

Macao Museum Tourism current situation, problems and suggestions

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ABSTRACT

For Macao, which has more than 400 years of cultural integration between the East and the west, museums are not only an important carrier to preserve and display its historical and cultural heritage, but also an important tourism resource and media in Macao. The in-depth development of museums has become a topic worthy of exploration in the development of Macao's tourism resources. Although Macao's museums have a long history of architecture as the main content, showing the integration of Chinese and Western culture, Macao's museums are usually small in size, lack of interactive design in development means, and lack of external publicity. In the long run, the deep integration of culture and tourism is the direction of museum development in Macao. Macao Museum should actively cooperate with travel agencies in tourism development, strengthen the contact between museums, improve external publicity, and constantly enhance the competitiveness of Macao Museum as a tourism product.

Key words: *Macao Museum, cultural tourism integration, Museum group*

1. THE DEVELOPMENT HISTORY AND CURRENT SITUATION OF MACAO MUSEUM

Over the years, the Macao SAR government has been committed to the development of various types of museums. The number of Macao museums has increased from two in 1960 (the father of the nation Memorial and the Jameson Museum) to more than 20 now. The various museums on the streets of Macao are not only an effective platform to preserve and display Macao's history and culture, but also a bridge for tourists to understand Macao's history and culture. By visiting different museums, visitors can get a multi angle understanding of Macao, a beautiful small city.

In 2020, novel coronavirus pneumonia was hit by the global Museum. 8.5 museums closed during the epidemic, accounting for nearly 90% of the total number of museums in the world, and nearly 13% of the museums in the world could be permanently closed[1]. The Macao government has also closed a number of museums, such as the communication Museum, the Maritime Museum, the Fire Museum and the Museum of the security forces. This also urges people to think about how to improve the digital collection and the development of online content in the new situation, so

that it can better play the functions of inheriting Macao culture, conveying knowledge, providing entertainment, leisure and so on, change the high cold image of the museum, move from sunny spring and snow to friendly people, meet the cultural needs of the public in various forms, and constantly explore the development road of cultural tourism integration.

In the 1920s, the maritime and Fisheries Museum, which mainly displays ship models and fishing gear, was set up in the Port Authority building by the Australian and Portuguese government. Later, the exhibits were moved to the air force hangar at the new port. After enriching the exhibits such as specimens, the museum continued to open to the public. Unfortunately, during the Second World War in 1945, the hangar was bombed by the US air force, and all the exhibits were destroyed. The development of Macao's museum industry has stopped abruptly. It was not until 1958 that the residence of Lu Muzhen, Sun Yat Sen's wife, was changed into the memorial hall of Macao's father of the nation. Macao's father of the nation Memorial also became the beginning of non-public museums. The revival of public museums would have to wait until the opening of the Jameson Museum in 1960. In the next 30 years, the development of Macao's museum industry

was relatively slow. Until 1990, there were only five museums in Macao.

From 1990 to 1999, Macao's museums entered a golden decade of rapid development. In the past decade, 10 new museums have been opened, far more than the total before the 1990s. Except for one private museum (Lin Zexu Memorial in Macao), the rest are public museums, and many of them have been rebuilt from the buildings designated in Macao's heritage list (such as the sacred treasure house, Fire Museum, etc.). In the early 2000s, Macao's museums had a strong momentum of development. The number of private museums began to increase, and the number of new museums once exceeded that of new public museums. Since the opening of the communication Museum and the Luchang History Museum in 2006, the development speed of the museum began to slow down. It was not until 2010 that a new museum, the Macao Science Museum, was opened. At present, the scale of museums in Macao is not very large, but each Museum has its own characteristics. According to the theme, these museums can be divided into comprehensive museums (such as Macao Museum, Macao Art Museum), humanities and history museums (such as Macao father Memorial, Macao Lin Zexu Memorial, etc.) and Natural Science Museums (such as Macao Science Museum, Macao land and nature museum, etc.).

