



NEWSLETTER

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INDUSTRY FOCUS

NEWS

1 2022 INAUGURAL FRONTIERS IN HOSPITALITY AND TOURISM ANNUAL RESEARCH SYMPOSIUM OPENS FOR REGISTRATION

Research

The University of Macau (UM) will be hosting the **2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium**. The Symposium will be hosted in a hybrid mode with the offline event taking place on the gorgeous **UM campus** on **21 October 2022**. The Symposium is the brainchild of a collaborative effort among the University of Macau, Nankai University, Fudan University & Sun Yat-sen University.

The theme of the Symposium this year is **Tourism +**, an emerging phenomenon involving the diversification of tourism with cross-sector integration driven by innovation. For example, "Tourism + IT" manifests in the phenomenon of smart tourism; "Tourism + Agriculture" gives rise to "agriculture tourism" as a form of lifestyle tourism; We take a more liberal definition of "Tourism +" to define the major themes of the Symposium this year. We have identified the following areas as topics of particular interest:

- Post-Pandemic Transformative Tourism of the Future
- Hospitality and Tourism Higher Education 2.0
- "Tourism + Internet", "Tourism + Culture" and "Tourism + Health"
- 旅遊教育高質量發展與建設 (Chinese topic)
- 澳門“旅遊+”發展 (Chinese topic)

For more details, please visit: <https://fba.um.edu.mo/htfrontiers2022/>



2 “ADJUST SALES FOCUS DYNAMICALLY (學者：動態調整銷售重點)” BY PROF. MATTHEW LIU, MACAO DAILY

Business Engagement

Service

Prof. Matthew LIU, Director, Centre for Continuing Education, Coordinator of Executive Education of FBA, Director of Business Research Training Center and Professor of Marketing shared his opinion titled “學者：動態調整銷售重點” at Macao Daily on 1 August 2022

Article sharing:

澳門大學工商管理學院教授劉丁己建議：

- 一、不同情況有不同重點顧客：據疫情發展，動態調整業務顧客與重點。如疫情受控、旅客較多時，酒店清潔用品需求升，就加強機構批發業務；若疫情嚴重時，各界與一般家庭有較大需求，消毒與清潔產品在超市及一般零售的業務可加強。
- 二、爭取和商戶簽長期供貨合同：通過長期合作關係，更好準備自身貨源。即使單位利潤較低也無妨，重點積極爭取大量訂單，除醫院、政府部門、學校、洗衣公司等，可多打入賣場與超市。

For more details, please visit: http://www.macaodaily.com/html/2022-08/01/content_1612484.htm



Prof. Matthew LIU



Prof. Davis FONG

3 “EXPECTING INTERNATIONAL INVESTOR BIDDING FOR CASINO LICENSE (學者料有國際投資者競投賭牌)” BY PROF. DAVIS FONG, MACAO DAILY

Business Engagement

Service

Prof. Davis FONG, Director of Institute for the Study of Commercial Gaming and Professor in Integrated Resort and Tourism Management shared his opinion titled “學者料有國際投資者競投賭牌” at Macao Daily on 30 July 2022

Article sharing:

政府公佈以簡單公開競投方式開投六個賭牌。澳門大學博彩研究所所長馮家超認為，簡單公開競投，將有利澳門爭取較大利益，藉此增加競爭力。疫情衝擊少不免，但本澳憑藉過往防疫抗疫經驗，相信對投標意慾影響不大。只要疫情穩定，持牌公司仍可持續及有利可圖，可吸引國際投資者參與。

For more details, please visit: http://www.macaodaily.com/html/2022-07/30/content_1612087.htm

4 "PITCHING A MACAO TOURISM RECOVERY STRATEGY FOR 2023 – 2033" BY PROF. GLENN MCCARTNEY, PLATAFORMA MEDIA

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum & Teaching) and Associate Professor in Integrated Resort and Tourism Management shared his opinion titled "PITCHING A MACAO TOURISM RECOVERY STRATEGY FOR 2023 – 2033" at Plataforma Media on 15 July 2022.

