Sustainable Tourism in Asia

Sustainable Tourism in Asia:

People and Places

Edited by

Lawal Mohammed Marafa and Chung-Shing Chan

Cambridge Scholars Publishing



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INTRODUCTION

THE ROLE OF PEOPLE AND PLACES IN SUSTAINABLE TOURISM DEVELOPMENT IN ASIA

LAWAL M. MARAFA AND CHUNG-SHING CHAN

Introduction

The origin of sustainable tourism can be traced back to the 1987 Brundtland Report (aka *Our Common Future*) published by the World Commission on Environment and Development (Butler, 1999), which ignited the discourse of sustainable development across various sectors globally, although the term "sustainable tourism" was not explicitly mentioned in the report. Shortly after its publication, "sustainable tourism" had become a buzzword in the 1990s, the concept of which came out as a result of the debates surrounding issues of sustainable development. Consequently, many areas of research and discussions about the sustainability of tourism have encompassed economic, socio-cultural and environmental aspects, the three dimensions that underscore the notion of sustainable development. Sustainable tourism is currently endorsed by governments, the tourism industry and non-governmental organizations as a guiding principle in tourism planning and development (Bramwell, Higham, Lane, & Miller, 2017).

In principle, sustainable tourism is a state representing the result of sustainable tourism development, where tourism development has a focus on long-term economic benefits, displays a strong sensitivity to the needs and aspirations of host populations, adopts a scale that respects the character of a destination, recognizes the intrinsic value of the environment, and strives for a balance between ecological and economic outcomes.

Sustainability goes beyond economic considerations and biophysical issues and when properly understood and articulated, it deals with important

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concepts of social order. Adopting sustainable tourism allows an attraction, a community or a region to play host to visitors without impairing the local culture and environment, and ensures that it will be able to attract more visitors to return.

Although discussions on sustainability can be traced back several decades, it was literally in the 1980s when passionate travellers and others proposed to connect conservation and travel in a new dynamic way. As ecotourism started in earnest in the 1980s and 1990s and became prominent in the tourism industry, it led to the natural flourishing and rapid development of sustainable tourism in the early 2000s (Neto, 2003).

Consequently, and precisely last year, the United Nations designated 2017 as the "International Year of Sustainable Tourism for Development". This gave credibility to the proponents of sustainable tourism worldwide. In this declaration of the year of sustainable tourism, it was underlined that tourism brings people to places, encourages cross-cultural understanding, and if successful, brings businesses to those places. In some areas, tourists develop an affinity towards their destinations and return to these places later in their lives.

This book brings together evidence of research conducted by scholars over the past few years, which was initially presented at the series of Sustainable Tourism Conferences hosted by The Chinese University of Hong Kong. The title of the book speaks well for sustainable tourism and identifies the fact that sustainable tourism is about people (both tourists and local communities) as well as the places where such tourism is conducted. Almost all the chapters focus on Asia but results and discussions can transcend the continent and be relevant elsewhere in both urban and rural areas.

Sustainable Tourism, People and Places

As tourism evolved and became a significant part of the development initiative and consequently the GDP in Asia, it became a common interest to all proponents of sustainable tourism to provide appropriate public access of tourist destinations to people. In doing so, it has also resulted in the presentation and protection of locally and globally significant places that are in line with the need for sustainability in all its ramifications.

In **Part 1** of the book, references are made to people as scholars attempt to align discussions about sustainable host-guest interactions as tourism evolves. In the opening, *Marafa and Ng* discuss how the marketing, management and promotion of Tai O, a bucolic sustainable heritage tourism destination on an outlying Island in Hong Kong, attract

diverse types of tourists. Although Hong Kong is arguably one of the major tourist destinations in Asia, there is still room for marketing and promoting other attractions in the city that will attract people and encourage them to venture to other places rather than spend time shopping and sightseeing at the mostly urban attractions that characterize Hong Kong to most tourists. The people who visited Tai O were classified using factor analysis and further segmented for the purposes of marketing and promoting the destination.

As most people travel for different reasons, *Shang and Chen* highlight the notion of food tourism in relation to the satisfaction that tourists derive from travelling and the loyalty to a brand that they maintain. Time-bound catering brands and the services that accompany them portray places' and people's efforts in using entrepreneurial and business concepts to attract tourists and to sustain their loyalty. As people become exposed to and visit time-honoured brands in food tourism, they get exposed to the culture and history of the local people, who are themselves a tourist attraction. Elsewhere some have reported how UNESCO recognized gastronomy as a cultural heritage that continues to be appreciated by both local communities and visitors.

