

澳門旅遊業發展總體規劃

Macao Tourism Industry Development Master Plan

Review Report

(List of Action Plan)



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO

November 2021



Action Plan Content

Action Plan Title	Description	Specific Action
P 1.1.1 Enrich and optimize maritime sightseeing programs (phased plan)	<ul style="list-style-type: none"> Further develop diversified maritime tourism and launch different maritime tourism products to showcase Macao's unique city image. 	<ul style="list-style-type: none"> Explore new pick-up and drop-off locations, such as setting up pick-up and drop-off points on both sides of the river between Macao and Zhuhai, or making full use of existing or planned facilities, such as the yacht berthing area at Concórdia Industrial Park in Coloane and the artificial island of the Hong Kong-Zhuhai-Macao Bridge, etc. At the same time, reserve space for the development of land and water-based tourism projects. Explore with maritime tour operators on the optimization of existing routes and themes, and continue to launch more maritime tour routes around the Macao Peninsula, Taipa and Coloane, to beautify the waterfront environment and enrich the maritime tour experience. Continuously optimize the connection facilities (including transportation, walking environment, etc.) between the maritime tour and land tour, and enhance the synergy between the maritime tour experience and the cultural heritage and tourist attractions around the pier.
P 1.1.2 Continue to develop more water sports activities (phased plan)	<ul style="list-style-type: none"> Collaborate with organizations which are interested in organizing water sports events and carry out water sports activities in designated maritime areas to enrich the visitor experience and increase the recreational options for Macao residents. 	<ul style="list-style-type: none"> Determine the water sports activities that can be carried out with the approval of the relevant government departments, and determine the maritime area for the activities. Encourage and support companies and organizations to strive to bring international or regional water sports games to Macao. Strengthen the collaboration between Macao's sports industry, tourism industry and MICE industry, for example, by combining sports activities with sightseeing tours and convention activities, so that participants can experience Macao's diverse culture, as well as driving economic benefits and extending the tourism industry chain. Discover and promote water sports for visitors and the public.
P 1.1.3 Upgrade and optimize yacht tourism programs (phased plan)	<ul style="list-style-type: none"> Further optimize the facilities provided by Macao for use by the yachts. 	<ul style="list-style-type: none"> Build permanent yacht piers and border crossing infrastructure facilities, as well as expand new anchoring areas for yachts. Enhance the attractiveness of the project in terms of aesthetics, convenience and comfort, as well as welcome more yachts coming to Macao so as to optimize the diversified use of marine tourism facilities.

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P 1.1.4 Build Macao into the core city for multi-destination travel in the Guangdong-Hong Kong-Macao Greater Bay Area through the comprehensive development of marine tourism products (long-term plan)	<ul style="list-style-type: none"> Promote multi-destination regional tourism products with the Guangdong-Hong Kong-Macao Greater Bay Area as one travel destination. 	<ul style="list-style-type: none"> Promote Guangdong-Hong Kong-Macao Greater Bay Area as one travel destination and encourage the industry to launch multi-destination regional tourism products, including Macao as one of the destination, such as cross-island tourism products. Strengthen the Guangdong-Macao Intensive Cooperation Zone in Hengqin, and jointly promote the development of tourism resources on both sides of the river between Macao and Zhuhai and the islands in the regions.
P 1.2.1 Continue to optimize the Macao Grand Prix Museum (phased plan)	<ul style="list-style-type: none"> Continue to promote and optimize the Macao Grand Prix Museum. 	<ul style="list-style-type: none"> Introduce more interactive touring elements for Macao Grand Prix Museum, hold regular exhibitions and workshops with cultural and educational significance, and actively develop new museum related products to enrich the experience of residents and visitors. Promote information about the Macao Grand Prix Museum through existing media and social media platforms, and consider selling other tourism products alongside Macao Grand Prix Museum tickets, in order to attract more visitors' to the Museum.
P 1.2.2 Continue to upgrade family "edutainment" facilities (phased plan)	<ul style="list-style-type: none"> Improve the existing "edutainment" family tourism products and introduce more of this type of tourism products for family segments. 	<ul style="list-style-type: none"> Continue to develop more facilities for family segments by adding "edutainment" elements to suitable tourist attractions. Encourage the industry to develop more family friendly leisure tourism products and itineraries, including edutainment, culture, technology and other areas to enrich family tourism products. Continue to build, maintain and upgrade public cultural facilities such as museums and libraries to create a more attractive experience for family friendly activities. Integrate the ecological resources of Macao in developing "edutainment" eco-tourism routes.
P 1.2.3 Develop a multi-purpose MICE complex (phased plan)	<ul style="list-style-type: none"> Develop a multi-purpose convention and exhibition center to promote the development of the MICE industry. 	<ul style="list-style-type: none"> Promote the phase-II work of the complex of Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries and continue to improve the supporting services for meetings and conferences in the complex. Encourage qualified private enterprises to develop more venues for MICE purposes. Promote the use of major sports facilities as multi-purpose MICE venues. Continue to improve the transportation system around the MICE venues.

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P 1.2.4 Develop urban cultural facilities in the new reclamation area (long-term plan)	<ul style="list-style-type: none"> Build urban cultural facilities, and shape a city where residents and visitors can enjoy a new leisure and cultural space with public facilities and spaces such as waterfront green corridors and parks. 	<ul style="list-style-type: none"> Develop city-level iconic cultural facilities in the new reclamation area to parallel with the urban master plan. Landmark cultural facilities can have the following functions: <ul style="list-style-type: none"> A modern, contemporary and traditional art exhibition hall with a scale for organizing global touring art exhibitions, exhibitions of local artists, Macao history and culture, Macao images, digital art, etc., as well as a commercial gallery area, cultural and creative boutiques and catering services in the vicinity. Small-scale interactive cultural and art workshops for family friendly activities. A large public green belt can be established around the Cultural Arts Center for the development of public art, such as street performances, interactive performances, etc. Supporting facilities, such as waterfront restaurants, boutique retail stores, etc.
P 1.2.5 Revitalize the Macau Wine Museum (long-term plan)	<ul style="list-style-type: none"> Complete the site selection for the Macau Wine Museum. 	<ul style="list-style-type: none"> Complete the site selection for the Macau Wine Museum and promote the construction of the project.
P 1.2.6 Promote the construction of multi-purpose MICE complexes (long-term plan)	<ul style="list-style-type: none"> Promote the construction of multi-purpose MICE complexes to promote the development of the MICE industry. 	<ul style="list-style-type: none"> Promote the construction of multi-purpose MICE venues in suitable sites in line with the urban master plan.
P 1.3.1 Add more nighttime activities and programs (phased plan)	<ul style="list-style-type: none"> Optimize existing night tourism experiences and continue to develop attractive nighttime tourism activities and products. 	<ul style="list-style-type: none"> Continuously develop attractive nighttime tourism activities and interactive nighttime entertainment products, and consider developing potential night activities such as nighttime parks, night cultural tours or night community experiences. Strengthen the promotion of distinctive night activities and present Macao's night tourism resources to visitors in a three-dimensional manner by promoting different types of activities in different marketing strategies. Optimize existing night activities and programs, add more new elements of entertainment and leisure and optimize their quality, and develop existing activities into iconic tourism activities to enrich visitors' experience. Optimize the supporting facilities and transportation arrangements at night activity venues.