Since the return of Macao, Macao's tourism industry has been developing rapidly. As an important tourism resource, museums are playing an increasingly important role. The development of museum tourism is an important part of city tourism image building and cultural economic growth. As a tourist destination, in its tourism marketing plan, museums are regarded as the core of urban tourism attractions, and are the key elements to create a "high quality" urban tourism environment[2]. In order to further promote the development of cultural undertakings, make better plans for museums in the Macao Special Administrative Region and formulate development policies, the Macao SAR government has successively set up the cultural and creative industries promotion department and the cultural and Museum Department of the Cultural Bureau. In just a few decades, the Macao SAR government has invested a lot of money, manpower and material resources in the development of museums, building new museums and maintaining old ones. More than 20 museums of different sizes are the dominant carrier of Macao's culture and one of the important supports for Macao to develop its tourism economy and become a world tourism and leisure center[3].

Macao's museums are mainly distributed in Macao's historical city and Taipa District, with special theme museums as the main. Although these museums are small in scale, they have prominent themes, rich contents and distinctive features. They mainly focus on

display, involving history, humanities, religion, folk customs, collection and other aspects, fully highlighting the unique cultural characteristics of Macao. The establishment of various museums makes the preservation of Macao's historical relics more secure and reliable. With the increasing number of collections and the increasingly rich collection of Museum articles, Macao will gradually become a kind of tourism resources. At the same time, the centralized distribution of museums in the historical city has formed a unique cultural tourism environment, which enables tourists to slowly open the door to learn about Macao, which is one of the world's cultural heritages. Under the exhibition of museums with different themes, Macao's history, culture, customs and all walks of life are presented in front of people's eyes, creating a unique image of Macao as a museum city.

2. THE MAIN CHARACTERISTICS AND PROBLEMS OF MACAO MUSEUM TOURISM

The museum is a three-dimensional book displaying Macao's history and culture. The Macao SAR government has been focusing on the development of museums for many years. The number and quality of museums in Macao have been greatly developed. Macao's museums not only become a base for cultural relics protection, cultural exchange and education, but also promote the development of Macao's tourism industry and enhance the taste of Macao's tourism city. Macao Museum Tourism has the following characteristics:

First, it reflects the integration of Chinese and Western cultures in Macao. More than 400 years ago, Portuguese businessmen and missionaries brought western science, culture and religious beliefs into Macao, and church organizations, schools and churches were gradually established in Macao. Macao's local culture and Western culture permeate each other, forming a unique Macao culture with Chinese and Western characteristics. Macao's various museums present silent buildings and cultural relics in different ways of development, telling the world about Macao's history and culture in the past few centuries. As the anthropologist Ames said, "museums are the representative and reflection of the society in which they live. They are the precipitation of culture, the machine of reproducing the environment, and the platform for the creation and dissemination of cultural heritage[4]."Macao's museums are an important carrier of the integration of Chinese and Western cultures. The architecture of the museum and the exhibits of the museum all embody the characteristics of the integration of Chinese and Western cultures in Macao. Macao's attraction to mainland museums is also different from other mainland museums.

Second, we should pay attention to attracting family tourists and set up rich interactive content for children. Now there are more and more family based travel. With the change of concept, parents tend to take their children through travel to broaden their horizons and appreciate the culture and customs of different places. Macao's museums have made many beneficial attempts to cultivate and satisfy children's interest in visiting museums, taking into account the cultural, interesting and participatory nature. In the communication Museum, children can imitate the adult career, experience the work of post office staff, and make a postcard of their own; in the Luchang Historical Museum, children can imitate archaeologists to carry out exploration activities; in the Macao Tea Culture Museum, children can learn tea culture and experience the fun of tea culture; in the Maritime Museum, there are stars The platform can provide children with intuitive understanding of constellations, etc. The establishment of the children's interactive zone has greatly attracted tourists who travel as a family unit, and plays a positive role in promoting the tourism industrialization of Macao Museum.