In discussing people and the notion of their travel, the youth cohort in tourism can be a powerful force most likely to contribute positively in the context of sustainable tourism. This is so as young people tend to seek more than stereotypical travel experiences and are thus willing to participate in many forms of special-interest tourist activities. In their chapter, *Li and Si* delve into the literature and offer a holistic view of the potential of young travellers, referred to as Generation Y, to drive sustainable tourism forward. With the illustration of a specific case of Hong Kong young travellers, Li and Si elaborate the economic, sociocultural and environmental values brought by the youth tourism phenomenon vital to the present and future development of sustainable tourism.

Part 2 of the book is focused on the destinations upon which tourism occurs. Although places vary in size and the products offered, natural environments remain a major attraction for tourists, but they sometimes suffer from inappropriate use or poor management as underlined by *Butler*. Acknowledging this as a major issue of concern, Butler examines the environmental impacts of and reasons for such an alarming situation, discusses the implications of these in the context of sustainable tourism, and identifies five key recommendations for research on this issue. These are enumerated in detail in the ensuing chapter.

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Understanding that pockets of natural areas can similarly be found within urban areas, sometimes through management and control as is the case with urban parks, *Lock* reports on the potential of local bird communities to serve as ecotourism resources in Hong Kong urban parks. Lock observes that even though urbanization is expanding at the expense of natural habitats, the remaining urban ecosystems are still important in providing refuge to nature (bird) species. In this study, as in others, it has been indicated that urban parks are biodiversity hotspots in urban ecosystems, in which birds are the most conspicuous and probably the most appreciated elements of urban wildlife.

Given that the importance of the (natural) environment is recognized as a prime core for tourism and considered as one of its major resources, *Liu* studies the relationship between tourism environmental carrying capacity (TECC) and tourism eco-efficiency (TIEE) in China by using empirical models to draw lessons for sustainable tourism development, utilizing the assessment tools of the Synthesized Index Model and Data Envelopment Analysis. By successfully measuring these, the paper further concludes that there is an interactive effect between TECC and TIEE, and that through their interactivity, TECC has a more significant influence on TIEE which directly promotes sustainable tourism development.

As dynamism exists between tourism and the environment (Neto, 2003; Schultz, 2001), the prevalence of environmentally friendly consumerism has extended from products to destinations as observed by *Chan*. According to Chan, architecture, an art of the built environment, has also been increasingly framed within the ambit of sustainability. It is in this regard that Chan draws relevant discussions from ecolodges, biomimicry, liveable cities and green city marketing to postulate that planners should adopt sustainable architecture as a core principle for construction and development, which lays the foundation for further discussions of sustainability in ecotourism and architecture.

Part 3 of the book explores the integration of people and places in tourism, in which tourists often interact with destinations in both physical and virtual senses in complex ways. The results of the intertwinement of these environments contribute to social sustainability as observed in some Asian cases. For instance, the relevance of places that attract tourists is changing and assuming new dimensions in both natural and built environments. As tourism develops, the advent of Internet technology and consequently social media platforms in recent years has brought enormous impacts on integrating people and places (Buhalis & Law, 2008; Kiráľová & Pavlíčeka, 2015). Proponents of tourism employ various communication tools to promote, market and lure people to various destinations. In an

effort to drive home this issue, *Shen, He, Yi and Xue* investigate the influence of WeChat, a popular social media communication tool in China, on tourists' decision-making processes. The scholars have identified four endogenous variables and three exogenous characteristics of WeChat that impact tourists' behaviours, and provide recommendations on tourism marketing with the use of social media.

In modern times, people travel to places in many ways and by many means. Tourists in particular have evolved and some are becoming more independent as they visit places. Such travellers search for information with Internet technology to enhance their experiences with others, thus the industry is entering an era of social tourism. In this context, *Guo, Dong and Wang* study tourists' perception of tourism social network sites in China. They have identified the sites' characteristics, levels of demand and popularity using a structural equation model. The results of their study clearly indicate that the characteristics and popularity of tourism social network sites impact the demand for these sites positively.

