

## Research on the Characteristics of New Media Communication and the Reconstruction Strategy of Macao's Tourism Image

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**Abstract:** This article focuses on the correlation research between the communication characteristics of new media and the reconstruction strategies of Macao's tourism image. Firstly, the communication characteristics of new media are expounded, including fast communication speed, wide coverage, strong interactivity, and multimedia integration, etc. Then, the current situation and existing problems of Macao's tourism image were analyzed, such as the limitations of traditional image promotion and the lack of diversified display of the tourism image. On this basis, an in-depth discussion was conducted on how to utilize the communication characteristics of new media to reconstruct the tourism image of Macao. Strategies were proposed, including precisely targeting the target audience, creating distinctive new media content, strengthening interactive marketing, and integrating multiple new media platforms, aiming to provide useful references for enhancing the tourism image of Macao and promoting the development of Macao's tourism industry.

**Keywords:** The Characteristics of New Media Communication; The Tourism Image of Macao; Reconstruction Strategy

### 1. Introduction

In today's digital age, information technology is innovating at an unprecedented speed. As a pioneering force in the field of information dissemination, new media is profoundly reshaping people's daily lives, social patterns, and consumption behaviors [1]. According to the 55th "Statistical Report on the Development of China's Internet" released by the China Internet Society (CNNIC), as of December 2024, the number of Internet users in China has reached 1.079 billion, with an Internet penetration rate of 76.4%. This huge user base provides a solid

foundation for the vigorous development of new media, making it the mainstream channel for information dissemination [2].

As an industry highly dependent on information dissemination, the integration and development of the tourism industry with new media has become an inevitable trend [3]. The diverse characteristics of new media have opened up a brand-new path for the image building and dissemination of tourist destinations. They can break through the limitations of traditional media in terms of time and space, interactivity, etc., and present the unique charm of tourist destinations to global tourists in a more vivid, precise and efficient way [4].

Macao, a city that combines the cultural characteristics of both the East and the West, boasts a rich historical and cultural heritage, a unique entertainment industry and a diverse food culture. It is a well-known tourist destination in China and even around the world. However, under the traditional tourism promotion model, the shaping of Macao's tourism image faces many challenges. In the past, much promotion focused on the gambling industry, resulting in other tourism elements not being fully displayed. As a result, tourists' perception of Macao's tourism image was rather one-sided. [5,6] Meanwhile, as the competition in the global tourism market becomes increasingly fierce, tourists' demands are also becoming more diverse and personalized. Traditional promotional methods are difficult to meet the information needs and travel expectations of different tourist groups.

### 2. The Communication Characteristics of New Media

#### 2.1 Fast Transmission Speed

New media, relying on Internet technology, has achieved the immediate dissemination of information. An attractive piece of tourism

information can spread to every corner of the world in an instant, breaking through the limitations of time and space [7]. Compared with traditional media, such as newspapers which need to go through typesetting, printing and distribution, and TV news which also has fixed broadcast time slots, new media has an absolute advantage in terms of dissemination speed. Take social media platforms as an example. When large-scale tourism events are held in Macao or new tourist attractions emerge, the tourism department or related enterprises can release information on platforms such as Weibo, WeChat, and Douyin in the first instance, quickly attracting the attention of a large number of users.

## **2.2 Wide Coverage**

The popularity of the Internet has made the audience range of new media extremely wide. According to Statista data, as of 2023, the number of global social media users has exceeded 4.8 billion and is still on the rise [8]. This means that new media information can reach people from different regions and cultural backgrounds around the world, providing a broad market space for the dissemination of Macao's tourism image. Whether domestic or international tourists, as long as they have network access devices, they can all become recipients of new media information. The tourism department of Macao can utilize internationally renowned social media platforms such as Facebook and Instagram to showcase the tourism features of Macao to global tourists. Meanwhile, attract the attention of domestic tourists through domestic platforms such as Weibo, WeChat and Xiaohongshu. This cross-regional and cross-cultural mode of communication can effectively enhance the popularity and influence of Macao tourism in the international market.

## **2.3 Strong Interactivity**

New media has broken the one-way communication model of traditional media and achieved two-way interaction of information [9]. Tourists can share, comment on and provide feedback on their travel experiences in Macao through social media platforms, online travel forums and other channels. Tourism enterprises or relevant departments can also promptly respond to tourists' questions and suggestions, establish good communication and interactive

relationships with tourists, and enhance tourists' sense of participation and identification with tourism in Macao. For instance, the Macao Tourism Bureau launched a topic discussion on Weibo, inviting tourists to share their travel stories and photos in Macao. Many tourists actively participated, sharing their unique experiences and feelings, which also attracted the attention and interaction of other users. By responding to tourists' messages and comments, the Tourism Bureau has further narrowed the distance with tourists and enhanced their favorable impression of tourism in Macao.