Article sharing:

There has been speculation over the past 2 years on Macao's tourism and casino recovery – how and when is the off-ramp? An exit to tourism and casino recovery will be further prolonged for Macao given the current lockdown phase, adding further speculation on the state of the industry in the last half of 2022.

For more details, please visit:

<https://www.plataformamedia.com/en/2022/07/15/pitching-a-macao-tourism-recovery-strategy-for-2023-2033/>



Prof. Glenn MCCARTNEY

5 UM DBA PROGRAMME SHARING SESSION

Teaching and Learning

Research

The University of Macau (UM) Faculty of Business Administration (FBA) held a Zoom sharing session titled '**UM's DBA Programme (2019-2022): Retrospect and Prospect**' on 1 August 2022 at 2:30 pm. **Prof. Michael HUI**, Vice Rector of Academic Affairs, gave a welcome speech and emphasized the importance of the research component of the DBA programme, and wished the students a successful degree completion with a high quality dissertation, as well as expressed his full support for the programme development. Then, **Prof. Raymond LOI** and **Prof. Maggie FU**, the former and the current DBA programme directors, gave presentations of the programme development and prospect respectively. In addition, representatives from the three-intake DBA students shared their learning experiences and suggestions for further improvement of the programme. Finally, **Prof. Wei GE**, Vice Rector for Research, delivered a closing speech. He pointed out that the DBA programme is a highlighted programme of University of Macau, and it receives full support from the **Ministry of Education of the People's Republic of China**. The sharing session ended successfully in a positive, friendly and harmonious atmosphere.



DBA Programme (2019-2022): Retrospect and Prospect Sharing Session

6 FBA MEMBERS SAFTGUARDING MACAU

Service

Upon the call for volunteer from Government and the Education and Youth Development Bureau, more than 40 FBA staff and students safeguard Macau as volunteer in different roles with passions and without return.

Ms. Triss LIANG, Liaison to EMBA Programme, "I work at SSM Novel Coronavirus Response and Coordination Centre since 8 Jul 2022, and they will arrange 2-3 shift per week and we may need to work at night because the center works 24/7. My duty is to answer residents' calls for providing information/resolution regarding to the epidemic situation and to reply the enquiries from the on-line platform. I feel we should be grateful that our government is doing a lot to deal with the difficulties we are facing. Sometimes I also feel sorry for some residents, for what they are going through. I really hope our life will be back to normal very soon."

Mr. Marco QU, Year 2 student majoring in BSc in Business Intelligence And Data Analytics, "The main reason I apply for volunteer is because of my mother who is a medical worker, so I have this endless passion for the anti-epidemic work, which I think is a small but great job. During this round of the epidemic, I participated in 6 volunteer activities from the Shek Paiwan Nucleic Acid Testing Station to the Sacred Heart English School of Canossian Nucleic Acid Testing Station. My main job is to check documents and maintain on-site order. I need to work with my team members to carefully identify various types of residents and give them enough help. During my volunteer work, I figured out every aspect of the operation of an inspection station, which helped me later in my post at the inspection station. I also made friends with many like-minded people. Maybe we have differences in age and jobs, but we have a common goal of defending this city."

Ms. Lina NG, administrative staff of the ISCG, "I decided to apply for the volunteer team when I knew that it was extremely short of volunteers. I participated in the NAT volunteer work in several places, including Sacred Heart Canossian College (English Session), Colégio Dom Bosco (Yuet Wah), and Escola dos Moradores de Macau in July and I was mainly responsible for orders, reminding residents to show their health codes and appointment codes. I am happy to be able to contribute to society as a volunteer. Although we don't know each other, we can contribute meaningfully and feel good about the work."

Thank you all efforts from FBA staff and students in fighting the pandemic.



Group photo of Marco and UM colleagues at Sacred Heart Nucleic Acid Testing Station