

MACAU

TRAVEL TALK



澳門特別行政區政府旅遊局刊物
A MACAU GOVERNMENT TOURIST OFFICE PUBLICATION



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MTT FOCUS 焦點報導

Global Tourism Economy Forum brings tourism leaders to Macau in September

The second Global Tourism Economy Forum – Macau 2013 (GTE-Forum), to be held at the Macau Tower Convention and Entertainment Center September 17-19, themed “Regenerate our Economies: Invest in Travel and Tourism”, will bring together global political and economic sector leaders, government officials, and experts in finance and investment to explore tourism’s role in the current economic recovery.

Hosted by the Secretariat for Social Affairs and Culture of the Macau SAR Government, co-organised by the China Chamber of Tourism under the authorisation of All-China Federation of Industry and Commerce and coordinated by the Global Tourism Economy Research Centre, details of the second edition of GTE-

Forum were announced at a press conference in June.

Macau Secretary for Social Affairs and Culture Chief of Office Cecilia Cheung So Mui said, “With global tourism achieving impressive growth despite continuing economic challenges, we expect the GTE-Forum to once again broaden our horizons, gathering insights from tourism heavyweights, experts and scholars and exploring how tourism can drive new economic growth.”

Macau Government Tourist Office Director Maria Helena de Senna Fernandes highlighted, “Macau’s commitment to organize three consecutive GTE Forums allows the city to fully play its role as a gateway and platform between China and the world, which further enhances Macau’s status as a

World Center of Tourism and Leisure.”

Global Tourism Economy Research Center Chairman and GTE-Forum Vice Chairman and Secretary-General Pansy Ho, commenting on the previous forum, pointed out, “What we are most proud of is the success of subsequent business networking activities initiated and organized by the forum, such as the Chinese Private Entrepreneur Delegation visit to Portugal and Spain.”

The second GTE-Forum will include a Ministerial Round Table on “Travel Facilitation” in collaboration with World Tourism Organization (UNWTO), with tourism ministers of European and Asian countries speaking on the critical issue of “Travel Facilitation”; a World Travel and Tourism Council (WTTC) Session: Points of View

from International Private Sector Leaders; the PATA Session: Points of View from Asia Pacific Leaders, a China’s Perspective session and how the Chinese industry leaders achieve their mission of “Go Global”, and business-matching sessions.

Among the key speakers will be China National Tourism Administration (CNTA) Chairman Shao Qiwei, UNWTO Secretary-General Taleb Rifai, TUI AG Executive Board Chairman and WTTC Chairman Michael Frenzel, WTTC President and CEO David Scowsill and Pacific Asia Travel Association CEO Martin Craigs.

Last year, the inaugural GTE-Forum attracted more than 1,000 representatives from 34 countries and regions with delegations from 22 provinces and cities in Mainland China. ■

第二屆世界旅遊經濟論壇九月舉行

由澳門特別行政區政府社會文化司主辦、中華全國工商業聯合會授權全聯旅遊業商會協辦、世界旅遊經濟研究中心籌辦的“第二屆世界旅遊經濟論壇”將於九月十七日至十九日假澳門旅遊塔會展娛樂中心舉行。今年活動主題為“促進經濟活力：放眼旅遊產業”，探討旅遊業如何在當前經濟邁向復蘇的關鍵時刻發揮作用。

旅遊經濟作為澳門以至世界經濟復蘇的支柱，讓是次論壇別具深遠意義。澳門特別行政區政府社會文化司

司長辦公室主任張素梅表示：“面對持續的經濟挑戰，全球旅遊業仍取得不俗增長，期待本屆論壇力求創見，再次擴闊我們的視野，集旅遊權威和專家學者的真知灼見，探討旅遊業如何帶動經濟新增長。”

澳門特別行政區政府旅遊局局長文綺華表示：“世界旅遊經濟論壇讓澳門發揮門戶及平台的作用，進一步提升澳門作為世界旅遊休閒中心的地位。”

世界旅遊經濟研究中心主席暨世界旅遊經濟論壇副主席兼秘書長何超

瓊表示：“第二屆論壇將強化商業配對的元素，以有效實踐中國企業‘引進來、走出去’。”

本屆論壇議程豐富，亮點眾多。世界旅遊組織部長圓桌會議將迎來歐洲及亞洲多國旅遊部長，就如何加快“旅遊便捷化”進程分享精闢見解；世界旅遊業理事會合作環節及亞太旅遊協會合作環節，又分別特邀國際及亞太地區旅遊產業知名領袖共商行業熱點；以“中國民營企業觀點”為名的合作環節則將聚焦中國民營企業，探討如何帶領中國民營企業“走

出去”。今屆論壇更加加入投資元素，特設商務配對環節，為專案持有人及投資者締造合作良機。

論壇主要演講嘉賓包括國家旅遊局局長邵琪偉、聯合國世界旅遊組織秘書長塔勒布·瑞法、途易集團董事會主席暨世界旅遊業理事會主席米歇爾·弗倫策爾、世界旅遊業理事會總裁兼首席執行官大衛·斯克斯爾，以及亞太旅遊協會首席執行官賈馬田。

首屆論壇成功吸引了逾一千名來自三十四個國家及地區的代表，以及二十二個內地省市組團出席。■

VOICE FROM THE INDUSTRY 特寫

DIRECTOR'S MESSAGE



Summer of achievements

Summer activities are in full swing here in Macau, and among the many important events in recent weeks for Macau Government Tourist Office (MGTO) was our Annual Marketing Meeting, where our worldwide representatives gathered for presentations on the past year's performance and upcoming initiatives. During the meeting, we also had the chance to learn more about the mega tourism projects under construction in Zhuhai's Hengqin Island. A fruitful meeting with our Hong Kong counterpart (HKTB) was also successfully held.

We are pleased to report the positive response to MGTO's training workshops for tourism sector professionals, tour guides and travel agency supervisors or managers, which have taken us another step forward toward improving service quality and efficiency in the sector, while new administrative procedures have been introduced to streamline applications for tourism related enterprises. At the same time, the ongoing tourism awareness campaign continues to raise public awareness of the importance of tourism and the value of hospitality to our city. A new addition to MGTO services provided to residents and visitors is our new website that allows users to access information about Macau in 15 languages and helps reinforce our positioning as a World Center of Tourism and Leisure.

Congratulations to the Macau hotels who have distinguished themselves as environmentally friendly in the 2012 Green Hotel Awards, by the Environmental Protection Bureau, an initiative which MGTO is proud to co-organize. Another milestone was achieved by the Institute for Tourism Studies in its recently signed agreement with the World Tourism Organization which will see new student exchange programs for future tourism professionals.

While bringing promotions to major trade shows in Europe and elsewhere, MGTO has also been preparing for some momentous events at home in the coming months. In addition to the 25th Macau International Fireworks Display Contest starting in September and the 60th Macau Grand Prix in November, we look forward to the prestigious Global Tourism Economy Forum in September that will bring some of the world's foremost speakers in this field to town to share their insights on how tourism can drive economic growth. With a special season of events just around the corner, we count on the support from industry partners and friends around the world to make it a memorable one.