## **2.4 Multimedia Convergence**

New media can integrate various media forms such as text, pictures, audio and video, and present information in rich and diverse ways [10]. When promoting tourism in Macao, one can showcase its scenic spots and historical sites through exquisite pictures, introduce its cultural activities with vivid videos, and provide pleasant audio explanations to offer tourists a comprehensive and immersive travel experience, thereby more effectively capturing their attention. Take the tourism promotional video of Macao as an example. The video not only showcases the landmark buildings of Macao, such as the Ruins of St. Paul's and the Macao Tower, but also incorporates elements of Macao's traditional music and folk performances, allowing the audience to enjoy the beautiful scenery while experiencing the profound cultural heritage of Macao. This multimedia integrated promotional approach can leave a deeper impression on tourists and stimulate their desire to travel.

# **3. Analysis of the Current Situation and Problems of Macao's Tourism Image**

## **3.1 Limitations of Traditional Image Promotion**

For a long time, the promotion of Macao's tourism image has overly relied on traditional media, such as TV commercials, newspapers and magazines. Although TV commercials can attract the public's attention in a short period of time, their production costs are high, and their broadcast time slots and channels are limited, making it difficult to precisely reach the target audience. For instance, when advertisements are placed during some non-popular tourism promotion periods, only a few people who are interested in traveling may pay attention,

resulting in a huge waste of advertising expenses.

The dissemination scope of newspapers and magazines is also limited. They mainly target the readers who subscribe to or purchase the newspapers and periodicals, and their coverage is relatively narrow. Moreover, its information update speed is slow and it cannot promptly reflect the latest developments and changes in Macao's tourism. For instance, if a large-scale cultural festival is held in Macao, it may take several days or even weeks from the preparation of the event to its coverage in newspapers and magazines. By the time readers see the reports, the event may be coming to an end or have concluded.

Traditional promotional content is often uniform and lacks personalized customization for different tourist groups. Neither the fashionable and trendy elements pursued by young people nor the historical and cultural connotations that middle-aged and elderly people care about have been fully reflected. This single promotional model is hard to meet the diverse needs of different tourists, which greatly reduces the promotional effect.

### **3.2 The Tourism Image Lacks Diversified Display**

Macao boasts an extremely rich tourism resource. Besides its renowned gambling industry, it also has numerous cultural heritages with a long history, such as the Ruins of St. Paul's and the A-Ma Temple, which bear witness to the historical changes and cultural inheritance of Macao over hundreds of years. The beautiful natural scenery, such as the Black Sand beach and the Dragon Claw Cape Coastal Trail, allows tourists to appreciate the wonders of nature. The unique food culture, with its signature snacks such as Portuguese egg tarts and pork chop buns, is simply mouthwatering.

However, in previous tourism promotions, the image of the gambling industry has been overly magnified. In promotional materials and advertisements, luxurious casinos and thrilling gambling games are often the main images, which leads to the neglect of other tourism elements. This makes tourists' understanding of Macao limited to the gambling aspect, and they have very little knowledge of Macao's rich history and culture, natural scenery and food culture. Many tourists come to Macao but head straight for the casinos, missing out on other

attractions and experiences worth visiting, which restricts the further expansion and diversified development of Macao's tourism market.

### **3.3 Lack of Interaction and Feedback Mechanisms with Tourists**

Under the traditional tourism promotion model, it seems that there is an invisible wall between tourists and the tourist destinations, with very little interaction. Before traveling, tourists find it difficult to obtain information that meets their personalized needs from traditional promotional channels, nor can they promptly convey their travel expectations and special requirements to tourism enterprises or relevant departments. For instance, a tourist with children might want to know what activities and places in Macao are suitable for family outings, but it is difficult to find detailed and targeted information in traditional promotional materials.

During the travel process, if tourists encounter problems or have a good experience, they also lack convenient channels to provide feedback to the travel agency. However, due to the inability of tourism enterprises or relevant departments to obtain tourists' feedback information in a timely manner, they cannot adjust tourism promotion strategies and service contents promptly based on tourists' actual needs and opinions. For instance, if tourists report that the guide signs at a certain scenic spot are not clear, but due to the lack of an effective feedback mechanism, this issue may remain unresolved for a long time, affecting the travel experience of other tourists and leading to a serious lack of pertinence and effectiveness in tourism promotion.