Following the preceding chapters, it is suggested that tourism is certainly one of the most information-intensive industries, and the Internet and social media continue to allow for the most needed efficiency in tourism information exchange. In this regard, people and destinations have embarked on online marketing in order to affect tourists' destination choices. Zhao, Chen and Zhang indicate that many Chinese tourism websites use Destination Marketing Systems (DMSs) to understand tourists' needs in order to maximize the benefits that tourists bring to the destinations. As reported by Zhao, Chen and Zhang, however, while many provinces in China are using such systems by developing favourable websites, other provinces like Henan still lag behind in the development of DMSs. The study has found that users of the relevant websites in Henan were not satisfied particularly with the information, transaction, interaction and technical functions of such websites. It is this repercussion that calls for the need for identifying adaptable website services that destinations can use effectively.

In the concluding chapter of the book, *Chang* undertakes the discussion of the evolution of tourism in Singapore from the 1980s till the present. This is akin to chronicling a tourism industry that has developed in a particular place. As tourism became important to the city's economy, bringing together people from all walks of life, Singapore as a place had to reconfigure its landscapes and environments to effectively cater for its use by an increasing number of people, including both tourists and local residents. Success in this regard has been recorded in this city-nation-state. This is characterized by a shift of the orientation of tourism policy from

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being a local initiative in the 1980s to having a regional focus in the 1990s, and to one that deals with tourism products of global proportions from the 2000s onwards. In this context, Chang succinctly indicates that the evolution of Singapore's tourism ambition is very much a narrative of policies, people and places in flux.

Conclusion

Sustainable tourism is built on the idea that communities can and do capitalize on their resources to attract tourists with different interests. Although places and communities differ, their wealth of culture, history, heritage and natural resources serves as an advantage for the implementation of sustainable tourism.

As the tourism industry continues to grow, sometimes at the expense of both rural and urban natural environments, the people who visit also change and become more versatile and sophisticated in their demands. As a response, destinations also evolve with their strategies, including their planning, marketing and promotion, especially where sustainability is of major concern (Font & McCabe, 2017; Jones, Clarke-Hill, Comfort, & Hillier, 2008). In the past few decades, the advent of information and communication technology has been seen as an advantage and has been used widely in the tourism industry, as indicated in some examples in this book.

Finally, the book has put together different cases revolving around the theme of sustainable tourism, which will continue to be relevant in the future of the tourism industry, particularly where experiences are taken from research and applied for the future (Dolnicar & Ring, 2014). These cases are selected from Asian countries, where tourism has been observed and proven to grow and develop at the fastest pace around the world. They provide references to the reframing of sustainable tourism, articulating more support to advance the concept of sustainable tourism development and its implementation. If this industry is well conceptualized, understood and developed in the right way, sustainable tourism will make the world a better place.

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CHAPTER ONE

MAKING THE SUSTAINABLE HERITAGE TOURISM DESTINATION RELEVANT TO VISITORS IN TAI O THROUGH MARKETING, MANAGEMENT AND PROMOTION

LAWAL M. MARAFA AND KAR MAN CARMEN NG

Introduction

Tourism is one of the most important industries in the world and one that has direct relevance to communities. It is also an activity which allows visitors to use discretionary time to travel and experience lives that are different from everyday routine (Bimonte & Faralla, 2014; Chhabra, Healy, & Sills, 2003; Choi, Liu, Pang, & Chow, 2008). Recently, tourism has been moving towards a more educational purpose (McGladdery & Lubbe, 2018; Pitman, Broomhall, McEwan, & Majocha, 2010; Vance, Sibeck, McNulty, & Hogenauer, 2011), seeking meaning and respect for humanity (Kim, Uysal, & Sirgy, 2013; Liang & Hui, 2016), and providing opportunities for leisure (Cohen, 2010; Gowreesunkar & Sotiriadis, 2015) as well as communication (Chhabra et al., 2003; Dann, 1996; Font, Elgammal, & Lamond, 2017). As this industry continues to grow, it attracts a wide variety of visitors with diverse interests. This trend reflects the change that underscores the global tourism industry with most attention now being paid to its sustainability rather than the short-term profit-oriented development that gave birth to mass tourism (Briassoulis, 2002; Choi & Sirakaya, 2006; Nunkoo & Gursoy, 2016).