Third, the activation and utilization of cultural relics. As a witness of Macao's history, cultural relics play an important role in the development of Macao's tourism. A considerable number of Macao museums are built on the basis of cultural relics, including those that have become world heritage sites. These museums are both cultural relic buildings and museum buildings. They are responsible for the protection of cultural heritage and the dissemination of historical culture. They are the witnesses of Macao's historical city and the narrators of Macao's stories. The fortress built by Jesuits in 1626 has towering ancient trees and green grass. The Macao Museum is built under the fortress, close to the site of St. Paul's convent in the West. In the 1950s, the first Portuguese landed on the south side of mago temple, which was first built in 1488, and the Macao maritime Museum was built on its landing site. The Catholic art museum is located in the original site of Jesuits' temple It is often called the memorial archway museum because its south side is the famous Da San Ba memorial archway; the beautiful and solemn Notre Dame Rose Hall is adjacent to the sacred treasure house, and other memorial halls such as Lin Zexu Memorial Hall and the father of the nation memorial hall are built in historical sites. It is no doubt that the way of development for the activation and utilization of cultural relics has become a major feature of Macao Museum.

Although Macao's museums are very special, there are still few tourists in some museums, and local residents lack the enthusiasm to visit museums. This shows that some museums in Macao are still not attractive to tourists and local residents. The following analyzes the problems of Macao Museum in tourism development from three aspects.

First, museums in Macao are generally small in scale. Limited by its own space, Macao's museums are generally small in scale, and it is difficult to compare with large museums in terms of the scale and influence of tourists, and it is also difficult to carry out some large-scale exhibition activities. For example, the pawnbroking exhibition hall, longhuan puyun residential Museum, Lu'an History Museum, etc. are too small in scale, which makes the time for tourists to visit is too short, and it is difficult to produce a rich level of tourism experience after visiting. At the same time, the development of Museum infrastructure is also constrained by space, and it is difficult to provide enough entertainment, leisure and service space for visitors. Museum exhibits are also subject to this restriction. For example, the father of the nation memorial hall, the Fire Museum and other exhibits have not been updated throughout the year. Tourists will not go to the same museum to see the same exhibition, which easily leads to low revisit rate.

Second, insufficient publicity for museums. The exhibits in Macao Museum show the uniqueness of Macao's cultural openness and inclusiveness, which is the witness of the coexistence and blending of eastern and Western cultures. It is these characteristics that make Macao Museum culture unique and charming, and should become one of the highlights of Macao's tourism publicity. But at present, no matter on the webpage, flyer or billboard, the main content of publicity about Macao tourism is gambling, while the content of cultural tourism related to Macao Museum is hard to find. In addition, the interpretation system of the museum is also a means of cultural propaganda. The results of the field survey of the research group show that although some museums have voice guided machines, most of the interpretation systems of museums are inadequate, such as outdated interpretation equipment and lack of professional interpreters. The lack of interpretation services hinders tourists' understanding and perception of the historical and cultural value of Macao Museum exhibitions, and it is difficult for tourists to publicize this cultural experience Spread and spread.

Third, the interaction between museums and tourists is insufficient. Macao's museums have made good attempts in improving interactivity, such as using 3D renderings to display content and setting interesting video games; children in Macao science museum can participate in many interesting experiments on site. However, most museums in Macao are still not interactive enough, and the means of display are single. Most museums in Macao adopt a static mode of visiting, viewing the exhibits only through glass and screen. For most tourists, a single static display is not attractive enough. If the museum does not provide visitors with proper interactivity, it will not make visitors well integrated into the world presented by the museum,

which will affect visitors' understanding of the historical and cultural values contained in it, and weaken the function of the museum to show visitors culture and history.