Director of Macau Government Tourist Office
Maria Helena de Senna Fernandes

局長寄語

成就非凡之夏

澳門的夏季盛事活動多姿多彩，月前舉辦的眾多重要活動中，澳門特區政府旅遊局市場年會對旅遊局尤其重要。透過本次市場年度會議，旅遊局駐外代表聚首澳門彙報過去一年工作情況及商討未來的推廣策略。會議期間，旅遊局領導、主管及駐外代表亦前往橫琴考察，參觀珠海橫琴島即將落成的大型旅遊項目；此外，我們還赴港與香港旅遊發展局舉辦交流會，討論加強合作及交流意見，會議成效滿意。

另外想与大家分享的喜訊：旅遊局舉辦了多個培訓工作坊，為現職導遊及旅行社主任或經理提供針對性培訓，旨在鼓勵業界持續提升服務質素及工作效能。有關培訓工作坊的成功舉辦，顯示我們朝此目標又邁進了一步。此外，新的行政簡化措施已獲實施，簡化多項旅遊相關企業之牌照申請流程。與此同時，澳門旅遊認知計劃亦在進行當中，讓本澳市民進一步認識澳門旅遊業發展，使市民瞭解待客態度對澳門的意義及重要性。好事停不了！澳門特區政府旅遊局已正式向本澳居民及遊客推出有15種語文版本的全新網站，以方便不同語言及文化背景的使用者獲取澳門旅遊資訊，配合鞏固澳門作為「世界旅遊休閒中心」的發展定位。

在此請容我向獲得「2012澳門環保酒店獎」的本澳酒店致以祝賀，該獎由澳門環境保護局主辦，旅遊局榮譽協辦，以表彰環保工作出色的酒店企業。而最近澳門旅遊學院與聯合國世界旅遊組織簽訂合作協議，創下另一里程碑。透過該協議，日後（旅遊學院與世界旅遊組織成員院校間）將有更多新的學生交換計劃，共望未來旅遊界專才。

旅遊局於歐洲及世界各地的重要旅展不遺餘力推廣澳門的同時，亦一直密鑼緊鼓地籌備未來數月即將於本澳舉辦的重要盛事。除9月開鑼的第25屆澳門國際煙花比賽匯演及11月啟動的第60屆澳門格蘭披治大賽車之外，我們熱切期待9月舉行的世界旅遊經濟論壇。論壇享負盛名，全球旅遊業界的一流講者（包括旅遊官員、業界領袖、專家、學者）將聚集澳門，分享關於旅遊業驅動經濟增長的洞悉與經驗。論壇舉辦之時亦是盛事活動眾多的特別季節，我們期待全球業界夥伴和朋友的支持，締造一個美好難忘的時刻！

澳門特別行政區政府旅遊局局長
文綺華

Passion plus determination equal inspiration

Two Macau chefs share their dreams with local younger generations

One especially fortunate by-product of Macau's thriving tourism industry is the increasing quality and variety of fine dining options for visitors and residents. Riding the crest of this phenomenon are two local chefs, Future Bright Group's Che Hoi San, who specializes in Chinese cuisine, and Western Pastry Chef Jeffrey Lao. Both share a dream of inspiring other local chefs with their passion, and letting the world know about Macau's fabulous world-class cuisine.

Executive Chinese Chef Che got his start in Chinese cooking at an early age, learning every basic skill in the kitchen. In three years, at 18, he was promoted to major chef. That was more than 20 years ago, and he has been preparing Chinese dishes ever since and facing his share of challenges.

Even in his leisure days, Chef Che keeps nourishing his passion for the catering industry. On his days off, he strolls through fresh food markets or takes gourmet trips with his coworkers for inspiration. While creating innovative Chinese dishes and signature delicacies for Macau, he is dedicated to setting an example for the new generation of local chefs. After leading his team to win awards in international Chinese culinary contests, he became

convinced that this is a great time with abundant opportunities for young people who want to become chefs.

At only 25, Macau-born Jeffrey Lao is already considered a highly gifted mentor for aspiring pastry chefs. The Institute for Tourism Studies (IFT) bachelor's degree holder became a Western pastry chef after just three years in the kitchen, thanks to his clear goals and determination. Despite long working hours, he strives for perfection, even spending half a year on an experiment to create perfect macaroons.

Award-winning Chef Lao would like to inspire more local young people to follow the same career path, so he recently became a full-time mentor, devoted to training local Western and pastry chefs at IFT. He believes IFT's systematic culinary management courses offer excellent learning opportunities.

One of Chef Lao's students, Gas, was inspired by his family to pursue a career as chef. While at first he doubted his qualifications as a mentor, because the two were so close in age, he was won over by Chef Lao's passion and talent. Gas is an active student, asking lots of questions. One of the most important lessons he learned in Chef Lao's class was that unrelenting effort pays off in the end. ■



Chinese Chef Che Hoi San | 屢獲獎項的謝海珊謂成功非偶然



Young mentor Jeffrey Lao teaching pastry skills | 導師劉擇祥示範甜品製作過程

“澳門製造”中西廚師

美食一向是澳門招徠旅客的重要元素，而本澳中廚謝海珊和西式甜品導師劉擇祥，二人不約而同有一個夢想：希望藉著自身的廚藝經驗和熱誠，培育一批“澳門製造”的廚師，推動行業發展的同時，讓世界知道，澳門人有能力和條件培訓本地優秀廚師，令各地旅客品嚐真正的澳門味道。

佳景集團中餐行政總廚謝海珊回想初入行時穿“紅褲仔”，從最基本的學廚及砧板學起。經過三年時間，當時年僅十八歲的他，便從助廚晉升至頭砧，至今已超過廿年。他對工作充滿熱誠，即使放假，甚至出外旅行時，亦喜愛逛街市，或與同事組織“美食旅行團”，寓工作於娛樂。為製作創意中菜及挑選食材，設計屬於澳門的中菜，他更四處取經，足跡遍及內地和東南亞。

過去數年，他和他的團隊在多個國際中廚比賽屢獲殊榮，當中帶來不少啟發，累積很多寶貴經驗。他期望憑藉自己在中廚界的多年經歷，為澳門培育更多廚藝界接班人。他說：“現時行業充滿機遇，廚師地位備受重視，是年青人入行的好時機。”

現年廿五歲、為旅遊學院旅業及酒店業學校輔導員，負責教授廚藝管理系西餅及麵包實

踐課程的劉擇祥，曾就讀旅遊學院酒店管理課程並獲學士學位，實習期間對甜品產生濃厚興趣，便下定決心以此為發展路向。憑其堅定意志及明確目標，他花了三年時間由西式甜品廚師晉升為導師，致力為本澳培養更多本地西廚及甜品師。

他笑言：“廚師工作雖然辛苦，工時長、節假日還得上班，薪酬不高。曾為求提升法式小甜餅（Macaron）的質量，埋首鑽研長達半年。”但他深信，“堅持”不單是廚師的執著，也是年青人追求夢想應有的態度。

劉擇祥指，旅遊學院現時有較規範的廚藝管理課程，讓學生有更佳條件學習，可發掘出一班由澳門自行培訓的本地西廚及甜品師，藉此改變過往澳門人必須到外地進修的狀況；相反要吸引外地人來澳門學習，將澳門的美食和廚藝傳揚開去，讓其他國家或地區人士知道，澳門有能力教授相關課程，從而激勵更多年青人入行。

一般廚師須具備最少十多年經驗才能擔任導師，年紀輕輕便手執教鞭的並不常見。不過劉擇祥認為，日後的廚師須同時具備學歷和經驗，故相信選擇廚師之路的大學生會愈來愈多，屆時將出現更多年輕導師。■

