“All that’s best of dark and bright”: Day and Night Perceptions of Hong Kong Cityscape

Abstract

Tourists can go sightseeing at various hours of the day. This study compared visitors’ perceptions of the same “sight” at daytime and nighttime, and examined how perceptions relate to visitor characteristics (i.e., nationality and circadian rhythm). Focus groups were conducted to identify the day and night brand personality of the cityscape of Hong Kong as seen from atop Victoria Peak. Afterwards, a quasi-experimental design was employed, with day-or-night video of the view as the treatment variable. Questionnaires were administered in Hong Kong and the United States for cross-cultural comparison. More significant differences were observed in the Hong Kong sample than in the USA sample. Findings revealed that “night” had more personality, in that the night view generally received higher ratings. “Day” had a more distinctive personality, which was perceived differently by “early birds” and “night owls” in Hong Kong, and more relatable to USA respondents than to Hong Kong respondents.

Keywords: night tourism, nightscape, cityscape, destination image, brand personality, visitor perception

Highlights

- This study compared visitors’ perceptions of the same view (i.e., Hong Kong cityscape) at daytime and nighttime.
- Hong Kong respondents perceived “night” to be more feminine, mysterious, imaginative, vulnerable and superficial than “day.”
- “Night owls” rated “day” to be more masculine, powerful, hardworking, vulnerable, glamorous and independent than “early birds.”
- American respondents perceived “night” to be more successful and glamorous than Hong Kong respondents did.
- Hong Kong respondents perceived “night” to be more superficial and vulnerable than American respondents did.

1. Introduction

Destination image is one of the most widely studied topics in tourism (Pike, 2002; Tasci & Gartner, 2007). However, most studies examined image at a single point in time, without considering temporal environmental changes. A site can be experienced at different seasons and hours of a day. Environmental factors, such as light, weather, and climate, may induce different emotional responses, which may influence people's perceptions. While climate has been identified as an important attribute of image (e.g., Baloglu & McCleary, 1999; Bonn, Joseph, & Dai, 2005; Gallarza, Saura, & García, 2002; Hui & Wan, 2003), only a handful of studies have examined or compared tourist perceptions at different seasons. Kim's (1998) study on the attractiveness of Korean destinations found that each destination was associated with a "favorite season" in the minds of tourists, such as Cheju Island in spring and Sulak Mountain in fall. Tasci's (2007) study on the image of Michigan found that survey season (i.e., winter, spring, and summer) had some influence on respondents' "sense of place" and "things to do," but not so much on their "overall image" of Michigan. Wenger's (2008) analysis of travel blogs on Austria identified summer and autumn to be more popular, while younger travelers were more common in winter. Moreover, seasons were associated with different activities in Austria, such as skiing in winter and hiking in summer.

Besides seasonal differences, tourists also experience the destination at various hours of the day, most notably at daytime and nighttime. Light, be it sunlight or artificial lighting, is a stimulator. A historic house by day may become "haunted" after dusk, and a normal street alley may seem enchanting at night with proper illumination. As such, there are different versions (sights) of the same site. Arguably two sights, at daytime versus nighttime, of the same site are two different tourism products. While seasonal differences may be more obvious for some geographic regions than others, day and night differences can be observed in all destinations and can be experienced by tourists in a single trip. However, previous studies on time and destination image focused on the effects of length of stay and repeat visitation (Gallarza, Saura, & García, 2002). Day and nighttime differences have not been explored. Moreover, beauty is in the eye of the beholder. Previous studies on destination image have examined image differences as perceived by different socio-cultural and visitor groups (e.g., Bonn, Joseph, & Dai, 2005; Joppe, Martin, & Waalen, 2001; Lee & Lee, 2009; Ryan & Aicken, 2010). Likewise, people's perception of the day and nighttime view may also be shaped by their culture, nationality, personality traits, and other factors. It is necessary to explore if day and night views are perceived differently by different types of visitors.

The purpose of this study is to examine visitors' perceptions of the same view at daytime and nighttime, and investigate the effects of visitor types on perception. Destination brand personality, rather than destination image, was used to assess tourist perceptions. As this study will also investigate day/night perceptions based on individual characteristics, destination personality can better capture how tourists see a product (i.e., the view) as well as

relate the product to themselves (Ekinci & Hosany, 2006; Usakli & Baloglu, 2011). Victoria Peak (The Peak) was selected as the study site, and the view that visitors experience is the cityscape of Hong Kong as seen from Sky Terrace 428, the highest viewing platform at The Peak. The cityscape of Hong Kong was selected for two reasons. First, Hong Kong has a world-famous urban nightscape. It is the only city in the world to be awarded "Top Three Night Views in the World" consecutively (YAKEI Convention & Visitors Bureau, 2012). Second, The Peak is considered the number one attraction in Hong Kong, and the daytime view from The Peak is also popular with tourists and hikers (Hong Kong Tourism Board, 2016). Therefore, the specific objectives of this study are:

1. To identify the brand personality of the cityscape of Hong Kong as seen from The Peak at daytime and nighttime.
2. To test the differences in day/night brand personality perceptions based on individual characteristics (i.e., nationality and circadian rhythm).

2. Literature Review

2.1 Nighttime tourism

Tourism takes place at all hours of the day. While there are not many studies on nighttime in relation to tourism, some relevant research is found in other fields. In sociology and urban studies, scholars have examined nighttime leisure activities. Traditionally, people work during the day, and nighttime is often associated with leisure and certain "late-night pleasures," including drinking, partying, and other pursuits (Roberts & Eldridge, 2009). The increasing popularity of nighttime activities has led to the development of "the night-time economy," where jobs and wealth are created through alcohol-related industries and night entertainment, such as bars and clubs (Hobbs et al., 2000; Lovatt & O'Connor, 1995; Shaw, 2010). These nighttime activities tend to attract younger consumers and lead to problems such as binge drinking and inappropriate behaviors (Jones et al., 2003; Roberts, 2015). As the night falls, darkness and lack of visibility may also expose people to crime and violence (Bromley & Nelson, 2002). Therefore, many studies examined nighttime activities from a negative perspective and discussed how late night economy has turned town and city centers into dangerous and unpleasant environments at night (Eldridge & Roberts, 2008; Hobbs et al., 2005; Roberts, 2009).

Nighttime leisure can be available to both locals and tourists. Facing intense competition, destinations try to offer creative tourism products, including nighttime activities (Richards, 2014). The darkness and illumination at nighttime can amplify tourists' impression of the destination (Baker, 2015; Jiwa, Coca-Stefaniak, Blackwell, & Rahman, 2009). Gu (2013) identified five types of night tourism products in urban areas, including leisure pedestrian zones, night tours of scenic areas, performance arts, folk festivals, and light art installations. He also compared selected cases in China and Europe, and found that cities in

China tend to develop night tourism around a single theme, such as food street and shopping street. On the other hand, urban night tourism in Europe often involves multifunctional entertainment complexes, which offer more activities and encourage visitors to stay longer. Another study by Lu and Luo (2010) compared the nighttime activities of tourists and local residents in Xiamen, and found that while locals preferred shopping, dining, and going to the beach at night, tourists were more interested in folk art performances, night cruises, and visiting the largest urban park in Xiamen.

