

“ONE BELT, ONE ROAD” INITIATIVE AND INVESTMENT DECISIONS ON THE AIR TRANSPORTATION INDUSTRY IN MACAU

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ABSTRACT

Air transportation plays a vital role in facilitating tourism, business travel and global supply chains. Macau, due to its unique location and strong ties with the Asian and European countries, is facing a great opportunity to its air transportation industry brought by China’s “One Belt, One Road” Initiative. Investment in this sector would help Macau to strengthen its position as a “World Tourism and Leisure Center” which is an important component of People-to-People Bonds promoted by the “One Belt, One Road” Initiative. Macau attracted over 30 million visitors in 2015 which made it one of the top travel destinations in the world. Its air transportation sector recorded 5.8 million passenger traffic and 55,000 aircraft movements in 2015 while there were 30 airlines operating in Macau serving 43 destinations. This study, through qualitative and quantitative approaches, evaluates the investment requirements and forecasts the future growth of Macau, positioning as a regional aviation gateway, based on a broad series of internal and external factors, especially the number of passengers between Macau and the related international destinations in Europe and Southeast Asian countries. The results of this study provide a sound basis for the long-term investment decisions and development strategies to Macau’s air transportation industry with China’s “One Belt, One Road” Initiative.

Key words: Air Transportation, Regional Aviation Gateway, International Travel, “One Belt, One Road”

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