

**Issues arising from the rapid growth of mainland Chinese visitors to Hong Kong:
implications for tourism marketing**

ABSTRACT

The rapid growth in mainland Chinese visitors to Hong Kong has made economic contributions and also created various concerns and conflicts within the destination. As Hong Kong is at the forefront of mainland Chinese visitors' destinations, what happens in the city could serve as good reference for other destinations which would like to welcome more Chinese visitors. This study used quantitative survey method to analyze the local community's attitude toward mainland Chinese visitors. Telephone survey was carried out to gauge Hong Kong residents' view towards visitor in general and mainland Chinese visitors in particular. Implications for travel and tourism marketing were drawn.

Keywords: *Chinese visitors, conflicts, community, tourism marketing, Hong Kong*

INTRODUCTION

China's outbound tourism increased from 29 million departures in 2004 (China National Tourism Administration, 2006) to 120 million in 2015 (China National Tourism Administration, 2016), averaging a 13.8 percent annual growth. According to China Internet Watch (2015), mainland China had been the largest outbound tourism market in the world since 2012. The large volume of mainland Chinese travelers spent a record US\$102 billion in 2012, making them the largest spender in international tourism globally (World Tourism

Organization, 2013). One of the major drivers behind the rapid growth in mainland Chinese outbound travel has been the relaxation of government restrictions on international travel. Other drivers include growing disposable income, increased leisure time as a result of an overhaul of the timing of public holidays and a relaxation in foreign exchange controls (Prideaux & Tse, 2015). Hong Kong has been consistently the top destination for mainland Chinese travelers since 2006 (China National Tourism Administration, 2006-2013). In 2013, over 40 percent of mainland outbound Chinese visitors chose Hong Kong as their destination (China National Tourism Administration, 2014). The popularity of Hong Kong as a destination among mainland Chinese visitors is due to the geographical proximity, historical connections, family networks, convenience of travelling, and Hong Kong's long standing reputation of being a shopping paradise. In fact, mainland China has been the major source market driving tourism growth in Hong Kong. While tourism is recognized as a pillar industry making a direct contribution of 9.1 percent to the GDP in 2014 (World Travel & Tourism Council, 2015) in Hong Kong, the rapid growth in mainland Chinese visitors has also created various concerns and conflicts within the destination. The concerns range from air pollution and traffic congestion generated from the awaiting tour buses, to the nuisances created by large crowds of tour groups, to the perceived price hikes as a result of tourist shopping and parallel trading. The issues created by the rapid growth of mainland Chinese tourism have escalated to a point where some locals have developed strong sentiment of anti-mainland Chinese visitors.

It is against this background that this study was conducted with the overall aim of gauging the Hong Kong residents' attitude toward mainland Chinese visitors and drawing implications for tourism marketing. It has been noted that the concerns and conflicts were mostly reported by newspapers and in social media as individual cases and the communication subsequently became viral. The reports can be described as anecdotal in

nature, and it would be helpful to find out the extent of such concerns and conflicts. Another question to be answered is whether the negative sentiments are due to the sheer volume of visitors in general or related specifically to the origin of visitors. If such concerns and conflicts are real and significant, how should the government in the course of tourism planning take into consideration the residents' views? Given the growing importance of mainland Chinese visitors to many destinations in the world and the critical questions raised above, the objectives of this study are (1) to gauge Hong Kong residents' attitude toward inbound tourism, (2) to gauge Hong Kong residents' attitude toward mainland Chinese visitors in particular, and (3) to draw marketing implications from the findings. The findings of this study will have implication not only in Hong Kong but to other tourism marketing organizations who are interested in opening up their destinations to more mainland Chinese visitors as well.

MAINLAND CHINESE VISITORS IN HONG KONG

This section provides the background of the rapid growth in mainland Chinese visitors to Hong Kong and some peculiarities of the destination in relation to mainland Chinese outbound tourism. Hong Kong has experienced strong growth in inbound tourism in the past two decades: visitor arrivals increased from 9.3 million in 1994 to 59.3 million in 2015, averaging an annual growth rate of 9.4 percent. The visitors can be categorized by source markets into (1) Long Haul including the Americas, Europe, Africa, the Middle East, Australia, New Zealand and South Pacific; (2) Asia excluding mainland China; and (3) Mainland China. A closer look at the arrival statistics shows that among the three source markets it is mainland China which has been driving the growth. Mainland China visitors

have grown at an average annual rate of 33.6 percent, from 1.9 million in 1994 to 45.8 million in 2015, accounting for over three-quarter of the total visitor arrivals (Hong Kong Tourism Board, n.d.). In the same period, visitors from Long Haul markets and Asia excluding mainland China have grown by an average annual rate of only 2.9 percent and 3.2 percent respectively. In recent years, the growth of mainland Chinese visitors was so strong that it was able to lift the total visitor arrivals despite the drop of visitors from the other two markets. Figure 1 shows the trend of visitor arrivals by source market in the 20 years from 1994 to 2014.

[Figure 1 to be placed here]

One of the factors for the rapid growth in mainland Chinese visitors to Hong Kong is the relaxation of government restriction on travel. As far as travel policy is concerned, the introduction of Individual Visit Scheme (IVS) in 2003 is the key contributing factor for the influx of mainland Chinese visitors in Hong Kong. While the original intention of IVS introduced by the mainland Chinese government was to add impetus to the weak economy after the Severe Acute Respiratory Syndrome (SARS) pandemic in 2003 (Tse, 2013), the policy turns out to have significant impact on the tourism landscape. Prior to the enactment of IVS, mainland Chinese residents can only travel to Hong Kong via group tours or with special purposes such as business, education, and cultural exchange. In contrast, the IVS allows residents in approved cities to travel to Hong Kong as independent persons. The IVS was first granted to ten cities in 2003, and by 2007, it was extended to include a total of 49 mainland cities. This includes all 21 cities in Guangdong Province, Shanghai, Beijing, Chongqing, Tianjin, Chengdu, Dalian, Shenyang, Jinan, Nanchang, Changsha, Nanning, Haikou, Guiyang, Kunming, Shijiazhuang, Zhengzhou, Changchun, Hefei, Wuhan and nine

cities of Fujian (Fuzhou, Xiamen, Quanzhou), Jiangsu (Nanjing, Suzhou, Wuxi) and Zhejiang (Hangzhou, Ningbo, Taizhou) (Tourism Commission, 2014). In 2009, the IVS was further relaxed for residents of Shenzhen from a single-entry permit to year round multiple-entries permit (China Hospitality, 2011). The implementation of multiple-entries effectively gave 2.4 millions of Shenzhen residents unrestricted access to Hong Kong (Shenzhen Government, 2010).