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P 1.3.2 Host Macao’s unique cultural performances and festivals (phased plan)	<ul style="list-style-type: none"> Continuously hold cultural performances and programs to present the uniqueness of Macao and the fusion of Eastern and Western cultures. 	<ul style="list-style-type: none"> Invest more in the marketing of traditional Portuguese and Macao cultural performances, the <i>Macao Intangible Cultural Heritage List</i> project, as well as the Macao In-Depth Tour and Art Macao, and to develop them into iconic cultural events in Macao. Emphasize the unique blend and contrast of European and Chinese cultures, and host prestigious and unique cultural events. Continue to promote and participate in regional cultural events and programs. Encourage local performers to perform or participate in programs overseas to enhance Macao’s international recognition.
P 1.3.3 Continue to introduce smart tourism technology applications to the existing tourist attractions (phased plan)	<ul style="list-style-type: none"> Continuously introduce smart tourism technology applications and various innovative technologies to local tourist attractions. 	<ul style="list-style-type: none"> Apply innovative technologies to facilitate visitors to better understand the history of Macao. For example, apply technologies such as AR/VR to enhance the interactive display of information on tourist attractions, and use artificial intelligence narration and interactive programs to enrich the touring experience in order to extend visitors’ length of stay. Use smart devices to enhance the service level of tourist attractions and promote sustainable development. Use more efficient ticket checking technologies, such as QR code and code scanning, to improve the efficiency of the ticketing system and reduce waiting time in entry.
P 1.3.4 Encourage local communities and private businesses to create new tourism experiences (phased plan)	<ul style="list-style-type: none"> Encourage Macao residents, community associations and local enterprises to participate in tourism-related activities in Macao and create tourism experiences. 	<ul style="list-style-type: none"> Strengthen the promotion of community tourism and encourage associations and small and medium-sized enterprises to organize cultural, historical and other tourism-related experiential community activities. Make full use of Macao’s unique historical elements to enhance the attractiveness of community tourism resources. Promote distinctive food and beverage and retailer information to visitors coming to Macao in conjunction with various community shopping activities and tourism festivals, so as to explore more community tourism resources and attract visitors to patronize local businesses. Promote the integration of community arts and cultural activities with in-depth historical tours, develop and promote historical and humanistic routes, incorporate creative cultural tourism products, and share local traditions with visitors, so as to demonstrate the cross-border integration of “tourism + creative industries” and provide visitors with a more in-depth touring experience.

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<p>P 1.3.5 Deepen the construction of Creative City of Gastronomy (phased plan)</p>	<ul style="list-style-type: none"> Promote the culture of local food and wine, extend the stay of visitors and deepen the establishment of Macao as a Creative City of Gastronomy. 	<ul style="list-style-type: none"> Promote the relevant work to align with the four-year work plan of the Creative City of Gastronomy from 2022 to 2025. Promote Macao’s image as a Creative City of Gastronomy via various aspects, including heritage, creativity, education, training and food safety, and deepen cross-field and industry collaboration to stimulate economic revival. Strengthen and promote exchanges and cooperation with other Creative City of Gastronomy, and enhance Macao’s international status as a Creative City of Gastronomy. Promote the sustainable development of the local gastronomic culture industry. Continue to promote Sustainable Gastronomy Day. Support the introduction of food and wine culture related activities. Promote Macao’s diverse culinary and sustainable food culture through public-private collaboration and online platforms, together with local integrated resorts and small and medium-sized enterprises in the food and beverage industry, to support the development of visitor culinary experiences. Incorporate elements of Creative City of Gastronomy into major local tourism events, and strengthen exchanges and cooperation between gastronomy and other creative fields such as film, design, literature, crafts & folk art, media arts and music. Encourage and support local community organizations to organize more events with the theme of Macao gastronomy or with elements of Macao traditional/distinctive cuisine. Continuously enrich the Macanese Cuisine Database, produce and launch more videos on local cuisine, collect information at different levels, and increase promotion efforts through videos and variety shows, etc. Provide training to local residents and students on cooking techniques and culinary professions, and make good use of the Vocational and Technical Education Activities Center in Seac Pai Van and other existing suitable venues for training.

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P 1.3.6 Continue to roll out interesting activities throughout the year in conjunction with mega events (phased plan)	<ul style="list-style-type: none"> • Synergize existing mega events in conjunction with the festivals held at the same time; continue to organize entertaining activities to allow visitors experience the uniqueness of Macao at different times. 	<ul style="list-style-type: none"> • Weaving together with existing mega events, such as the Macao Grand Prix, Macao Light Festival and Art Macao with an array of other events organized in the same month to achieve synergy. • Enhance the interactivity of technology in events such as the Macao Arts Festival, Macao International Parade, and Macao Light Festival and other events. • Hold mega events at different times of the year with small-scale community activities in order to allow residents and visitors to experience the characteristics of Macao at different periods and through different communities.
P 1.3.7 Develop high-end tourism experiences (phased plan)	<ul style="list-style-type: none"> • Encourage the development of high-end tourism experiences and enrich the tourism experience of residents and visitors. 	<ul style="list-style-type: none"> • Encourage the industry to develop tourism products for high-value target segments such as high-end catering and personalized exquisite tours, etc. • Communicate with the relevant Mainland China departments on the coordination of helicopter tours to the Greater Bay Area, especially on border policies and visa arrangements for visitors. • Communicate with existing or potential helicopter service providers to promote helicopter tours in the Greater Bay Area and nighttime helicopter tours under the feasible circumstances.
P 1.3.8 Develop cultural and creative exhibition activities (phased plan)	<ul style="list-style-type: none"> • Match the positioning of the cultural and creative development projects in the Guangdong-Hong Kong-Macao Greater Bay Area through cultural and creative exhibition activities to give full play to the benefits of “Tourism + creative industries”. 	<ul style="list-style-type: none"> • Continue to promote the positioning of the Tap Siac Craft Market as a cultural and creative development project in the Guangdong-Hong Kong-Macao Greater Bay Area. • Highlight the cultural and creative elements of the Greater Bay Area in the cultural and creative exhibition activities. Enhance the brand of the activities through the promotion platform of the Guangdong-Hong Kong-Macao Greater Bay Area. • Encourage local cultural and creative units to export products to cities in the Greater Bay Area.
P 1.4.1 Continue to encourage the development of more diversified accommodation options (phased plan)	<ul style="list-style-type: none"> • Continuously encourage potential developers to build more budget hotels. 	<ul style="list-style-type: none"> • Identify sites with development potential according to the <i>Urban Master Plan for Macau SAR (2020-2040)</i>. • Encourage the development of distinctive accommodations such as small boutique hotels and hotels for families or young travelers to attract different types of visitors.

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P 1.4.2 Continue to facilitate the development of local branded retail and boutique shops (phased plan)	<ul style="list-style-type: none"> Encourage potential enterprises to establish more local branded retail and boutique shops. 	<ul style="list-style-type: none"> Continue to develop St. Lazarus Parish and other potential areas into cultural and creative zone. Provide favored conditions for local brands and shops to operate. Encourage the development of more boutique shops in conjunction with the organization of cultural and creative exhibitions. Encourage the young generation to design and produce local artworks and then further develop Macao brands and open boutiques. Encourage Macao residents that have skills in designing and producing Macao products (food or crafts, etc.) to set up workshops. Encourage local cultural enterprises to develop distinctive cultural products including creative design, cultural performances and digital media products. Encourage enterprises to expand their business in a technological way and promote their brands on smart phone applications and online platforms through the Distinctive Shops Programme.
P 1.4.3 Set up areas for food and beverage, leisure and entertainment facilities in the new reclamation area (long-term plan)	<ul style="list-style-type: none"> Set up areas for catering, leisure and entertainment facilities in the new reclamation area according to the <i>Urban Master Plan for Macau SAR (2020-2040)</i> to strengthen the area's leisure and tourism elements. 	<ul style="list-style-type: none"> Reserve areas for shopping, dining, leisure and entertainment facilities in the new reclamation area and establish convenient transportation links to border crossing points and Macao LRT to facilitate visitors to travel. Reserve space to organize different types of activities.