Besides being a local or a tourist, other factors may influence one's preference for nighttime activities, such as circadian rhythm. Human's circadian rhythm is shaped by sleep-wake patterns and lifestyle habits (Cooper, 1994; Nag & Pradhan, 2012). Gaina et al. (2006) found that circadian rhythm influences morning-evening preferences. While most research approached circadian rhythm from a chronobiology perspective, a few studies have explored its implications marketing and purchasing behavior (Delacroix & Guillard, 2010; Roorda, 2013). It is possible that circadian orientation also influences tourist perceptions and preferences towards the nighttime.

2.2 Lighting and the urban landscape

In addition to nighttime activities, another line of research focused on lighting and urban destinations. Evans (2012) discussed the *Nuit Blanche* phenomenon in European capital cities, where cities organize late night cultural festivals and events, including fireworks, light installations, and late night opening of museums and galleries. Such events are not only for tourists but also help to solve some of the "late-night pleasure" issues in cities. Based on the *Nuit Blanche* concept, the Light Night initiative was developed in the UK, with events such as outdoor concerts, circuses, and synchronized firework and lighting displays (Jiwa et al., 2009). These programs also served to revitalize city centers, create a welcoming atmosphere, and change visitors' perception of the place (Jiwa et al., 2009).

While *Nuit Blanche* type festivals are becoming more popular in European and North American cities, cities in China have a different approach to night tourism. Arguing that lighting projects lead to the development of night tourism in Guangzhou, Guo et al. (2011) analyzed the nighttime attractions based on lighting projects in different tourist zones in the city. Zheng, Shi, and Rao (2010) explored how lighting was used to improve the nighttime view of the Hangzhou Grand Canal to attract tourists. Liu et al. (2011) also examined the nightscape of Shanghai and identified the different lighting designs used for urban roads, commercial areas, and buildings and architecture. A review of the literature suggests that eastern and western cultures may perceive lighting differently. Western cities tend to use lights and fireworks as part of a night festival, alongside other events and activities, whereas Chinese cities use lighting projects to modify or create a nighttime scenery and landscape.

Moreover, previous studies generally examined lighting and nighttime tourism from

the management perspective, such as the planning, design, and implementation of night festivals and lighting projects. There are few studies from the visitors' perspective, on their perceptions of such lighting projects. In urban studies, scholars have examined the impact of street lights on pedestrian's perception of safety and fear of crime (Haans & de Kort, 2012; Painter, 1996). In addition to fear and safety, there may be other qualities of light and dark which warrant further investigation. Baker (2015) argued that the majority of previous research conceptualized landscape under daylight circumstances. He explored the experience of European travelers in India, specifically when they traveled under conditions of darkness and illumination (e.g., campfire, torchlight, and starlight). The study found that darkness and illumination can enhance one's aesthetic impressions and that "nighttime enriched Indian landscapes more generally by permitting the traveler's imagination to roam" (p. 10).

Based on travel writing in the mid-nineteenth century, Baker's (2015) work portrayed the landscape of nineteenth-century India at night. The effect of modern illumination on tourists' perception of the nighttime landscape should be more evident in urban areas. Cities are known for their built environment and skyline (Ford, 1994). According to Knox (1993), the urban landscape includes multiple elements, such as postmodern architecture, preservation of historic buildings, and planned suburban neighborhoods. Moreover, artificial lighting has become increasingly important in urban development, for utilitarian purposes as well as aesthetic considerations (Alves, 2007; Hale et al., 2013). In addition to making people feel safe at night, how does lighting enable people to look at the same building, park, or neighborhood differently at different hours of the day? While some scholars have examined the effects of artificial lighting, there is a lack of research that compares day and night perceptions in the context of urban areas. This study will utilize the construct of destination brand personality to capture people's perception of the same view—the cityscape of Hong Kong—at daytime and nighttime.

2.3 Destination image and brand personality

Tourists' perceptions of a destination are significant for understanding their destination choice and subsequent travel behavior (e.g., Lin, Morais, Kerstetter, & Hou, 2007; Pike, 2002; Wang & Hsu, 2010). Research on destination image originated in the 1970s (Crompton, 1979). More recently, scholars have also applied the concept of brand personality to tourism to investigate destination brand personality (Ekinci & Hosany, 2006; Hosany, Ekinci, & Uysal, 2006; Murphy, Benckendorff, & Moscardo, 2007). Brand personality is defined as "the set of human characteristics associated with a brand" (Aaker, 1997, p. 347). Aaker (1997) constructed a 42-item Brand Personality Scale (BPS), which is representative of personality dimensions among consumer brands. Brand personality makes it easy for consumers to recognize a brand, and for them to match products with themselves.

Aaker (1997) suggested that the BPS is a global measurement that can be applied to

various consumer products or services. According to Ekinci (2003), positive destination image is based on destination branding, which involves destination personality. He argued that that brand personalities make a destination come alive, and proposed a three-stage process to establish a successful image: from destination image to destination branding and destination brand personality. Hosany, Ekinci, and Uysal (2006) adapted the concept for tourism research and defined destination brand personality as "the set of human characteristics associated with a destination" (p. 639). They found destination image and personality to be significantly related, suggesting that it is plausible to apply BPS to tourist destinations. Further, brand personality is more related to the affective component of destination image.

Previous studies have found destination image and brand personality to be related to tourist behavior and satisfaction (Bigne, Sanchez, & Sanchez, 2001; Ekinci & Hosany, 2006; Hosany, Ekinci, & Uysal, 2006; Murphy, Benckendorff, & Moscardo, 2007). Moreover, Sirgy and Su (2000) argued that the congruence of how tourists perceive a destination and how they perceive themselves also sway their travel behavior. Sirgy (1982) proposed four types of self-concept/product-image congruities: actual self-congruity (the congruity of actual self-concept and product image), ideal self-congruity (the congruity of ideal self-concept and product-image), social self-congruity (the congruity of social self-concept and product-image), and ideal social self-congruity (the congruity of ideal social self-concept and product-image). The higher the congruity level between the destination's image and a potential tourist's self-image, the more preferable the destination is to the tourist (Sirgy & Su, 2000). Among the four types of self-congruity, it was further found that actual self-congruity and ideal self-congruity have the strongest influence on consumer behavior, such as attitude, preference, destination choice, intention to purchase, and intention to recommend (Hong & Zinkhan, 1995; Usakli & Baloglu, 2011).