The introduction of the Individual Visit Scheme in 2003 was in fact a turning point in inbound tourism in Hong Kong. By the end of 2003, the number of mainland Chinese visitors had grown so much that it overtook the number of non-mainland Chinese visitors. As the number of designated cities in IVS increased, Hong Kong became an even more popular destination for a wider selection of eligible mainland Chinese residents. In the following years, the number of mainland Chinese visitors visiting Hong Kong under the IVS continued to grow, and by the end of 2015, it reached 27.9 million, accounting for 61.0 percent of the total mainland Chinese visitors or 47.1 percent of total visitor arrivals (Hong Kong Tourism Board, 2016).

Not only did the IVS contribute to the strong growth of mainland Chinese visitors, it has also given rise to a particular type of travelers - the same-day visitors. While tourist is defined as visitor who stays in a destination overnight (World Tourism Organization, n.d.), these same-day mainland Chinese visitors return to the mainland or leave for another destination on the same day of crossing the mainland-Hong Kong border. It is noted that while both overnight and same-day visitors have been rising, the rate of growth for same-day visitors is much higher than that of overnight visitors. By the end of 2011, the number of same-day visitors surpassed that of overnight visitors, and, in 2014, the number of same-day visitors is 48 percent higher than that of overnight visitors (Hong Kong Tourism Board, n.d.).

The same-day mainland Chinese visitors and the overnight mainland Chinese visitors have quite distinct profiles. While vacation is the main reason to visit Hong Kong for both overnight and same-day visitors, the overnight visitors tend to travel to Hong Kong for the purpose of visiting friends and relatives more than same-day visitors. In addition, more same-day visitors pass through Hong Kong en route to other destinations compared to overnight visitors. Their spending and spending pattern also differ. Overnight visitors spend triple the amount of what same-day visitors would spend per capita. Overnight visitors tend to spend more on luxury goods such as jewelry, garments and leather goods, while same-day visitors spend more on daily necessity items such as food, alcohol and tobacco, personal care items and cosmetic goods (See Figure 2). It is believed that most of the same-day visitors are commuting for employment or shopping for daily necessity items, and they are not regular tourists for leisure or business travelers.

[Figure 2 to be placed here]

The spending power of the mainland Chinese visitors and their contribution towards Hong Kong's economy has been well recognized. In 2015, they spent a total amount of HK\$218 billion (US\$28 billion): HK\$143 billion (US\$18 billion) by overnight visitors and HK\$75 billion (US\$10 billion) by same-day visitors (Hong Kong Tourism Board, 2016).

Despite the economic benefits, the sheer volume of mainland Chinese visitors has created various concerns and conflicts within the community. It was reported that tour buses and tour groups caused nuisance to local community in other areas such as Tokwawan. Tokwawan is one of the designated shopping areas for mainland Chinese tour groups and there were incidents of tour groups alighting at prohibited areas, and at times, causing inconvenience to local residents as the entrance to the building were blocked off. While

waiting to be seated at restaurants, or waiting for tour buses, the large crowds of tourists often occupy the pavements, create a great deal of noise and left litter behind, causing nuisance to the locals (Luo, 2013). In addition, Chan (2014) pointed out that the large tour groups often occupy pavements and the passers-by have to resort to walking on the road, endangering their safety. There have also been reports on illegally parked tour buses with engines running while waiting for the return of tourists at scenic spots such as Repulse Bay (Kao, 2014). Border shopping by same-day visitors tends to target daily necessity products and have created negative impacts to the locals, such as increase in product prices and shortages. Some of these same-day visitors are parallel traders and they make a number of trips each day in order to ship as much as goods as possible. Areas where same-day visitors and parallel traders are more concentrated, the prices of products were found to be up to 20 percent higher than the respective products from other districts (Lu, 2013). Moreover, retailers and residents blamed these same-day visitors and parallel traders for shortages of goods, and they wish to see restrictions on the IVS multi-entry scheme (Lau, 2013).

The issues have led some extremists to take up anti-mainland visitors movements and even harass mainland Chinese visitors during their protests (Chan, 2014). In one of the protests organized to urge the government to curb the number of mainland Chinese visitors, the protesters labeled the mainland Chinese visitors as ‘locusts’ for overwhelming the city and its resources, and scuffles broke out between them and passer-bys in Canton Road, where luxury stores are concentrated (Siu, 2014). A survey revealed that over 60 percent of the citizens in Hong Kong admitted that the volume of mainland Chinese visitors has reached such a level that they caused inconvenience towards their daily lives, 57.2 percent believed that the number of mainland Chinese visitors should be controlled, and 61.8 percent agreed to placing a cap on the number of mainland Chinese visitors (Hong Kong Institute of Asia-Pacific Studies, 2014).

It has been forecast that Hong Kong's inbound tourism will reach 70 million by 2017, with the bulk being Mainland Chinese visitors (Shadbolt, 2014). Therefore the trend of rapid growth in mainland Chinese visitors is likely to continue in Hong Kong, and the perceived concerns and conflicts in the community may well persist. It would be helpful to find out the extent of such concerns and conflicts, and whether they are due to the sheer volume of visitors in general or related specifically to the origin of visitors. The findings would also be relevant to many other destinations such as U.K., U.S., South Korea, Thailand, Malaysia, and Singapore, which are actively targeting mainland Chinese visitors (Marketing-Interactive.com, 2015).

LITERATURE REVIEW

There have been a large number of studies conducted on mainland China's outbound tourism in the past two decades, including the publication of special issues on this topic in four academic journals: *Journal of Hospitality & Leisure Marketing*, *Journal of China Tourism Research*, *Tourism Planning & Development*, and *Journal of Travel & Tourism Marketing*. There are more than 80 papers covering various aspects of mainland Chinese outbound tourism, and among them 19 papers on mainland Chinese visitors to Hong Kong. These papers can be categorized into the following themes: the development of Chinese outbound tourism, zero-fare Chinese outbound tours, perceived destination image, Chinese tourist travel motivation and satisfaction, and the tourism impact.

