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The Examination Of Entertainment Product Performance In Macau

Jian Ming Luo
City University of Macau

Chi Fung Lam
Chinese University of Hong Kong

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The Examination Of Entertainment Product Performance In Macau

Macau as a Entertainment Destination

Macau surpassed Las Vegas and became the top gaming destination many years ago. However, competition from nearby countries, such as Singapore, Philippines, etc., remained.¹ Entertainment was a crucial element in many gambling destinations. Associating entertainment and gambling helped create a more appealing image and package of gambling destination.² There were very limited studies of entertainment products in the tourism sector. This study investigated the performance of the entertainment products in Macau. Suggestions and recommendations will be provided to the strategic management of service encounters.

Entertainment included many activities, such as, music concerts, dancing, etc.^{3,4}. Entertainment products in this study included Shows, Cultural and Creative industry, Family Fun, Sports and Recreation, Beauty and Wellness, Gambling, and Nightlife.⁵

This study used convenient sampling to collect data from three tourists' departure spots. Four-hundred questionnaires were distributed. Around 300 usable questionnaires were obtained. Respondents were asked to evaluate the importance and performance of seven categories of entertainment products (5 is the most important).

¹ Blanke, J. & Chiesa, T. (2013). The Travel and Tourism Competitiveness Report 2013. World Economic Forum. Retrieved on 20 June, 2017, from http://www3.weforum.org/docs/WEF_TT_Competitiveness_Report_2013.pdf

² Loi, K. I. & Pearce, P. L. (2012). Powerful stakeholders' views of entertainment in Macao's future. *Journal of Business Research*, 65(1), 4-12.

³ Luo, J. M. & Lam, C. F. (2017). *Entertainment Tourism*. Abingdon Oxford, UK: Routledge.

⁴ Besciu, I.G. (2013). Behavior of the consumer of tourist entertainment services. *Cactus Tourism Journal*, 4(2), 9-19.

⁵ Macao Government Tourism Office (2017). Shows & Entertainment. Retrieved on 01 Jul, 2017, from <http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=1>

Importance-performance Analysis Results

The first key result here was, first, most entertainment products showed good importance-performance match. This meant when tourists think the product is important (unimportant), entertainment providers provide good (bad) performance. In our sample, the most important entertainment products were Family Fun and Show. The performance of these two products was highly valued. Similarly, most people did not think Beauty and Wellness, and Sports and Recreation are important. The performance of these entertainment products was poor. Second, the only mismatch was Gambling. Macau is “Asia’s Las Vegas”.⁶ Many people thought Gambling is one of the most important entertainment products in Macau. In our sample, Gambling was ranked as the second most important entertainment product. However, the performance measures showed that the performance of Gambling did not match the importance of gambling in tourists’ experience. In our sample, Gambling was ranked as the fifth. This meant Gambling in Macau underperformed.

On one hand, our results showed that entertainment industry in Macau is efficient. Entertainment providers provided exactly what tourists valued. Family Fun and Shows reflected good importance-performance match. Macau was diversifying into a World Leisure and Tourist Area. The reliance on gambling has reduced. Government and entertainment providers should continue their effort to provide more Family Fun and Shows to fulfill the needs of visitors. On the other hand, many people came to Macau to gamble. Gaming revenue is still the most important revenue source of many gaming companies. Unfortunately, entertainment products in Macau underperformed.

Suggestions for Improvements

In summary, entertainment providers should re-examine existing gambling products. They should answer why existing products cannot satisfy visitors. There were many competitions from nearby countries, such as Singapore and Japan. Re-examining

⁶ The Gaming Inspection and Coordination Bureau (DICJ). (2017). Macao Gaming History. Retrieved on 01 July,2017 from <http://www.dicj.gov.mo/web/en/history/index.html>

gambling products should be a top priority. Gambling providers should provide more diverse gaming products to enhance the experience and satisfaction of tourists. Entertainment providers could use this study to design entertainment products according to the preference of tourists and increase their market shares and competitiveness. Government might also consider whether to include performance as a criterion in renewing gaming licenses. Finally, Beauty and Wellness and Sports and Recreation were the two least important entertainment products. Entertainment providers should consider whether to continue to provide these products.

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