In addition to self-congruity, cultural difference plays an important role in how tourists perceive a destination. MacKay and Fesenmaier (2000) argued that "the manner in which people view images of a destination is mediated by cultural background" (p. 417). Numerous studies in tourism have divided visitors by nationality and found significant differences in their perception of destination attributes and level of satisfaction (e.g., Bonn, Joseph, & Dai, 2005; Joppe, Martin, & Waalen, 2001; Lee & Lee, 2009; Ryan & Aicken, 2010). Brand personality perceptions may also vary by nationality. Aaker, Benet-Martinez, and Garolera (2001) examined the brand personality of commercial products (e.g., apparel, beverages, toothpaste, and automobiles) under different cultural backgrounds: Japan, Spain, and the United States. They found "sincerity," "excitement," and "sophistication" to be the common brand personality dimensions perceived by Japanese, American, and Spanish consumers. Conversely, "peaceful" is a specific brand personality dimension for Japan, "ruggedness" is specific for America, and "passion" is specific for Spain. The researchers

summarized that brand personality perceptions can reflect cultural variances as well as universal needs. Findings from previous studies demonstrate that destination image and brand personality vary across cultures. Therefore, besides examining the brand personality of the same view at daytime and nighttime, this study also explores perceived brand personality across different cultures.

3. Methods

To examine visitors' perceptions of the day and nighttime views of the cityscape of Hong Kong and test for personality and cultural differences, a mixed-methods approach with quasi-experimental design was adopted. As day and night tourist perceptions have been less studied, this study aims to generate new ideas and uncover relationships, for which the use of mixed methods is appropriate (Newman et. al, 2003). This study was divided into two stages. First, field trips were arranged to The Peak for a panoramic view of Hong Kong—including parts of Hong Kong Island and Kowloon Peninsula across Victoria Harbour. Focus groups were conducted during the field trips to identify the day and night brand personality of "the view" as seen from The Peak. Second, a questionnaire was developed based on focus group findings and administered in Hong Kong and the United States.

Previous studies on destination image and branding have utilized experimental design to test the effects of print advertisements, promotional videos, news stories, and motion pictures on tourist perception (e.g., Decrop, 2007; Shani, Chen, Wang, & Hua, 2010; Tasci, Gartner, & Cavusgil, 2007). The use of videos and photos in an experimental setting allows researchers to "control" the message that is being presented to respondents (Campbell & Stanley, 1966). Caution was exercised to ensure that the content of the videos and photos were consistent—other than the timing of day and night. The use of university students as experiment groups also produces a relatively homogeneous sample to allow for valid cross-group comparisons (Alvarez & Campo, 2011; Peterson & Merunka, 2014; Tasci, 2009). Conversely, had "natural" experiments been conducted on site, the perceptions of actual visitors would be influenced by their diverse demographic characteristics as well as the weather, crowdedness, and other situational factors, making it difficult to eliminate the effects of extraneous variables.

3.1 Field Trip and Focus Group

Two separate field trips were arranged to The Peak on August 29 and 30 of 2015. Participants were only allowed to join one trip. Purposive sampling was used to find participants who had never been to The Peak, so that "day trip" participants had not seen the view from The Peak "at night," and vice versa. Given that The Peak is one of the most popular attractions in Hong Kong, international exchange students were recruited, as they were less likely to have already been to The Peak. Participants were from the same cohort of

inbound exchange students. They arrived in Hong Kong on Thursday, attended registration and orientations on Friday, and the field trips took place on Saturday evening and Sunday afternoon. Field trips were arranged as close as possible to their arrival date in Hong Kong to control the extent of their experience and engagement with Hong Kong prior to the field trip.

The content of the day and night trips were parallel. After arriving at The Peak, participants were taken to Sky Terrace 428, the highest viewing platform at The Peak. They were instructed to spend at least 30 minutes at Sky Terrace 428 to take in the view. Then they could explore other areas of The Peak, such as the shops and cafes. Afterwards, focus groups were conducted on-site at one of the offices of the Peak Tramways Company. The schedule of the night trip was quite tight: to arrive after dark, to allow enough time for sightseeing and focus groups, and then to return at a reasonable hour. Although there was more flexibility in scheduling the day trip, the day trip itinerary was designed to match the night trip. The field trip itineraries are presented in Appendix 1.

A total of 23 participants took part in the field trips and focus groups. Table 1 presents their demographic profile. To allow for smaller groups and enhance the trustworthiness of focus group findings, two focus groups were arranged per field trip. A total of four focus groups were conducted, with 5-6 participants per group, which was within the recommendation by Babbie (2014) and Guest, Namey, and McKenna (2017). Participants were asked to indicate their availability for the Saturday trip, Sunday trip, or both, and they were assigned to the field trips and focus groups to ensure a multicultural composition within each group.

Table 1. Demographic Profile of Focus Group Participants

Night Focus Group 1	Night Focus Group 2
Age 21, Male, China	Age 27, Male, Brazil
Age 24, Male, China	Age 21, Male, China
Age 24, Female, Finland	Age 21, Female, Australia
Age 23, Female, The Netherlands	Age 20, Female, China
Age 20, Female, USA	Age 22, Female, Germany
Age 20, Female, Vietnam	Age 21, Female, Switzerland
Day Focus Group 1	**Day Focus Group 2**
Age 21, Male, China	Age 24, Male, Korea
Age 20, Female, Austria	Age 23, Male, Switzerland
Age 20, Female, China	Age 22, Female, Austria
Age 22, Female, Germany	Age 21, Female, China
Age 23, Female, Korea	Age 24, Female, Germany
	Age 20, Female, USA

According to Hosany, Ekinci, and Uysal (2006), some items in Aaker's (1997) brand personality scale (BPS) were redundant and not suitable for tourism destinations. Therefore, rather than using the complete 42-item BPS, focus groups were conducted to generate unique personality traits that were: 1) more specific to Hong Kong, and 2) able to highlight day/night differences. Focus group objective was to generate two sets of personality words to describe the view from The Peak at daytime and nighttime. The first part of the focus group was open discussions. Questions include: 1) *Thinking of the view as a person, what words best describe his/her personality*? and 2) *When you think of the people who visit this place for the view, what personality words best describe them*? The questions were designed based on past studies by Usakli and Baloglu (2011) and Sirgy and Su (2000). Specifically, Sirgy and Su (2000) proposed a new method of measuring destination and self –image congruity, which asked participants to "think about [destination x]" and "think about the kind of person who typically visits [destination x]" (p. 350). Through multiple rounds of open discussion, the top four personality words for the day and night view were identified in the respective groups, and would later be included in the questionnaire in the second stage of the study. All focus group discussions were conducted in English.

After the free discussion, participants were presented with Aaker's (1997) 42-item BPS and asked to individually choose eight items from the list that best described the view from The Peak during the day/night. The individual lists were compiled, and the top four most frequently selected items would be included in the questionnaire.

3.2 Questionnaire and Quasi-Experimental Design

The focus group discussions generated a total of 17 items for the brand personality of The Peak: eight items from open discussion and nine items from Aaker's (1997) brand personality scale. Day and night items were compiled into one questionnaire, and the same questionnaire was used to survey both day and night groups. In addition to brand personality, respondents were asked to indicate the level of similarity between themselves and the personality of the view, and measurement of actual self-congruity and ideal self-congruity were adopted from Usakli and Baloglu (2011). Due to experimental design, respondents would be assigned to watch either a day video or night video, rather than given a choice between the two videos. Thus, to further capture their preference between day and night, respondents were asked to indicate whether they were most productive during "daytime" or "night time." This question provided a preliminary way to categorize respondents into "day" or "night" based on their circadian rhythm.

