

Macao Tourist Satisfaction Index (MTSI)

Conducted by International Tourism Research Centre
Institute for Tourism Studies, Macao

21 October 2011



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About the MTSI

- The Macao Tourist Satisfaction Index (MTSI) is conducted by the International Tourism Research Centre (ITRC), Institute for Tourism Studies, Macao
- Part of an international collaboration of tourism destinations adopting similar measures, led by the School of Hotel and Tourism Management, Hong Kong Polytechnic University since 2009 in Hong Kong
- Measuring how well the tourism related services and organizations perform in satisfying visitors
- Conducted throughout the year with quarterly and annual reports downloadable from the ITRC website:
www.ift.edu.mo/itrc



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Tourism related sectors

- Casinos
- Events
- Heritage attractions
- Hotels
- Immigration
- Non-heritage attractions
- Restaurants
- Retail shops
- Tour guides/operators
- Transportation

**Overall Macao Tourist
Satisfaction Index
(MTSI)**



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Methodology

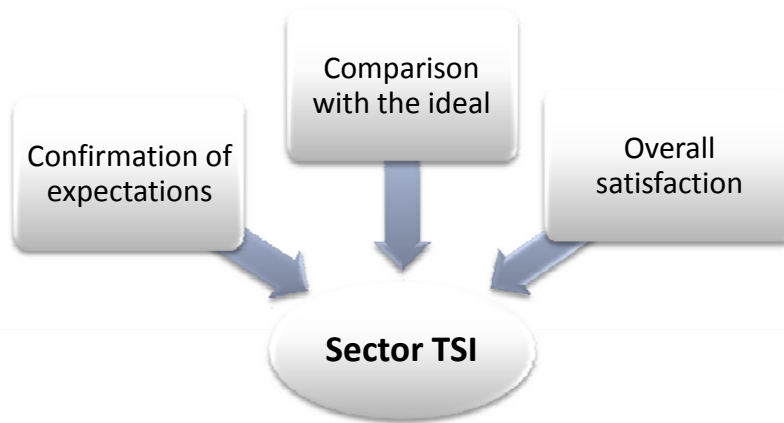
- Began since the third quarter of 2009
- Sample size for each sector per quarter is approximately 50, about 200 per year per sector
- Systematic sampling technique
- Location interviews at major sites and terminals in Macao
- Sample size
 - 2009 Q3-Q4: 990
 - 2010 Q1-Q4: 2001
 - 2011 Q1-Q2: 1264



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Methodology



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Methodology

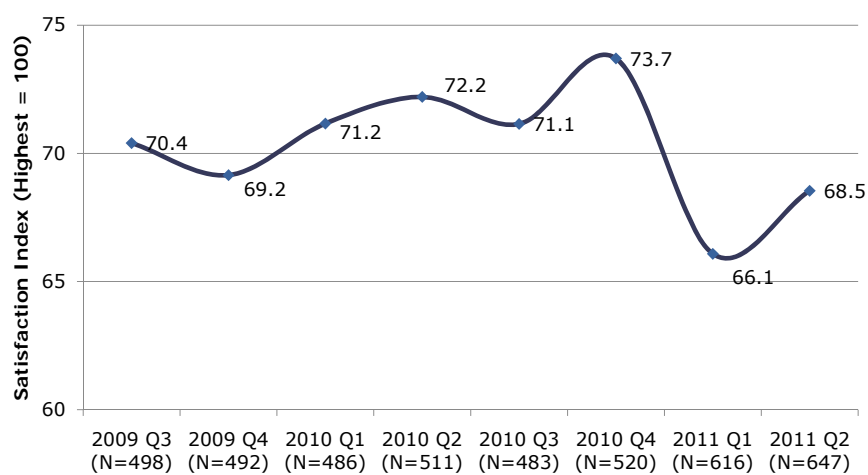
- 11-point scale ranging from 0 to 10
- Estimated weights is based on structural equation modeling with maximum likelihood estimator
- Sector TSIs are constructed by the estimated weights and transformed to a 0- to 100-point scale:
The **higher** the index, the **more satisfied** the tourists for the corresponding sector
- The overall MTSI is an average of the ten sector TSIs



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Latest Results – Overall MTSI



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Latest Results – Sector TSIs

Sector	2009		2010				2011	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Casinos	67.9	66.4	73.0	73.9	70.3	75.2	67.0	66.4
Events	75.6	69.8	72.0	75.1	77.2	77.5	69.5	75.4
Heritage	77.5	71.4	73.0	76.2	78.3	76.8	73.3	71.3
Hotels	67.1	66.3	63.8	65.3	68.0	77.3	67.7	68.1
Immigration	67.7	71.4	68.9	72.5	67.0	70.2	58.9	69.4
Non-heritage	68.8	68.6	78.7	72.8	73.6	75.7	69.9	64.8
Restaurants	64.7	65.1	68.6	69.7	66.3	68.9	65.0	65.1
Retail shops	75.8	73.8	68.2	72.8	70.9	70.9	61.9	69.5
Tour Guides/ Operators	71.1	71.5	69.2	73.0	71.3	71.4	63.8	63.4
Transportation	68.0	67.2	76.2	70.5	68.5	73.2	63.9	72.0



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Major Findings – Overall MTSI

- The current trend for overall visitor satisfaction in Macao **is declining**.
- Main causes of declining satisfaction are:
 - high expectations of visitors
 - low service performance and
 - low perceived value (in terms of time/money in relation to the service and product received)



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Major Findings – Trends of Sector TSIs