旅遊局於英葡推廣粵港澳三地一程多站旅遊

澳門特別行政區政府旅遊局於六月十日前往英國倫敦舉行業界及傳媒聚會，宣傳粵港澳三地一程多站旅遊及澳門旅遊最新狀況。及後，局長文綺華一行隨即前往葡萄牙里斯本，與廣東省旅遊局及廣州市旅遊局展開三天的宣傳活動，加強推廣粵港澳三地一程多站式旅遊。

旅遊局在英國倫敦凱悅－丘吉爾酒店設早餐聚會招待當地主要業界及傳媒，感謝有關人士對澳門旅遊業的支持，同時介紹澳門旅遊最新發展及精彩盛事並推廣粵港澳三地的一程多站旅遊。英國迄今仍是澳門在歐洲市場的最大客源地，舉辦是次活動有效宣傳澳門資訊。



另外，澳門特別行政區政府旅遊局與廣東省旅遊局，及廣州市旅遊局組成代表團於六月十至十三日到訪葡萄牙里斯本，舉行多個宣傳活動。先後與葡萄牙旅遊局主席Frederico Costa、葡萄牙旅行社協會主席Pedro Costa Ferreira及當地業界會面；其間與澳門特區政府旅遊局與葡萄牙旅行社協會合辦晚宴，宣傳粵港澳旅遊及粵港澳一程多站行程，推動市場多元化。

澳門特區政府旅遊局率領由十隻獅子組成的澳門醒獅隊參加葡萄牙傳統活動“里斯本節”的街道巡遊，讓觀眾對澳門的獨特文化留下深刻印象。醒獅隊亦於六月八及九日在著名大西洋館進行了兩場演出。■

MGTO fetes travel trade in London, joins the parade in Portuguese capital's “Festas de Lisboa”

Director Maria Helena de Senna Fernandes and other Macau Government Tourist Office (MGTO) officials visited the capitals of two important European source markets, London and Lisbon, in June. Their aim was to promote Macau tourism and multi-destination tours to Guangdong, Hong Kong and Macau among major trade and media elites in the two countries and to diversify Macau's tourism source markets by attracting more European tourists to visit Macau.

While in the UK, the biggest visitor source market in Europe to Macau, MGTO hosted local trade and media partners, high-profile trade journalists, tour operators at

a breakfast at the Hyatt Regency-The Churchill Hotel, in London, to update them on latest developments, including the upcoming 60th Macau Grand Prix, among other destination promotion activities.

In Lisbon, the MGTO delegation was joined by Guangzhou Municipality Tourism Administration Vice Director Zhou Zejian, and Guangdong Province Tourism Administration for Hong Kong, Macau and Taiwan Affairs Division Head Mao Cheng.

The delegation met with Portugal's tourism chief Frederico Costa, and Portuguese Association of Travel Agencies (APAVT) President Pedro Costa Ferreira.

Portuguese media and trade partners were given an update on latest tourism developments in Macau and Guangdong including multi-destination tours to Guangdong, Hong Kong and Macau, at a dinner co-hosted by MGTO and APAVT.

MGTO also participated in the “Festas de Lisboa,” an annual, month-long traditional event held every June in the Portuguese capital, with a 10-lion dance team that joined the parade along the city's central thoroughfare, Avenida da Liberdade. The lion dance team also gave two performances at Lisbon's famous integrated indoor arena, Atlantic Pavilion. ■

二零一三旅遊局市場年會探討旅遊機遇及挑戰

澳門特區政府旅遊局市場年度會議於六月二十四至二十八日在澳舉行，來自十六個國家及地區約五十名旅遊局駐外代表向旅遊局領導匯報工作情況、檢討過去工作成效及商討未來的計劃，以便更有效地宣傳推廣澳門。

旅遊局駐外代表的宣傳推廣工作將繼續配合澳門的旅遊發展，以建設澳門成為世界旅遊休閒中心為目標。除會議外，年會期間駐外代表出席今屆煙花比賽匯演及大賽車之新聞發佈會及解說會。

社會文化司司長張裕率領旅遊局及文化局的領

導、主管及駐外代表一行於六月二十七日前往珠海橫琴考察，參觀了橫琴新區規劃中的大型旅遊項目-長隆國際海洋度假區的最新建設情況。另外，司長張裕於翌日出席年會時向駐外代表講話時表示：“發展澳門旅遊業的基調良好，藉著多項運輸基建及大型旅遊項目等正進行及將相繼落成，期望各駐外代表繼續努力工作，加強在海外市場的推廣，以增加國際旅客數量。”

旅遊局及駐外代表於六月二十九日赴港，出席與香港旅遊發展局之年度市場交流會，討論加強兩地的旅遊合作。■



MGTO Worldwide reps gathered in town for Annual Marketing Meeting

More than 50 Macau Government Tourist Office (MGTO) market representatives from 16 countries and regions gathered in Macau in June to report their progress and discuss upcoming promotional strategies at a 5-day Annual Marketing Meeting. They met with Secretary for Social Affairs and Culture Cheong U at a luncheon following the meeting, and later visited Hong Kong for a meeting with Hong Kong Tourism Board (HKTB) to exchange ideas and discuss cooperation opportunities.

MGTO Director Maria Helena de Senna Fernandes told the group that MGTO is actively developing cultural and community tourism, cultivating new sightseeing routes and tourist attractions as a way to encourage visitors to explore different districts and further diversifying Macau's tourism products and markets, while the ongoing Tour-

ism Awareness Campaign encourages citizens and visitors to actively support Macau's travel industry efforts.

While continuing to promote Macau's positioning as a World Center of Tourism and Leisure, representatives will continue to highlight on its promotions this year's mega events, including the 25th Macau International Fireworks Display Contest, the 60th Macau Grand Prix and the upcoming second Global Tourism Economy Forum.

Representatives attended meetings with MGTO department heads to evaluate the past year's work and discuss future projects and joined with Secretary for Social Affairs and Culture and delegation on a visit to Guangdong Province Hengqin island to inspect the under construction Chimelong International Ocean Resort and the Hengqin New Area Planning Exhibition Hall. ■



New MGTO website unveiled

Following the release of a Beta-version website last year, Macau Government Tourist Office (MGTO) recently launched a brand-new website in 15 languages.