A two-group posttest-only quasi-experimental design was employed, with one treatment variable (day or nighttime video and photo of the view of Hong Kong from The Peak) and one set of dependent variables (brand personality of the view). Following Campbell and Stanley's (1966) recommendation on quasi-experimental designs, respondents

were divided into independent groups, which has been used in previous studies on tourist attitude and destination image (e.g., Frias, Rodriguez, & Castaneda, 2008; Jeong, Holland, Jun, & Gibson, 2012; Lee & Moscardo, 2005). However, there was no control group in this study. Both groups were treatment groups and shown either a day or night video of the view from The Peak. After the video, one photo of the view, either at day or night time, was projected on the screen, allowing respondents to refer back to the view again as they completed the questionnaire.

The day and night photos were obtained from the marketing department of The Peak Tower Limited. Both photos were panoramas of the view from Sky Terrace 428 looking over at Victoria Harbour, and the angles and compositions of the photos were nearly identical (Figure 1 and Figure 2). As the marketing department did not have official videos of the view, the videos used in the experiment were found on YouTube in November 2015. One daytime video and one nighttime video made by individual travelers were selected, because they provided clear shots of the view, without fancy editing, and the day and night videos featured very similar views as seen from Sky Terrace 428. The videos were cut to be approximately the same length (1 minute and 30 seconds) and to remove other elements (e.g., the escalator ride and the exhibits inside the Peak Tower), so that both videos only showed the 180-degree view of the cityscape of Hong Kong across Victoria Harbour. Background music was removed from the videos, and replaced by background noise of the wind blowing and visitors chatting in multiple languages: including Chinese, Japanese, Korean, Cantonese, and English. The chatting was bits and pieces, not a whole conversation in a particular language. This created a more authentic audio background similar to what visitors hear at The Peak. Moreover, the audio adjustment ensured that both day and night videos had the same audio background and would not bias respondents' answers in the questionnaire.

Figure 1. Daytime view from Sky Terrace 428 (Photo Credit: *The Peak Tower Limited*)

Figure 2. Nighttime view from Sky Terrace 428 (Photo Credit: *The Peak Tower Limited*)

To facilitate the video showing, convenience samples of university students in the same classrooms were selected. While the use of student samples poses problems for external validity, the homogeneity of the sample ensures the internal validity of the study (Alvarez & Campo, 2011; Peterson & Merunka, 2014; Tasci, 2009). To test if there are cross-cultural differences in day and night perceptions, data was collected in one public university in Hong Kong and one public university in the Midwestern United States. China and the United States are commonly used in cross-cultural studies, as they represent Eastern and Western cultures and fall on opposite ends of the individualism-collectivism spectrum (e.g., Aaker & Maheswaran, 1997; Kickul, Lester, & Belgio, 2004). For cross-cultural comparisons, the use of specific age and social groups, such as university students, can ensure a high degree of similarity on participants' demographic and psychographic characteristics (Aaker & Sengupta, 2000). University students are also easier to define as a group, while other age and social groups are more difficult to define. Moreover, as English is the official language of instruction in public universities in Hong Kong, the English proficiency of university students in Hong Kong is relatively high. Thus, an English questionnaire could be administered for both samples, which eliminated possible issues with the translation of personality words in different languages. Overall, respondents consisted of four groups: Hong Kong-Day, Hong Kong-Night, USA-Day, and USA-Night.

4. Results

4.1 Brand Personality of the View of Hong Kong from The Peak

Focus group discussions generated the brand personality of the view at daytime and nighttime. For both day and night trips, results of the two focus groups were combined and synthesized. From the open discussion, five "day" personality words and four "night" personality words were identified. It should be noted that the word "multifaceted" was generated from both Day and Night groups. Participants felt the view at The Peak was full of contrasts, such as old vs. new, urban vs. nature, and skyscrapers right next to forests and

mountains. Regardless of day or night, the multifaceted aspect of the view was consistent and noticed by participants. Moreover, two personality words with negative connotations were generated from the open discussion: Superficial and Vulnerable. Other personality words were positive or neutral. After the open discussion, participants were asked to individually choose eight items from Aaker's brand personality scale, and the most frequently mentioned items were identified. The personality words and their frequencies are presented in Table 2.

Table 2. Brand Personality of the View

	Day View	**Connotation**	**Night View**	**Connotation**
From open discussion	Powerful	Positive	Mysterious	Positive
	Superficial	Negative	Glamorous	Positive
	Open-minded	Positive	Lively	Positive
	Vulnerable	Negative	Multifaceted	Positive
	Multifaceted	Positive		
From Aaker's BPS	Hard-working (n=9)	Positive	Feminine (n=6)	Neutral
	Masculine (n=8)	Neutral	Charming (n=6)	Positive
	Successful (n=8)	Positive	Trendy (n=5)	Positive
	Upper class (n=5)	Positive	Imaginative (n=5)	Positive
			Independent (n=5)	Positive

4.2 Respondent Profile

Data collection took place in Hong Kong and the U.S. from November 2015 to April 2016. A total of 187 questionnaires were collected in Hong Kong and 142 were collected in the U.S. Four questionnaires were excluded from the analysis due to incomplete responses, resulting in a final sample size of 325.

Table 3. Demographic Profile of Respondents

	HK Sample (n=183)	USA Sample (n=142)
Gender: Male	31 (17%)	39 (27.7%)
Female	151 (83%)	102 (72.3%)
Mean Age	21.3	21.2

4.3 Day and Night Perceptions: Hong Kong Sample

Independent-samples t-tests were conducted to compare Hong Kong respondents' perception of the Day view and Night view (Table 4). Statistically significant differences were found for the items: Mysterious, Vulnerable, Feminine, and Superficial ($p<.05$), and Imaginative was found to be marginally significant ($p=.056$) (Bross, 1971; Simonsohn, Nelson, & Simmons, 2014). That is, the Night view was found to be more mysterious,

imaginative, vulnerable, feminine, and superficial than the Day view. Out of the 17 day/night personality items, the Night view scored higher on most items. The Day view scored higher on the items: Successful and Upper-class, although the difference was not statistically significant. Moreover, both Day and Night focus groups identified Multifaceted as one personality trait of The Peak, regardless of daytime or night time. This is supported by questionnaire findings in that the mean scores of Multifaceted in both groups were almost exactly the same.