## **4. Strategies for Reconstructing Macao's Tourism Image by Leveraging the Communication Characteristics of New Media**

### **4.1 Accurately Target the Intended Audience**

New media platforms have accumulated a vast amount of user data, which is like a huge treasure trove, containing rich information about different tourist groups. Through in-depth mining and analysis of these data, it is possible to clearly understand the characteristics of different tourists, such as their interests and hobbies, consumption habits, and tourism demands.

The tourism department of Macao and related enterprises can use these data to conduct detailed

segmentation of the target audience, such as dividing them by age into young people, middle-aged people and the elderly. According to the purpose of travel, they can be classified into leisure and vacation tourists, business tourists, cultural experience tourists, etc. Formulate personalized tourism promotion strategies for different audience groups.

For young people, they are full of vitality and curiosity, pursuing fashion and trends, and have a strong desire to explore new things. Therefore, emphasis can be placed on promoting Macao's fashionable entertainment activities, such as international music festivals and trendy art exhibitions, etc. Recommend trendy shopping places, such as large shopping centers and characteristic trendy streets, to meet their demands for fashionable consumption.

Family tourists, on the other hand, pay more attention to the comfort of the trip and the interaction between parents and children. Highlight the parent-child tourism projects in Macao, such as theme parks and parent-child interactive experience centers, etc. Introducing hotels suitable for family stays, offering considerate services such as family suites and children's play facilities, allowing family tourists to have a warm and pleasant vacation in Macao.

Business tourists usually have a tight schedule and pay more attention to the convenience of travel and business supporting facilities. It can promote Macao's convenient transportation network, such as the rapid connection between the airport, the port and the urban area. Introduce high-end business hotels that offer complete conference facilities, high-speed Internet and other business services to meet their business needs.

## **4.2 Create Distinctive New Media Content**

### **4.2.1 Produce high-quality tourism videos**

The multimedia integration feature of new media provides a broad creative space for tourism promotion. Producing high-quality tourism videos is an excellent way to attract tourists. Professional video production teams can be invited. They have rich experience and exquisite skills, and can explore the charm of Macao from a unique perspective.

The shooting content covers all aspects of Macao, including scenic spots and historical sites. For instance, aerial photography technology is used to showcase the grandeur of the Ruins of St. Paul's and the ancient tranquility

of the A-Ma Temple. Cultural activities, documenting traditional festival celebrations and folk performances in Macao, allow tourists to experience a rich cultural atmosphere. The food experience provides a detailed introduction to the making process of Portuguese egg tarts and the unique taste of pork chop buns, etc., to stimulate the taste buds of tourists.

Make these contents into a series of short videos, with each video focusing on a specific theme, such as "A Historical and Cultural Tour of Macao" and "Exploring Macao's Culinary Secrets", etc. During the video production process, attention should be paid to picture quality. High-definition shooting equipment should be used to ensure clear images and vivid colors. By applying exquisite editing skills, the video is made to be fast-paced, smooth and natural. Pair it with just the right amount of music to enhance the video's appeal and appeal. For instance, the "24 Hours of Macao" series of videos is produced, starting from the first ray of sunlight shining on the Ruins of St. Paul's in the morning, to the brightly lit casinos and bustling night markets at night. It comprehensively showcases the different beautiful scenery and activities of Macao from morning till night, allowing tourists to feel as if they were there and experience the unique atmosphere of Macao.

### **4.2.2 Write attractive travel copy**

On new media platforms, high-quality travel copywriting is like a key that can unlock the door of tourists' yearning for traveling to Macao in their hearts. Professional travel writers or local cultural celebrities can be invited to write copy. They have profound writing skills and a deep understanding of Macao's culture, and can depict the charm of Macao with vivid and interesting language.

The copy content can include travel guides, providing tourists with detailed itinerary arrangements, transportation guidelines, accommodation recommendations and other practical information. Cultural stories tell the historical legends and anecdotes of famous people of Macao, allowing tourists to understand the cultural heritage of Macao while traveling. Food recommendations, introducing Macao's characteristic delicacies and the cultural stories behind them, guiding tourists to taste authentic cuisine.

Combining the characteristics of new media, adopt a form that combines text and images, and insert exquisite pictures in the copy, such as



photos of Macao's scenery and food, to enhance the readability and appeal of the copy. For instance, when introducing the Ruins of St. Paul's in Macao, one can attach a photo of the Ruins of St. Paul's bathed in the morning sunlight, along with a vivid description: "In the early morning, when the first ray of sunlight falls on the Ruins of St. Paul's, this ancient building seems to be endowed with new life." It stands there quietly, witnessing the century-old vicissitudes of Macao and telling touching historical stories.