The website, at <http://www.macautourism.gov.mo>, presents travel information in: Plan your trip, Sightseeing, Shows and Entertainment, Shopping, Dining Out, Events and Festivities, Business Tourism, Useful Info and Interactive Corner. Besides general sightseeing information and travel tips for visitors, new features are presented, such as Shows, Cultural and Creative Industries Zones, and Family Fun. The Shopping category suggests ideas for shoppers according to zone and merchandise category, and the Dining Out category, with Macanese cuisine and recipes, give visitors a wide range of perspectives for experiencing Macau. ■

旅遊局十五種語文版本全新網站面世

為配合推動旅遊客源多元化以及拓展國際市場，旅遊局特意重整原有網站，於六月下旬起，以嶄新形象向全球旅客提供最新澳門旅遊資訊，並透過十五種語文版本滿足不同國家及地區旅客的需要。

網站<http://www.macautourism.gov.mo>共有九個項目：計劃行程、觀光、娛樂消閒、購物、美食風情、節日盛事、商務旅遊、實用資訊及互動專區。除一般的觀光資訊，也新增不同項目，為旅客提供更詳細的分類和更完備的資訊，又設有多媒體及互動元素，如行程策劃及三維旅遊等，讓旅客率先了解澳門的旅遊景觀，輕鬆安排行程。■

INDUSTRY NEWS 業界消息



旅遊學院與世界旅遊組織 簽定合作協議

旅遊學院與世界旅遊組織於四月十三日，在印度海得拉巴舉行的第二十五屆太平洋東亞委員會及南亞委員會聯合會議上簽訂合作協議。由旅遊學院代院長甄美娟及世界旅遊組織秘書長

塔勒布·瑞法依博士主持。是次簽訂的合作協議旨在推動院校間的區域合作、提升亞太區域旅遊業界人力資源的質素和開展學術研究，更可提升本澳旅遊教育的國際形象。■

IFT signs cooperation agreement with UNWTO

Macau's Institute for Tourism Studies (IFT) signed a co-operation agreement with World Tourism Organization (UNWTO), during the recent 25th UNWTO Committee of East Asia and the Pacific and the Commission for South Asia Joint Meeting in Hyderabad, India.

The agreement, signed by IFT Acting President Florence Ian and UNWTO Secretary-General Taleb Rifai, provides that UNWTO and IFT collaborate to promote exchange and training for tourism professionals. UNWTO agreed

to offer internship placement opportunity to IFT students at its Secretariat, and the two agreed to join forces in tourism research and studies. IFT agreed to offer two technical placements each year for the organizations of UNWTO Asia Pacific member States to send executives or management candidates to IFT for six months of training, and to offer two scholarships each academic year to students from institutes of UNWTO Asia Pacific Member States to participate in IFT's Summer International Exchange Program. ■

Better signage for tourists planned

Macau Secretary for Social Affairs and Culture Cheong U, commenting on a new study on how to improve signs to help tourists find their way around Macau, said that better signage would improve Macau's environment as a tourism-oriented city and is fundamental to the city's positioning as a World Center of Tourism and Leisure.

He was shown the plan for the new signage at a meeting in June with the related government offices involved. The meeting was also attended by the Secretary for Social Affairs and Culture Chief of Office Cecilia Cheung So Mui, MGTO Director Maria Helena de Senna Fernandes and representatives of other related government offices.



The study was designed to make Macau easier for tourist to navigate, using The Historic Center of Macau as a starting point, running along the east-west axis of the Ruins of St. Paul's. The study included a guide to creating signage that could also be used in other parts of Macau.

The placement of the new signage would also serve to connect various tourist sites in the city, to designate barrier-free pedestrian zones and help to further the transformation of Macau into a World Center of Tourism and Leisure.

Five government departments have joined forces to carry out the project to improve the signage: MGTO, The Civic and Municipal Affairs Bureau, the Office of Land, Public Works and Transport Bureau, the Cultural Affairs Bureau, and the Traffic Affairs Bureau. ■

《優化旅遊指示標識系統》建無障礙步行環境

社會文化司司長張裕於六月七日主持了《優化旅遊指示標識系統》結案報告會議。他表示，落實施行《優化旅遊指示標識系統》後，將整合各區旅遊指示標識並構成連環系統，為行人及旅客建造無障礙的步行環境，有利打造世界旅遊休閒中心。

張裕在聽取報告後表示，特區政府在二零一零年提出設立《優化旅遊指示標識系統》，顯示政府提升旅遊環境質素的決心。現時，受委託的顧問公司已完成該系統的研究報告，各部門該抓緊時間，投入最大程度的參與，在統籌、預算、設計及工程等方面，各司其職，有效執行後續工作。

旅遊局聯同民政總署、土地工務運輸局、

文化局及交通事務局參與研究設置《優化旅遊指示標識系統》，在落實開展研究設立系統後，舉行了八次會議，商討前期部署，去年九月正式委託顧問公司進行研究，為期八個月，期間各局與顧問公司舉行了十七次會議及工作坊，討論系統的構成。

《優化旅遊指示標識系統》以澳門旅遊城市整體作考量，首先以“澳門歷史城區”作示範，以大三巴東西軸為重點研究範圍，並製作《澳門旅遊指示標識設置規則及參考手冊》，手冊將可適用於澳門半島其他地區以及離島區。

出席會議包括有社會文化司司長辦公室主任張素梅、旅遊局局長文綺華及各參與部門的代表。■



MGTO training workshops focus on service quality

Macau Government Tourist Office (MGTO) recently organized training workshops specifically for tour guides and travel agency supervisors or managers.

"Techniques for Handling Dissatisfied Customers for Tour Guides," held in May and June, explored such areas as the

role and duties of professional tour guides, requirements for professionalism, and causes of customer dissatisfaction, presented practical case studies on customers complaints, and included role-playing exercises for handling complaints. Another workshop, held on the same dates, "Effective Travel

Agency Supervisory Management", covered the role and duties of travel agency supervisors, effective customer service skills, management, training and developing staff, and success factors for effective teams. The workshops were led by an experienced managing director from international man-

agement consultancy company Chow & Associates, and included short lectures, group discussions and video showings.

MGTO Director Maria Helena de Senna Fernandes and Deputy Directors Manuel Pires and Cecilia Tse presented certificates to nearly 100 travel industry partners who successfully completed two professional training workshops, at a ceremony held later in June at the Tourism Activity Center. The tourism heads encouraged the trade to keep upgrading their service quality and to work continuously to enhance Macau's image. As Macau tourism continues its rapid development, demand is increasing for greater professional skills and service quality to meet customers diverse needs. The MGTO-organized workshops were well received and participated in by local trade partners.

MGTO recognizes the significance of human resources and service quality in firmly positioning Macau as a World Center of Tourism and Leisure, and their importance to its diversified development. Because of this, MGTO will continue to foster and coordinate professional training opportunities for the tourism sector while encouraging trade partners to dedicate their efforts to Macau's travel industry. ■

旅遊局舉辦針對性培訓工作坊

澳門特區政府旅遊局與旅遊業相關協會探討業界培訓需要，經評估後舉辦針對性的旅遊業界培訓工作坊，教授導遊及旅行社主任或經理專業技能，以提升服務質素及工作效能，鞏固澳門旅遊城市形象。旅遊局於五月底及六月初舉辦兩場

每次為期兩天的工作坊。其中，“應付不滿意顧客技巧 導遊專業人員工作坊”內容包括：專業導遊所扮演的角色及職責、專業條件的要求、不滿意顧客的起因、顧客投訴實例研究及應付顧客投訴角色扮演等，讓現職導遊複習其專業技能，以及應用行為科學和人際關係技巧。

另外，鼓勵旅行社主任或經理參加“有效旅行社督導管理工作坊”，內容包括：旅行社主任/經理的角色扮演、顧客服務技能、時間管理、培訓高效能的員工，以及團隊成功因素等。

工作坊導師由擁有超過二十年澳門旅遊業培訓經驗的國際企業管理顧問公

司(Chow & Associates)行政總裁擔任，以簡短演講、小組討論及錄影帶鑑賞等方式授課。

局長文綺華、副局長白文浩及謝慶茜出席於六月六日舉行的工作坊證書頒授儀式，向參與的近百名旅遊從業員頒發出席證書。■

9 hotels named as winners in 2012 Macau Green Hotel Awards

Nine “Macau Green Hotels” were named by the Environmental Protection Bureau (DSPB) at an award ceremony in June. For category I, this year silver awards went to Sands Macao, Hotel Guia and Hotel Grand Lisboa. Hotel Golden Dragon, Riviera Hotel Macau, Grand Waldo

Hotel, MGM Macau and Hotel Taipa Square given bronze awards. In category II, East Asia Hotel received the Macau Green Hotel Award, becoming the first 2-star hotel awarded.