Within the context of such change in the tourism industry, one of the aspects of all forms of tourism that can reflect the trend is heritage tourism, the special interest of which is heritage itself (Chen & Chen, 2010; Palmer, 1999; de Rojas & Camarero, 2008). Heritage tourism is one of the growing

niche markets in the tourism industry worldwide (Naisbitt, 1994; Rasoolimanesh, Jaafar, Ahmad, & Barghi, 2017), which has gained considerable attention in the literature (Balcar & Pearce, 1996; Poria, Butler, & Airey, 2003).

As global tourism is moving towards sustainability, how such a trend is accommodated in Hong Kong's tourism industry is contested and yet to be fully analysed and understood. Historically, Hong Kong has been a major tourist destination and it still is, making tourism one of its four most important economic pillars. By 2017, tourism was already directly contributing close to HKD 120 billion to the GDP (World Travel & Tourism Council, 2018). Increasingly, tourists from Mainland China are becoming the largest source of tourist arrivals (Chiu, Chan, & Marafa, 2017). By 2017, the number of tourists from China has reached close to 45 million, accounting for about 76% of total arrivals (Tourism Commission, 2018).

With an added diversity of tourists to the city, Hong Kong still holds a positive image where there are opportunities for superior shopping and sightseeing. Many of the tourists also seek to visit alternative attractions. The Hong Kong Government has also highlighted a new direction for tourism development and product diversification in its recent Policy Address (HKSAR Government, 2017). While there exists a substantial percentage of more traditional tourists, including domestic tourists, who are less focused on shopping, there is a need to promote, market and emphasize the city's cultural heritage and natural assets (Tan, Tan, Kok, & Choon, 2018).

In previous years, the Hong Kong Tourism Board (HKTB) has promoted Hong Kong as a dynamic world city with appeal in terms of culture and landscapes (Ho & McKercher, 2004; Qiu, Fan, Lyu, Lin, & Jenkins, 2018). Earlier, it was indicated that there are also special interest tours as in the case of the Ping Shan heritage trail that chronicles the local ancestral lineage (Cheung, 1999). Given the already cosmopolitan facade of Hong Kong that has earned it the sobriquet of "Asia's World City", alternative attractions can be seen as added resources in the quest for attracting tourists to this, Asia's premier destination. This, when understood and done well enough, will certainly allow visitors to experience distinct aspects of life that everyday routine cannot offer, which is the core tenet of tourism.

Although in Hong Kong, the resource base and the activities of tourists can be linked to heritage tourism (McKercher & Ho, 2006), there is no systematic study articulating destination resource issues or the marketing and management of heritage tourism (Ho & McKercher, 2004). This study

intends to partly fill this knowledge void. Given that heritage resources are embedded in communities, they can stand alone as natural, cultural, industrial, or religious resources, etc. These resources are mostly recognized and bequeathed to the current population by past generations.

More and more travellers and tourists are seeking destinations that contain cultural heritage elements based on any of the themes indicated above (Richards, 1996). With the abundance of outlying Islands in Hong Kong, there is great potential for developing destinations that will have all the aspects of heritage, culture, and nature among some of the main attractions. This assertion was vindicated relatively early in a study conducted by the Civic Exchange (Chu & Uebergang, 2002), which indicated that about 17% of visitors to the HKSAR at that time were interested in heritage, while some demand-side study revealed that around one-third of the visitors to the city participated in some form of cultural activities (du Cros, 2000).

Given this trend for the growth of such an alternative form of tourism, a number of scholars (Palmer, 1999; Poria et al., 2003) stated that the development of heritage tourism can bring huge benefits to the communities. Accepting this, therefore, the question of whether or not such resources can be utilized successfully in Hong Kong becomes critical. Is it possible to classify and categorize tourists at destinations and heritage resources based on tourists' perceptions? With these and similar questions that confront scholars and policy makers, this study takes Tai O, a village situated on Lantau Island, a bucolic outlying Island in Hong Kong, replete with various aspects of cultural heritage resources, as an example to illustrate the potentials of heritage tourism development in the city and the possibility of boosting heritage tourism via sound marketing, management and promotional approaches. The objectives of this study therefore are to (a) identify the factors that attract tourists to Tai O as a heritage tourism destination in Hong Kong; (b) segment the visitors in order to facilitate marketing and management at the destination; and (c) facilitate the successful promotion of heritage tourism.