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P 2.1.1 Promote Macao skills and workforce development for career path planning (phased plan)	<ul style="list-style-type: none"> Promote the continuous development of technical skills and career of labor force in Macao. Revise the training strategies properly in response to the changes in Macao's human resources. 	<ul style="list-style-type: none"> All the relevant human resources departments conduct regular assessments and studies to define and discuss the potential and shortcomings of workforce skills development and make continuous improvements. Launch training programs which are particularly helpful for residents' employment or entry into industries with good pay and development prospects. Promote higher employability, productivity and competitiveness of Macao's workforce (including the tourism industry). Offer different vocational training courses properly according to the current and future types of skills required by the tourism industry to narrow the gap between labor market supply and industry demand. Analyze the effectiveness of training courses through questionnaires. Continue to strengthen communication and connection with the industry. Actively plan and update training courses. Encourage more local residents to join the tour guide industry and enhance the quality of tour guides through continuous improvement of courses. Consider adding content on new and old tourist attractions, tourist facilities, festivals and maritime tours to enhance the quality and professionalism of tour guide services. Provide vocational training courses to tourism practitioners related to enhancing service quality and serving specific source markets such as tourism product customization, high-value visitor reception, use of smart technology, etc., to better serve target markets.
P 2.1.2 Continue to forecast skills and workforce development in tourism (phased plan)	<ul style="list-style-type: none"> Continuously conduct forecasting studies on the scope and scale of talent demand in the industry. 	<ul style="list-style-type: none"> Conduct continuously human resources demand surveys and estimates of talent needs for major industries including the types of talent and skills needed for the workforce and industry, etc. by collecting the information on tourism-related jobs, job descriptions and number of vacancies. Then conduct regular reviews and assessments.
P 2.1.3 Study the demand of Macao tourism for non-resident workers and relevant policies (phased plan)	<ul style="list-style-type: none"> Continuously monitor and analyze the situation of Macao tourism industry related to foreign employees and establish corresponding measures. 	<ul style="list-style-type: none"> In respect of human resources in Macao, the main priority is to ensure the priority of local residents, continuous employment and promote the upward or lateral mobility of local employees. Conduct overall monitoring and analysis of the situation of foreign employees in Macao including the distribution of job types, industries and salary levels, etc. Examine and approve applications for non-resident employees according to the principles of the <i>Law for the Employment of Non-Resident Workers</i> based on comprehensive factors of the overall socio-economic development, the supply and demand in the labor market, the operation of the applicant enterprise, the existing employees and the recruitment of local employees and others. Properly review and regulate the number of foreign employees.

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P 2.1.4 Promote the international development of Macao skills and workforce (phased plan)	<ul style="list-style-type: none"> Promote the international development of Macao’s labor force skills and improve the relevant skills of employees and students enrolled in related courses to meet the needs of the industry development. 	<ul style="list-style-type: none"> Collaborate with the tourism industry, higher education institutions and relevant departments to explore and formulate the content of the International Skills and Training Development Programme, encompasses defining the scope of international skills training for the tourism industry, making priority plans and promoting schools to offer relevant courses. Collaborate with qualified local or international training institutions to establish cooperative partnerships or joint programs, etc. Communicate and cooperate with local and overseas professional bodies or business community partners to offer nationally or internationally recognized training courses or skills tests, and promote the development of “One Examination, Multiple Certificates”. Enhance the information exchange on vocational training and industrial technical skills with the world and to promote industry development through participation in international vocational skills competitions.
P 2.1.5 Utilize Macao as the Tourism Education and Training Base for the Guangdong-Hong Kong-Macao Greater Bay Area (phased plan)	<ul style="list-style-type: none"> Make good use of Macao’s position as the Tourism Education and Training Base for the Guangdong-Hong Kong-Macao Greater Bay Area in accordance with the <i>Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area</i> to create more international training opportunities. 	<ul style="list-style-type: none"> Macao Institute for Tourism Studies is approved by the Ministry of Culture and Tourism of the People’s Republic of China as the relying unit of the Macao SAR and listed as the Tourism Education and Training Base for the Greater Bay Area. It will deepen research and exchanges with other tourism education units in the Greater Bay Area, undertaking the tasks of share resources, skills, experience, standards and training facilities, as well as strengthen cooperation in the human resource development, tourism education and training.
P 2.2.1 Continue to establish the online learning management system (phased plan)	<ul style="list-style-type: none"> Continue to establish online learning management system and digitize courses. 	<ul style="list-style-type: none"> Continue to establish online learning management system and digitize the eligible training courses so that residents can learn anytime anywhere.

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P 2.3.1 Continue to promote the Quality Tourism Services Accreditation Scheme (QTSAS) (phased plan)	<ul style="list-style-type: none"> Promote and support Macao tourism industry to improve the overall service quality continually, so as to bring visitors confidence in Macao tourism and experience quality tourism. 	<ul style="list-style-type: none"> Continue to promote Quality Tourism Services Accreditation Scheme as well as review and optimize the content according to the status of tourism industry.
P 2.3.2 Encourage residents to participate in the promotion of Macao tourism and culture, and promote “Mass Reception” (phased plan)	<ul style="list-style-type: none"> Encourage residents to participate in the promotion of Macao tourism and culture through daily or voluntary work. 	<ul style="list-style-type: none"> Cooperate with various institutions such as associations, schools and other organizations during the large-scale activities or the peak season, and encourage residents and students to participate in assisting work such as providing inquiry and docent service. Continue to organize and deepen the “Little Little Docent of Macao Cultural Heritage Training” and “Little Little Docent of Macao Cultural Heritage Practical Training”. Cultivate more local teenagers to recognize, learn and carry forward Macao cultural heritage and Chinese culture. Continue to organize and deepen the “Cultural Ambassadors Programme” to showcase Macao’s cultural heritage to the world. Encourage local residents to share content about Macao tourism on social media.
P 3.1.1 Conduct research and analysis on the target markets (phased plan)	<ul style="list-style-type: none"> Analyze the target market segments in two dimensions including the visitor source markets and the visitor portraits by carrying out regular research and analysis. This forms the input and evaluation on the directions of tourism policies and promotion strategies. 	<ul style="list-style-type: none"> Continue to conduct survey with tourists visiting Macao in order to understand visitors’ shopping behaviors, motives of visiting Macao, length of stay and visitors’ travel pattern of the visitors portraits. This facilitates the design and promotion of more appropriate tourism products and routes to the higher spending visitors (e.g. MICE visitors). Make reference to the big data or market report in carrying out auxiliary analysis and research on the target market segments. Analyze the characteristics of potential visitors and visitors arrivals through big data in order to promote precision marketing, especially on the emerging tourism destinations.

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P 3.1.2 Increase promotion activities towards high-value market segments (phased plan)	<ul style="list-style-type: none"> • Create an image of the safe and tourist-friendly Macao. Continue to carry out tourism promotion activities targeting Mainland Chinese visitors, attract more high potential visitors, resume the tourism and economic activities and revise the promotion strategies according to the changes of the pandemic. • Carry out market promotion activities towards the high-value target segments in Mainland China and overseas to attract more high-value visitors to Macao and increase the proportion of high-value visitors. 	<ul style="list-style-type: none"> • Organize tourism promotion activities regularly through a combination of online and offline elements in order to target the Mainland China cities that are under the Individual Visit Scheme, and in which those cities have a relatively larger number of visitors coming to Macao or visitors have relatively higher spending capability. • Explore a series of new, attractive and high-end themed tourism products for promotion. Enrich the travel experience of high-value visitors and enhance the diversification of visitors' spending. • Continue to assess the channels of market promotion including the conventional advertisements and online news channels, such as e-commerce platforms to maximize the promotional effectiveness.
P 3.2.1 Optimize global marketing strategies (phased plan)	<ul style="list-style-type: none"> • Cooperate with tour operators from source markets to promote Macao's image as World Centre of Tourism and Leisure. 	<ul style="list-style-type: none"> • Strengthen the cooperation between source markets and local tour industry through overseas representatives of the MGTO. Develop attractive routes and make sure to provide tourists with high-efficiency travel plans. • Strengthen cooperation with e-commerce companies and online media in source markets, and gain insight into the profile of visitors in source markets. • Strengthen online and offline channels to promote Macao as a tourist destination. Display Macao tourism activities and products throughout the year to tourists.
P 3.2.2 Enhance the promotion of multi-day tour plan (phased plan)	<ul style="list-style-type: none"> • Continue to promote Macao as a destination of multi-day tours. 	<ul style="list-style-type: none"> • Utilize all marketing tools including E-commerce platforms to continually promote Macao as a healthy, safe and tourist-friendly city. Besides, preferential measures are provided according to specific situations to attract visitors and prolong their stay. • Continue to promote the walking routes of Macao in the tourist information counters of border points and during visitors' stay. Promote new information on the tours to visitors, such as parent-child tour routes for family visitors, romantic tour routes for couples as well as dynamic tour experience and routes for niche visitors.

