

# *Triadic Interactions and Exchanges: Cross-Strait Mazu Worship and Tourism in Post-Handover Macau, China\**

Kwok-shing Chan

## *Abstract*

In recent decades, the cult of Mazu, a popular Chinese sea goddess, has been a focal point of China's religious united front work. This article explores how the Chinese Mainland has expanded its approach from a Mainland-Taiwan focus to a triadic framework involving the Mainland, Macau, and Taiwan. Since its return to China in 1999, Macau has been incorporated into the religious united front work as a new platform, serving as a distinct space outside the Mainland to facilitate cross-Strait exchanges. This article highlights Macau's success in promoting cross-Strait Mazu worship and celebrations since the 2000s. Within this united front work, the Fujian ethnic group plays a leading role, advancing both the geo-political aims of the central government and the economic interests of local authorities by developing Mazu tourism. This new form of worship and tourism festival has transformed Macau's previously confined and localized Mazu networks into shared-cultural, trans-boundary, diasporic, and de-territorialized ones. These changes have given rise to a new and distinctive Mazu belief sphere or worship circle connects the Chinese Mainland, Macau, and Taiwan.

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**Kwok-shing Chan** is Associate Professor in the Department of Sociology, Hong Kong Baptist University. Correspondence should be sent to [kschan@hkbu.edu.hk](mailto:kschan@hkbu.edu.hk).

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