3. SUGGESTIONS ON THE DEVELOPMENT OF MACAO MUSEUM TOURISM

The sustainable development of urban tourism needs to be based on profound cultural accumulation and people-oriented development concept. As an important public cultural space, museum is the long-term vitality of urban tourism development. With the joint efforts of the Macao SAR government and various private sectors, the cultural atmosphere of Macao's museums has become increasingly strong. Students, Macao residents and visitors to Macao all use museums as a medium to enrich their knowledge, broaden their horizons, and understand Macao. This is of positive significance to the healthy and diversified development of Macao's tourism. Here are some suggestions on the long-term development of Macao Museum.

3.1. Speed up the maintenance and construction of venues, upgrade facilities and exhibition means

At present, some attractive Macao museums are still under renovation. We should speed up the construction progress of these museums, strive to inject new vitality into Macao Museum Tourism as soon as possible, and use new means to improve the service ability and visiting experience of Macao Museum. For example, the Macau Grand Prix Museum is still in the stage of renovation. The decoration design and construction of the museum should be completed as soon as possible, and the layout and installation of various exhibits and facilities should be carried out. In order to better cooperate with the opening of Macao grand motor racing museum, an online ticketing platform can also be launched to better serve the public and tourists. For other existing museums, different types of multimedia interactive equipment should be introduced to better integrate knowledge teaching and entertainment. It can further promote the digitization of museum collections and enrich the presentation forms of exhibitions through virtual reality and other technologies. Museums can consider various ways to increase the interactivity and knowledge of online activities, or cooperate with professional institutions to jointly develop online exhibitions. It can learn from the "cloud brush Pavilion" mode of some museums in mainland China during COVID-19, and carry out online exhibitions. Some museum commentators even become "anchors" to interact with tourists. This not only makes up for the regret that tourists can't visit the museum in person during the epidemic period, but also increases the

interest and transmission volume. It can also play the function of anchor "bringing goods" and increase the sales of Museum Cultural and creative products.

3.2. Cooperate with travel agencies to launch comprehensive tourism routes

As a cultural institution, museum is also an important carrier of cultural tourism industry. But at present, the overall popularity of Macao Museum is not very high. Tourists don't know about Macao's museums. They only hear about some famous museums, such as Macao Museum and Maritime Museum, but they know little about other unique museums in Macao. In order to improve this situation, the Macao SAR government or the tourism administration can cooperate with major tourism agencies outside Macao to plan Macao's travel routes. In the travel routes of some tour groups, museum tourism is developed and promoted as a key travel product. In addition to cooperating with traditional travel agencies, we can also actively cooperate with new media and online travel platforms to rapidly increase the popularity of Macao Museum. This will not only greatly increase the number of visitors to the museum, enrich Macao's tourism industry, but also improve the overall connotation and image of Macao's tourism industry.

3.3. Museums cooperate with each other to form a museum cluster with Macao characteristics

Macao's museums have carried out some cooperation with mainland museums, such as the cooperation and exchange between the wine museum and Xinjiang wine museum, and the joint exhibition of fine works between Macao Art Museum and the Palace Museum. However, there is no organic whole between the local museums. Museum cluster refers to the centralized distribution of museums and related enterprises, and jointly engaged in Museum related work and activities. Through the cluster, museums can improve their own economic benefits, enrich the connotation of Museum cultural consumption, consolidate the emotional relationship between museums and their consumers, and make valuable contributions to the sustainable development of society. We should strengthen the cooperation among museums in Macao and between Macao and other cities and regions, enrich the exhibition contents of museums, make up for their own defects, and form a joint force for development. The resources and brand influence of Macao's well-known museums help other small and medium-sized venues to develop. They can not only realize the advantages of resources allocation, but also enhance their own advantages. By providing resources and help for the small museums, the large museums unite the museums into a closely connected organic whole. In order to help and drive the lack of resources

and underdeveloped venues, make up for the lack, so as to drive the better development of everyone. As far as the specific situation of Macao is concerned, famous museums such as Macao Museum and Macao art museum can be used to drive the museums with small passenger flow around Macao. Each museum operates independently and does not restructure its management. The well-known museums provide resources and help for the less well-known museums and link them into one. In order to form a museum system with a certain scale and influence, we should optimize and reconfigure the scattered museum resources in combination with other service industries and the promotion of various cultural festivals, so as to not only overcome the defects of small scale of a single Museum in Macao, but also better provide diversified tourism products.