Measures adopted by the hotels include using energy-efficient lights, installing

drapery and insulated glass, and adjusting indoor air-conditioning. Some have introduced improved water treatment methods, put rainwater collection systems in place, recycled waste, and took measures to avoid light pollution.

Since the awards started in 2007, the number of hotels winning distinctions has increased from 8 to 23, representing 24 percent of the number of hotels in Macau, indicating that local hotels are becoming more vigorous in their efforts to improve their green performance and support the cause of environmental protection.

The Macau Green Hotel Award is co-organized by Macau Government Tourist Office and supported by the Macau Hoteliers and Innkeepers Association, the Macau Hotel Association, the Macau Productivity and Technology Transfer Center and the Macau Hotel Employees Association with the Hong Kong Productivity Council serving as technical consultant.

In addition to reducing operating costs and enhancing the green image of hotels, the Macau Green Hotel Award conforms to the government's future development of environmental laws and regulations in order to respond to the demands of environmental protection from the community.

Application period for 2013 Macau Green Hotel Awards: 1 July – 16 August, 2013. For details, please visit <http://www.dspa.gov.mo/greenhotel/default.asp> ■



九間酒店獲頒澳門環保酒店獎

由環境保護局主辦、旅遊局協辦的澳門環保酒店獎於六月二十六日假世貿中心五樓蓮花廳舉行“二零一二年澳門環保酒店獎頒獎典禮暨二零一三年澳門環保酒店獎介紹會”，藉此表揚九間獲獎酒店去年對環保工作的貢獻，推動酒店持續改善其環保表現，從而有助本澳酒店業界認識環境管理對提升競爭優勢及行業可持續發展的重要性。

二零一二年澳門環保酒店獎得獎的九間酒店包括澳門金沙酒店、新葡

京酒店和東望洋酒店獲得組別一銀獎；澳門美高梅、金都酒店、濠璟酒店、金龍酒店和駿景酒店獲得組別一銅獎。另外，獲得組別二“澳門環保酒店獎”之東亞酒店是首次獲獎的二星級酒店。澳門特區政府旅遊局副局長白文浩出席了是次頒獎典禮。

二零一三年澳門環保酒店獎的申請期由七月一日起至八月十六日止。為優化獎項評審標準，提升獎項的公平性和可操作性，今年的參與資格將取消以組別作為劃分；凡是澳門合法經營的持牌

酒店和賓館，以及由政府機構管轄的教學酒店均具資格參與。

為配合“源頭減廢”、“改善空氣質素”和“惜食”等環保政策的推行，在評審方面，項目中部份指標會列為“必須達到”的指標，以確保酒店能符合作為澳門環保酒店的最基本要求；在獎項設置方面，除了維持原有的金、銀、銅獎外，今年增設了優異獎以鼓勵本澳經濟型旅館（即二星級酒店、三星級公寓和二星級公寓）積極參與。詳情請瀏覽 www.dspa.gov.mo/greenhotel ■



New procedures for faster, simpler licensing application

A new simplified policy for handling licensing applications in Macau came into effect on July 1, thanks to the combined efforts of the Macau Government Tourist Office (MGTO) and other government departments. The new policy requires fewer documents required from applicants and less time to process applications by relevant departments.

The new policy is the result of a series of meetings among the local Land, Public Works and Transport Bureau, Fire Services Bureau, Health Bureau, Civic and Municipal Affairs Bureau and Environmental Protection Bureau. It will benefit applicants for licenses needed to operate hotels, guest houses, restaurants, bars, nightclubs, saunas, massage parlors, karaoke lounges and health clubs.

From July 1, applicants will need to make fewer visits to government departments and submit fewer documents. At the same time, staff needed to process the applications will have less work and their departments will reduce the need for storage space, but the standards for licensing will not be lowered. To brief trade about the simplified procedures, MGTO and related departments jointly held an explanation session in June.

New application forms and formalities guidelines are available from MGTO and more details can be found on the Macau Tourism Industry Net: <http://industry.macautourism.gov.mo/en/index.php> ■

旅遊局簡化牌照申請程序

為了締造旅遊業界良好的營商環境，配合旅遊業的持續發展，旅遊局與相關部門達成共識，於七月一日起簡化多項牌照申請流程，大幅減省申請人提交文件數量及奔走次數，避免相關部門重複工作及減省部門的倉儲空間，且不會影響牌照審批的嚴謹性。

旅遊局致力簡化及優化行政程序，經與土地工務運輸局、消防局、衛生局、民政總署及環境保護局進行多次工作會議及商討後，各局就酒店、公寓、餐廳、酒吧、舞廳、蒸汽浴室、按摩院、卡拉OK和健康俱樂部的牌照申請簡化程序達成共識。

相關行政程序簡化措施於七月一日開始推行，市民可在旅遊局索取更新的申請手續指引和表格，亦可在旅遊局的澳門旅遊業界網站<http://industry.macautourism.gov.mo/cn/index.php> 瀏覽資訊。旅遊局聯同上述部門亦於六月十九日舉行了關於簡化程序的說明會，協助業界更好地了解簡化流程的內容，配合簡化行政程序之執行。■

Tourism Awareness Campaign boosts local awareness

Since last January, when Macau Government Tourism Office (MGTO) announced the launch of the Tourism Awareness Campaign at its annual press conference, activities have been held all over the city to raise awareness among local residents and visitors of the importance of tourism and of Macau's many old and new attractions, so that each resident can become an ambassador of the city to visitors from around the world.

Contests, seminars and workshops, tours, tourism ambassador recruitment drives, a carnival, performances and other events were organized by local groups, including trade unions and professional organizations, neighborhood associations, social services and others, all with the support and cooperation of MGTO, to create a program that lasts through the year and can convey the message of the campaign to a large number of participants. ■

旅遊認知計劃活動多羅羅

為了逐步邁向“世界旅遊休閒中心”的目標定位，澳門特別行政區政府旅遊局在今年一月的新聞發佈會中提出多項旅遊認知計劃活動。至今，旅遊局已先後與旅遊餐飲、坊會、文化、交通、社區服務、青年教育等不同的社團合辦或支持其舉辦不同種類的活動，如各

類型的比賽、旅遊大使招募、嘉年華會、遊覽活動、講座、培訓課程及工作坊等，以提昇旅遊業界的服務質素、加深業界及本澳市民對澳門歷史文化的認識，積極加強市民和旅客對澳門旅遊業的支持及參與。旅遊局將繼續舉辦相關活動，讓澳門旅遊業持續發展。■



MGTO ACTIVITIES 旅遊局動態

300-strong delegation in town for 6th Experience Macau tour

Some 300 tourism officials, trade partners and key members of the press from Mainland China and Hong Kong gathered in Macau in June for the 6th Experience Macau Tour. While in town, they had opportunities to exchange and cover Macau's latest non-gaming tourism attractions.

The visitors mainly came from tourism departments, related institutes and key media groups in Hong Kong and 31 Mainland provinces, cities and autonomous regions. Their 4-day itinerary took them to World Heritage sites, newly-launched mega resort hotels, and other places of interest.

