

A STUDY ON THE DEVELOPMENT OF INTERNATIONALIZATION AND LOCALIZATION
FOR MACAU TOURISM EDUCATION-INDUSTRY PERSPECTIVES

Aliana Leong Man Wai
Macau University of Science and Technology

ABSTRACT

This paper is derived in part from the research findings of the Macau Foundation funded research project namely, “A study on the development of internationalization and localization for Macau tourism education”. The objectives of the study include:

1. To further understand the current situation of Macau tourism education and its similarities and differences in comparison with tourism education in well-developed regions and countries
2. To discuss the future development trend of Macau tourism education
3. To evaluate the developing conditions for the implementation of internationalization and localization of tourism education in Macau
4. To draft feasible strategies in the development of internationalization and localization of tourism education in Macau

Appendix I depicts the research path of the entire project. However, this paper will focus on the industry perspectives of tourism education in the aspects of the current situation of the tourism programs, the demand of tourism talents and the competencies required by the industries in order to provide concrete strategic suggestions to the local and international development of tourism education in Macau.