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P 3.2.3 Deepen the existing brand image of Macao and build Macao into a multi-destination city (phased plan)	<ul style="list-style-type: none"> Deepen the existing brand image of Macao and build Macao into a multi-destination city through cooperation with other cities in the Greater Bay Area. 	<ul style="list-style-type: none"> Organize activities for visitors to experience creative culture by enriching multi-destination cultural tour products and routes for check-in cultural landmarks. Deeply promote Macao’s destination image of a multi-destination city according to the <i>Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area</i>. Utilize all marketing tools including e-commerce platforms to continually promote Macao as the core city for multi-destination tour in the Guangdong-Hong Kong-Macao Greater Bay Area, and prolong the stay of visitors.
P 3.3.1 Strengthen the information exchanges on the “Tourism + MICE” (phased plan)	<ul style="list-style-type: none"> Strengthen exchanges on information on tourism and MICE on existing websites of the MGTO, MICE websites and relevant applications. 	<ul style="list-style-type: none"> Enlarge the database of search engine on MICE websites for hotels and MICE venues to provide more information on tourism. Provide information of MICE on websites and applications of the MGTO, and consider integrating relevant information into a smart application for planning tour routes.
P 3.3.2 Continue to promote implementation of the Convention and Exhibition Financial Support Programme (phased plan)	<ul style="list-style-type: none"> Continue to implement the “Convention and Exhibition Financial Support Programme” to improve the capabilities of local MICE and boost the economy of community. 	<ul style="list-style-type: none"> Continue to implement the “Convention and Exhibition Financial Support Programme”, and regularly evaluate and optimize related projects. Collaborate with cities in the Greater Bay Area, and discuss the organization of international conventions and exhibitions in Macao to boost the economic development. Consider introducing programs to subsidize booth space for SMEs.
P 3.3.3 Actively promote the MICE industry through international and regional cooperation (phased plan)	<ul style="list-style-type: none"> Actively promote the MICE industry and seize the opportunity to develop Macao’s MICE industry. 	<ul style="list-style-type: none"> Strengthen the promotion of “Tourism + MICE” development, including utilizing existing promotion channels to conduct collaborative promotion activities in overseas, and arranging business matching and cooperation activities between tourism and the MICE industry. Increase the number of conventions and exhibitions accredited by International Congress and Convention Association (ICCA) and the Global Association of the Exhibition Industry (UFI). Cooperate with relevant associations and industries to facilitate the development of the MICE industry.

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P 3.3.4 Optimize and improve the electronic application of MICE related services and financial support program (phased plan)	<ul style="list-style-type: none"> Continue to optimize and improve the electronic application of MICE related services and financial support programmes to facilitate various MICE financial supports and supportive measures for applicants. 	<ul style="list-style-type: none"> Continue to provide electronic application channels for MICE applicants.
P 3.4.1 Optimize travel websites and mobile applications (phased plan)	<ul style="list-style-type: none"> Add more interactive elements on travel websites and mobile applications to enrich the user experience. 	<ul style="list-style-type: none"> Continue to add more interactive elements, dynamic content and more visual effects on travel websites and mobile applications. Integrate sub-pages for different events and activities on travel websites. Add artificial chatbots on travel websites and mobile applications to answer common and simple questions from visitors at any time.
P 3.4.2 Promote the establishment of Macao brand by adopting various advocacy programs (phased plan)	<ul style="list-style-type: none"> Continue to promote the brand image of Macao through existing publicizing plans and channels. Besides, timely assess and adopt more efficient tools among emerging channels for promotion. 	<ul style="list-style-type: none"> Continue to promote plans on social media. Encourage visitors to use the themed hashtags to share posting on social media. Continue to add the element of Macao tourism mascot in tourism activities and enhance its international popularity and representativeness. Authorized the use of images of the Macao Tourism Mascot “Mak Mak” for the production of cultural and creative products to foster cross-field promotion. Evaluate and use new media platforms in a timely manner, and strengthen the promotion of Macao as “A Multi-cultural City”, “A Platform Between China and Portuguese-speaking Countries”, “Creative City of Gastronomy”, and “A Healthy, Safe, and Tourist-friendly Destination”. Encourage gallivanter to explore niche tourist attractions in Macao, and promote them with live video streaming.
P 4.1.1 Planning and use of Lai Chi Vun shipyards area (phased plan)	<ul style="list-style-type: none"> Promote the planning and use of Lai Chi Vun shipyards area and enrich cultural experience of tourists visiting Macao. 	<ul style="list-style-type: none"> Conduct planning of urban cultural facilities in the Lai Chi Vun shipyards area. Hold regular meetings with authorities on the planning and use of Lai Chi Vun shipyards area to promote the planning and construction of the project. Follow up on work related to flood control and drainage of Coloane.

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Action Plan Title	Description	Specific Action
P 4.1.2 Continue to support the development and use or renovation of valuable historic buildings (phased plan)	<ul style="list-style-type: none"> Develop applicability plan to reuse the valuable historic buildings that are under the government’s authority in accordance with the <i>Cultural Heritage Protection Law</i>. Meanwhile, encourage private owners of historic buildings to participate in this plan to protect and reuse the historic buildings. 	<ul style="list-style-type: none"> Provide assistance for development use or renovation of historic buildings within the historic centre of Macao according to <i>Cultural Heritage Protection Law</i>. Support owners of private historic buildings to request cooperation suggestions according to <i>Cultural Heritage Protection Law</i> to realize the protection, renovation and revitalization. Foster the preservation of buildings with cultural value according to regulations on rewards, privilege and support of <i>Cultural Heritage Protection Law</i>. Improve the preservation of existing facilities, and restore and upgrade them timely to maintain the quality of cultural heritage and tourist attractions.
P 4.1.3 Redevelopment of Inner Harbour (long-term plan)	<ul style="list-style-type: none"> Build the Inner Harbour area as a coastal commercial street and waterfront park. 	<ul style="list-style-type: none"> Accelerate the implementation of the disaster prevention and mitigation project. Build the coastal commercial street and waterfront park with surrounding infrastructure including the pump station, shelters and transport facilities. Optimize the leisure zone of this area and embellish the streets. Boost the economic vitality of Inner Harbour area by exploring and attracting local Macao shops and eligible small and medium-sized enterprises. Promote the tourist attractions and history of this area.
P 4.1.4 Reasonable planning and development of tourism areas (long-term plan)	<ul style="list-style-type: none"> Reasonably plan and develop various tourism areas of Macao and other areas suitable for tourism development including culture, MICE and sports. 	<ul style="list-style-type: none"> Reasonably plan and develop various areas designated as tourism and entertainment area and as well as foster the construction of distinctive cultural tourism areas and multi-purpose convention and exhibition centers according to the <i>Urban Master Plan for Macau SAR (2020-2040)</i>. Highlight the values for the tourism development and tourist attractions in the future development plan for the Harbor Area. Create new tourist attractions through characteristic design of buildings.
P 4.1.5 Promote the revitalization of areas with cultural and historical themes (long-term plan)	<ul style="list-style-type: none"> Promote the revitalization of areas with cultural and historical themes, and determine its scale and positioning by considering Macao’s situations and referring to the experience of other areas. 	<ul style="list-style-type: none"> Adopt the operation model of public-private collaboration to enrich cultural tourism elements to the existing cultural and historical areas, such as Iec Long Firework Factory and Pátio da Eterna Felicidade. Carry out research on the revitalization of other available areas as well as discuss and propose suggestions on the theme, positioning, scales and other elements.