Table 4. Hong Kong: Day and Night View Comparison

Thinking of the view as a person, how well does each personality trait describe his/her **personality**?	Day View Group Mean (n=93)	Night View Group Mean (n=90)	t-value	Sig.
Masculine	3.8065[a]	4.0556	-1.180	.240
Powerful	4.6989	4.9663	-1.323	.188
Successful	5.2366	4.9722	1.262	.208
Hard-working	4.1828	4.3444	-.635	.526
Upper class	4.9892	4.9222	.357	.721
Superficial	**3.9674**	**4.3977**	**-2.379**	**.018***
Open-minded	4.6237	4.9222	-1.476	.142
Vulnerable	**3.7527**	**4.4111**	**-3.142**	**.002***
Multifaceted	4.4946	4.5444	-.285	.776
Feminine	**3.6559**	**4.3258**	**-3.386**	**.001***
Mysterious	**3.6739**	**4.2472**	**-3.004**	**.003***
Glamorous	4.8913	4.9667	-.431	.667
Charming	5.1522	5.3933	-1.276	.204
Trendy	4.7634	4.9778	-1.113	.267
Lively	5.0968	5.1333	-.199	.843
Imaginative	**4.3226**	**4.6889**	**-1.927**	**.056***
Independent	4.6344	4.8667	-1.036	.302
Cronbach's Alpha=0.867				

[a] items measured on a seven-point scale: 1=Not descriptive at all, 4=Neutral, 7=Extremely Descriptive

Respondents were also asked if they were usually most productive during the day (i.e., "early birds") or at night (i.e., "night owls"). Cross-tabulation revealed that there was no significant difference in the distribution of "early birds" and "night owls" in the Day and Night experimental groups (Table 5).

Table 5. Distribution of "Early Birds" and "Night Owls" in the Day and Night Groups

	Day Group (n=92)		Night Group (n=87)		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Most productive during day time: "early birds"	51	55.4%	37	42.5%	49.2%
Most productive during night time: "night owls"	41	44.6%	50	57.5%	50.8%
Chi-square $\chi^2 = 4.069$, p = .131					

Within the Day view group, independent-samples t-tests were conducted to compare the perceptions of the Daytime view by "early birds" and "night owls" (Table 6). Seeing the same Daytime view of Hong Kong, it was found that "night owls" rated the view to be more: Hardworking, Powerful, Masculine, Vulnerable, Glamorous, and Independent than the "early birds" did, and the differences were statistically significant. The same analysis was conducted with the Night group, to see if there were any differences in how "early birds" and "night owls" perceive the Night view of Hong Kong. No significant differences were found.

Table 6. Day View as Perceived by "Early Birds" and "Night Owls"

Thinking of the view as a person, how well does each personality trait describe his/her personality?	"Early Birds" (n=51)	"Night Owls" (n=41)	t-value	Sig.
Masculine	**3.5294[a]**	**4.1463**	**-2.104**	**.038***
Powerful	**4.3725**	**5.0976**	**-2.407**	**.018***
Successful	5.0392	5.4878	-1.565	.121
Hard-working	**3.8235**	**4.6341**	**-2.296**	**.024***
Upper class	4.8431	5.1463	-1.143	.256
Superficial	3.9000	4.0000	-.380	.704
Open-minded	4.5098	4.7561	-.799	.426
Vulnerable	**3.2941**	**4.2683**	**-3.007**	**.003***
Multifaceted	4.4118	4.5854	-.678	.500
Feminine	3.5098	3.8293	-1.162	.248
Mysterious	3.4706	3.8750	-1.381	.171
Glamorous	**4.6400**	**5.1951**	**-2.215**	**.029***
Charming	5.1000	5.1951	-.359	.721
Trendy	4.5686	4.9756	-1.414	.161
Lively	5.0588	5.1220	-.237	.813
Imaginative	4.0980	4.5854	-1.614	.110

Independent	**4.3529**	**5.0000**	**-2.051**	**.043***

[a] items measured on a seven-point scale: 1=Not descriptive at all, 4=Neutral, 7=Extremely Descriptive

Finally, self-congruity was tested, to see if "early birds" identified more with the Day view, and "night owls" with the Night view. Within the Day view group, "early birds" perceived their own personality to be more similar to that of the Day view than the "night owls" did (Table 7). Within the Night view group, however, there was no significant difference in how "early birds" and "night owls" perceive their own personality to be similar to that of the Night view.

Table 7. Day/Night View as Similar to Own Personality

Day View	"Early Birds" (n=51)	"Night Owls" (n=41)	t-value	Sig.
I see my personality quite similar to that of the view.	**3.7843[a]**	**3.1951**	**2.463**	**.016***
I would like to see myself as similar to the personality of the view.	**4.1569**	**3.5122**	**2.243**	**.027***
Night View	"Early Birds" (n=37)	"Night Owls" (n=49)	t-value	Sig.
I see my personality quite similar to that of the view.	3.8919[a]	4.1224	-1.018	.312
I would like to see myself as similar to the personality of the view.	4.4054	4.3469	.232	.817

[a] items measured on a seven-point scale: 1=Strongly Disagree, 4=Neutral, 7=Strongly Agree

4.4 Day and Night Perceptions: USA Sample

Independent-samples t-tests were conducted to compare USA respondents' perception of the Day view and Night view (Table 8). Significant differences were only found two items. The Night view was found to be more Successful and Glamorous than the Day view. Out of all 17 day/night personality items, the Night view scored higher on 11 items and the Day view scored higher on 6 items. Compared to the Hong Kong sample, USA respondents showed less distinction between day and night perceptions, and relatively better evaluations of the Day view.

Table 8. USA: Day and Night View Comparison

Thinking of the view as a person, how well does each personality trait describe his/her **personality**?	Day View Group Mean (n=49)	Night View Group Mean (n=93)	t-value	Sig.

Masculine	4.3542 [a]	4.0109	1.243	.216
Powerful	5.5918	5.4516	.596	.552
Successful	**5.5510**	**5.9677**	**-1.980**	**.050***
Hard-working	5.1837	5.5109	-1.259	.210
Upper class	5.1224	5.0538	.270	.787
Superficial	4.0000	3.9891	.039	.969
Open-minded	4.7551	5.0323	-1.131	.260
Vulnerable	3.2979	3.2688	.097	.923
Multifaceted	4.4255	4.7204	-.960	.340
Feminine	4.0208	4.0109	.037	.971
Mysterious	3.9592	4.1613	-.702	.484
Glamorous	**4.6939**	**5.4086**	**-2.726**	**.007***
Charming	4.5510	4.6559	-.379	.705
Trendy	5.3673	5.4839	-.488	.627
Lively	5.8333	6.1444	-1.474	.143
Imaginative	4.8776	5.1209	-.900	.369
Independent	4.8367	4.8478	-.040	.968
Cronbach's Alpha=0.830				

[a] items measured on a seven-point scale: 1=Not descriptive at all, 4=Neutral, 7=Extremely Descriptive

USA respondents were also divided into "early birds" and "night owls" for further analysis. Cross-tabulation revealed that there was no significant difference in the distribution of "early birds" and "night owls" in the Day and Night experimental groups (Table 9).

Table 9. Distribution of "Early Birds" and "Night Owls" in the Day and Night Groups

	Day Group (n=48)		Night Group (n=90)		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Most productive during day time: "early birds"	29	60.4%	57	63.3%	62.3%
Most productive during night time: "night owls"	19	39.6%	33	36.7%	37.7%
Chi-square χ^2 = .645, p = .724					

In both Day and Night groups, independent-samples t-tests were conducted to compare the perceptions of "early birds" and "night owls." However, no significant differences were found in how American "early birds" and "night owls" perceived the day view and night view of The Peak. Overall, for both day view and night view, "early birds" tended to give higher

scores than “night owls” did on most items, although the mean differences were not statistically significant. Self-congruity of American respondents was also tested, to see if “early birds” identified more with the Day view, and “night owls” with the Night view. In the Day view group, “early birds” perceived their own personality to be more similar to that of the Day view than “night owls” did (Table 10). In the Night view group, “night owls” perceived their own personality to be more similar to that of the Night view than the “early birds” did. However, the mean differences were not significant.