Methodology

In order to fulfil the objectives of the study, a questionnaire survey with three sections was carried out based on a quantitative approach. The questionnaire was designed to target the visitors to Tai O. The target population of the questionnaire was visitors within the age range of 15 and above. A total number of 718 responses were collected.

The first section of the questionnaire was concerned with the motives of visitors, including identifying both pull and push factors. The main motives suggested in this study were adopted from Baloglu and Uvsal (1996) as their study provided a comprehensive set of motivational items, which allows the adoption of those that fit the present study. The 12 push and 15 pull items for visiting Tai O were rated on a six-point Likert-type scale with 1 being extremely not important to 6 being extremely important.

The second part of the questionnaire assessed visitors' perception of heritage and the resources that characterize the site. This was followed by the collection of information about their travelling pattern, including their preferred period of visitation and the duration of the trip, activities that they participated in, their sources of information as well as their satisfaction and experience.

The third part of the questionnaire included local communities' perception of heritage tourism and its development as well as their level of acceptance with an increasing number of visitors. These items were subjected to factor analysis in order to reveal the underlying dimensions. thus identifying issues like heritage and site management, and possibly marketing of the attractions.

The analysis of the responses was conducted using statistical frameworks provided by SPSS. The factors generated from the push items were regarded as the motivations that segment visitors of Tai O (supply), while the results produced from the pull items represented the general attraction of the destination (demand). The factors delineated by the push items were then subjected to cluster analysis, which is the process whereby data elements are classified into homogeneous groups (Basagaña, Barrera-Gómez, Benet, Antó, & Garcia-Aymerich, 2013) with the utilization of the agglomerative hierarchical technique (this method builds a hierarchy from individual elements by progressively merging clusters). The first step was to determine which elements should be merged in a cluster. This was followed by the use of the SPSS quick cluster technique on the total sample size, in which market segments were then generated based on the homogenous groups formed. The demographic differences of each segment were revealed earlier through the use of various statistical tools. This vielded implications on the identification of the most effective promotional method for each target group.

Results and Discussion

General description of the sample

About 87% of all the respondents in this study were Hong Kong residents, while visitors from Mainland China represented only 3.2% of the sampled population. The majority (79.1%) of the sampled population were between 18 and 34 years old and well-educated, with 48.86% having received a university degree. A total of 53.1% of the interviewees were white collar workers, while another 22.7% were students, which captured the largest portion among the computational groups. A total of 78.4% of the respondents had an income level that ranged between HK\$5,000 and HK\$20.000.

The essence of promoting heritage tourism with pull and push factors

Heritage destinations attract different types of visitors seeking various experiences. Some visitors have specific needs; others are generalists. In this study, the tourists were general visitors at a heritage location rather than the types of visitors defined by Poria et al. (2003). The groups identified by Poria and others in 2003 included tourists who are not aware of the heritage attributes at a site, those who are aware of the heritage attributes at a site but are visiting because of other reasons, those who are visiting because they are motivated by the heritage attributes of the site which they consider as part of their heritage, and those visitors who are motivated by the heritage but do not consider it as part of their heritage.

At the onset of the study, it was important to identify whether or not the visitors were familiar with heritage tourism and if at all they considered themselves as heritage tourists. As only 40.8% of the respondents had heard about the term "heritage tourism", this indicates that effective marketing should not target visitors with special interests.

In Table 1, the mean rankings of all push and pull items are listed in descending order. The items "escape from routine" and "relaxation" received the highest mean scores among all push items, followed by "family togetherness" and the desire for "fresh air". On the other hand, the most popular pull items were the "unique setting" and "beautiful scenery" that the site was perceived to offer, while "low transport cost" had the lowest mean value.

Table 1: Ranking of push and pull items as travel motivations (n=718)

Push items	Mean	Pull items	Mean
Escape from routine	4.93	Unique setting	4.62
Relaxation	4.90	Beautiful scenery	4.40
Family togetherness	4.69	Special local products	4.29
Fresh air	4.69	Tranquillity	4.18
Tranquillity	4.61	Cultural heritage	4.13
Visiting unknown places	4.48	Natural resources	4.12
Friendship building	4.47	Good preservation	3.96
Nature appreciation	4.46	Special eateries	3.86
Cultural appreciation	4.38	Hiking facilities	3.75
Discovery	4.29	Clear signs	3.63
Adventure	4.09	Accessibility	3.59
Sports	3.88	Attraction linkage	3.56
		Site information	3.53
		Clean washrooms	3.44
		Low transport cost	2.85

Note: The ranking of importance was based on the mean score each item received, measured on a Likert-type scale ranging from 1 to 6 (1 = extremely not important. 2 = not important, 3 = somewhat important, 4 = important, 5 = very important, 6 = very importantextremely important).