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Action Plan Title	Description	Specific Action
P 4.2.1 Enhance the connection between Macau International Airport and other cities (phased plan)	<ul style="list-style-type: none"> Enhance Macao’s external aviation transport connection, and participate in and promote the intermodal transport code sharing with other Greater Bay Area cities. 	<ul style="list-style-type: none"> Expand the carrying capacity of the airport and border crossing points, and strengthen the air transport connectivity with other cities. Discuss with other Greater Bay Area cities, and cooperate with other Greater Bay Area airports to develop the application of intermodal transport code sharing.
P 4.2.2 Push forward construction of Macao LRT Hengqin Line (phased plan)	<ul style="list-style-type: none"> Push forward the construction of Macao LRT Hengqin Line to enhance the convenience to reach Hengqin Port. 	<ul style="list-style-type: none"> Push forward the construction of the Macao LRT Hengqin Line to connect the Macao LRT and Hengqin Port, so as to facilitate residents and visitors to travel to the Hengqin Port.
P 4.2.3 Enhance the connection between the airports of the Guangdong-Hong Kong-Macao Greater Bay Area and Macao (phased plan)	<ul style="list-style-type: none"> Enhance the connection between the airports of the Guangdong-Hong Kong-Macao Greater Bay Area and Macao to enhance convenience for visitors to reach Macao. 	<ul style="list-style-type: none"> Under the premise of communication and consensus reached by the relevant authorities in the Guangdong-Hong Kong-Macao Greater Bay Area, the convenience of travelling to Macao are enhanced by fostering the transportation connection between the airports in the Guangdong-Hong Kong-Macao Greater Bay Area and the urban area of Macau, and reducing the transportation transfer.
P 4.2.4 Establish a connection between Macao and the regional railway network (long-term plan)	<ul style="list-style-type: none"> Connect Macao with other Greater Bay Area cities and Mainland China cities through high-speed railway networks. 	<ul style="list-style-type: none"> Continue to discuss with the Mainland China on the feasibility of direct connection of rail transit, and increase the types of inter-city transport and build inter-city railway according to the discussion.
P 4.3.1 Expansion on “Macao Green Hotel Award” (phased plan)	<ul style="list-style-type: none"> Continue to host the “Macao Green Hotel Award”, and encourage the hotel industry to implement the environmental protection measures as part of their corporate social responsibilities. 	<ul style="list-style-type: none"> Continue to optimize the assessment criteria for the “Macao Green Hotel Award”, such as reduction in energy and water consumption, food waste, and waste disposal. Solicit opinions from related government departments and the industry to enhance the fairness and acceptance of the award. Strengthen the promotion of the “Macao Green Hotel Award” so that the residents and visitors can have a better understanding for encouraging visitors to stay in the awarded hotels.

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Action Plan Title	Description	Specific Action
P 4.3.2 Raise environmental standards for vehicles (phased plan)	<ul style="list-style-type: none"> Promote the use of eco-friendly vehicles and phase out high-polluting ones, so as to improve air quality. 	<ul style="list-style-type: none"> Strengthen the promotion of electric vehicles. Promote the installment of more compatible charging facilities for electric vehicles. Review emission standards regularly, and phase out high-polluting vehicles. Continue to promote tax reduction or relief on vehicles.
P 4.3.3 Encourage hotels and tourism-related industries to adopt international green building standards (phased plan)	<ul style="list-style-type: none"> Encourage hotels and tourism-related industries to use international standards for green building design in the design of tourism facilities and hotels in conformity with the Sustainable Development Goals. 	<ul style="list-style-type: none"> Continue to optimize the “Macao Green Hotel Award” program, and encourage the hotel industry to apply international green building standards to construction, and use of eco-friendly facilities.
P 4.4.1 Continue to optimize pedestrian environment (phased plan)	<ul style="list-style-type: none"> Create barrier-free pedestrian environment, and improve the overall connectivity of roads. 	<ul style="list-style-type: none"> In accordance with the <i>Urban Master Plan for Macau SAR (2020-2040)</i>, an overall planning for the urban three-dimensional pedestrian network is made to coordinately develop at-grade, underground, and elevated walking systems, and ensure that the routes meet the needs of the disabled or the elderly and conform with the barrier-free principle. Properly improve on the surrounding pedestrian environment in the transit-oriented development (TOD) areas of Border Gate, New Urban Zone Area A, Hengqin Port, and Taipa Ferry Terminal. Continue to optimize the walking environment (especially that in the tourist area), and provide seamless connections between transportation, community facilities and tourist attractions, so as to reduce walking distance and time, and encourage green transport to residents and visitors. Optimize pedestrian environment, embellish the city with cultural and artistic enrichment and increase the connectivity and comfortability of the city; build promenades in appropriate areas to provide better outdoor relaxation experiences for the public.

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Action Plan Title	Description	Specific Action
P 4.4.2 Continue to improve and optimize the urban information system (phased plan)	<ul style="list-style-type: none"> Attract the visitors and residents to tourist areas through the improved city information system in response to the technology development and changes in the preferences of visitors. 	<ul style="list-style-type: none"> Set up more QR code signs at tourist attractions, and continue to enrich the content by adding information about Macao tourism. Set up tourism signage and urban information systems in suitable areas, and continue to optimize the urban and traffic signs, so as to expand visitors' access to information.
P 5.1.1 Optimize the annual tourism carrying capacity study (phased plan)	<ul style="list-style-type: none"> Continue to optimize the research method, key indicators, and report format of Macao tourism carrying capacity, so as to better reflect the carrying capacity of Macao's tourism. 	<ul style="list-style-type: none"> In order to optimize the identified areas for improvement in tourism carrying capacity, the use of big data and advanced monitoring techniques will be used to refine the study on carrying capacity to the various regions of Macao. Review on the research work of tourism carrying capacity will be performed on a timely manner and corresponding revision will be made. Consider adding indicators related to the environmental carrying capacity to the current indicators. Analyze the tourism development and tourism carrying capacity, and provide corresponding optimization strategies.
P 5.2.1 Augment with management measures on the carrying capacity of tourist attractions for the <i>Protection and Management Plan of the Historic Centre of Macao</i> (phased plan)	<ul style="list-style-type: none"> Promote the formulation of administrative regulations for the <i>Protection and Management Plan of the Historic Centre of Macao</i>. 	<ul style="list-style-type: none"> Continue to advance the legislation work of the <i>Protection and Management Plan of the Historic Centre of Macao</i>, and conduct preparation work of relevant work plans. Set up alert system and develop corresponding solutions to respond to over-crowdedness in the work plans. Establish a "World Heritage Monitoring Centre for the Historic Centre of Macao", and improve the protection mechanism for the world heritage architecture with smart monitoring equipment, instruments, and data computing system.

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Action Plan Title	Description	Specific Action
P 5.2.2 Implement rectification measures for the crowded tourist attractions (phased plan)	<ul style="list-style-type: none"> Take measures of diversion to cope with the crowdedness at popular tourist attractions and border crossing points. 	<ul style="list-style-type: none"> Develop contingency plans for peak periods and emergencies for the key areas and tourist attractions, and implement crowd safety management measures according to the onsite situation at the tourist attractions. Provide visitor flow information of popular tourist attractions for visitors via different communication channels, such as real time messages, mobile application and social media platform as well as with the assistance provided by onsite Tourist Police. Disseminate tourism related information via electronic billboards at key tourism spots, including hotels and border crossing points. Integrate relevant information from the “Smart Application for Visitor Flows” and visitors’ daily usage of the app into “Experience Macao” app or WeChat mini programs, so visitors can learn about the level of visitor flows at major attractions in Macao during the itineraries planning. Provide visitor flows information via intelligible methods such as heatmap to help visitors plan in advance, travel during off-peak period, and offer an alternative travel option.
P 5.2.3 Encourage visitors to divert to other tourist attractions and promote off-season tourism (phased plan)	<ul style="list-style-type: none"> Encourage visitors to divert to other tourist attractions and promote off-peak season tourism, so as to reduce overcrowding at popular tourist attractions. 	<ul style="list-style-type: none"> Organize events, develop and promote new tourism resources in less crowded urban areas. Promote off-peak season tourism experiences, and encourage the industry to launch travel packages for targeted visitors. Guide visitors to visit popular tourist attractions during off-peak periods with “Smart Trip Planner”, so as to lower the carrying capacity of these attractions. Increase nighttime activities and experiences at the tourist attractions that have relatively more visitor flows in order to reduce overcrowding during the day. Adjust the “Convention and Exhibition Financial Support Programme”, and use better funding conditions to attract applicants to organize events in Macao during off-peak season periods, so as to promote off-peak season tourism.