Over the last eight quarters,

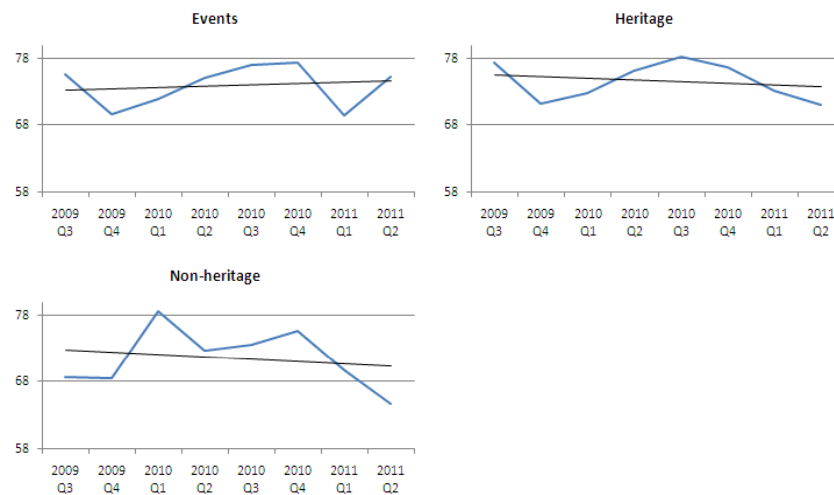
- sectors performing above average:
 - (a) events, (b) heritage and (c) non-heritage attractions
- sectors with average performance:
 - (a) casinos, (b) retail shops, (c) tour guides/operators, and (d) transportation
- sectors with below average performance:
 - (a) hotels, (b) immigration and (c) restaurants



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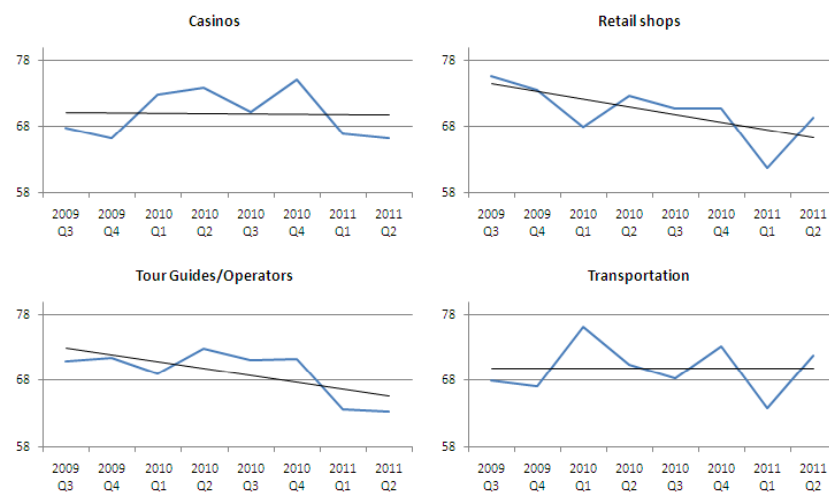
Sectors Performing Above Average



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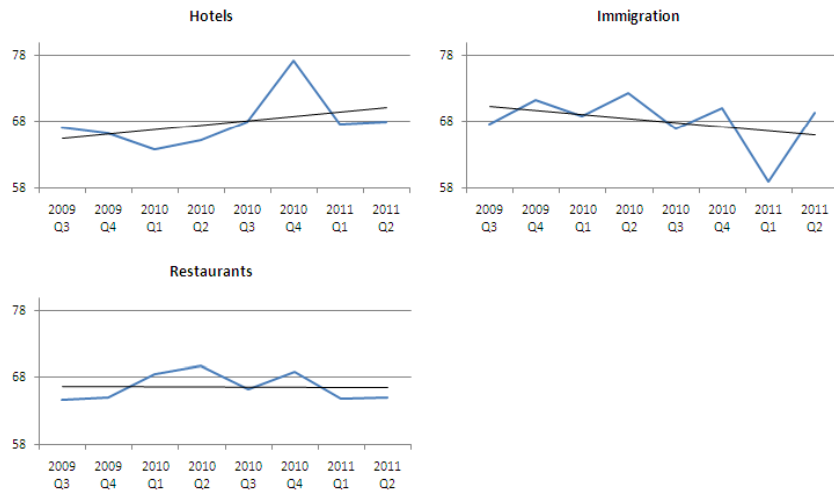
Sectors with Average Performance



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Sectors with Below Average Performance



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Implications

- The overall long-term outlook for visitor satisfaction in Macao may continue to deteriorate for the future: strategic, managerial and operational interventions are needed for vulnerable sectors
- Data and results show that some service sectors are more vulnerable or less capable in satisfying visitors over time



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Implications

- In order to transform Macao into a Global Center of Tourism and Leisure, related tourism sectors have to remain competitive and aware of their service performance levels in satisfying visitors
- Initial and ongoing training of front-line staff, enhancing quality of recruitment and reviewing the myriad and complex factors driving service performance of front line staff be initiated by institutions relevant in each sector and conducted in collaboration with relevant public agencies



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Implications

- In the mean time, service providers need to replace some of their labor-intensive operations by automated systems
- Since the tourism and hospitality industries are “people-oriented”, Rethinking of the current labor policy is needed as it seems to affect the small and medium firms (e.g., restaurants and retail shops), especially during public holidays due to high labor cost
- While peak periods with record high tourist arrivals with shops and restaurants close, tourists, and residents would flock to remain open stores during holidays. This creates a vicious cycle, which further deteriorates the service performance and value of the tourism offerings



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