Using motivational factors for market segmentation

In order to reveal the underlying motivational dimensions of the push and pull items, principal component factor analysis was undertaken with the utilization of Varimax rotation. Thus, data reduction on the push and pull items was carried out based on their similar characteristics. The 12 push items yielded four push factors with Eigen-values greater than 0.9, which was close to 1 as suggested by the law of Kaiser. These push factors included (a) Education and knowledge, (b) Relaxation and family togetherness, (c) Health, and (d) Active participation. The factors explained 68.82% of the variance, depicting four segments prevailing in the market. These factors therefore form the potential market segments as shown in Table 2.

In order to promote Tai O effectively to the first group of visitors who are motivated by the desire to seek education and knowledge, utilizing information regarding local heritage is beneficial. On the other hand, promotion of the site to the second group of visitors who seek relaxation

and the enhancement of family togetherness should focus on revealing the rural setting of the village with low-density development, which is the opposite of the compact urban type of lifestyle, so as to arouse the interest of most visitors. For the third segment of visitors who seek to improve health, promotional materials should emphasize the availability of resources at the site for adventures and health enhancement. To target the fourth segment of visitors who enjoy active participation, the promotion of Tai O should accentuate how the destination facilitates visitors' active participation. Visitors should also be well informed of the boating, hiking, and other accessible resources provided by the site that they can use in the quest for experience and satisfaction. Similarly, activities organized by the Tai O cultural workshop can also be highlighted, making themes that are akin to intangible heritage also available as tourism products.

Table 2: Factor analysis of push items

	Factor loading	Communality	Eigen- value	Percentage of variance
Factor 1 Education			4.831	21.345
and knowledge				
Cultural appreciation	0.790	0.674		
Nature appreciation	0.755	0.682		
Discovery	0.737	0.617		
Visiting unknown	0.663	0.546		
places	0.003	0.340		
Factor 2 Relaxation				_
and family			1.539	17.565
togetherness				
Relaxation	0.763	0.703		
Family togetherness	0.750	0.611		
Escape from routine	0.657	0.622		
Factor 3 Health	•		0.986	16.884
Fresh air	0.854	0.858		
Tranquillity	0.851	0.817		

0.662

Note:

Friendship building

- (i) Extraction method: Principal Component Analysis.
- (ii) Rotation method: Varimax with Kaiser Normalization.

0.584

Using motivational factors for promotion

In articulating the results further, 12 push items containing factor loadings greater than 0.4 were used and represented the well-defined factors. Table 1 revealed the 15 pull items that were subsequently grouped into three pull factor groups in Table 3. These included (a) Unique attributes, (b) Supporting facilities, and (c) Unique products. These three groups represent the general types of appeal of Tai O to its visitors, and as a result, future promotion and enhancement of site attractiveness should be based on these three criteria as visitation evolves.

Table 3: Factor analysis of pull items

	Factor Loading	Communality	Eigen- value	Percentage of variance
Factor 1 Unique			6.182	24.945
attributes			0.102	21.713
Cultural heritage	.763	0.610		
Unique setting	.762	0.629		
Good preservation	.762	0.652		
Natural resources	.737	0.565		
Tranquillity	.679	0.540		
Beautiful scenery	.641	0.512		
Hiking facilities	.515	0.508		
Factor 2				
Supporting			1.815	20.693
facilities				
Low transport cost	.798	0.645		
Attraction linkage	.714	0.645		
Accessibility	.703	0.559		

Site information	.649	0.628		
Clean washrooms	.568	0.578		
Factor 3 Unique products			1.132	15.218
Special eateries	.823	0.743		
Special local products	.811	0.701		
Clear signs	.600	0.614		

Note:

- (i) Extraction method: Principal Component Analysis.
- (ii) Rotation method: Varimax with Kaiser Normalization.

In presenting Tai O to the public, in order to enhance the visitation experience, the exact attributes to be promoted should not simply be based on the pull motivations of visitors, as this simply focuses on market appeals while ignoring the robusticity of each and every single attribute (du Cross, 2001; Li & Lo, 2004). Consequently, the priority of attributes to be promoted should incorporate all factors that have been identified as well as possible future scenarios.