Zhang and Heung (2002) gave a historical perspective of the mainland Chinese outbound tourism in first commencing with granting visitations to Hong Kong and Macau for business purpose in the mid-1980s. In 1990, relaxation in tourism policy then allowed

mainland Chinese citizens to travel for leisure purpose to Hong Kong, Macau and several Southeast Asian countries such as Singapore, Malaysia and Thailand. From then onward, the outbound tourism policy became more liberal and non-Asia countries such as Australia and New Zealand are also recognized as approved destinations to visit. Wang and Sheldon (1996) and Zhang and Qu (1996) attributed the increasing trend of mainland Chinese traveling to Hong Kong to the higher disposable income generated by the growing economy and also the relaxation of travel policy. The growth potential of this market was also recognized by Zhang and Qu (1996) and Zhang and Heung (2002), given that there will be continued liberalization of travel policies and economic boom. Qu and Lam (1997) concluded that ‘disposable income per capita’ and ‘relaxation of visa requirements’ are two significant factors which influence the travel demand to Hong Kong, amongst the other variables such as ‘cost of travel’, ‘relative price levels in the two countries and in alternative destinations’ and ‘currency exchange rates’. In the study of motivation, Zhang and Lam (1999) found that knowledge, prestige and enhancement of human relationships were recognized as the most important push factors, while hi-tech image, expenditure and accessibility were considered the most important pull factors. Also using push and pull theory, Hsu and Lam (2003) confirmed that sight-seeing was the most important motivation factor and expensiveness a barrier factor. Li, Wen and Leung (2011) investigated the travel motivation and behavioral patterns of mainland Chinese female travelers to Hong Kong and concluded that knowledge, prestige, social relationship, rest and relaxation, and adventure and excitement are the push factors, while modern image, natural environment and attractions, safety and cleanliness, ease of tour arrangement and shopping are the pull factors. Huang and Hsu (2005) found that the main motivation of visiting Hong Kong was shopping, and other motivations include knowledge enhancement, curiosity, family togetherness and kinship enhancement, sightseeing, experiencing different culture and lifestyle, and visiting friends and relatives. Factors which

discourage mainland Chinese from visiting Hong Kong included time, money, language, complexity of getting travel documents and improper accommodation supplies.

There have been various studies on mainland Chinese tourists' perceived destination image of Hong Kong. Law and Cheung (2010) conducted a study on travel experience and destination image of Hong Kong based on the visitors' comments on the Internet, and the results indicated that the destination image of Hong Kong was overall positively perceived. The main strengths of Hong Kong were found to be transportation, the harbor, and outlying islands, while there is room for improvement in the price of meals outside hotels, rooms in five-star hotels, and the quality of cosmetics and skincare products. Tse and Zhang (2013) also found that the overall destination image of Hong Kong was positive among mainland Chinese visitors, and attraction, food, shopping, transportation, accommodation, and people were mentioned favorably. Ji, Li and King (2015) stated that Hong Kong is positioned as a "shopping paradise" that offers a wide range of duty-free shopping opportunities, from daily necessities to luxury good to the mainland Chinese visitors. On the other hand, mainland Chinese visitors found that Hong Kong's destination image lacks distinct attributes and shares many similarities with other destinations such Japan, Vietnam and Taiwan, South Korea and Macau (Hsu & Song, 2012).

Satisfaction level of the visitors has also been a topic of interest. Qu and Li (1997) found that mainland Chinese visitors to Hong Kong were quite satisfied with all aspects of their journey except for the prices. Song, Li, Veen and Chen (2011) used the tourist satisfaction index to measure the satisfaction level of the mainland Chinese visitors on three industry sectors in Hong Kong: hotel, retail and local tour operators. The findings showed that the visitors are most satisfied with the hotel sector, followed by retail and then local tour operators. Li, Song, Chen and Wu (2012) compared mainland Chinese tourists' satisfaction

with the United Kingdom and Hong Kong, and found that they have a higher satisfaction level with Hong Kong as a destination.

In more recent years, there were emerging signs of dissatisfaction among mainland Chinese visitors in Hong Kong. According to Huang and Hsu (2005), the visitors expressed dissatisfaction of Hong Kong citizens displaying superiority over them. Similarly, Ye, Zhang and Yuen (2012) investigated the discrimination of mainland Chinese visitors in Hong Kong, and concluded that intercultural competence, i.e. ability to think and act appropriately in accordance with people of different cultures, has a significant role in influencing anticipated and perceived discrimination. Yeung and Leung (2007) gauged the host side's perception of mainland Chinese visitors by surveying hotel employees. While the employees are fairly positive on the economic and financial benefits which the mainland Chinese visitors bring to Hong Kong, they also expressed negative perception and attitudes towards the guest appearance, personalities and behavior. Another study was conducted by Chan, Hsu, and Baum (2015) on the impact of tour service performance on tourist satisfaction and behavioral intentions among mainland Chinese tourists in Hong Kong. The study concluded that satisfaction with tour services and satisfaction with the tour experience are distinct constructs with differential relationships with the various tour services. Among the seven tour services examined, tour guiding service has the greatest impact on satisfaction with tour services, whereas leisure activities have the greatest impact on satisfaction with the tour experience.

Siu, Lee and Leung's (2013) study was probably the first study conducted to gauge the community's perception toward the rapidly increasing number of mainland Chinese visitors. The researchers found that while Hong Kong residents recognized more positive impacts than negative in the economic aspect, there were more negative impacts than positive in environmental aspects, and only negative impacts were identified in the social-cultural aspect. The study concluded that while the significant economic impact led the residents to

perceive the influx of mainland Chinese visitors positively, the social-cultural and environmental impacts had the opposite effect. The authors realized that the study has some limitations which may restrain the generalization of the findings. One of the limitations is that the study was confined to a sample of 18 residents' perceptions toward the mainland Chinese visitors to Hong Kong and the findings might not fully represent the overall perceptions. The authors suggested that future studies should enlarge the sample size in order to generate more insights in the rapid growth of mainland Chinese visitors, and to utilize quantitative methodologies to generalize the qualitative data identified in the study.

While there is abundant literature in the motivation, destination image and satisfaction aspects of mainland Chinese outbound tourism in Hong Kong, there is very limited research on the host community's view of the growing number of mainland Chinese visitors. As China becomes the dominant source market in a destination, a representative and deeper understanding of the local residents' views on the visitors is certainly important for travel and tourism marketing. For this purpose, Doxey's Irridex Model (as cited in Faulkner & Tideswell, 1997) was used in the examination of resident reactions to tourism.

