Southeast Asian countries, European tourists account for a relatively small number. This leads to the development of parent-child family travel in Macau also has unstable factors.

In terms of parent-child family travel, Macau does not have a complete system of family-friendly tours, and there are no programs mainly for children.

6.2. Limited tourism resources

First of all, Macau is an island, making it a very limited space and land area is less than three percent of Hong Kong's. Meanwhile, according to the data from 2018 Macau's Land area growth space is nearing saturation. This means that Macau's land area will no longer change significantly, but development of parent-child family travel will generate a large number of tourists. The generation of a large number of tourists will lead to an increase in public transportation, buses, cabs, hotel shuttle buses, etc. Resulting in an over-stressed local transportation system, generating traffic congestion and traffic chaos. The large number of tourists will also have an impact on the environment, with air pollution from traffic, land pollution, building pollution from urban expansion and water pollution from production emissions, all of which will affect the local environment and the lives of Macau residents.

Secondly, Macau also has very limited resources, too many tourists can lead to economic pressures such as lack of supplies and rising prices. The development of tourism will make land rents rise. Leading to increased economic pressure on local stores, which are forced to close down or choose to raise prices, both of which are detrimental to tourism development and can lead to vicious competition. At the same time, the influx of tourists leads to higher prices, which can also increase local residents' expenses and lower their living index. Affecting the normal life of local residents, thus easily triggering their dissatisfaction with the government or even with tourists, maybe thus not supporting tourism development.

The above two points are a huge challenge for Macau's parent-child family travel, otherwise it will not be able to protect the livelihood of local residents and impact Macau's economic development.

6.3. Complex social environment

On the one hand, basically all cities known for their gaming industry have social security problems. Most visitors to Macau are involved in gaming activities, which means that tourists are also exposed to the dangers of crime, poses a threat to the healthy development of parent-child family travel.

On the other hand, Macau has a complex ethnic composition and cultural differences, with many migrant workers. Because of the low work threshold and relatively high income in the gaming industry, many young people choose to give up their studies to work in the gaming industry, which will have a negative impact on the quality level of both individuals and society. At the same time, a large number of young laborers with low education enter the tourism industry, resulting in the proportion of highly qualified personnel in the tourism industry decreasing instead of rising. This is all detrimental to the stability of social security and cannot guarantee the safety of tourists, which is one of the threats to the development of parent-child tourism.

So the above three main aspects are my analysis of the threats to the development of parent-child family travel in Macau, I believe that only by taking targeted measures against the current situation can parent-child family travel hope to become part of Macau's leading industry.

7. CONCLUSIONS AND FUTURE RECOMMENDATIONS

7.1. Conclusions

Through the above introduction, we can know some characteristics of Macau. For example, gambling and tourism are the pillars of Macau's economy, and there are many hotels in Macau, and many well-known five-star hotels. Third, Macau is small in size, so that the attractions are compact and convenient for travel. Finally, the combination of Chinese and Western culture, not only has the cultural atmosphere of mainland China, but also has the Portuguese style of architecture, with exotic style.

The advantage of choosing Macau for parent-child family travel is that Macau has a lot of food, not only Chinese food, but also Portuguese food. And there are many scenic spots, are very representative, are very worth to go. Second, public security in Macau is good. In Macau, the safety of children and the elderly is more guaranteed, and families can be more assured. The third is Macau's small size. The attractions are compact. This is convenient for children and the elderly to travel, to avoid too tired.

After talking about the advantages of parent-child family travel in Macau, it actually has many disadvantages. It is better to say that Macau's transportation is not as convenient as the mainland or other places. Taxis are much more expensive than in the mainland, and Macau has no subway, only buses. If the family goes out to play, it will cause traffic pressure and affect the lives of local residents. Second, there is a lot of gambling in Macau, which may not have a good impact on children. Gambling, after all, is a bad hobby.

7.2. Future recommendations

Here are some recommendations for future parent-child trips.

The first is to the government. In order to better develop parent-child family travel in Macau, the government needs to improve the entertainment facilities of scenic spots and create more facilities and places suitable for family travel. And improve traffic, build more public transportation, relieve traffic pressure, convenient for tourists to travel. Second, security needs to be strengthened. The development of parent-child family travel will represent more children and the elderly to travel. These are the groups that need to be protected. More security and peace of mind will attract more tourists. Third, more festivals can be designed and added to attract tourists. Some parent-child family activities will attract more parents and children to visit Macau. Fourth, policies need to be optimized and procedures simplified. By making it easier for people to get visas, they will have more incentive to bring their families to visit. Fifth, hotels in Macau can add more amusement facilities to create a one-stop tourism strategy of "hotel + leisure". Example set up cartoon character performance activities and children's game projects. Sixth, carry out lectures on gambling knowledge. Many parents think that the gambling atmosphere in Macau will have a bad influence on their children. The Macau government can carry out relevant lectures on this, so that parents and children can understand the real gambling, and can prevent people from indulging in gambling to the greatest extent. Finally, a culture-oriented tourist route should be created. Creating such travel routes can attract more parents to bring their children to Macau. Because parents must hope that their children can also learn knowledge in the process of travel. At the same time, in order to make parents and children more interested in traveling to Macau, Macau should innovate the tourism theme and create a variety of different styles of festivals. While building the policy of improving Macau and improving its quality, it should also achieve moderate publicity. Various celebrities can be invited to punch in and attract more fans to travel to Macau. You can send more beautiful photos and food of Macau, or recent festivals and discounts to various social platforms to attract more tourists. These are some suggestions for the Macau government.

There are also some recommendations for visitors who want to come to Macau for a family trip. When visiting Macau, you should ensure the safety of your family, and you should not completely rely on the local police to protect your family. Second, pay attention to local policies and festivals and make good plans. So that it can better travel in Macau.

The above is a summary of Macau parent-child family travel and future recommendations.

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