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DEVELOPING YOUR OWN SUSTAINABLE STYLE

INTRODUCTION



- ✘ Who are cultural tourists?
- ✘ Who are regional tourists?
- ✘ What is brand “World Heritage Site” in this context?
- ✘ What can be done to assist the marketing and management of creative industries located nearby World Heritage Sites for tourism?
- ✘ We will explore these questions using Macao’s World Heritage Site as a case study

WHO IS A CULTURAL TOURIST?



- ✘ It is estimated that only 10% or less of cultural tourists are “Purposeful Tourists” seeking a deep experience of culture.
- ✘ Like wine experts delicately tasting wine as against those who gulp it down, these tourists will go further and spend longer getting this experience than other cultural tourists

CULTURAL TOURISTS WHO SEEK A SHALLOWER EXPERIENCE

- ✘ The majority of tourists fall into the casual sightseeing and incidental cultural tourist segments that travel for fun and recreation and visit cultural attractions for their recreational values as one of the many activities they pursue
- ✘ These tourists are still important and can receive an educational message and buy local arts and crafts, if engaged correctly

WHO ARE REGIONAL TOURISTS FOR GEORGETOWN WHS?

- ✘ Mature markets of Japan, Singapore and South Korea
- ✘ Developing markets of Thailand, and other neighbouring countries
- ✘ Strongest emerging market is China
- ✘ Where are the purposeful tourists likely to come from out of these markets?

BRAND “WORLD HERITAGE” FOR REGIONAL TOURISTS

- ✘ World Heritage Committee concerned about reaching 1000 sites by 2012 and this diluting the meaning of inscription
- ✘ Could also affect brand equity for tourism



- Dr Keith Dewar and I are currently conducting a study on World Heritage Site brand equity in Macao and Canada
- Also investigating regional WHS marketing differentiation and cooperation strategies



CREATIVE INDUSTRIES, SOUVENIRS AND “THE HISTORIC CENTRE OF MACAO” WHS

- ✘ Another recent study has been of the tourist precinct surrounding Macao’s primary attraction for the WHS, St Paul’s Ruins
- ✘ The study gathered information from over 36 brief semi-structured interviews with shop-managers, tourists and local producers of tourism products
- ✘ Observations were also made as to how popular certain shops/galleries were in relation to others, new shops/galleries opening and old ones closing down, reducing space or changing merchandise



MOST POPULAR SHOPS



WHAT IS POPULAR WITH REGIONAL TOURISTS?

- ✘ The top souvenir products were biscuits and egg rolls with St Paul's Ruins on the packet however, particularly with the mainland Chinese tourist market





EXAMPLE OF
AN AUTHENTIC SOUVENIR

Stamps that can
give strong impression
of Macao's unique
culture

LEAST POPULAR

- ✘ Chinese furnishings and clothes (even when made to measure by local tailors) and artworks by local artists
- ✘ Weird or unexpected souvenirs either not anything to do with Macao or WHS