After posing on the steps for a group photo with the visitors and with Deputy Directors Manuel Pires and Cecilia Tse, Macau Government Tourist Office (MGTO) Director Maria Helena de Senna Fernandes said at a welcome dinner for the group, that while regional cooperation remains an important drive for tourism development today, Macau will certainly maintain a reciprocal and cooperative relationship with the Mainland and Hong Kong, establishing its image as a regional travel destination through multi-destination tourism products and routes. She added that Macau will promote its regional tourism resources in neighboring regions and other parts of the world.

This was the sixth time for China Travel Service (Macau) Ltd. to organize the familiarization event, which is supported by MGTO. ■

大型考察團 “感受澳門之旅”訪澳

來自香港及內地三十一個省、市及自治區的旅遊部門、旅遊機構及主流媒體等，一行三百多人組成的“第六屆感受澳門之旅”考察團於六月十八至二十一日來澳訪問交流，並參觀澳門世界文化



遺產景點及最新落成的大型度假酒店等。旅遊局為是次考察活動的支持單位。旅遊局局長文綺華、副局長白文浩及謝慶茜於六月十九日與考察團會面，以及在大三巴牌坊前合照。文綺華在當晚的歡迎宴致詞時表

示：“區域合作是當今旅遊發展的一個重要課題，澳門必定繼續與內地及香港鞏固互惠合作關係，通過“一程多站”旅遊產品及路線，建立區域旅遊品牌，向周邊地區及世界其他地方宣傳區域旅遊資源。”■



MGTO's Global Promotion Highlights

1 Frankfurt

MGTO led a team that included representatives from Macau Economic Services, Trade and Investment Promotion Institute, local tour operators, hotels and resorts, convention and exhibition venues, to promote business tourism at the 3-day IMEX Frankfurt 2013.

2 Dubai

MGTO led a Macau delegation that included local tour operators and representatives from Macau hotels and resorts and MICE sector to Dubai for the Arabian Travel Market 2013, the main travel trade show in the Middle East, in another step to tap into the great potential of the market.

3 Seoul

The upcoming 60th Macau Grand Prix took center stage at the week-long "2013 Experience Macau Festival" in Seoul, Korea, starring Korean Formula 3 driver Chewon Im and the Formula 3 car that the Spanish Daniel Juncadella drove to victory at the Macau Grand Prix in 2011.

4 Sydney

Two legendary Australian drivers, both Guia Circuit veterans, Kevin Bartlett and Vern Schuppan, kicked off an exhibition celebrating the upcoming 60th Macau Grand Prix that staged three Formula 3 cars with Macau Grand Prix memorabilia at the Lower Exhibitions Hall at Sydney Town Hall.

5 Taipei

MGTO Director joined by local tour operators launched a series of promotions highlighting Macau's tourist attractions, especially the 25th Macau International Fireworks Display Contest and the 60th Macau Grand Prix in Taipei, where they also met with more than 50 Taiwan travel agents.

6 Hong Kong

MGTO and trade partners, including representatives from the Macau Economic Services, Macau Trade and Investment Promotion Institute and 42 Macau travel trade operators promoted Macau's leisure and business tourism at the 27th Hong Kong International Travel Expo in June. ■

旅遊局於世界各地宣傳澳門

1 法蘭克福

“二零一三法蘭克福獎勵旅遊、會議及活動展”於五月二十一至二十三日在德國舉行，旅遊局旅遊產品及活動廳廳長陳煥思一行聯同經濟局、澳門貿易投資促進局，以及本澳業界代表共同參與，推廣澳門商務旅遊產品。每年，該展會吸引來自超過一百五十個國家逾三千名參展商、接近一萬名訪客參加。

2 杜拜

旅遊局宣傳及製作處處長陳元元與旅遊局人員，以及本澳業界代表前往杜拜參加“阿拉伯旅遊展二零一三”，拓國際客源市場。該展是中東和泛阿拉伯地區的年度大型旅遊展覽會，今年吸引超過二千七百個參展商參與。

3 首爾

澳門特別行政區政府旅遊局於五月二十一日至二十八日在首爾國際金融中心商場舉行“二零一三感受澳門節”，推廣第六十屆澳門格蘭披治大賽車。韓國三級方程式車手林菜元 (Chewon Im) 為開幕儀式的明星嘉賓，活動還展出由西班牙車手真卡迪拿於二零一一年在澳門奪冠所駕駛的三級方程式戰車。

4 悉尼

澳門特別行政區政府旅遊局於五月二十二日至二十六日在悉尼市政廳下層展覽廳舉行第六十屆澳門格蘭披治大賽車宣傳活動。兩位曾在東望洋跑道比賽的傳奇澳洲車手白賴特和沙班參加了開幕儀式，活動展出三部來自澳洲的三級方程式賽車，以及過去的賽車短片和圖片等。

5 台北

澳門特別行政區政府旅遊局局長文綺華赴台啟動“喜躍澳門”系列性主題推廣活動。旅遊局首先與於五月二十三日舉行了“旅遊業界洽談會”和“喜躍澳門歡慶晚宴”；並參與了於五月二十四日起一連四天，在台北世貿一館舉行的“台北國際觀光博覽會”，宣傳澳門旅遊及節慶盛事。

6 香港

澳門特區政府旅遊局聯同經濟局、貿易投資促進局，以及四十二間旅遊業界代表，一同參加於六月十三至十六日在香港舉行的“第二十七屆香港國際旅遊展”。除舉辦旅遊講座等活動外，旅遊局還於十五日特設“感受澳門”一天體驗團，讓來自中國內地、新加坡及歐洲等買家進一步了解澳門作為休閒及商務旅遊城市的潛力。■

BULLETIN 佈告欄

Top teams to battle it out in FIVB Volleyball World Grand Prix™ Macau 2013

Top volleyball players from around the world will be vying for total prizes of US\$1 million in the FIVB Volleyball World Grand Prix™ Macau 2013 to be held at the Macau Forum August 2-4. The event, hosted by the Macau Sport Development Board, and the Volleyball Association of Macau, China, and sanctioned by the Federation Internationale de Volleyball (FIVB), features four teams of players selected from women volleyball teams who came out on top in earlier battles in various cities around the world. The lively matches have attracted crowds of sports fans among local residents and visitors to Macau alike in the past. ■



“二零一三澳門世界女排大獎賽”八月舉行

由體育發展局，中國澳門排球總會主辦的“二零一三澳門世界女排大獎賽”將於八月二日至四日假澳門綜藝館舉行。這項總獎金高達一百萬美元的賽

事，首先由多隊世界頂尖球隊分別組成四隊一組，每個分站由不同隊伍組合，在世界各大城市進行分組初賽，最後由積分最高的球隊集中在一個城市進行總決賽。■

Smurftastic summer at Galaxy Macau

A Smurfs 2 Summer Village inspired by the upcoming movie The Smurfs 2 opened at Galaxy Macau™ East Square and is the perfect place for families to escape the heat for some cool blue fun and merriment until 11 August.