#### 4.2.3 Carry out user-generated content (UGC) activities

Encouraging tourists to share their travel photos, videos and experience stories in Macao through new media platforms can stimulate their enthusiasm for participation and creativity. Relevant reward mechanisms can be established, such as selecting outstanding works and offering prizes or travel coupons, to attract more tourists to participate.

Through UGC activities, the content shared by tourists becomes more genuine and vivid, and can provide valuable references for other potential tourists. These genuine experience shares can enable potential tourists to better understand the tourism situation in Macao and enhance their trust and favorable impression of Macao. Meanwhile, rich new media content can also enhance the popularity and reputation of Macao's tourism, and increase tourists' sense of participation and belonging. For instance, a tourist shared photos and feelings of his visit to the Black Sand Beach in Macau on social media: "The sand at the Black Sand Beach is fine and soft, shimmering with a black glow under the sunlight." Here, I fully enjoyed the gentle sea breeze and the crashing of the waves, forgetting all my troubles. The beaches in Macao are really beautiful and worth a visit! Such sharing can attract more tourists to experience the Black Sand Beach.

### 4.3 Strengthen Interactive Marketing

#### 4.3.1 Social media interaction

Make use of social media platforms such as Weibo, WeChat and Douyin to carry out a variety of interactive marketing activities. Initiating topic discussions is an effective approach. For instance, topics like "The activity you most want to experience in Macao" and "Top Recommendations for Macao's cuisine" can attract tourists to actively participate in

discussions and share their experiences. Tourists can share their travel experiences, recommend their favorite scenic spots and delicacies under the topic, creating a good interactive atmosphere.

Regularly hold online lottery activities, with prizes such as tourist souvenirs of Macao, hotel accommodation vouchers, and tickets, to enhance tourists' participation and attention. In order to win prizes, tourists will actively participate in activities and also pay attention to tourism information in Macao. During the event, promptly reply to the messages and comments left by tourists on social media, and establish a good communication and interactive relationship with them. For the questions and suggestions raised by tourists, they should be taken seriously, and timely answers and feedback should be provided to make tourists feel valued and cared for.

#### 4.3.2 Online live interaction

Live streaming online is a real-time and highly interactive promotional method. Through live streaming, it leads tourists to visit Macao's scenic spots and participate in cultural activities in real time, making them feel as if they were on the spot. During the live broadcast, the host can interact with tourists in real time, answer their questions and listen to their suggestions.

Set up live interaction sections, such as Q&A raffles and bullet screen interactions, to increase the fun and participation of the live stream. For instance, when live-streaming large-scale cultural events held in Macao, the host can ask some questions related to the event and have tourists answer them in the bullet comments. Tourists who answer correctly will have the chance to win prizes. Meanwhile, tourists are encouraged to share their feelings and thoughts through bullet comments, creating a lively interactive atmosphere and allowing those who cannot be present at the scene to also feel the atmosphere of the event.

### 4.4 Integrate Multiple New Media Platforms

Different new media platforms have their own characteristics and advantages. The tourism department of Macao and related enterprises should integrate multiple new media platforms to form a comprehensive and multi-level tourism promotion matrix.

Utilize WeChat to push tourism information and provide customer service. Release travel guides, activity notifications and other content through

WeChat official accounts to offer convenient consultation and booking services to tourists. Tourists can check the tourism information they are interested in at any time on the WeChat official account. They can also communicate with customer service by leaving messages to solve the problems they encounter.

Using Douyin for short video promotion, Douyin is favored by a large number of users for its vivid, interesting and concise video format, especially among young tourists. Short videos suitable for dissemination on Douyin can be produced to showcase Macao's distinctive scenic spots, cuisine and cultural activities, attracting the attention of young tourists.

Topic marketing and brand promotion can be carried out through Weibo. Weibo has the characteristics of fast dissemination speed and wide coverage. The influence of Macao's tourism can be expanded by initiating hot topics, cooperating with celebrities or Internet influencers, etc. At the same time, attention should be paid to the coordination and interaction among various platforms to achieve the maximization of information sharing and dissemination effects. For instance, when posting an article about a travel guide to Macao on a WeChat official account, one can insert a link to a Douyin video in the article to guide tourists to watch the video. When initiating topic discussions on Weibo, you can guide tourists to follow the WeChat official account to obtain more detailed information.

#### **4.5 Establish A Monitoring and Evaluation Mechanism for New Media**

To ensure the effectiveness and pertinence of new media tourism promotion strategies, it is necessary to establish a complete new media monitoring and evaluation mechanism. By analyzing the data on new media platforms, such as the number of reads, likes, comments and shares, we can understand tourists' feedback and preferences for the tourism promotion content of Macao.