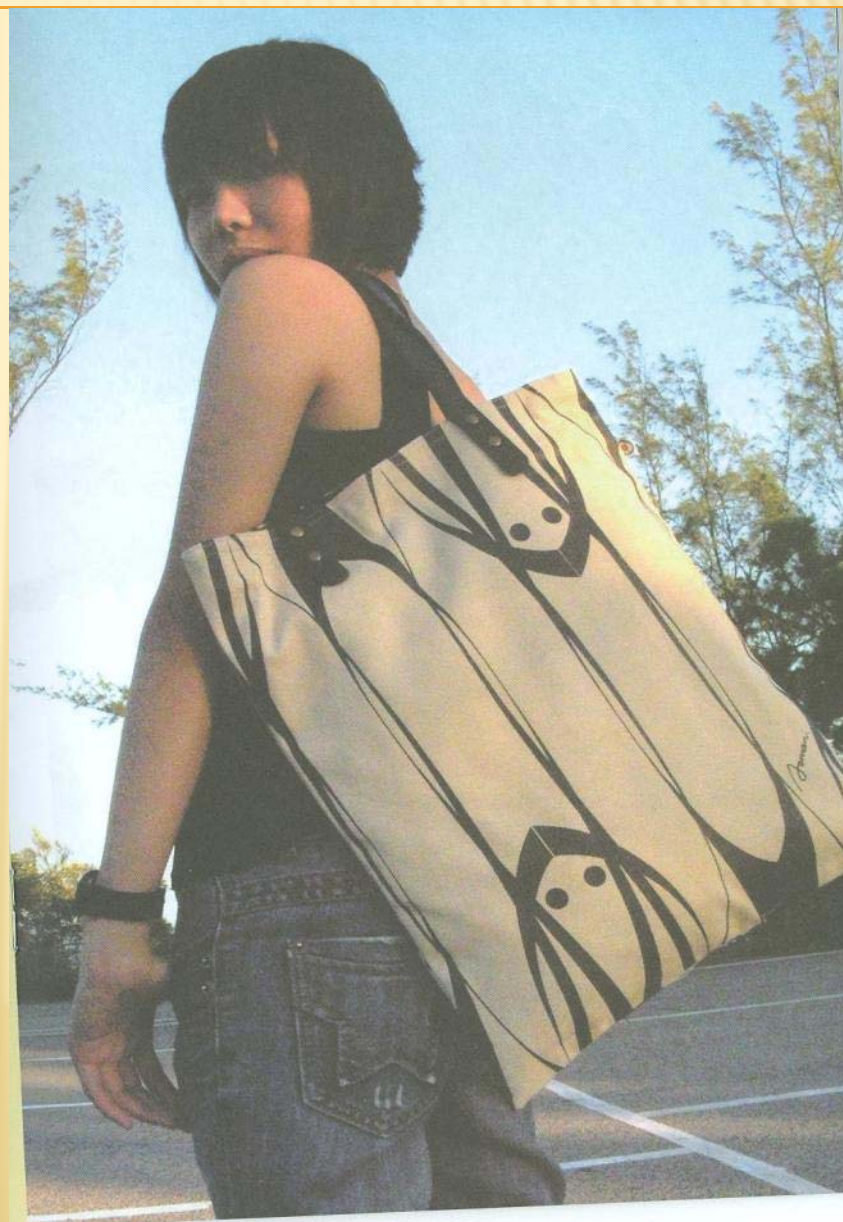
EVIDENCE OF ASIAN MODERNITY MELDING WITH LOCAL ARTS AND CRAFTS



Artist: Cindy Ng

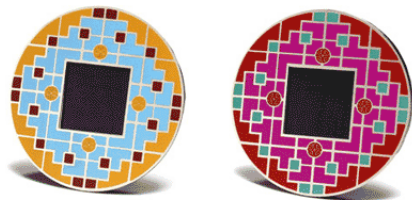
- ✘ Some local young designers are incorporating heritage aspects in the designs for furnishings, accessories and clothes
- ✘ Likewise artists working with contemporary style
- ✘ The style appeals to younger regional tourists

AO MAN – LOCAL GRAPHIC DESIGN GRADUATE



EACH PLACE NEEDS TO FIND ITS OWN STYLE!


- ✘ Marketing can draw a little on lessons learned by Asian themed designer stores such as Banyan Tree, Shanghai Tang and Jim Thompson's Silk Goods



banyan tree

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banyan tree...
a contemporary,
urban oasis with
unique gift/decor
items and chic
clothing

we're open
mon - wed 11 - 7
thurs - sat 11 - 9
sunday 11 - 4

art hop
2nd friday of every
month - open 'til
10pm for [tremont art hop](#)

news + events

On Sale: summer clothing and Oria Kelly handbags.

Fall lines have started to arrive, including Corey Lynn Calter, Free People and a line of eco friendly clothing.

Featured Artist: to be announced in Sept.


Tremont Arts & Cultural Festival: Sept. 20 - 21

featured item

Fatboy Bean Bags
\$228

55"x70" Bean Bag chairs.
Can be a chair, bed,
lounger, etc. In a variety
of colors.

*while supplies last



REGIONAL TOURISTS AND THE NOSTALGIA ELEMENT

- ✘ Growing interest by Chinese tourists in traditional wood carving and memorial clothes (e.g. for funerals)
- ✘ More authentically produced than at home
- ✘ However, not really presented well or easy to find

CONCLUSION

- ✘ Authorities need to understand the demand and supply issues when creating incentives for both
- ✘ Tourist precincts around WHS that attract most tourists need to be where to find the outlets for authentic and original arts and crafts
- ✘ Include young local designers in initiatives
- ✘ Work with retail businesses on branding in relation to the brand “WHS” and how it is iconified regionally

REFERENCES

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THANK YOU
FOR YOUR
ATTENTION!