Doxey found that over time, when tourist numbers approach and pass a destination's social carrying capacity, the attitudes of hosts toward guests go through a sequence of stages (as cited in Leiper, 2004, p.236). These changing attitudes vary in duration and from destination to destination, depending on how long they have been receiving visitors. The four stages are labeled as (1) Euphoria, (2) Apathy, (3) Annoyance, and (4) Antagonism. These four stages portray the progression of a host community's responses to tourism as follow (Reisinger, 2009). Euphoria refers to the initial stage when tourist number is small and activity is limited, and tourists are welcomed by the local community. Apathy refers to the stage when tourist number increases, tourists are taken for granted and the relationship between the host and tourists takes a more formal stance, and hosts become indifferent

toward tourists. Annoyance refers to the stage when the number of tourists grows significantly to a point of saturation, the concerns about the impacts of tourism will arise. Antagonism refers to the stage when the host community eventually bears hostility toward tourists, leading to conflicts. Martin and Usyal (as cited in Johnson, Snepenger & Akis, 1994) in their study of the relationship between carrying capacity and tourism lifecycle made similar assertion that there is an inverse relationship between the development stages of tourism area and the residents' responses. The local residents are ecstatic with tourism in the initial stages because of the perceived economic benefits. However, as the physical environment and type of tourist being attracted underwent unwanted changes, their attitudes towards tourism will become more and more negative. Craik (1995) superimposed the Irridex Model on Butler's (1980) cycle of tourism area evolution, and made similar contention that where a destined area will go through stages of involvement, development, consolidation, stagnation and decline as tourists increase over time, residents will become ambivalent towards tourism.

RESEARCH METHOD

This study is to gauge the Hong Kong residents' view towards visitors in general and mainland Chinese visitors in particular. Quantitative survey method was used to ensure that the results are representative of the community and the findings can be compared statistically. This would also address the limitations of small sample size and qualitative nature of the study conducted by Siu, Lee, and Leung (2013) mentioned in the earlier discussion. Telephone survey was adopted because it is a practical method to achieve a relatively large sample size. A quota sampling method was used based on the proportion of population in the

three main residential areas: Hong Kong Island, Kowloon and New Territories. According to the Census and Statistics Department (Census and Statistics Department, 2013), the share of population in each of the three residential areas is: Hong Kong Island 17.9 percent, Kowloon 30.0 percent, and New Territories 51.1 percent. Consequently, the survey successfully interviewed 1,839 Hong Kong permanent residents aged 18 or above, with 338 in Hong Kong Island (18.4 percent), 549 in Kowloon (29.9 percent), 941 in New Territories (51.2 percent), and 11 unidentified (0.6 percent).

The process of data collection was outsourced to the Computer-Assisted Survey Team (CAST) under the Centre for Social Policy Studies of The Hong Kong Polytechnic University. To boost the contact rate and respondent rate, CAST conducted the telephone interview from 6:00pm to 10:30pm on Mondays to Fridays and 2:00pm to 10:30pm on Saturdays and Sundays over the period 15th July 2014 to 14th August 2014. All interviewers are with tertiary education background. They were trained and qualified to conduct the telephone interviews and were supervised during the data collection process. The telephone interviews were carried out using colloquial Chinese, or in English if needed, structured questionnaire. Computer Assisted Telephone Interviews system was used to collect the required information. For each sample, the telephone number dialed was randomly sampled from the telecommunication company's residential telephone number book and the respondent was selected by the last-birthday method within the sampled household. The enumerators were required to attempt at least three times to reach each sampled respondent until the interview was successfully completed or could not be pursued any further.

The questionnaire was developed based on literature review and in-depth interviews. Initially, a pool of items was generated by reviewing and summarizing the existing research. To obtain extensive views from the tourism industry, in-depth interviews were conducted with 12 interviewees were selected from the each industry sector that best

represented the corresponding sector, and invited the head of the organization or association to be interviewed, including representatives of the Travel Industry Council of Hong Kong, Hong Kong Tourism Board, Hong Kong Association of Travel Agency, Hong Kong Hotels Association, Ocean Park, Hong Kong Disneyland Resort, and China National Tourism Administration. The interviews added supplemental insights into the relationships between mainland China and Hong Kong. Each interview lasted for about an hour. Table 1 shows the interview questions.

[Table 1 to be placed here]

Prior to the survey, a pilot test of 17 telephone interviews were carried out by the CAST, which provided constructive comments on the original set of questions. The wording of the survey questions were then amended, taking the feedbacks into account, for improvement in survey operation and design. The final survey questionnaire consisted of a total of 63 close-ended questions, where 10 questions were demographic and general questions, 25 questions were about perceptions on Hong Kong's tourism in general, 28 questions were about views related to mainland Chinese visitors.

In the questions regarding perceptions and views, the participant would be required to indicate his/her opinion according to a five-point scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. An extra category 9 was included in the case where information was not available. The data collected from the 1,839 respondents were cleaned and analyzed by Statistical Package for the Social Sciences (SPSS).

FINDINGS

After the data were collected, all responses were categorized, scaled, and entered into the Statistical Package for the Social Sciences program for processing. Data screening was conducted to detect outliers and any serious violations of assumptions. Descriptive analysis was performed to profile the respondent characteristics and to compose the descriptive information of all attributes. Comparison was also made between the data collected for this study and the population statistics provided by Census and Statistics Department. The comparison in Table 2 shows that the profile of the sample closely matches with the population, which helps ensure the reliability of this research.

Among the 1,839 respondents, 55.5 percent were female and 44.5 percent are male. They were distributed in all age groups, and the age group of 50-59 is the largest, accounting for 24.1 percent of the total. A high percentage of respondents held secondary/matriculation qualification (44.7 percent), followed by those holding bachelor or above qualification (32.0 percent). More than half of the respondents (56.8 percent) were working and among them the two largest groups are managers and administrators (22.2 percent) and clerks (21.2 percent). Among those who were working, 23.7 percent claimed that their work is directly or indirectly related to tourism industry. The two largest personal income groups are HK\$10,000-14,999 and HK\$20,000-29,999 accounting for 20.1 percent and 20.3 percent respectively.

[Table 2 to be placed here]

Table 3 shows Hong Kong residents' view on inbound tourism and visitors in general. The results show that Hong Kong residents are generally favorable toward inbound tourism. They tend to agree that inbound tourism is important to the city economically (mean score = 3.65), socially and culturally (mean score = 3.55). They believe that the city provides a rich supply of tourism products (mean score = 3.47), and they would like to see more visitors

coming to Hong Kong (mean score = 3.29). The community as a whole is neutral in the satisfaction with the protection of tourism resources (mean score = 2.93), provision of medical facilities (mean score = 3.13) and transport facilities (mean score = 3.07) despite many visitors. In fact, they are also neutral with whether there is conflict of interest between residents and visitors (mean score = 3.05). However they believe that the city has become too crowded (mean score = 4.08) and tourism has changed the local appearance (mean score = mean score = 3.79); they tend to agree that visitors bring challenges to local governance (mean score = 3.29); and many do not feel comfortable in tourism attractions during peak season (mean score = 2.24). The local residents are of the view that the city's competitiveness in tourism is weakening (mean score = 3.64), and the government should impose restrictions to preserve the environment and to conserve tourism resources (mean score = 4.04), and to suppress price levels (mean score = 3.21). They agree that Hong Kong has to limit the number of visitors (mean score = 3.28) and the government should impose tourist tax to improve community welfare (mean score = 3.47).