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Action Plan Title	Description	Specific Action
P 5.3.1 Continue to prepare an assessment on visitor flows and transportation capacity at tourism hotspots (phased plan)	<ul style="list-style-type: none"> Continue to assess visitor flows at tourism hotspots, and prepare corresponding transportation strategies and measures. 	<ul style="list-style-type: none"> Continue to employ smart technologies to assess and predict the visitor flows in Macao during peak seasons, including in major ports, tourist attractions, and hotels; assess the capacity and limits of relevant transportation systems, and prepare corresponding responses in advance to meet the demands of visitors for traveling at peak periods. For traffic, continue to review the visitor flows and transportation capacity, and assess the effectiveness of the review; make timely review and constant optimization of the traffic laws. Communicate with travel agencies about the off-peak travel and diversion arrangements of tour groups. Collect data on the number of tour coaches near the popular tourist attractions (during weekdays and weekends), as well as the pick-up/drop-off locations and durations, and the consequent delay to explore more appropriate areas for the establishment of pick-up/drop-off areas for tour coaches. Optimize street parking regulations and pedestrian facilities in a timely manner.
P 5.3.2 Continue to optimize taxi service (phased plan)	<ul style="list-style-type: none"> Continue to monitor taxi services, fully implement e-payment, and make improvements when necessary. 	<ul style="list-style-type: none"> Continue to monitor the satisfaction level of taxi services and optimize the existing system when necessary. Monitor the operation and service quality of the special taxis, and adjust the number of the licenses to meet the demands of the market, especially the number of licenses of telephone-booking taxis. Encourage the full implementation of e-payment which enable more convenient payment methods to residents and visitors.
P 5.3.3 Arrange port utilization in a reasonable manner (phased plan)	<ul style="list-style-type: none"> Improve relevant supporting facilities, and strive to encourage the residents and visitors to leave or enter Macao at Qingmao Port and Hengqin Port for timely diversion. 	<ul style="list-style-type: none"> Analyze the travel pattern of the residents and visitors traveling through various ports, and the factors that influence the model. Encourage the industry to utilize Hengqin Port, Qingmao Port, and the ports of Hong Kong-Zhuhai-Macao Bridge, the usage rate of which can still be improved; take timely measures to divert people and vehicles to various ports. Continue to discuss with the government of Mainland China to create conditions for the residents and tourists to travel through Hengqin Port, Qingmao Port, and the ports of Hong Kong-Zhuhai-Macao Bridge, the usage rate of which can still be improved.
P 5.3.4 Support the project of Light Rapid Transit System (LRT) and the extension to all border crossing points (long-term plan)	<ul style="list-style-type: none"> Continue to implement relevant policies to support the construction of Macao LRT System and the extension of the system to all border crossing points. 	<ul style="list-style-type: none"> In accordance with the overall three-dimensional pedestrian system of the city, the route design of Macao LRT and its connection with major border crossing points continues to be assessed through scientific analysis. Promote the construction of Macao LRT, including the construction of Barra Station, Seac Pai Van Line, the East Line, and Macao LRT Hengqin Line extension project. Explore more lines to be developed, and enhance the connectivity and utilization of Macao LRT.

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Action Plan Title	Description	Specific Action
P 5.3.5 Develop Macao maritime transport (long-term plan)	<ul style="list-style-type: none"> Develop Macao’s marine transportation with the use of the piers/terminals for maritime tour. 	<ul style="list-style-type: none"> In response to the development of marine tourism projects and the completion of various new terminals in the future, explore the use of various terminals to develop Macao’s marine transportation to supplement and divert land transportation.
P 5.4.1 Encourage proactive solid waste recycling in hotels (phased plan)	<ul style="list-style-type: none"> Take various measures to encourage hotels in Macao to recycle solid waste. 	<ul style="list-style-type: none"> Continue to encourage hotels to recycle solid waste based on the evaluation criteria of the “Macao Green Hotel Award”. Continue to support hotels to reduce the generation of solid waste, and help the government achieve the goal of sustainable solid waste management to align with the “Macao Solid Waste Resource Management Programme”.
P 5.4.2 Expand solid waste recycling system to high tourism traffic areas (phased plan)	<ul style="list-style-type: none"> Set up sufficient recycling bins throughout the city, especially in the high tourism traffic areas, to promote recycling practices among visitors and local tourism businesses. 	<ul style="list-style-type: none"> Continue to increase the supply of recycling bins and optimize recycling facilities in any suitable areas. Set up sufficient recycling bins, and meet the transportation requirement for collection. Encourage the recycling and reuse of materials in mega events, and provide free recycling bins to collect waste during the event.
P 5.4.3 Construct and optimize wastewater treatment plants (phased plan)	<ul style="list-style-type: none"> Complete the optimization projects for the current wastewater treatment plants, and start the construction of new wastewater treatment plants, so as to improve wastewater quality and protect the natural environment. 	<ul style="list-style-type: none"> Foster and complete the optimization projects for the current wastewater treatment plants. Begin construction of a new wastewater treatment plant on the Macao’s artificial island of the Hong Kong-Zhuhai-Macao Bridge.
P 5.4.4 Promote and implement the construction of water reclamation system (long-term plan)	<ul style="list-style-type: none"> Put the concept of water recycling into practice, and gradually carry out the primary construction of the water reclamation system. 	<ul style="list-style-type: none"> Promote the construction of facilities such as water reclamation plants and pipe networks. Establish water reclamation management system and technical specifications.

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Action Plan Title	Description	Specific Action
P 6.1.1 Enhance information communication in tourism industry through cloud computing and big data (phased plan)	<ul style="list-style-type: none"> Establish and open multi-functional data platforms, break down data barriers, and enhance public-private collaboration in the tourism industry. 	<ul style="list-style-type: none"> Further improve the functions of “Macao SAR Government Open Data Platform”; continue to encourage relevant government agencies to share data, so as to increase the breadth and depth of the open data, which allow more public, academic institutions, and the industry to utilize the open data. Encourage the industry to participate in sharing the data to continually optimize and enrich data sets on the multi-functional data platform, enhance the information sharing within the industry, and boost the development of small and medium-sized enterprises. Give full play to the data of “Smart Application for Visitor Flows” by applying it to more platforms. Consider combining with applications or mini programs which are well known and popular to visitors.
P 6.1.2 Promote the mature development of smart tourism (long-term plan)	<ul style="list-style-type: none"> Promote the integration of the smart tourism project with big data of the city, and deepen the application of smart tourism technology, so as to align with the development of smart city. 	<ul style="list-style-type: none"> Continue to understand the demands and collect opinions related to the smart tourism project from the tourism industry. On the premise of considering the protection of personal data, based on the big data platform, conduct in-depth analysis of the visitors travel experience (before, during and after the trip) in order to enhance the visitors experience, optimize the overall operating level of the tourism industry, and promote reasonable utilization of tourism destination resources. Continue to explore a better way to apply big data in the tourism industry and fully utilize the value of big data application.
P 6.2.1 Continue to promote innovative technologies to enhance visitor experience (phased plan)	<ul style="list-style-type: none"> Continue to apply innovative technology to the tourism industry, promote the smart technology deployment of the industry, and deepen the development of smart tourism. 	<ul style="list-style-type: none"> Promote the online and platform-based development of the tourism industry and optimize the development environment of Macao’s online tourism. Utilize big data to accurately depict the portrait of visitors for precision marketing, and further improve the tourism convenience and visitor experience. Develop virtual reality guided tours of World Heritage tourist attractions to provide an alternative visit experience when the tourist attractions are not open to the public. Further support more payment options from different regions. Consider to incorporate e-payment methods used by visitors of major source markets in the e-payment system to facilitate convenience in e-payment. Continue to assess the development trend of innovative technologies in the tourism industry, and strengthen the use of the technologies in different industries.

