



旅遊及綜合度假村研究中心
Centre for Tourism and Integrated Resort Studies (CTIRS)
Centro de Estudos de Turismo e Resort Integrado



The Centre for Tourism and Integrated Resort Studies (CTIRS) aims to provide career advancement opportunities and promote researches related to development of tourism, integrated resort, leisure and hospitality industries in Macao, the Guangdong-Hong Kong-Macao Greater Bay Area and beyond. This Centre also serves as a platform to coordinate the Macao SAR Government's efforts to construct Macao as a world-class tourism and leisure centre.

旅遊及綜合度假村研究中心旨在提供和推動與澳門、粵港澳大灣區和其他地區旅遊業、綜合度假村、休閒及款客服務業發展相關的職涯發展機會和研究，並提供一個良好的平台，積極配合澳門特區政府將澳門打造為世界級旅遊休閒中心。



<https://ctirs.fba.um.edu.mo/>



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



工商管理學院
FACULDADE DE GESTÃO DE EMPRESAS
FACULTY OF BUSINESS ADMINISTRATION



The CTIRS and Our Mission 旅遊及綜合度假村研究中心及我們的使命



The CTIRS, formerly the Centre for Career and Research Advancement in Integrated Resorts, was established in 2018 by the Faculty of Business Administration (FBA) at the University of Macau (UM). The primary objectives of the CTIRS include the provision of a platform at the FBA, through which the UM will support the efforts of the Macao Special Administrative Region (MSAR) Government of China to establish Macao as a world-class tourism and leisure centre (WTLC) in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The UM will also use the platform to promote communication with other local higher education institutions for related projects. The support provided by the Central Government of China to designate Macao as a tourism education and training base in the GBA will allow the scope of activities undertaken by the CTIRS to expand over time in line with the development of the GBA.

In addition, the innovative business model that is incorporated based on the concept of integrated resorts (IRs) and their interactive dynamics with the advancement of tourism destinations mean that high quality research work and training programs are indispensable to ensure the sustained growth of the industry and hence its contributions to an economic society. As the Macao SAR of China is the most globally renowned IR destination, the CTIRS at the FBA has the highly qualified personnel and networks to coordinate and organize related programs that facilitate the exchange of knowledge and advancement of the industry in Macao and beyond.

In practice, the CTIRS offers quality career simulation opportunities and executive training/development programs to enhance the competitiveness of the industry labor forces. Besides, the CTIRS is also interested in opportunities to collaborate with related academic units and industries in Macao and beyond to promote interdisciplinary academic and practical research efforts that would sustain the growth and development of the related industries.

澳門大學工商管理學院旅遊及綜合度假村研究中心（CTIRS）（前身為綜合度假村職涯發展及研究中心）成立於2018年。澳門大學通過本中心作為一個平台，支持澳門特別行政區政府將澳門打造成為粵港澳大灣區的世界級旅遊休閒中心，以及促進與本地各高等院校在相關項目上的交流。國家支持澳門發展成為粵港澳大灣區的旅遊教育培訓基地，隨着粵港澳大灣區的發展，本中心開展的活動將更豐富多樣。

此外，在綜合度假村（IR）這個概念下所採用的創新商業模式，與度假村所在地的旅遊業發展息息相關。要確保這個產業持續增長，並對經濟作出貢獻，高質量的研究和培訓課程不可或缺。澳門是全球聞名的綜合度假村勝地，而澳門大學工商管理學院具備高素質的科研人才和網絡，本中心將人盡其才，物盡其用，積極協調和組織各項相關計劃，從而促進澳門和其他地區相關範疇的交流和發展。

為了不斷提昇這個產業的人力資源競爭力，本中心提供高質量的職業模擬體驗機會和高管培訓 / 發展課程。此外，我們亦尋求與澳門和其他地區相關學術機構和業界合作的機會，從而達至通過跨學科的學術和實踐研究，確保相關產業的持續增長和可持續發展。