[Table 3 to be placed here]

Table 4 shows Hong Kong residents' view on mainland Chinese inbound tourism and visitors. The findings show that Hong Kong residents realize that mainland Chinese visitors are important economically because they create jobs (mean score = 3.41), they enhance tourism market (mean score = 3.32), and a great number of them will visit Hong Kong (mean score = 3.70). The residents' views are somewhat negative on whether Chinese visitors can help Hong Kong people understand diversity of culture (mean score = 2.80); whether Chinese visitors follow rules, keep order, and maintain public hygiene (mean score = 2.49); and whether the measures taken by the government for dealing with the problems caused by

mainland visitors are satisfactory (mean score = 2.41). They agree that there is uncivilized behavior of mainland visitors (mean score = 3.66); they cause social problems (mean score = 3.88); and there are a lot of complaints on them (mean score = 4.00). The local residents also feel that they are treated with less courtesy than mainland visitors (mean score = 3.60), and the visitors have brought negative impacts on price levels (mean score = 3.63). They agree that there are obvious conflicts of interest between local residents and mainland visitors (mean score = 3.42), the visitors bring challenges to local governance (mean score = 3.48), and community resources are occupied by mainland visitors (mean score = 3.35). As a result of the negative sentiments, the residents agree that Hong Kong has to limit the number of mainland visitors (mean score = 3.72). Nevertheless, the Individual Visit Scheme is viewed positively in bringing economical benefits (mean score = 3.49) and social benefits (mean score = 3.22) to Hong Kong.

[Table 4 to be placed here]

The above analysis indicates that the local residents' views on inbound tourism are positive in terms of economic benefit, and they believe that tourism helps create jobs, more so because of mainland Chinese visitors. However their other views on mainland Chinese visitors in particular are more negative when compared to the views on visitors in general. The findings (in Table 5) show that the views (on visitors in general and on Chinese visitors in particular) are significantly different in the following opinion areas. The local residents agree that inbound tourism is important to Hong Kong culturally, but not among mainland Chinese visitors. They think that visitors bring challenges to local governance, more so among mainland Chinese visitors. They tend to agree that there are obvious conflicts of interest with visitors, more so with mainland Chinese visitors. They believe that tourism

causes price increases, more so because of mainland Chinese visitors. They would like to see some measures to limit the number of visitors, more so in the case of mainland Chinese visitors.

[Table 5 to be placed here]

DISCUSSION AND CONCLUSION

As Hong Kong is at the forefront of mainland Chinese visitors' destinations, what happens in the city could serve as good reference for other destinations which would like to welcome more Chinese visitors. The following discusses issues arising from the rapid growth in mainland Chinese visitors to Hong Kong, using Doxey's Irridex Model, and the theoretical implication of this study.

Based on the findings of this research and Doxey's Irridex Model, Hong Kong residents' attitude toward visitors in general can be described as transiting from the first stage of Euphoria to the second stage of Apathy. Hong Kong is a mature destination which has been promoted by the destination marketing organization actively for over 40 years and supported by the government as a portfolio under the economic policy bureau for over 15 years. Inbound tourism is well recognized for its economic contribution, and the host-tourist relationships are commercial in nature. Tourists are welcome so long as they contribute to economic activities and create jobs. On the other hand, as the number of mainland Chinese visitors grows rapidly to the extent that they are causing inconvenience and conflicts, the local residents' attitude seems to have further moved from the stage of Apathy to Annoyance. The local residents find that Chinese visitors cause social problems and there is desire to limit

the number. The theoretical implication is that there is a more complex version of Doxey's Irridex Model, in the sense that the progression in a destination may not be linear and singular. The stage of progression may not be uniform across different source markets, and it may be different depending on the impact and situation of a particular source market. The model stipulates that when tourist numbers approach and pass a destination's social carrying capacity, the attitudes of hosts toward guests go through a sequence of stages. This study shows that the changing attitudes vary not just from destination to destination, but from source market to source market as well. In other words, tourists from different source markets could be perceived by the local community differently, and the tolerance level among the local community varies depending on source markets. This would mean that destination marketing has to differentiate the different stages of development with respect to different source markets. Destination marketing has to take into account the stage of development with reference to a particular source market.

From a destination marketing point of view, it would be desirable to prolong the first stage of Euphoria and the second stage of Apathy, thus preventing or delaying the onset of the third stage of Annoyance and the fourth stage of Antagonism. Drawing on lessons of what has happened in Hong Kong and the research findings, tourism marketing, destination marketing in particular, should take into consideration the following implications to sustain the growth of Chinese visitors while minimizing the potential negative impacts.

Government relations

Destination marketing should anticipate the rapid growth of inbound mainland Chinese visitors given the more liberal travel policy adopted by the Chinese government and

realize that China is a very large potential market that could become a dominant source market in a short period of time. The Chinese government plays a very important role in managing the flow of outbound travelers through policy and procedure (Tse, 2013). China National Tourism Administration together with its provincial and municipal organizations is the key government structure looking after tourism policy and procedure, hence to develop long-term relationships with.

Incidentally there was decline in visitor arrivals from mainland China to Hong Kong in the second and third quarters of 2015, resulting in zero growth in the first nine months (Hong Kong Tourism Board, 2015). Among many factors, the decline was due to the drop in same-day visitor arrivals since a new travel policy was implemented in April, which restricts Shenzhen multi-entry permit holders to travel to Hong Kong once a week only. The policy was implemented after a series of discussion between the mainland Chinese and Hong Kong governments, as a means to suppress parallel trader activities, which negatively affected the local community living. This particular phenomenon underlines the importance of government relations in Chinese tourism.