The effective promotion and marketing of the unique attributes of Tai O require the effective selling of the destination image. Historically, Tai O has been promoted as the "Venice of the East", a cliché that has become rather questionable even among visitors. During the discussions with visitors at the location, a small number of them alluded to their knowledge of the cliché, while many others claimed that Tai O fails to meet the claim, sighing with disappointment at the effectiveness of the campaign. Will it then be more appropriate to promote and market the destination as simply a rural village with its origin as a fishing village? Although this study was conceptualized without an effective field investigation of the role that the nearby Ngong Ping Village (NP360) plays, it is increasingly clear that the proximity of the two locations certainly has influence on the tourism development of the island.

Learning is a major push motivational factor identified as "education and knowledge", which has a percentage of variance of about 21.3%. The community of Tai O should therefore increase the educational value of the destination by introducing educational elements to the heritage attributes. One of the suggestions being promoted is to open one or two of the stilt houses of the fishing village, making them accessible to visitors in order to allow for their appreciation of the houses as part of the living heritage of the local population and the destination. As 74% of the respondents were well informed of the presence of stilt houses, with a desire to learn,

opening stilt houses to the public will generate a better and deeper-rooted experience for the visitors if they are shown around rather than just briefly pass through and look at the village's external morphology.

Management implications

Many heritage destinations are attractive. When themes are identified, it becomes an issue of management. Overcrowding is a significant problem at Tai O and is particularly observed at the weekends, given that the fieldwork of this study was conducted on all days of the week. This was more prominent along the narrow alleys of Tai O. The problem is especially critical during autumn as 65.9% of the respondents indicated this season as the best time for visitation. The issue is aggravated by the constant influx of visitors who visit Tai O Village after visiting the nearby Ngong Ping 360. While NP360 was not investigated in this study, it is nonetheless a major factor contributing to the overcrowding problem in the context of tourism at Tai O.

While the promotion of Tai O's periphery attributes is also feasible as is the case with a package tour that includes NP360 and possibly other locations on Lantau Island, at present, very few visitors know about the presence of various natural resources at Tai O, such as mangroves (18%) and salt pan (21%). Tourists' interest in these resources has also declined. The promotion of these periphery resources can help to move the visitors away from the main narrow streets near the entrance of Tai O and the narrow paths of the village and redirect them to the edge of the site, thus significantly reducing the concentration of people.

The significant historical, cultural and natural uniqueness of Tai O identified in this study has also drawn policy attention, where the Dragon Boat Water Parade and other local historical features are recognized within the Tai O Nature and Cultural Heritage District under the government's Sustainable Lantau Blueprint (Development Bureau & Civil Engineering and Development Department, 2017).

Conclusion

In an effort to respond to the demands of a growing number of tourists, the HKSAR government and in particular the Hong Kong Tourism Board (HKTB) embarked on a number of initiatives in the last few years. As a result, the total visitor arrivals rose by 3.2%. In this regard, many of the overnight arrivals, similarly, recorded a notable growth of 5%. There is therefore a good prospect warranting the need for alternative tourism

attractions that will continue to diversify visitor experiences.

This study was undertaken on the premise that Hong Kong is a major tourist destination and in order to remain competitive, it may have to unravel other hitherto unexposed attractions for visitation, given a growing interest in rural and bucolic areas as well as heritage tourism, which can play a significant role in shaping a destination's image (Saeedi & Hanzaee, 2014).

Heritage tourism is fruitful to Hong Kong, yet its development and promotion need to be done systematically to avoid the destruction of non-renewable heritage products. The research presented here examined visitors' views and perceptions of Tai O, a village on a bucolic outlying Island in southern Hong Kong. It investigated whether the resources of the village can serve as tourism attractions and whether visitors see these as heritage attractions. To facilitate further understanding, the visitors were also segmented for the easy marketing, management and promotion of the location.

This research was conceptualized with the notion that knowing and understanding the visitors are key to informing development of the successful management of a destination and the subsequent marketing of the destination. This study formed four visitor segments through understanding visitors' needs, which allows the promotion of Tai O as a tourist destination to be done in a target-oriented approach, while the suggestions on the priority of promotion of various attributes of Tai O help its development to be carried out in a more sustainable way.