Every day between noon and 9pm, the world of the Smurfs erupts into action with engaging live performances and themed parades with mascot appearances that transport family members into a real-life Smurfs kingdom. The festive decorations and colorful Mushroom Houses also provide a delightful backdrop for photos. All



the Smurf-tastic action reaches a glittering peak on August 1 when the 3D extravaganza The Smurfs 2 opens to the public at UA Galaxy Cinemas. ■

藍精靈村莊啟動夏日奇妙之旅

藍精靈村莊登陸「澳門銀河™」綜合渡假城 東翼廣場，7月13日至8月11日期間，連串活動讓一家大小共渡一個難忘的暑假。藍精靈村莊每日中午12時至晚上9時開放，卡通人物藍精靈將在村莊現身與大家合照，還會定時舉行主題巡遊和現場表演，參加《藍精靈相片分享獎賞》，得獎者更有機會贏得

免費酒店住宿及電影門票。

另外，《藍精靈2》夏日樂園」內亦設有多個遊戲攤位，讓小朋友及童心未泯的大朋友發揮創意，參加有趣的遊戲，贏取豐富獎品。《藍精靈2》3D動畫將於8月1日在UA「銀河影院」正式上映，為家庭遊的旅客帶來完滿的藍精靈之旅。■

MGM presents oceanic wonders in “Water Aurora”

With the launch of its newest attraction, “Discover the Wonders of MGM Aurora,” MGM Macau marks another milestone in its efforts to promote the diversification of Macau tourism. “Water Aurora” brings the wonders of the ocean to the hotel’s Grande Praça, creating a surreal world of natural beauty with an 8.3-meter tall cylindrical aquarium, stocked with thousands of fish, a swaying kelp forest, and visual effects designed to create the illusion of being immersed underwater beneath a coral palace. The free, 24-hour exhibition was created in collaboration with US visual display artist Stephen Stefanou. ■



“美高梅奇幻光彩之旅”五月盛大上演

澳門美高梅於五月起為賓客帶來“奇幻光彩之旅”，以海洋為設計藍本，把天幕廣場打造成海底世界。其中央設有以珊瑚環抱之圓柱形“水天

幕”，逾千魚兒遨遊其中，海洋與天空融為一色，全方位展示“光·影·水世界”娛樂體驗，並藉此宣揚愛護海洋生態及保育的訊息。■

REPRESENTATION OF MSAR 澳門特別行政區駐外機構**中國內地 MAINLAND CHINA**

澳門特別行政區駐北京辦事處旅遊組
中國北京市王府井東街8號澳門中心16層
郵政編號: 100006
Tourism Sector of Office
of the Macau SAR in Beijing
16th Floor Macau Center, No.8,
Wangfujing East Street,
Dongcheng District,
Beijing, CHINA P.C.: 100006
Tel: +86-10-58138000
Fax: +86-10-58138999
E-mail: beijing@macautourism.gov.mo

中國台灣 TAIWAN, CHINA

澳門經濟文化辦事處
Macau Economic and Cultural Office
台北市信義路5段7號台北101大樓56樓A座
Block A, 56/F Taipei 101 Tower, No.7,
Xin Yi Road Sec 5 Taipei 110, Taiwan, China
Tel: +886-2-81011056 Fax: +886-2-81011057
E-mail: info@decn.gov.mo

葡萄牙 PORTUGAL

澳門駐葡萄牙旅遊推廣暨諮詢中心
Macau Tourism Promotion
& Information Center in Portugal
Avenida 5 de Outubro, No. 115, R/C,
1069-204 Lisboa, PORTUGAL
Tel: +351-21-7936542 Fax: +351-21-7960956
E-Mail: geral@turismodemacau.com.pt

MGTO REPRESENTATION OFFICES 澳門特別行政區政府旅遊局駐外代表**澳洲 AUSTRALIA**

Level 11, 99 Bathurst Street,
Sydney, NSW, 2000, AUSTRALIA
Tel: +61-2-92641488
Fax: +61-2-92677717
E-Mail: macau@worldtradetravel.com

新西蘭 NEW ZEALAND

Level 10, BDO Tower - 120 Albert Street,
PO Box 6247, Wellesley St.,
Auckland, NEW ZEALAND
Tel: +09-3085206
Fax: +09-3085207
E-Mail: macau@aviationandtourism.co.nz

香港 HONG KONG, CHINA

香港九龍長沙灣青山道700號
時運中心7字樓03室
Flat 03, 7/F, Charm Centre,
No.700 Castle Peak Road, Cheung Sha Wan
Kowloon, HONG KONG
Tel: +852-28388680
Fax: +852-28388032 / +852-31182993
E-Mail: mgto@macautourism.com.hk

新加坡 SINGAPORE

371 Beach Road, #12 - 06 KeyPoint,
Singapore 199597, SINGAPORE
Tel: +65-62925383
Fax: +65-62925882
E-Mail: mgto@pacleisure.com

美國 USA

California:
1334 Parkview Ave., Suite 300,
Manhattan Beach, CA 90266, USA
Tel: +1-310-5453464
Fax: +1-310-5454221
Toll free: 866 OK-MACAU
E-mail: macau@myriadmarketing.com

New York:
501 5th Ave. Suite 303, New York,
NY 10017, USA
Tel: +1-646-2270690
Fax: +1-646-3668170
E-mail: macau@myriadmarketing.com

法國 FRANCE

5 Bis, Rue du Louvre, 75001 Paris,
FRANCE
Tel: +33-144778808
Fax: +33-142600545
E-mail: macau@expressconseil.com
Website: http://www.macautourism.gov.mo/fr/

德語系市場 GERMAN SPEAKING MARKETS

Schenkendorfstrasse 1,
65187 Wiesbaden, GERMANY
Tel: +49-611-2676730
Fax: +49-611-2676760
E-Mail: macau@discover-fra.com
Website: http://de.macautourism.gov.mo

俄羅斯 RUSSIA

11 Bolshaya Tulskaia Street,
Business Center “Tulskij”,
115191 Moscow, RUSSIA
Tel: +7 495-9815188
Fax: +7 495-9815188
E-Mail: info@macau-tourism.ru

英國及愛爾蘭 UK & REPUBLIC OF IRELAND

2nd Floor, Magdalen House, 136-148
Tooley Street, London, SE1 2TU,
UNITED KINGDOM
Tel: +44 (0) 8454989983
Fax: +44 (0) 2031170951
E-mail: macau@humewhitehead.co.uk

馬來西亞 MALAYSIA

Level 6, Office Tower, No. 1,
Jalan Nagasari (Off Jalan Raja Chulan),
50200 Kuala Lumpur, MALAYSIA
Tel: +60-3-21442500
Fax: +60-3-21481357
E-Mail: mgto@pacificworld.travel
Website: http://my.macautourism.gov.mo

CONSULTANT IN 公關顧問**中國台灣 TAIWAN, CHINA**

台北市敦化北路167號10樓
10/F-C, No. 167, Tun Hwa North Road,
Taipei, 105 TAIWAN, CHINA

Tel: +886-2-25466086
Fax: +886-2-25466087
Email: mgto@tw@ms27.hinet.net

IN AND AROUND MACAU 繽紛澳門

25th Macau International Fireworks Display Contest promises innovative elements for a spectacular program

The renowned Macau International Fireworks Display Contest is marking its 25th edition this year and will light up the skies with dazzling displays again on September 14, 19, 21, 28 and October 1. An even more colorful program will include innovative elements such as a Pyrotechnics Industry Forum, to discuss the industry's development and its benefits for tourism, a participant team from Africa, laser light effects and a promotional mini-movie.