Private sector

A destination should realize that it is likely to be dealing with inexperienced first-time Chinese tourists in the early stage of development. These tourists usually travel in groups and the number is massive. The profile of Chinese tourists could change rapidly depending on Chinese economy and tourism policy and destination marketing. Some destinations progress quickly from receiving group tourists to individual tourists to luxury tourists. To maximize the opportunity presented by mainland Chinese visitors while minimizing the level of

conflicts in the community, the private sector and the public sector should discuss and reach consensus on the level of reliance that will be placed on mainland China as a single source market. Destinations should be aware of the crowding-out effect of Chinese tourism. The crowding-out effect refers to the mutual exclusion between customer segments when the production and consumption of tourism products occurs concurrently (Chou, Hsieh & Tseng, 2014). The authors showed that when Chinese tourists consume Taiwanese tourism products, they may compete with other customer segments who also consume the same products at the same time and in the same place, and mutual exclusion is a result of different tourism behaviour.

Segmentation and targeting

Mainland China is far from being a homogenous source market. There is much diversity offering destinations the opportunity to target specific cities and provinces. Income level, for example, is much higher among households in the coastal cities than the inland cities. It is also important to target at certain cities rather than the entire country. Xiamen, for example, has a population size of New Zealand; and Xi'an has a population size of Switzerland. Focusing on specific cities also means that the marketing dollars would be used more effectively and would not be spread too thin. Given the changing lifestyle and wants of the Chinese visitors (Hubacek, Guan, Barrett & Wiedmann, 2009), they exhibit wide range of shopping needs from inexpensive items to valuables, from daily necessities to luxury goods. Destinations should consider the strength and sustainability of its shopping sector and other tourism resources. Chinese visitors are becoming more experienced, more discerning, and more demanding. It is essential that destinations target segments that best suit the

destinations' suite of experiences rather than letting the tourist flow takes its own course of development.

Carrying capacity

Destinations should consider not just physical carrying capacity but social and environmental carrying capacity as well. Tourism marketing should not just chase quantity or large number of visitor arrivals, but quality of visitor experience as well. Physical carrying capacity refers to a destination's ability to handle visitors crossing border control points, and provide accommodation, attractions, and transportation. Social carrying capacity refers to the crowdedness felt by visitors and local community. Tourism impact on the lives of residents in a destination is likely to increase with rising visitor arrivals. Environmental carrying capacity refers to a destination's ability to protect the natural environment given potential pollution created by visitors. It is important to keep visitor number within social and environmental carrying capacity to ensure visitor satisfaction, harmony in the community, and sustainability of the environment.

Gauging community responses helps measure the emotional tolerance level of the host community. It is important that host community is aware the economic contribution of the tourism sector. This can be done by frequent communication and interaction with the local community in the form of internal marketing and public relations by destination management organization (DMO) (Morrison, 2013, p.18). When there is evidence of push-back from the local community there may be a requirement to mount education campaigns to bridge any cultural gaps that may arise (Prideaux & Tse, 2015). As mentioned by Faulkner

and Tideswell (1997), monitoring of community reactions is an integral part of the urban planning and tourism management process.

De-marketing

De-marketing is a policy option and management tool for demand control (Beeton & Benfield, 2002). It would be normally against the mission of any destination marketing organization to consider de-marketing. The possible huge impact of Chinese visitors, sometimes in a negative manner, means that it may be necessary to consider de-marketing as a way to ensure quality experience among the visitors and maintain quality of living in the local community. It is better to avoid the conflicts between visitors and local community than having to address the conflicts. Hong Kong is an example of letting the flow of Chinese tourists unbridled and responding a little too late in de-marketing. It was left to a small yet aggressive group of the local community to respond and express publicly their discontent in an uncivilized manner. In retrospect, de-marketing could have been exercised earlier and the kind of conflict and confrontation which happened could be avoided altogether. In practice, a destination may choose to focus its promotion effort on some selected mainland Chinese cities rather than adopting a *carte blanche* approach.

Human resources

People is one of the 7 Ps in service marketing (Business Fundas, 2010). People are at the forefront of any destination to interact with and provide service to visitors. Tour guides, for example, has significant direct effect on tourist satisfaction with their guiding service

(Huang, Hsu & Chan, 2009). To maximize available tourism opportunities, destinations need a skilled and educated workforce. As the Chinese market could grow rapidly and pose pressure on human resources, destination marketing should also ensure that the industry has the appropriate supply of people with the appropriate language, communication, and emotional skills. Employees of tourism service providers should be trained of the characteristics, preferences, and habits of Chinese visitors. Welcome Chinese Certification (2015) is an example of helping service providers to understand and set hospitality standards dedicated for Chinese travelers.

LIMITATIONS AND FUTURE RESEARCH

There are limitations in this study. First of all, Hong Kong as a special administrative region of China has unique political and social relationships with each other. Hong Kong is a popular destination for Chinese tourists but it is not a typical destination. Hong Kong is at the forefront of mainland Chinese visitors' destinations, and what happens in the city could serve as good reference for other destinations which would like to welcome more Chinese visitors. However it would not be appropriate to generalize all the issues arising from the rapid growth of mainland Chinese visitors to Hong Kong. Care has to be exercised in interpreting the tourism situation in other destinations. Secondly, mainland China has a large population of visitors and they vary much in terms of educational and socio-economic background. It is probably not justified to label them as one group of people with certain characteristics. There is currently stigma associated with the mainland Chinese tourist label, and the research findings were likely to be affected by the stigma. Given the rapid change in mainland Chinese tourism, it is suggested that future research should focus on the changing travel pattern in

terms of groups versus individuals, leisure versus business, and mass travel versus luxury travel. It is believed that as mainland Chinese travelers become more sophisticated, the impacts on and issues arising in destination would be different.

REFERENCES

- Beeton, S., & Benfield, R. (2002). Demand control: The case for demarketing as a visitor and environmental management tool. *Journal of Sustainable Tourism*, 10(6), 497-513.
doi:10.1080/09669580208667184
- Business Fundas. (2010). The 7 Ps of service marketing. Retrieved from <http://business-fundas.com/2010/the-7-ps-of-services-marketing/>
- Butler, R. W. (1980). The concept of a tourist area cycle of evolution. *Canadian Geographer*, 24(1), 5-12.
- Census and Statistics Department. (2013). Population and household statistics analysed by district council district 2012. Retrieved from <http://www.statistics.gov.hk/pub/B11303012012AN12B0100.pdf>
- Chan, A., Hsu, C., & Baum, T. (2015). The impact of tour service performance on tourist satisfaction and behavioral intentions: a study of Chinese tourists in Hong Kong. *Journal of Travel & Tourism Marketing*, 32, 153-159. doi:10.1080/10548408.2014.986010
- Chan, B. (2014, April 25). Anger towards mainland visitors likely to worsen unless problems addressed. *South China Morning Post*. Retrieved from <http://www.scmp.com/lifestyle/travel/article/1495953/anger-towards-mainland-visitors-likely-worsen-unless-problems>