The number of reads can reflect the exposure of promotional content. The number of likes and comments can demonstrate the degree of recognition and participation of tourists towards the content. The number of shares indicates the dissemination power and influence of the content. Based on the monitoring results, adjust the publicity strategies and contents in a timely manner. If it is found that the reading volume

and interaction volume of a certain type of promotional content are relatively high, the production and promotion efforts of this type of content can be intensified. If the promotional effect of a certain platform is not good, the reasons can be analyzed and the promotional strategy on that platform can be adjusted.

At the same time, optimize new media marketing activities to enhance publicity effectiveness and return on investment. By evaluating the effectiveness of different marketing activities, summarizing experiences and lessons, and constantly improving activity plans, new media tourism promotion can be made more precise and effective, providing strong support for the reconstruction of Macao's tourism image and the development of the tourism market.

### **5. Implementation Guarantee for the Reconstruction of Macao's Tourism Image under New Media Communication**

#### **5.1 Talent Cultivation and Introduction**

The integrated development of new media communication and tourism image requires professional talents who are proficient in both tourism and new media operation. Macao should intensify the training of new media skills for local tourism talents, cooperate with professional training institutions, and offer relevant courses such as new media marketing, short video production, and data analysis to enhance the new media literacy and operational capabilities of existing tourism practitioners.

At the same time, actively introduce outstanding new media talents from outside, especially those with rich experience in new media communication and innovative thinking, who are compound talents. By offering generous remuneration, good career development opportunities and an innovative working environment, we can attract them to devote themselves to the new media communication of Macao's tourism, thereby injecting new vitality into the reconstruction of Macao's tourism image.

#### **5.2 Policy Support and Guidance**

The government should introduce a series of policies to support the integrated development of new media communication and the tourism industry, providing policy guarantees for the reconstruction of Macao's tourism image. For

instance, a special support fund should be established to provide financial support to enterprises and projects that carry out new media tourism promotion, and encourage more enterprises and institutions to participate in new media tourism promotion.

Formulate relevant tax preferential policies to reduce the burden on enterprises in new media marketing. Strengthen the supervision of tourism promotion content on new media, standardize market order, ensure the authenticity and legality of the promotional content, and create a healthy and orderly environment for tourism promotion on new media.

### 5.3 Technological Innovation and Application

With the continuous development of technology, new media technology is also constantly innovating. The tourism department of Macao and related enterprises should closely follow the development trends of new media technology, actively introduce advanced technical means, and enhance the effectiveness of new media tourism promotion.

By leveraging technologies such as virtual reality (VR) and augmented reality (AR), immersive travel experiences are provided for tourists. For instance, developing a VR experience project for Macao tourism enables tourists to experience the scenic spots and cultural atmosphere of Macao as if they were there before arriving in Macao through VR devices. By leveraging big data and artificial intelligence technologies, we analyze and mine tourists' behavioral data to achieve precise marketing and personalized services, thereby enhancing tourists' satisfaction and loyalty.

### 5.4 Cooperation and Alliance

Strengthen cooperation and alliances among Macao's tourism departments, enterprises and new media platforms to form a powerful publicity synergy. Establish long-term and stable cooperative relationships with well-known new media platforms, leveraging their vast user base and strong dissemination capabilities to expand the publicity scope and influence of Macao tourism.

Encourage tourism enterprises to cooperate with each other and jointly carry out new media tourism promotion activities. For instance, hotels, travel agencies, scenic spots and the like can jointly launch tourism packages and promote them through new media platforms to achieve

resource sharing and complementary advantages. At the same time, strengthen cooperation with the tourism industries of surrounding areas, build regional tourism brands, and jointly enhance the competitiveness of regional tourism.

### 6. Conclusion

The rapid development of new media has provided a rare opportunity for the reconstruction of Macao's tourism image. By fully leveraging the characteristics of new media such as fast dissemination speed, wide coverage, strong interactivity, and multimedia integration, accurately targeting the target audience, creating distinctive new media content, strengthening interactive marketing, integrating multiple new media platforms, and establishing a new media monitoring and evaluation mechanism, the popularity and reputation of Macao's tourism image can be effectively enhanced, attracting more tourists to visit Macao. Promote the sustainable development of Macao's tourism industry. In the future development, the tourism department of Macao and related enterprises should constantly explore and innovate new media tourism promotion models, adapt to market changes and tourists' demands, and inject new vitality into the shaping and dissemination of Macao's tourism image.

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