One major conclusion that can be derived from this study is that the resulting motivational factors and visitor segments of Tai O stem from the fact that the relationship between the supply (resources) and the demand (visitors) is clearly identified in factors and segments. This is authenticated given that it is not only the site attributes themselves but the views and perceptions of the visitors that validated this relationship. This was also tersely reflected by Daengbuppha, Hemmington, and Wilkes (2006) and Poria, Butler, and Airey (2004).

Although this study was conducted without a full coverage of Hong Kong's Lantau Island, where Disneyland and the NP360 are in close proximity to Tai O Village, the study of Tai O brings forth an economic perspective and highlights the environmental and socio-cultural resources that can be used for the purpose of attracting visitors as the number continues to grow. The segments derived from this study have vindicated this assertion. The motivational factors, similarly, have therefore emphasized the link between the locational site attributes, the setting and the visitors themselves as their visitation experiences and satisfaction

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CHAPTER TWO

DEVELOPMENT STRATEGIES OF THE TIME-HONOURED CATERING BRAND FROM THE PERSPECTIVE OF FOOD TOURISM: EXAMINING TOURIST MOTIVATION, SATISFACTION AND LOYALTY

WENWEN SHANG AND NAN CHEN

Introduction

As a vital component of tourism experience, local food and beverages have become a key attraction of urban tourism. The phenomenon is closely related to the whole process of tourism and plays an important role in the competitiveness of a tourist destination. According to the data released by Canada's Minister of Industry (2004), spending on food and beverages by both domestic and international tourists in Canada between 1987 and 2003 accounted for 16.2% of their total spending. This ranked second, following only tourist expenditure on transportation. In addition, the Singapore Tourism Board (2007) reported that food and beverage spending by tourists had accounted for more than 12% of international tourists' total expenditure in 2006, implying that food and beverages had become an important attraction of Singapore (Kim & Eves, 2012).

The time-honoured catering brand is a unique commercial form in China. It is not only a business organization but also a cultural symbol that has a great inheritance. Since the broadcast of the TV show "A Bite of China", the time-honoured catering brand has attracted increasing attention and interest from both domestic and international tourists. Tourists' satisfaction with a time-honoured catering brand can significantly influence their overall satisfaction with, and loyalty to, an associated destination. As satisfaction is influenced by motivation, it is

worthwhile studying tourist satisfaction from the perspective of food tourism.

Research into tourist motivation for food tourism has made some advancements, but tourist motivation is complex, dynamic, and difficult to generalize about. Therefore, research results derived from specific groups or destinations cannot be directly applied to all destinations (Zhang & Lu, 2005), and such research can be considered to still be in its infancy. This chapter aims to discuss the influence of tourist motivation for food tourism on tourist satisfaction and loyalty regarding the time-honoured catering brand. This has been accomplished by developing a measurement scale for finding out what motivational factors influence tourists to choose a time-honoured catering brand, and analysing how these factors affect tourist satisfaction and loyalty. Finally, the chapter aims to provide beneficial suggestions for the innovative development of tourist destinations.

Literature Review

The time-honoured catering brand

The Ministry of Commerce of the People's Republic of China (2006) defined the "Chinese time-honoured brand" as an enterprise or product brand that shows the value of Chinese cultural creativity, has unique technology or operating characteristics passed on from generations to generations, and wins widespread recognition and a good business reputation. The time-honoured catering brand denotes culinary products with long-term historical development, generally over decades or even hundreds of years, products that have been present during the development of a city, and products closely connected with Chinese traditional culture that have obvious regional characteristics and brand personality.

In a market economy, however, there are other products that pose various challenges (such as historical, competition, and environmental) to many time-honoured catering brands. With this context, many researchers have given attention to the brand's backward development and put forward a series of relevant countermeasures (Liang, 2007; Pan & Wu, 2005; Qiu, 2004; Wang, 2005; Wu, 2003; Yao, 2008; Zhang, 2009; Zhang & Sun, 2013; Zhang & Xu, 2010). According to Wang (2005), the time-honoured catering brand innovation strategies comprise cultural, service, management, and market innovation. Pan and Wu (2005) emphasized making use of cultural connotations to enhance the brand's intrinsic value and cause an emotional resonance in consumers with the aim of increasing the additional value of products. Qiu (2004) considered scale management as