China Economic Net. (2004). 2003 China Tourism Statistics. Retrieved from http://www.ce.cn/travel/lyfg/lytj/200409/17/t20040917_1785394.shtml

China Hospitality. (2011, January 5). Shenzhen Extends Individual Visitor Scheme. *China.org.cn*. Retrieved from http://www.china.org.cn/travel/2011-01/05/content_21674188.htm

China Internet Watch. (2015, April 16). China, the largest outbound tourism market in 3 consecutive years. Retrieved from <http://www.chinainternetwatch.com/13152/the-largest-outbound-tourism-market-3-consecutive-years/>

China National Tourism Administration. (2006). 2005 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2010-11/2010-11-25-9-49-48723.html>

China National Tourism Administration. (2007). 2006 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2008-6/2008-6-2-14-52-59-213.html>

China National Tourism Administration. (2008). 2007 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2008-9/2008-9-10-11-35-98624.html>

China National Tourism Administration. (2009). 2008 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2009-9/2009-9-28-9-30-78465.html>

China National Tourism Administration. (2010). 2009 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2010-10/2010-10-20-10-43-69972.html>

China National Tourism Administration. (2011). 2010 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2011-11/2011-11-1-9-50-68041.html>

China National Tourism Administration. (2012). 2011 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2012-10/2012-10-25-9-0-71726.html>

China National Tourism Administration. (2013). 2012 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2013-9/2013-9-12-%7B@hur%7D-39-08306.html>

- China National Tourism Administration. (2014). 2013 China Tourism Statistics. Retrieved from <http://www.cnta.gov.cn/html/2014-9/2014-9-24-%7B@hur%7D-47-90095.html>
- China National Tourism Administration. (2016). Reason of the boosting China outbound tourism (treat inbound tourism rationally). Retrieved from http://www.cnta.gov.cn/xxfb/xwlb/201601/t20160119_758473.shtml
- China National Tourism Administration. (n.d.). Tourism Law of the People's Republic of China. Retrieved from <http://en.cnta.gov.cn/html/2013-6/2013-6-4-10-1-12844.html>
- Chou, C.M, Hsieh, S.F., & Tseng, H.P. (2014). The crowding-out effect of Chinese tourists on inbound tourism in Taiwan. *Tourism Economics*, 20(6), 1235-1251. doi: 10.5367/te.2013.0342
- Craik, J. (1995). Are there cultural limits to tourism. *Journal of Sustainable Tourism*, 3(2), 87-98.
- Faulkner, B., & Tideswell, C. (1997). A framework for monitoring community impacts of tourism. *Journal of Sustainable Tourism*, 5(1), 3-28. doi:10.1080/09669589708667273
- Hong Kong Institute of Asia-Pacific Studies. (2014). Survey Findings on Views about the Individual Visit Scheme Released by Hong Kong Institute of Asia-Pacific Studies at CUHK. Retrieved from http://www.cuhk.edu.hk/hkiaps/tellab/pdf/telepress/14/Press_Release_20140402.pdf
- Hong Kong Tourism Board. (2014). A Statistical Review of Hong Kong Tourism 2013. Retrieved from https://securepartnernet.hktb.com/en/research_statistics/research_publications/index.html?id=3632
- Hong Kong Tourism Board. (2015). Visitor arrivals to Hong Kong, 2015. Retrieved from http://partnernet.hktb.com/en/research_statistics/latest_statistics/index.html.

- Hong Kong Tourism Board. (2016). Visitor Arrival Statistics - Dec 2015. Retrieved from http://securepartnernet.hktb.com/filemanager/intranet/dept_info/private_20/paper/VAS2002/VAS2015/VAS_12_2015_0.pdf
- Hong Kong Tourism Board. (n.d.). Research & Statistics. Retrieved from http://partnernet.hktb.com/usa/en/research_statistics/index.html.
- Hsu, C., & Lam, T. (2003). Mainland Chinese travelers' motivations and barriers of visiting Hong Kong. *Journal of Academy of Business and Economics*, 2(1), 60-70.
- Hsu, C., & Song, H. (2012). Projected images of major Chinese outbound destinations. *Asia Pacific Journal of Tourism Research*, 17(5), 577-593.
doi:10.1080/10941665.2011.630674
- Huang, S.S., & Hsu, C. (2005). Mainland Chinese residents' perceptions and motivations of visiting Hong Kong: evidence from focus group interviews. *Asia Pacific Journal of Tourism Research*, 10(2), 191-205. doi:10.1080/10941660500135977
- Huang, S. S., Hsu, C. H., & Chan, A. (2009). Tour guide performance and tourist satisfaction: A study of the package tours in Shanghai. *Journal of Hospitality & Tourism Research*, 34(1), 3-33. doi: 10.1177/1096348009349815
- Hubacek, K., Guan, D., Barrett, J., & Wiedmann, T. (2009). Environmental implications of urbanization and lifestyle change in China: Ecological and water footprints. *Journal of Cleaner Production*, 17(14), 1241-1248. doi:10.1016/j.jclepro.2009.03.011
- Ji, M., Li, M., & King, B. (2015). The Impacts of China's new free-trade zones on Hong Kong tourism. *Journal of Destination Marketing & Management*, 4(4), 203-205. doi: 10.1016/j.jdmm.2015.08.001
- Johnson, J. D., Snepenger, D. J., & Akis, S. (1994). Residents' Perceptions of Tourism Development. *Annals of Tourism Research*, 21(3), 629-642. doi:10.1016/0160-7383(94)90124-4