Table 10. Day/Night View as Similar to Own Personality

Day View	“Early Birds” (n=29)	“Night Owls” (n=19)	t-value	Sig.
I see my personality quite similar to that of the view.	4.2414[a]	3.9474	.616	.541
I would like to see myself as similar to the personality of the view.	4.0000	4.3684	-.799	.429
Night View	“Early Birds” (n=57)	“Night Owls” (n=33)	t-value	Sig.
I see my personality quite similar to that of the view.	4.0714[a]	4.3636	-.954	.343
I would like to see myself as similar to the personality of the view.	4.3509	4.7576	-1.168	.246

[a] items measured on a seven-point scale: 1=Strongly Disagree, 4=Neutral, 7=Strongly Agree

4.5 Cross-Cultural Comparison: Hong Kong and the USA

Further analysis was conducted to compare how the day view and night view was perceived by Hong Kong respondents versus USA respondents. For the day view, American respondents perceived it to be more Masculine, Powerful, Hard-working, Trendy, Lively and Imaginative, while Hong Kong respondents perceived it to be more Charming than their counterparts did (Table 11). The actual self-congruity of USA respondents was also significantly higher than that of Hong Kong respondents, but there was no significant difference in the two groups’ ideal self-congruity (Table 13).

For the night view, American respondents perceived it to be more Powerful, Successful, Hard-working, Glamorous, Trendy, Lively, and Imaginative than Hong Kong respondents did (Table 12). Hong Kong respondents perceived the night view to be more Superficial, Vulnerable, and Charming than their American counterparts did. However, there was no difference in the self-image congruity and ideal self-image congruity among Hong Kong and USA respondents with regard to the night view (Table 13).

Lastly, cross tabulation revealed that there was a significant difference in the

distribution of "early birds" and "night owls" within Hong Kong and USA sample (Table 14). The percentage of "early birds" in the USA sample was significantly higher than that in the Hong Kong sample.

Table 11. Day View: HK and USA Comparison

Thinking of the view as a person, how well does each personality trait describe his/her **personality**?	HK Group Mean (n=93)	USA Group Mean (n=49)	t-value	Sig.
Masculine	**3.8065[a]**	**4.3542**	**-2.059**	**.041**
Powerful	**4.6989**	**5.5918**	**-3.568**	**<.001**
Successful	5.2366	5.5510	-1.300	.196
Hard-working	**4.1828**	**5.1837**	**-3.366**	**.001**
Upper class	4.9892	5.1224	-.567	.572
Superficial	3.9674	4.0000	-.137	.891
Open-minded	4.6237	4.7551	-.501	.617
Vulnerable	3.7527	3.2979	1.537	.127
Multifaceted	4.4946	4.4255	.232	.817
Feminine	3.6559	4.0208	-1.270	.208
Mysterious	3.6739	3.9592	-1.101	.273
Glamorous	4.8913	4.6939	.710	.480
Charming	**5.1522**	**4.5510**	**2.198**	**.031**
Trendy	**4.7634**	**5.3673**	**-2.454**	**.015**
Lively	**5.0968**	**5.8333**	**-3.189**	**.002**
Imaginative	**4.3226**	**4.8776**	**-2.094**	**.038**
Independent	4.6344	4.8367	-.729	.467

[a] items measured on a seven-point scale: 1=Not descriptive at all, 4=Neutral, 7=Extremely Descriptive

Table 12. Night View: HK and USA Comparison

Thinking of the view as a person, how well does each personality trait describe his/her **personality**?	HK Group Mean (n=90)	USA Group Mean (n=93)	t-value	Sig.
Masculine	4.0556 [a]	4.0109	.205	.838
Powerful	**4.9663**	**5.4516**	**-2.527**	**.012**
Successful	**4.9722**	**5.9677**	**-5.213**	**<.001**
Hard-working	**4.3444**	**5.5109**	**-5.024**	**<.001**
Upper class	4.9222	5.0538	-.656	.513
Superficial	**4.3977**	**3.9891**	**1.946**	**.053**

Open-minded	4.9222	5.0323	-.577	.565
Vulnerable	**4.4111**	**3.2688**	**5.360**	**<.001**
Multifaceted	4.5444	4.7204	-.920	.359
Feminine	4.3258	4.0109	1.536	.126
Mysterious	4.2472	4.1613	.407	.685
Glamorous	**4.9667**	**5.4086**	**-2.397**	**.018**
Charming	**5.3933**	**4.6559**	**3.812**	**<.001**
Trendy	**4.9778**	**5.4839**	**-2.699**	**.008**
Lively	**5.1333**	**6.1444**	**-5.897**	**<.001**
Imaginative	**4.6889**	**5.1209**	**-2.223**	**.028**
Independent	4.8667	4.8478	.084	.933

[a] items measured on a seven-point scale: 1=Not descriptive at all, 4=Neutral, 7=Extremely Descriptive

Table 13. Day/Night View as Similar to Own Personality: HK and USA Comparison

Day View	HK (n=93)	USA (n=49)	t-value	Sig.
I see my personality quite similar to that of the view.	**3.5376[a]**	**4.1633**	**-2.401**	**.019**
I would like to see myself as similar to the personality of the view.	3.8817	4.1667	-1.109	.269
Night View	HK(n=90)	USA (n=93)	t-value	Sig.
I see my personality quite similar to that of the view.	4.0337[a]	4.1739	-.780	.437
I would like to see myself as similar to the personality of the view.	4.3933	4.4839	-.446	.656

[a] items measured on a seven-point scale: 1=Strongly Disagree, 4=Neutral, 7=Strongly Agree

Table 14. Distribution of "Early Birds" and "Night Owls" in HK and USA Samples

	Hong Kong (n=179)		USA Sample (n=138)		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Most productive during day time: "early birds"	88	49.2%	86	62.3%	54.9%
Most productive during night time: "night owls"	91	50.8%	52	37.7%	45.1%
Chi-square $\chi^2 = 5.448$, p = .020					

5. Discussion

This study aims to compare visitors' perceptions of the same view at daytime and

nighttime. Based on focus group discussions, eight personality traits were generated to describe the cityscape of Hong Kong as seen from The Peak: Powerful, Superficial, Open-minded, Vulnerable, Multifaceted, Mysterious, Glamorous, and Lively. Compared to Aaker's (1997) BPS, which consisted of positive and neutral words, it should be noted that two words with negative connotations were identified by the focus group participants: Superficial and Vulnerable. While BPS is the most widely used scale to measure destination personality, some studies also incorporated open-ended questions, which often revealed negative traits of the destination. For example, Las Vegas was labeled as "showy" and "naughty" (Usakli & Baloglu, 2011) and Patras was described to be "aged," "mischievous," "neglected," and "tired" (Apostolopoulou & Papadimitriou, 2015). Findings suggest that it is necessary to develop destination-specific traits and consider both positive and negative attributes when measuring destination personality (Kumar & Nayak, 2014).