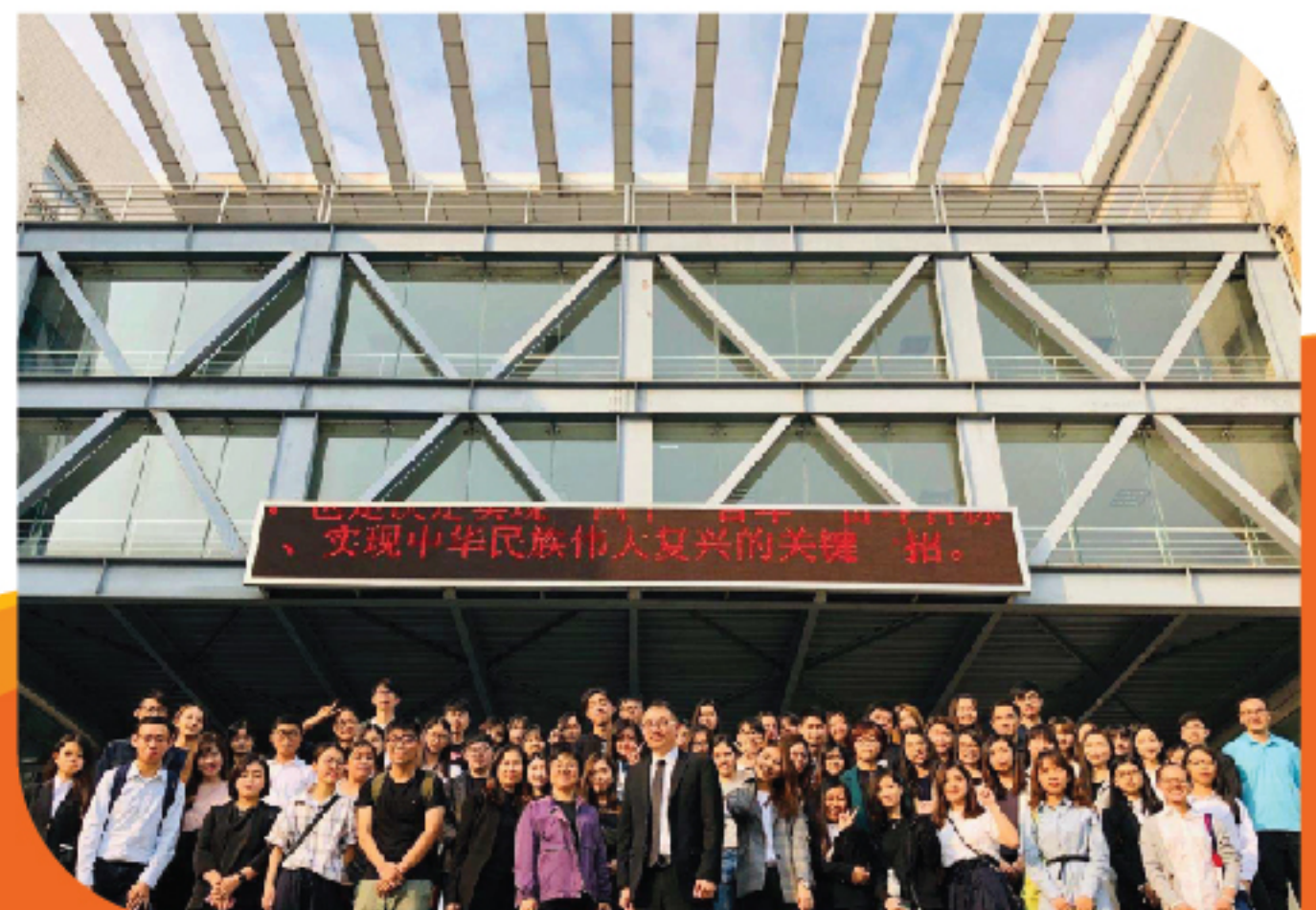
Our Services 我們的服務

The CTIRS provides the following services which contribute to supporting the development of Macao as a WTLC and tourism education and training base in the GBA. The services also promote and coordinate research work, programs and events related in general to tourism and IR development.