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Action Plan Title	Description	Specific Action
P 6.2.2 Improve the use of network and electronic supporting facilities, and expand their coverage (phased plan)	<ul style="list-style-type: none"> Expand the use of network and electronic supporting facilities and their coverage, so that visitors and residents can search and receive the latest information more conveniently. 	<ul style="list-style-type: none"> Promote legislative procedures of the <i>Telecommunications Network and Service Convergence Framework</i> and the <i>Radio Communication Rules</i>. Review the public telecommunications service concession contract, and accelerate the implementation of 5G network services in Macao. Optimize business models and business processes, and deepen automated and smart tourism through the development of new infrastructure of 5G, Internet of Things, artificial intelligence, big data, and smart cities. Further increase the number of “FreeWiFi.MO” service points, and encourage more private organizations to provide free Wi-Fi services.
P 6.2.3 Assist small and medium-sized enterprises (SMEs) adopt innovative technologies (phased plan)	<ul style="list-style-type: none"> Assist SMEs to adopt innovative technologies, increase the use of technology by SMEs, and enhance the tourism experience of tourists. 	<ul style="list-style-type: none"> Encourage the development of a zero contact business model, and strive to assist companies to apply more technology tools in the processes such as marketing, sales, payment and management, so as to increase the popularity of technology tools and then enhance productivity and competitiveness. Continuously support the electronization of Macao’s food and beverage industry, and encourage more stores to use the food promotion platform and the electronic booking and ordering system to enhance visitor experience. Expand open data resources and provide relevant training to enable SMEs to understand the benefits of efficiency brought by digitization, thereby improving the quality of services.
P 6.3.1 Continue to build and optimize the system for visitor flow management and monitoring (phased plan)	<ul style="list-style-type: none"> Continue to build and optimize the system for visitor flow management and monitoring, so as to make real-time monitoring and trend prediction for tourist attractions with high visitor flow. 	<ul style="list-style-type: none"> Control the crowd flow for famous tourist attractions and activities through real-time monitoring, and use new technologies (applications and other technologies) to strengthen dynamic crowd diversion. Use innovative technologies to monitor tourist attractions/ congested locations, and provide predictions on future density of visitor flow. Strengthen the data sharing and connection of visitor flow detection devices such as the “visitor flow prediction and early warning system”, “World Heritage Monitoring Centre for the Historic Centre of Macao” and “Smart Application for Visitor Flows”.

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Action Plan Title	Description	Specific Action
P 6.3.2 Continue to build the Macao Digital City Surveillance System (“Sky Eye”) to cover tourism areas (phased plan)	<ul style="list-style-type: none"> Install the “Macao Digital City Surveillance System” (“Sky Eye”) in phases, and use technological means to improve the response capabilities in public security, traffic management and crowd monitoring. 	<ul style="list-style-type: none"> Continue to improve the “Macao Digital City Surveillance System” (“Sky Eye”) in public security black spots, transportation hubs, tourist attractions and important facilities, as well as in secluded places with potential safety hazards, in compliance with the <i>Personal Data Protection Act</i>. Continue to revise the strategy of the “Sky Eye”, and consider extending the system to other areas according to the security situation.
P 7.1.1 Revise the law regulating the travel agencies and tour guide profession (Decree-Law no. 48/98/M) (phased plan)	<ul style="list-style-type: none"> Revise the current law regulating the travel agencies and tour guide profession timely according to the development of Macao tourism industry. 	<ul style="list-style-type: none"> Promote the revision of laws. Arrange briefing session on the passed law to the tourism industry in due course. Optimize market supervision through legal amendments.
P 7.2.1 Introduce the temporary business license system in complementing the “Law on the Operation of Hotel Establishments” (phased plan)	<ul style="list-style-type: none"> Introduce the temporary business license in complementing the “Law on the Operation of Hotel Establishments” to shorten the time from application to opening of the business. 	<ul style="list-style-type: none"> Optimize license approval procedures in complementing the “Law on the Operation of Hotel Establishments” so as to promote licensing efficiency. Arrange briefing session to the tourism industry in due course to further strengthen inter-departmental cooperation and communication between departments and applicants.
P 7.2.2 Optimize license and service application procedures (phased plan)	<ul style="list-style-type: none"> Continue to optimize the application of licenses and services according to the Electronic Governance Law, so that applicants can apply for and renew their licenses more conveniently. 	<ul style="list-style-type: none"> Review the current license application and renewal process, and identify the types of licenses that can be applied for and renewed electronically according to the relevant provisions of Electronic Governance Law. Launch electronic applications for various services in an orderly manner in parallel to the development of e-government.
P 7.3.1 Improve the tourism satellite account and other tourism-related data (phased plan)	<ul style="list-style-type: none"> Improve on the tourism satellite account to better quantify the contribution of Macao tourism industry to the overall economy. 	<ul style="list-style-type: none"> Continue to improve on the tourism satellite account, and carry out a feasibility study on the collection of statistical data on “Tourism +” cross-industry to assess the economic contribution driven by “Tourism +” industry. Continue to optimize visitor expenditure survey data, including exploring the city and income level indicators of the inbound visitor source. Optimize the database about visitors.

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P 7.3.2 Review the functions and structure of tourism authorities to support social development (long-term plan)	<ul style="list-style-type: none"> Comprehensively review the structure and staffing of the MGTO in response to the integration of the MGTO into the economic and financial field and the integration of the original Tourism Crisis Management Office into the MGTO. 	<ul style="list-style-type: none"> Review the current functions and structure of the tourism authorities. Revise the organizational structure of the tourism authorities in accordance with the relevant results.
P 7.4.1 Continue to discuss corporate social responsibilities and their implementation with gaming concessionaires (phased plan)	<ul style="list-style-type: none"> Continue to discuss corporate social responsibilities and their implementation with gaming concessionaires to promote the sustainable development of tourism. 	<ul style="list-style-type: none"> Follow up on the new gaming concession contracts and carry out the related work. In response to the development and changes of the tourism industry, regularly explore the relevant works could be performed by the integrated resorts and the gaming operators to promote the development of the tourism industry. Hold meetings with gaming concessionaires to exchange views, especially in environmental protection, talent training, assistance for the development of SMEs and promotion of non-gaming elements.
P 7.4.2 Optimize public-private collaboration (phased plan)	<ul style="list-style-type: none"> Strengthen public-private cooperation, promote collaboration models among government departments, private institutions, enterprises and associations, and conduct reviews in due course. 	<ul style="list-style-type: none"> Encourage private institutions, enterprises and associations to share data and information with the government. Encourage private institutions, enterprises and associations to participate in activities regarding festivals, culture, sports and other activities, enrich the content of the activities and increase the level of contact. Continue to review and improve existing public-private collaboration projects.
P 8.1.1 Continue to improve the border crossing efficiency, promote Macao and Hengqin visa facilitation measures (phased plan)	<ul style="list-style-type: none"> Cooperate with relevant Mainland China departments to continually optimize customs clearance efficiency. Enhance clearance facilitation for visitors between Macao and Hengqin. 	<ul style="list-style-type: none"> Simplify border inspection procedures. Provide special permits or set up special passages for people who frequently travel to and from the Greater Bay Area; standardize customs clearance procedures and promote the use of smart passports or smart cards at more border crossing points for automatic custom clearance. Continue to maintain close contact with relevant Mainland China departments to jointly conduct research and planning on optimizing customs clearance facilities and improving customs clearance efficiency. Explore the implementation of more convenient customs and visa measures for visitors in Macao to enter and leave Hengqin. Through discussing with Mainland China to enhance the visa policy for international visitors to enter Mainland China from Macao, coordinate and optimize the “144-hour visa free” policy to facilitate visa-free access for international visitors to Hengqin after entering Macao, so as to promote multi-destination travel for international visitors.