In addition to open discussion, focus group participants selected personality traits from the BPS that best described the day view and the night view. Overall, distinctive traits were identified for day versus night (Table 2). First, most people work during the day and rest at night (Gershuny, 2000). Such work/leisure divide was reflected in how participants perceived the day and night personality of the cityscape of Hong Kong. The daytime view was associated with work-related personality traits, such as Hard-working and Successful, while the nighttime view seemed to be more associated with leisure and entertainment, such as Lively and Trendy. Another distinction between day and night was that the daytime view was perceived as Masculine and Powerful while the nighttime view was perceived as Feminine and Glamorous. The male/female divide with regard to day and night could be traced back to the sun and the moon. In many cultures, including Greek, Roman, and Chinese mythology, solar deities tend to be male (e.g., Ra, Helios, Apollo, Hou-Yi), and lunar deities tend to be female (e.g., Selene, Artemis, Diana, Chang-O). Finally, another key difference between day and night is light versus dark. Light and darkness are typically used to symbolize good/evil, knowledge/ignorance, life/death, and more (Fontaine, 1986). The light/darkness contrast is reflected in how the daytime view was perceived as Open-minded while the nighttime view was perceived as Mysterious. Although darkness and nighttime might induce feelings of fear and danger, the absence of light also allows for more imagination (Baker, 2015), which might be why the night view was described as Imaginative and Mysterious.

Although the field trips and focus groups generated distinctive personality traits for the day and night views of Hong Kong cityscape, subsequent experiments and questionnaires only revealed some significant differences. Comparing the results from within the Hong Kong sample and USA sample, more significant differences between day and night were found in the Hong Kong sample, in the general day-night comparison as well as in how the day view is perceived by "early birds" and "night owls." USA respondents, however, did not express as much distinction in their perceptions of the day and night views of Hong Kong. As

The Peak is located in Hong Kong, 92.9% of Hong Kong respondents have visited The Peak, while 97.9% of USA respondents have not. The average number of trips by Hong Kong respondents (who have been to The Peak) is 4.96, and 22.8% visited during the day, 14.4% visited at night, and 62.9% visited both day and night time. Therefore, they might be more perceptive of the day and night differences. Having never been to Hong Kong or The Peak, it is possible that most USA respondents were responding more to the skyline and cityscape of Hong Kong rather than day and night differences. Gartner (1986) examined seasonal influences on image change by comparing the image of Colorado, Montana, Utah, and Wyoming in November and February, but found very few significant differences. He argued that possibly "temporal influences are being masked by a strong brand image" (p. 642-643). Likewise, USA respondents' perception of day and night views might be masked by the strong urban image of Hong Kong.

Cross-cultural comparisons in how Hong Kong and USA respondents perceived the day or night view revealed more statistically significant differences. However, some of the significant items were the same, regardless of day or night (See Table 11 and Table 12). Therefore, perception differences should be understood on two levels: overall perception differences in USA and Hong Kong respondents (Figure 3) and specific day and night differences (Figure 4). With regard to day/night differences, USA and Hong Kong respondents varied more in their perception of the night view than that of the day view (four personality items vs. one personality item). Interestingly, American respondents had more positive perceptions in that the night view was successful and glamorous, while Hong Kong respondents scored higher on items with negative connotations: superficial and vulnerable.

Figure 3. Cultural Differences in Perceptions by American and Hong Kong Respondents

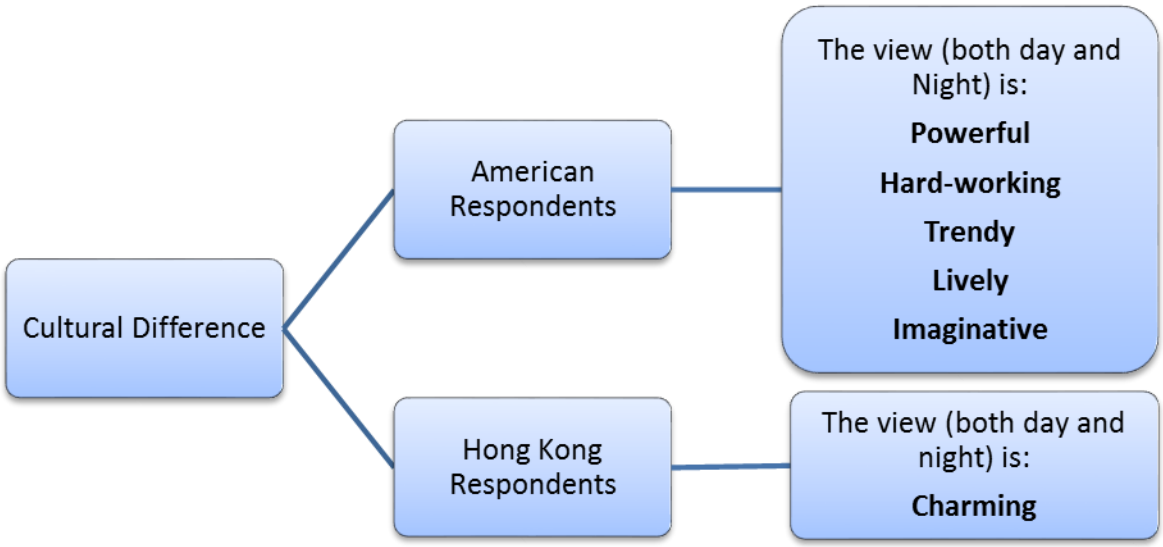
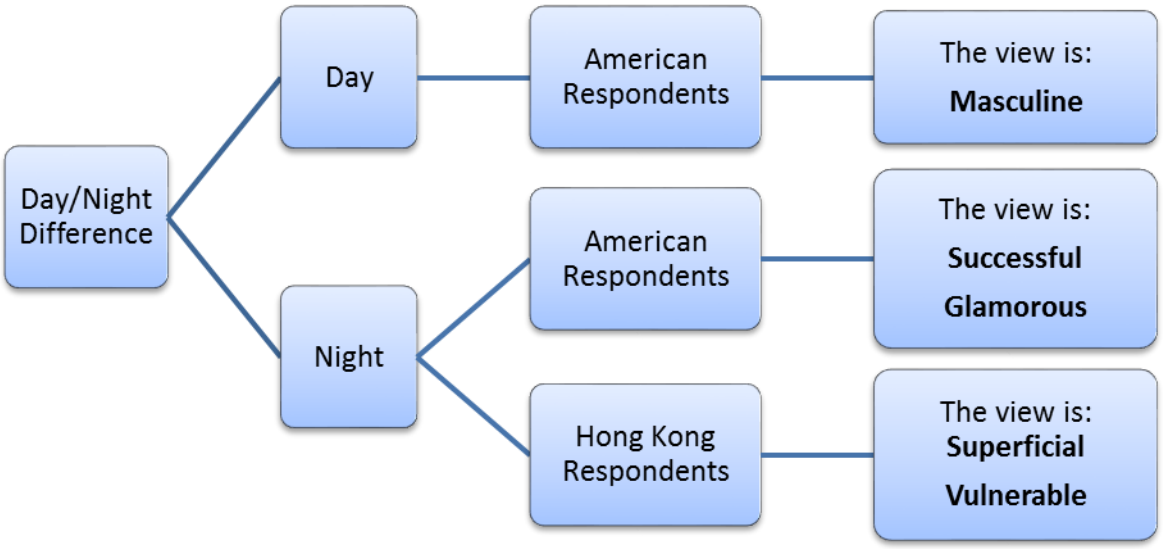