3.4. Release information through multiple channels and strengthen the publicity of Museums

Although the Macao SAR government has taken a series of measures to enhance the popularity of Macao Museum, such as issuing "Macao Museum Pass" to facilitate the promotion of museum tourism among primary and secondary school students, carrying out "Friends of Macao Museum" project, carrying out regular parent-child activities, seminars and so on, all these measures have promoted the development of Macao Museum Tourism, but the only measures are far from enough. Museums in Macao can release museum tourism information through various channels. The Tourism Bureau of Macao SAR government and other official websites, traditional TV broadcasting, new media and online tourism platform can be used as the channels of information release. The official website of the tourism administration can promote Macao's major museums in prominent positions. The museums in Macao should further improve their official websites, improve relevant columns, update information in time, provide maximum convenience for visitors to obtain information, and help visitors make travel decisions with timely and accurate information. Museums can also release tourist theme notices and information by establishing official micro-blog, WeChat official account and post bar. They also regularly organize thematic activities to enhance interaction and communication with potential interest groups, to show the image of Macao Museum and enhance the influence of museums. At the same time, the tourism authorities and tourism enterprises of Macao Special Administrative Region can promote Macao's Museum Tourism in the world through Tourism Expo, enhance the image and popularity of Macao Museum City, expand the international influence of Macao Museum, and attract more international tourists. In addition, offline channels can be used for promotion, such as cooperation with Macao business tourism, entertainment

city, hotels, etc. to strengthen information promotion and guide tourists to visit.

3.5. Integration of culture and tourism to improve the quality of Museum Tourism

Museum tourism is to let the audience experience the cultural concept and value conveyed by various collections through the supply and service of cultural tourism products, so that the general sightseeing can be upgraded to high-quality cultural appreciation activities. Macao's museums have preserved a large number of cultural themes and relics in their long-term development, and their collections contain rich cultural stories and humanistic spirit. The integration of culture and tourism in Macao Museum can combine museum collections with cultural and creative industries, and design different styles of tourism products and souvenirs based on collections. By developing and selling cultural and creative products, a museum can increase its popularity. If a new cultural and creative product of a museum is generally recognized by the public, it will usually get more attention and support. Museums should also give full consideration to tourists' demand for cultural tourism, and plan out various public service facilities, so that tourists can feel the cultural atmosphere of the museum calmly. For example, setting up book bars in the museum, developing cultural reading materials, carrying out public science activities, carrying out cultural exhibitions, special discussions, knowledge competitions and other activities, gradually changing the traditional stereotype of the museum and increasing the popularity of museums. The cultural atmosphere of the museum. The integration of culture and tourism puts forward higher requirements for the social public service function of Macao Museum. Under the framework of cultural tourism policy and environment, the museum should study and analyze its own stage characteristics and problems, provide diversified tourism products, and meet people's demand for high-quality cultural tourism consumption.

4. CONCLUSION

The COVID-19 crisis has swept the whole world abruptly, affecting every aspect of our lives, But this crisis also served as a catalyst for crucial innovations that were already underway, notably an increased focus on digitisation and the creation of new forms of cultural experience and dissemination[5]. In response to the COVID-19 epidemic, the museum in Macau has made full use of its traditional advantages and reshape the communication mode between the audience and the exhibition by doing the above measures well. The re-planning of the theme and content, the re-creation on the Internet and other new media with the same exhibits and different ideas, and the reappearance of the original production or use of cultural relics through scenes to

make them alive will surely bring new vitality to the museums in Macao under the influence of the COVID-19 epidemic.

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