Speaking at a press conference for the event, which is organized by Macau Government Tourist Office (MGTO), MGTO Director Maria Helena de Senna Fernandes said, "During the past 24 years, the contest has won ardent support from various prominent fireworks companies around the world. The event thus enjoys wide recognition and applause among visitors and citizens, having become one of Macau's most important annual international events."

Competing pyrotechnic teams from the five continents representing Spain, South Africa, Switzerland, Korea, Portugal, Australia, Italy, Canada, France and Mainland China will present their best displays, with participants from France and Mainland China staging their works October 1 to celebrate China National Day. Teams will complement their fireworks with not only music as usual but also laser light effects for the first time this year.

MGTO joined forces with a Hong Kong TV broadcast company to produce a mini movie about the contest for the first time to be broadcast on TV and online channels. Other kinds of promotion include international, regional and local media, as well as poster and leaflet distribution, and promotions at regional and overseas travel fairs and exhibitions. Internet promotion includes a dedicated mini-website for the Contest.

The "Macau International Fireworks



Display Contest SMS Game" will once again be presented by MGTO and CTM, and MGTO and the General Union of Neighbors Association of Macau will jointly present the popular Fireworks Carnival

for another year during the fireworks evenings. In the run up to the event, the public is invited to participate in the Trophy Design Contest, Photo Contest and Student Drawing Contest. ■

第二十五屆澳門國際煙花比賽匯演九月拉開序幕

澳門特別行政區政府旅遊局主辦的“第二十五屆澳門國際煙花比賽匯演”將於九月十四日、十九日、二十一日、二十八日及十月一日在澳門旅遊塔對開海面舉行。今年新增五個元素，包括有“煙花產業論壇”、參賽隊伍覆蓋五大洲、非洲的煙花公司參與、鐳射燈光效果以及微電影作宣傳。

今年參賽的十支隊伍覆蓋五大洲，即亞洲、歐洲、美洲、澳洲及非

洲，包括來自西班牙、南非、瑞士、韓國、葡萄牙、澳洲、意大利、加拿大、法國和中國內地的煙花公司。本年為歷屆以來第一次有非洲的煙花公司參與，而加拿大、瑞士和中國內地的煙花公司也是首度亮相；參賽的隊伍中有四支曾在澳門國際煙花比賽匯演贏取冠軍。而十月一日國慶日，將由來自法國和中國的煙花隊伍演出。

旅遊局首次在比賽期間舉辦的“煙花產業論壇”將於九月二十八至

十月一日舉行，屆時海外及內地煙花業界將對煙花行業的科技應用、安全、發展及其對旅遊業帶來之效益等課題作探討交流。

除配上音樂演出外，旅遊局首次要求各參賽隊伍在燃放煙花時配上鐳射燈光效果，加強煙花表演的觀賞性及豐富演出元素。由於航道安全理由，今屆兩場煙花表演之間的時距將縮減，首場煙花維持在晚上九時進行，第二場則提前在九時四十分開

始，每場表演約十八分鐘。澳門電台中文頻道將在每個演出晚上直播現場的煙花背景音樂。

另外，旅遊局與香港一家電視廣播公司合作製作微電影，並在該公司屬下多條電視廣播頻道及網上頻道播放以擴大宣傳領域。此外，過往舉辦的澳門國際煙花比賽匯演手機短訊遊戲、火樹銀花嘉年華，以及澳門國際煙花比賽匯演獎座設計比賽、攝影比賽和學生繪畫比賽等活動將繼續舉辦。■

More on 60th Macau Grand Prix plans announced

Preparations for the 60th Macau Grand Prix coming up in November are well underway, and in June Macau Grand Prix Committee Co-ordinator João Manuel Costa Antunes laid out plans for the event.

A number of new initiatives have been launched to encourage wider participation by local residents, with this year's poster and a Macau Grand Prix theme song chosen through competitions.

Road car, supercar and motorcycle shows at Tap Seac Square and Friendship Square, a display of vintage cars at The Venetian Macao, and a parade will bring the excitement of this world renowned event to the public in the run up to the races.

Secretary for Social Affairs and Culture Cheong U kicked off training programs for more than 900 Grand Prix staff and officials. Infrastructure improvements and reinforcement are being carried out to ensure driver and spectator safety.



Active promotion by the Macau Government Tourist Office of the Macau Grand Prix is taking place in Taiwan, South Korea, and Hong Kong, featuring Formula 3 display cars, with more promotions in Australia, the UK, Singapore,

Japan, Indonesia, Portugal and Germany.

Promotions in co-operation with Air Macau in Mainland China; Taiwan, China; Japan, Korea and Thailand include Grand Prix booklets and leaflets, in-flight broadcasts and travel packages.

To bring more understanding of the history of the Grand Prix to local residents and visitors, the Committee is organizing a number of exhibitions in public venues, and a new commemorative book by respected Macau Grand Prix historian Dr. Philip Newsome will be published.

"Star River · Windsor Arch" is the title sponsor of the 60th Macau Grand Prix as well as title sponsor of The Formula 3 Macau Grand Prix, the final two rounds of the FIA World Touring Car Championship and the Macau Motorcycle Grand Prix. City of Dreams is sponsor for the Macau GT Cup, with Suncity Group title sponsor for the Macau Road Sport Challenge and Hotel Fortuna sponsoring the Macau / HKG Interport Race. ■

第六十屆澳門格蘭披治大賽車籌備工作密鑼緊鼓

第六十屆澳門格蘭披治大賽車將於十一月九日至十日、十四日至十七日舉行。早前澳門格蘭披治大賽車委員會安棟樑協調員公佈本屆大賽車籌備工作進度，以及各項宣傳活動，為第六十屆大賽車的慶典做好準備。

安棟樑表示：“今屆特別為鑽禧的大賽車舉行幾項由本地市民參加的比賽，其中大賽車海報和主題曲經已選出，並將作一連串的宣傳推廣活動。在賽事籌備方面，我們已完成了賽事條例的準備工作，而中國-澳門汽車總會也於早前舉行了澳門房車錦標賽，選出有機會進入澳門格蘭披治大賽車的

澳門車手；各地的車手亦正在積極備戰中。大賽車於八月中旬起進行報名，有關的細節將會在十月的記者會上公佈。”

塔石廣場及友誼廣場舉行的路車/超級跑車車展及電單車車展將定於十一月八至十日舉行，而在兩個星期的特備節目中的老爺車巡遊工作也在籌備中，這些老爺車將會在大賽車的兩個星期（十一月九日至十七日）停放在威尼斯人的展覽館免費供市民和遊客觀賞。

旅遊局近月已在海外多個國家進行宣傳活動，七至九月將分別在新加坡、日本、印尼、葡國和德國等

地進行宣傳活動；在澳門方面，現正與澳門航空公司合作，在中國內地、台灣、日本、韓國和泰國各航點，派發第六十屆澳門格蘭披治大賽車的小冊子和宣傳單張，在機上播放大賽車的宣傳短片，以及推出來澳門觀看賽車的套餐活動等。

為紀念第六十屆澳門格蘭披治大賽車，主辦單位將會出版一本中英雙語，記錄澳門格蘭披治大賽車過去五十九年的璀璨歷史的書籍，由知名的大賽車歷史專家廖飛力博士編纂。此外，賽事工作人員培訓、相關基建工程、交通安排等方面的工作亦密鑼緊鼓地進行中。■