Figure 4. Day and Night Perception Differences by American and Hong Kong Respondents



The different perceptions of Hong Kong and USA respondents can be discussed in two ways. First, previous studies have identified some differences in the image perceptions of domestic and international tourists and visitors of different origins. Crompton (1979) found that the farther the distance between one's home and destination country, the better the destination image. Conversely, Bonn, Joseph, and Dai (2005) found that in-state visitors and domestic visitors had higher evaluations of destination image than international visitors did. Another study by Kastenholz (2010) examined the role of cultural proximity, and found that visitors who were neither the closest nor the most distant culturally had the most positive image. Findings of this study support the image difference as perceived by local visitors versus international tourists, although there is still no consensus on the direction of the influence.

Second, apart from their positions as domestic or international visitors, are there any innate cultural differences in how Hong Kong and American respondents perceive day and night? The distributions of "early birds" and "night owls" among Hong Kong and USA respondents were different (Table 17). While the two groups were approximately half and half in the Hong Kong Sample, the USA sample consisted of nearly 2/3 "early birds" and 1/3 "night owls." Comparison of self-image congruity also revealed that USA respondents were more likely to see their own personality as similar to the "day view" than Hong Kong respondents did. Within the night groups, however, there was no difference between Hong Kong and USA respondents in their sense of congruity to the night view. Findings suggest that USA respondents might be more "day oriented" than Hong Kongers.

Within the Hong Kong sample, it was found that when seeing the night view, "early birds" and "night owls" did not differ in their perception of the personality of the view. When seeing the day view, "early birds" expressed higher actual and ideal self-image congruity to the day view than "night owls" did. However, "night owls" rated the day view to be more

masculine, powerful, hardworking, vulnerable, glamorous, and independent than the "early birds" did. Sirgy and Su (2000) proposed that the greater the match between destination image and tourist self-concept, "the more likely that this tourist will be motivated to visit that destination" (p. 343). While this study did not examine respondents' motivation to visit The Peak, findings revealed that "night owls" gave higher scores to certain attributes of the day view. In addition to the concept of congruity, it is also possible that "opposite attracts." According to Urry (1990), tourists choose to gaze upon things that are visually different from home, in which case Hong Kong night owls were more appreciative of the daytime view, and USA respondents gave higher scores for more items than Hong Kong respondents, regardless of day or night.

Overall, findings suggest that "night" has more personality, in that the night view generally received higher ratings than the day view, from both American and Hong Kong respondents. On the other hand, "day" has a more distinctive personality, which is perceived differently by "early birds" and "night owls" in Hong Kong. The day view may also be more relatable to American respondents than to Hong Kong respondents, as the percentage of "early birds" is higher in the USA sample, and the actual self-image congruity between respondents' own personality and the day view is also higher in the USA sample.

6. Conclusion

This study contributes to tourism literature on destination image and brand personality, specifically on how the temporal environment may shape visitor perceptions. As the effects of seasonal change, length of stay, and repeat visitation on destination image have already been examined (Gallarza, Saura, & García, 2002), this study focused on the difference in visitor perceptions at daytime and night time. The influence of individual characteristics on visitor perceptions, including nationality and circadian rhythm, were also explored. Moreover, cross-cultural comparisons revealed some significant differences in American and Chinese perceptions of day and night. Comparing Eastern and Western cultures, Eastern cultures expressed more interest in scenic nightscapes. Much of the research on night tourism planning and urban lighting projects took place in China (e.g., Guo et al., 2011; Zheng, Shi, & Rao, 2010; Liu et al., 2011). The Yakei ("night view") Convention & Visitors Bureau, which is one of the few organizations in the world dedicated to night views, was founded in Japan. In 2016, the Yakei Summit was hosted in Vietnam. On the other hand, there is a growing trend in European cities to host night events and use lighting as part of urban cultural festivals. As Eastern and Western countries tend to use different approaches to develop lighting and nighttime tourism, this study bridges the gap by comparing Chinese and American visitors' perspective on day and nighttime cityscapes.

As destinations grow, there is an increasing need to diversify their tourism product. For urban destinations, nighttime tourism products provide new opportunities for development

(Wen, 2007). In the case of Hong Kong, the nightscape view from Victoria Peak is one of the most popular attractions and always in high demand. According to the results of an online game conducted by The Peak Tower Limited (2015), 88% of the visitors prefer to visit The Peak at night, 9% prefer to visit at sunset, and 3% prefer to visit in the morning. To better manage and balance visitor numbers, it is necessary to understand how different types of visitors may feel about the same scenery at daytime and nighttime. For example, this study revealed that USA respondents tended to be more "day-oriented," and within Hong Kong respondents, "night owls" were more appreciative of the day view of the cityscape of Hong Kong. Additional research can be conducted to explore visitor preference and satisfaction. As such, findings can help the tourism industry better understand visitor perceptions of daylight vs. nightscape, and develop alternative products for non-peak hours.

One major limitation of this study is the use of university student samples in the focus groups and experiments. Study results are specific to young adults in their early twenties, and cannot be generalized to other age groups. Due to the higher percentage of female students in hospitality and tourism programs, there were more female respondents in the focus groups and experiments. Thus, study findings may be more indicative of the female perspective on day and night differences. Future research can be conducted on-site with actual visitors to achieve a larger and more evenly distributed sample size across different ages and genders. The use of experimental design with videos and photos is another limitation. While the day and night visual stimuli were nearly identical, there were slight variations, which might have affected viewer's impressions. Moreover, this study focused on one attraction in Hong Kong and compared the opinions of Chinese and American respondents. Given the regional and ethnic diversity in these two countries, findings cannot represent the views of all Chinese and American nationals. Although significant differences were found, it is difficult to pinpoint whether these differences were caused by different levels of familiarity of domestic and international visitors, or differences in perceptions and aesthetics of Eastern and Western cultures. If future studies were to utilize experimental designs, it might be better to choose a secondary city that is lesser known to all visitors or create a fictional city, so as to eliminate the effect of familiarity on day/night perceptions. It is also possible to conduct on-site studies in multiple cities, and examine the role of visitors' familiarity with specific cities and cultural and geographic distances to each city. Lastly, this study compared day and night visitor perceptions in the context of modern, urban landscapes. Future research may extend to other types of scenery, such as historic, rural, and natural sites.

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