- Integrated Resort Career Simulation Program (IRCSP): ongoing 1-day program designed for students or individuals who are interested in the different career opportunities offered by IRs in Macao and the hospitality industries in the GBA and beyond.
- Study trips: intended for UM and other GBA post-secondary students to gain a better understanding of the current trends and latest developments in tourism and IRs in this region.
- Executive education programs: open enrollment learning opportunities or programs tailored for the industry. These include executive development programs (EDPs), short training courses and workshops, etc.
- Online training programs: offer open enrollment to give industry practitioners the opportunity to exchange dialogue and ideas on the latest advancements in the industry.
- Consultancy services: accept business and policy related consultancy projects from the industry and Macao government to provide expert advice and recommendations. Projects that contribute to the development of Macao as a WTLC in the GBA and beyond will be given priority.
- Research events: coordinate and organize research activities/projects in the IR, hospitality and tourism fields in Macao, other cities in the GBA and beyond.

旅遊及綜合度假村研究中心通過提供以下服務，致力推動澳門成為粵港澳大灣區的世界級旅遊休閒中心和旅遊教育培訓基地，以及促進和協調與旅遊業和綜合度假村發展相關的研究、課程和活動。

- 綜合度假村職業模擬體驗計劃：為有興趣了解澳門綜合度假村，以及大灣區與其他地區款客服務業不同職業的學生或人士而設的職業模擬一日體驗活動。
- 學習之旅：為澳門大學和來自粵港澳大灣區其他城市的學生舉辦短期學習旅行，讓他們了解區內旅遊業和綜合度假村的現狀和最新發展情況。
- 行政人員培訓課程：為業界提供公開報讀課程或為企業開設專題課程，包括高管課程、短期培訓課程和工作坊等。
- 線上培訓課程：通過公開報讀的線上課程，讓從業員可以就有關行業最新發展的主題進行討論和交流想法。
- 顧問服務：為企業和澳門特區政府的顧問項目，特別是有助於澳門在區內外發展成為世界級旅遊休閒中心的項目提供專業意見和建議。
- 研究活動：協調和組織澳門、粵港澳大灣區及其他地區在綜合度假村、款客服務業和旅遊業各個領域的研究活動 / 項目。



Study trips to MICE venue and other tourism school in the GBA
到訪大灣區內會展場所和其他旅遊學府的學習之旅



Activities 活動

The CTIRS organizes and co-organizes events that promote the exchange of knowledge, experiences and new ideas to support the development of tourism and IRs in the GBA and beyond.

In 2019, the CTIRS offered two GBA-related tourism forums which were intended to provide a platform for industry practitioners and academics to share knowledge and experiences in sustainable tourism and hospitality practices in the GBA and beyond. In addition, the two forums also promoted education and employment opportunities in the related areas.

Sixteen distinguished scholars and experienced industry practitioners from Singapore, Malaysia, and China (Shanghai and Xiamen), as well as the GBA cities of Guangzhou, Shenzhen, Hong Kong and Macao, spoke on practices for sustainable tourism and hospitality. The forums drew hundreds of participants including educators and scholars from sixteen universities. A forum was specifically arranged for graduate students in Macao and other GBA cities to provide an opportunity to explore ideas and research work that would contribute to the development of tourism and IRs in the region. These forums have served to promote the role of Macao in bridging communication between the GBA cities and the outside world.

旅遊及綜合度假村研究中心通過舉辦和合辦各種提倡知識、經驗和新思維交流的活動，促進旅遊業和綜合度假村在大灣區及其他地區的發展。

2019年，本中心舉辦了兩個與大灣區旅遊業相關的論壇。這兩個論壇除了為從業員和學者提供一個平台，分享他們對於在大灣區和其他地區實踐可持續旅遊和款客業務的知識和經驗外，亦促進相關領域的教育和就業。