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Action Plan Title	Description	Specific Action
P 8.1.2 Expand the “Free Yacht Scheme” to cover more cities (phased plan)	<ul style="list-style-type: none"> • Further expand and facilitate yacht tourism between Macao and neighboring areas. • Increase tourist destinations under the “Free Yacht Scheme”. 	<ul style="list-style-type: none"> • Strive to gradually extend the “Free Yacht Scheme” to other destinations besides Zhongshan, especially Hengqin in Zhuhai, Qianhai in Shenzhen, Nansha in Guangzhou, and Hainan. • Regularly coordinate with the Mainland China government in yacht safety standards, deposits, insurance, driver qualifications and other maritime matters. • Study the relaxation of insurance arrangements for yachts sailing to Macao, and continue to negotiate with the insurance industry to provide insurance products that facilitate the insurance of yachts sailing to Macao.
P 8.1.3 Strengthen in-depth tourism co-operation between Macao and Hengqin (phased plan)	<ul style="list-style-type: none"> • Launch more tourism products through the staggered and complementary development of Macao and Hengqin’s tourism resources. 	<ul style="list-style-type: none"> • Promote the complementary development of tourism resources between Macao and Hengqin, and encourage the industry to develop more high-end and creative tours with a focus on leisure, sports, MICE, and comprehensive health tourism, as well as the development of special products for island tourism to attract tourists to extend their stay.
P 8.1.4 Partner with other cities in the Guangdong-Hong Kong-Macao Greater Bay Area to build a unified tourism destination brand (phased plan)	<ul style="list-style-type: none"> • Deepen the building of a unified tourism destination brand, and promote cooperation in the supervision of the tourism market in the Greater Bay Area. 	<ul style="list-style-type: none"> • Strengthen the information exchange among cities, as well as regularly share and integrate tourism information and data as the basis for target segment analysis, policy review and tourism planning research, which is in line with the <i>Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area</i>, through the Tourism Federation of Cities in the Guangdong-Hong Kong-Macao Greater Bay Area and other regional cooperation mechanisms. • Foster the marketing of “Guangdong-Hong Kong-Macao Greater Bay Area” to introduce the tourism, cuisine, history and festival activities of cities in the Greater Bay Area, so as to elevate the impact of the brand of regional tourism. • Continue to improve the sharing of regulatory information, strengthen law enforcement cooperation, and jointly rectify problems in the tourism market in the Guangdong-Hong Kong-Macao Greater Bay Area, through the “9+2” city tourism market joint supervision cooperation body in the Guangdong-Hong Kong-Macao Greater Bay Area. • Cooperate closely with the Greater Bay Area cities in consumer protection, and increase visitors’ consumption confidence by expanding the network of certified shops.

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Action Plan Title	Description	Specific Action
P 8.2.1 Continue to explore the cross boundary tourism products, and promote the joint tourism marketing (phased plan)	<ul style="list-style-type: none"> Continue to work with regional tourism cooperation units to jointly explore diversified tourism products, in line with the national Belt and Road Initiative and the <i>Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area</i>. 	<ul style="list-style-type: none"> Strengthen tourism promotion in the countries along the Belt and Road, and use the platform of the China Maritime Silk Road Tourism Promotion Alliance to strengthen the promotion of the “multi-destination” tourism model to the areas along the Belt and Road. Strengthen cooperation in cultural exchanges and tourism promotion between Macao, the Guangdong-Hong Kong-Macao Greater Bay Area and the Pan-Pearl River Delta region. Strengthen cross-sector cooperation with cities in the Greater Bay Area that have joined the creative city network, such as Shunde and Shenzhen. Jointly develop gastronomy and cultural heritage tours based on the diverse gastronomic resources and cultural heritage of the Greater Bay Area. Strengthen youth exchanges with Guangdong and Hong Kong, and organize the research and tourism activities on the culture, technology, and comprehensive health of the Greater Bay Area. Cooperate with the construction of a base for marine cultural experience and exchange for youth in the Guangdong-Hong Kong-Macao Greater Bay Area, and promote related work.
P 8.2.2 Deepen exchanges and cooperation with Portuguese-speaking countries (phased plan)	<ul style="list-style-type: none"> Deepen exchanges and cooperation in tourism with Portuguese-speaking countries. 	<ul style="list-style-type: none"> Launch themed activities of destination brand to attract more visitors through themed tourism and cultural activities based on the social and cultural ties of Macao and Portuguese-speaking countries. Strive to strengthen communication with local tourism organizations, coordinate and promote cooperation in tourism with Portuguese-speaking countries on the basis of signing a tourism cooperation memorandum with Portuguese-speaking countries and providing training courses. Sign a cooperation agreement with Portuguese-speaking countries on consumer protection.

Action Plan Content

Action Plan Title	Description	Specific Action
P 8.2.3 Organize events for Greater Bay Area cities in the fields of tourism, MICE, culture, and sports (phased plan)	<ul style="list-style-type: none"> Cooperate with the Greater Bay Area cities to create various events such as cultural and artistic events and sports events to promote the development of regional tourism, and create high-grade themed tourism products that cater to the consumer preferences, especially the potential high-value target segments in the surrounding areas, in accordance with the development projects proposed by the <i>Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area</i>. 	<p>Tourism and MICE Areas:</p> <ul style="list-style-type: none"> Cooperate with Mainland China cities such as Zhuhai (Hengqin) to create themed tourism activities such as float parades and international tourism (industry) expos, so as to highlight the synergy of regional tourism resources. Cooperate with the Guangdong-Hong Kong-Macao Greater Bay Area to organize exhibitions or forum projects, and obtain national or international certification. <p>Cultural Area:</p> <ul style="list-style-type: none"> Cooperate with the Greater Bay Area cities to invite pioneering local and foreign artists, introduce distinctive touring exhibitions and jointly plan the world-class artistic events. Proactively cooperate with the art institutions of the country and the Guangdong-Hong Kong-Macao Greater Bay Area, and provide a platform to promote cross-regional artist exchanges and work cooperation. Proactively cooperate with museums and art galleries in cities of the Greater Bay Area, as well as well-known museums in the Mainland China (such as the Palace Museum) to plan exhibitions or exhibit collections with each other, so as to strengthen exchanges between cities. Encourage film and television production and design enterprises in Hong Kong, Shenzhen, Guangzhou and other places to add the theme of Macao as a filming or production element, so as to strengthen the image of Macao. <p>Sports Area:</p> <ul style="list-style-type: none"> Explore to organize the Guangdong-Hong Kong-Macao joint sports tourism projects at the Hong Kong-Zhuhai-Macao Bridge. Cooperate with Guangdong and Hong Kong to jointly promote and organize the Lingnan cultural and traditional sports events such as international dragon boat races, lion dance competitions, and traditional martial arts competitions, and build them into international sports events. Reserve a certain number of participants in different large-scale sports competitions for local and foreign athletes.
P 8.2.4 Resume travel and people-to-people exchanges with other countries and regions (phased plan)	<ul style="list-style-type: none"> Consider establishing a travel bubble mechanism and a vaccine passport mechanism. 	<ul style="list-style-type: none"> Adjust prevention and control measures in due course according to the global and regional pandemic situation and the vaccination situation of COVID-19 vaccine, discuss with neighboring countries and regions for the feasibility of establishing a travel bubble and a vaccine passport mechanism, and formulate the conditions for opening up tourism with different countries and regions.

Action Plan Content

Action Plan Title	Description	Specific Action
P 8.3.1 Enhance Macao’s international recognition by attaining more tourism awards (phased plan)	<ul style="list-style-type: none"> Enhance Macao’s image as the “World Centre of Tourism and Leisure”, and acquire the recognition of the international tourism industry. 	<ul style="list-style-type: none"> Establish strategic partnerships with well-known tourism rating organizations to identify tourism rankings and awards that Macao tourism industry can strive for. Continue to pay attention to the information of various international tourism awards, encourage and assist Macao tourism industry to apply for competition, so as to improve tourism service standards and meet international standards.
P 8.3.2 Proactively enhance Macao’s position and reputation in the international organizations (phased plan)	<ul style="list-style-type: none"> Proactively participate in a number of conferences and related activities of international tourism organizations to increase Macao’s participation in international tourism affairs. 	<ul style="list-style-type: none"> Maintain Macao’s designation as a Creative City of Gastronomy of the UNESCO Creative Cities Network (UCCN), open up new channels for the city to tap into international cooperation and build sound and multilateral cooperative relationships with other member cities in the UNESCO Creative Cities Network. Maintain the status of Macao historical city on the <i>World Heritage List</i> added by the UNESCO World Heritage Committee, and promote the protection of cultural heritage. Proactively participate in a number of conferences and training courses of international tourism organizations, and take advantage of opportunities for cooperation and exchanges to further enhance Macao’s reputation in the international tourism industry and its competitiveness in tourism destinations. Promote some well-known and unique cultural projects in Macao to apply for national intangible cultural heritage and even the United Nations intangible cultural heritage projects.