- Kao, E. (2014, January 22). Locals fume as polluting tour buses choke scenic Repulse Bay. *South China Morning Post*. Retrieved from <http://www.scmp.com/news/hong-kong/article/1410157/locals-fume-polluting-tour-buses-choke-scenic-repulse-bay>
- Law, R., & Cheung, S. (2010). The perceived destination image of Hong Kong as revealed in the travel blogs of mainland Chinese tourists. *International Journal of Hospitality & Tourism Administration*, 11(4), 303-327. doi:10.1080/15256480.2010.518521
- Leiper, N. (2004). *Tourism management (3rd ed)*. Frenchs Forest: Pearson Education Australia.
- Lau, S. (2013, April 17). Border-town residents say traders cost them dear. *South China Morning Post*. Retrieved from <http://www.scmp.com/news/hong-kong/article/1216247/border-town-residents-say-traders-cost-them-dear>.
- Li, M., Wen, T., & Leung, A. (2011). An exploratory study of the travel motivation of Chinese female outbound tourists. *Journal of China Tourism Research*, 7(4), 411-424. doi:10.1080/19388160.2011.627020
- Li, G., Song, H., Chen, J., & Wu, D. (2012). Comparing mainland Chinese tourists' satisfaction with Hong Kong and the UK using tourist satisfaction index. *Journal of China Tourism Research*, 8(4), 373-394. doi:10.1080/19388160.2012.729402
- Lu, C. J. (2013, July 25). Tuen Mun and Sheung Shui prices the most expensive in the New Territories because of individual visitor parallel trade (in Chinese). *Apple Daily*, p.A11.
- Luo, J. W. (2013, July 10). Mainland tour group occupying Tokwawan (in Chinese). *Oriental Daily*, p.A24.
- Marketing-Interactive.com. (2015, January 28). Targeting the Chinese tourist during Chinese New Year. Retrieved from <http://www.marketing-interactive.com/lure-chinese-tourist-chinese-new-year/>.

- Morrison, A. M. (2013). *Marketing and managing tourism destinations*. Abingdon: Routledge.
- Murphy, P. (2013). *Tourism: a community approach*. London: Routledge.
- Prideaux, B., & Tse, T. (2015). UNWTO Knowledge Network Issue Paper Series I: *Growth of Chinese tourists to Hong Kong, China between 2002 and 2014, Implications and way forward*. Madrid: UNWTO.
- Qu, H., & Lam, S. (1997). The Hong Kong Tourism Industry in Transition: Challenges and Opportunities. *Tourism Management*, 18(8), 593 - 597.
- Qu, H., & Li, I. (1997). The characteristics and satisfaction of mainland Chinese visitors to Hong Kong. *Journal of Travel Research*, 35(4), 37-41. doi: 10.1177/004728759703500412
- Reisinger, Y. (2009). *International tourism: cultures and behavior*. Oxford, United Kingdom: Butterworth-Heinemann.
- Shadbolt, P. (2014, March 7). Hong Kong protests take aim at 'locust' shoppers from mainland China. *CNN*. Retrieved from <http://edition.cnn.com/2014/03/07/world/asia/hong-kong-china-visitors-controversy/>
- Shenzhen Government. (2010). Shenzhen Statistics 2010. Retrieved from http://www.sz.gov.cn/cn/xxgk/tjsj/tjnj/201012/t20101224_1620341.htm
- Simpson, M. (2008). Community benefit tourism initiatives – a conceptual oxymoron? *Tourism Management*, 29, 1-18. doi:10.1016/j.tourman.2007.06.005
- Siu, P. (2014, February 18). Anti-mainlander protest urging curbs on visitor numbers tarnished city, say top officials. *South China Morning Post*. Retrieved from <http://www.scmp.com/news/hong-kong/article/1429558/locust-protest-urging-curbs-mainland-visitors-tarnished-city-say-top>

- Siu, G., Lee, L., & Leung, D. (2013). Residents' perceptions toward the "Chinese tourists' wave" in Hong Kong: an exploratory study. *Asia Pacific Journal of Tourism Research*, 18(5), 446-463. doi: 10.1080/10941665.2012.665062
- Song, H., Li, G., Veen, R., & Chen, J. (2011). Assessing mainland Chinese tourists' satisfaction with Hong Kong using tourist satisfaction index. *International Journal of Tourism Research*, 13(1), 82-96. doi: 10.1002/jtr.801
- Tourism Commission. (2014). Visitor Information Individual Visit Scheme. Retrieved from http://www.tourism.gov.hk/english/visitors/visitors_ind.html
- Tourism Excellence. (2014). Tourism Victoria. Retrieved from <http://www.tourismexcellence.com.au/sustainability-in-tourism/working-with-local-communities.html>
- Tse, T. (2013). Chinese Outbound Tourism as a Form of Diplomacy. *Tourism Planning & Development*, 10(2), 149-158. doi:10.1080/21568316.2013.783738
- Tse, T., & Zhang, Y. (2013). Analysis of blogs and microblogs: a case study of Chinese bloggers sharing their Hong Kong travel experiences. *Asia Pacific Journal of Tourism Research*, 18(4), 314-329. doi:10.1080/10941665.2012.658413
- Wang, Y., & Sheldon, P. (1996). The sleeping dragon awakes: the outbound Chinese travel market. *Journal of Travel & Tourism Marketing*, 4(4), 41-54. doi:10.1300/J073v04n04_03
- Welcome Chinese Certification. (2015). The hospitality standard for Chinese travelers. Retrieved from <http://www.welcomechinese.com.cn/#>
- World Tourism Organization. (n.d.). Understanding Tourism: Basic Glossary. Retrieved from <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>

- World Tourism Organization (2013, April 4). China - the new number one tourism source market in the world. Retrieved from <http://media.unwto.org/en/press-release/2013-04-04/china-new-number-one-tourism-source-market-world>
- World Travel & Tourism Council. (2015). Travel & Tourism Economic Impact 2015 Hong Kong. Retrieved from <https://www.wttc.org/-/media/files/reports/economic%20impact%20research/countries%202015/hongkong2015.pdf>
- Ye, B.H., Zhang, H.Q., & Yuen, P. (2012). An empirical study of anticipated and perceived discrimination of mainland Chinese tourists in Hong Kong: the role of intercultural competence. *Journal of China Tourism Research*, 8(4), 417-430. doi: 10.1080/19388160.2012.728940
- Yeung, S., & Leung, C. (2007). Perception and attitude of Hong Kong hotel guest-contact employees towards tourists from mainland China. *International Journal of Tourism Research*, 9, 395-407. doi:10.1002/jtr.611
- Zhang, H.Q., & Heung, V.C.S. (2002). The emergence of the mainland Chinese outbound travel market and its implications for tourism marketing. *Journal of Vacation Marketing*, 8(1), 7-12. doi:10.1177/135676670200800102
- Zhang, H.Q., & Lam, T. (1999). An analysis of mainland Chinese visitors' motivations to visit Hong Kong. *Tourism Management*, 20(5), 587-594. doi:10.1016/S0261-5177(99)00028-X
- Zhang, H.Q., & Qu, H. (1996). The trends of China outbound travel to Hong Kong and its implications. *Journal of Vacation Marketing*, 2(4), 373-381. doi:10.1177/135676679600200408