來自新加坡、馬來西亞、上海、廈門，以及大灣區內的廣州、深圳、香港和澳門等城市的十六位知名學者和高管在論壇上就可持續旅遊和款客服務業的實踐作主題發言。這兩個論壇吸引了數百名來自十六所大學（包括教育工作者和學者）參與。中心亦專門為來自澳門和其他大灣區城市的研究生舉辦論壇，探討有助大灣區旅遊業和綜合度假村發展的構想和研究。由此，這些論壇起到了促進澳門作為大灣區各個城市與外界溝通的“橋樑”角色。



Forum on Sustainable Tourism and Hospitality Practice in the
Guangdong-Hong Kong-Macao Greater Bay Area
粵港澳大灣區可持續旅遊及酒店管理論壇



Forum for Tourism and Hospitality Graduate Students in the
Guangdong-Hong Kong-Macao Greater Bay Area
粵港澳大灣區旅遊及酒店管理研究生論壇



Sharing the sustainability trend of a tourism destination
分享一個旅遊目的地的可持續發展趨勢



Sharing the sustainable operation practices of an IR
分享一間綜合度假村的可持續營運實務



Integrated Resort Career Simulation Program (IRCSP)

綜合度假村職業模擬體驗計劃

The Integrated Resort Career Simulation Program (IRCSP) is an ongoing 1-day program that is offered by the CTIRS. This program allows participants (especially final-year higher education and undergraduate students in Macao and other cities of the GBA) to gain a better understanding of the different career opportunities available and skills and qualifications to seek employment in IRs. In addition, the types of positions available and career advancements in the IR industry will be previewed.

Information will also be provided on working in the different frontline professions at an IR, including the role of the front office, housekeeping, concierge, convention and exhibition, food and beverage, and gaming departments.

綜合度假村職業模擬體驗計劃是本中心常設的職業模擬一日體驗活動。這個計劃讓來自澳門和其他大灣區市城內的人士，尤其是應屆高中畢業生和本科生更好地了解由綜合度假村提供的各種工作機會，以及相關工作所需的技能和資格。此外，參加者亦可從中了解綜合度假村內的工種和職業發展機會。

參加者可以親身體驗綜合度假村內不同前線部門，包括前堂、客房部、禮賓部、會議展覽、餐飲和博彩等主要部門的運作。



Experience customer service offering in a hospitality lab
於款客實驗室內體驗款待客人



Experience housekeeping service offering in a mock hotel room
於模擬酒店客房內體驗客房部工作



Experience MICE co-ordination works in a MICE lab
於模擬展覽室內體驗會議及展覽籌備工作



Experience catering service offering in a mock café
於模擬咖啡店內體驗提供餐飲工作



Research 研究

The CTIRS intends to facilitate research activities in the tourism and IR areas through the following means:

- Organizing/co-organizing research seminars, workshops and international tourism forums to advance knowledge, particularly in areas that contribute to tourism, IRs, and related hospitality areas in the GBA and beyond;
- Promoting and supporting multidisciplinary research work in tourism, IR and hospitality related areas. Coordinating joint research projects to produce high quality publications (both academic and practical);
- Providing a platform for Ph.D. students and postdoctoral fellows in the related areas to support their studies and career development;
- Providing support for FBA focused research areas, in particular, ethics, responsibility and sustainability (ERS) principles in tourism and IRs. For example, topics related to sustainable tourism and hospitality, gaming and non-gaming business in IRs, or smart tourism.

本中心會通過以下方式促進旅遊業和綜合度假村領域的研究活動。

- 舉辦和協辦研討會、工作坊和國際旅遊論壇，特別是有利於粵港澳大灣區和其他地區旅遊業、綜合度假村和款客服務業等領域的議題，以提昇參與者的知識水平。
- 推動和支持對旅遊業、綜合度假村和款客服務業等領域的跨學科研究。協調聯合研究項目以發表高質量論文（包括學術和實務）。
- 為相關學科的博士生及博士後研究生提供促進研究和職涯發展的平台。
- 為工商管理學院的重點研究領域，特別是旅遊業和綜合度假村的“道德，責任與可持續性（ERS）”方面提供支援。相關課題包括可持續旅遊和款客服務業、綜合度假村內的博彩與非博彩業務，以及智慧旅遊等。



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