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**An investigation of whether Hong Kong residents' social identity  
affects their attitude towards Mainland Chinese tourists**

**JAMIE PRIESTLEY**

**A thesis submitted to the University of Huddersfield in partial fulfilment of  
the requirements for the degree of Master by Research**

**September 2017**

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## ABSTRACT

The purpose of this study is to examine if Hong Kong residents' social identity affects their attitude towards Mainland Chinese tourists. Thus, understanding how the role of social identity amongst residents is vital for sustainable tourism development. Mainland Chinese tourists are vital to Hong Kong's tourism industry as they are the largest source of visitors. However, due to the growing political influence of Mainland China and the influx of Mainland Chinese tourists, the city of Hong Kong is losing its identity and uniqueness. From this, many Hong Kong residents have little sense of social/national identity as they are sceptical of belonging to a nation.

The literature review presents three key areas of study: sustainable tourism development, resident's attitude towards tourism development, and social identity. The literature finds that the dimensions of environmental integrity, economic prosperity, and sociocultural impacts are all vital to the success of Hong Kong's sustainable tourism development. Also, the intrinsic, extrinsic and sociodemographic factors could influence Hong Kong resident's attitude towards Mainland Chinese tourists. Furthermore, the role of social identity delves into in-group and out-group identities between Hong Kong residents and Mainland Chinese tourists. As well as how perceived cultural distance affects Hong Kong resident's attitude towards Mainland Chinese tourists.

The study adopts a qualitative research approach alongside a phenomenological methodology to understand and interpret individual experiences as a source of qualitative evidence. To gather the qualitative data, the study used semi-structured interviews with open-ended questions. Furthermore, a qualitative coding strategy was implemented within the study's interviews to highlight key themes of study including: sustainable tourism development, resident's attitude towards Mainland Chinese tourists, social identity and perceived cultural distance. Overall, a total of 12 in-depth interviews were gathered for qualitative analysis using the snowball sampling technique.

Overall, the study sheds light on whether Hong Kong resident's social identity affects their attitude towards Mainland Chinese tourists. Many Hong Kong residents recognised the economic prosperity of Mainland Chinese tourists. However, there exist growing concerns of sustainable tourism development in Hong Kong, with aspects of sociocultural interaction as well as the urban and rural environments. Also, it was found that Hong Kong residents who identified themselves as 'Hong Kongese' were more likely to have a negative attitude towards Mainland Chinese tourists compared to those who identified themselves as Chinese. With perceived cultural distance being an actual source of social identity depending on Hong Kong residents' acceptance of Chinese culture.

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## 1. INTRODUCTION

Tourism in itself is a fast-growing industry and there is a collective understanding that it must be managed in a sustainable manner (Weaver, 2006; Edgell, 2016; Ritchie & Crouch, 2005). For sustainable tourism management to be successful stakeholders must be involved in the process (Fyall, Garrod & Leask, 2002). According to Gursoy, Chi & Dyer (2009), “examining the attitude of local residents have towards tourism expansion is key to the success and sustainable development of a tourist destination”. Whilst there is an array of literature on this topic (Draper, Woosnam & Norman, 2011; Teye, Sirakaya & Sonmez, 2002; Harrill, 2004; Ap, 1992; Andereck, Valentine, Knopf & Vogt, 2005), there has been little research on the role of a host residents’ social characteristics (e.g. social identity) as a stakeholder to promote or impact incoming tourism (Palmer, Koenig-Lewis & Jones, 2013).

If we look at social identity theory (SIT), society or people like to classify themselves as in-groups or out-groups depending on certain criteria such as social class, family, ethnicity, nationality or age (Tajfel & Turner, 1979). Capozza & Brown (2000) studies show favouritism for members of one’s in-group, and derogation towards out-group individuals. This shared social identity contains knowledge about our common attributes derived from membership in a certain social group (Turner et al., 1987). Thus, a shared or difference in social identity between tourists and host residents may likely affect the general attitude of sustainable tourism development (Palmer, Koenig-Lewis & Jones, 2013). Therefore, what is extremely important in this research area is to examine the role of social identity has on a particular tourism industry.

For many, cultural distance has been perceived as a way to distinguish social identity from one group of people to another (Hofstede, 2001). However, what remains unclear is how cultural distance can affect the attitude of local residents toward tourists through the role of social

identity. Even more so, research exploring the attitude of residents and tourists within the mediating role of social comparison is ambiguous (Gaertner & Dovidio, 2000). This involves the mental process of how we tend to compare our own social group with other groups within society (Tajfel & Turner, 1979).

The study will examine residents' attitude towards Mainland Chinese tourists visiting Hong Kong and investigating certain factors that influence these attributes. Alongside, how the role of social identity could possibly be a major factor in forming the attitude of Hong Kong residents towards Mainland Chinese tourists. Overall, this will provide a clearer picture of the specific characteristics of social identity amongst Hong Kong residents, thus being able to identify how certain social groups view Mainland Chinese tourists.

### **1.1 The context: Hong Kong in the age of Mainland China**

Hong Kong returned to the nation of China on 1<sup>st</sup> July 1997 after 150 as a British colony. With the agreement and understanding that Hong Kong be governed under the principle of 'one country, two systems' becoming a special administrative region of Mainland China. The territory of Hong Kong is located on the southern coast of Mainland China within the Pearl Rive Estuary of the South China Sea. Roughly 1,000 square kilometres, Hong Kong is home to 7.3 million people, around a third of which live in the New Territories (Census & Statistics Department, 2015).

Geographically, Hong Kong is divided into four districts: Hong Kong Island, Kowloon, Lantau Island, and New Territories. The urban landscape of Hong Kong is predominantly Hong Kong Island as well as across the harbour towards Mongkok. Hong Kong is often world renowned for its urban area, particularly the city area. However, Hong Kong is much more than just a

city, full of mountains, small islands, rural villages, and country trails. Between the New Territories and China is a controlled border, which effectively means that China is a foreign country. However, this is more complicated than previously perceived, as Hong Kong is both culturally and nationally part of Mainland China.



Figure 1.1: Hong Kong local and world map

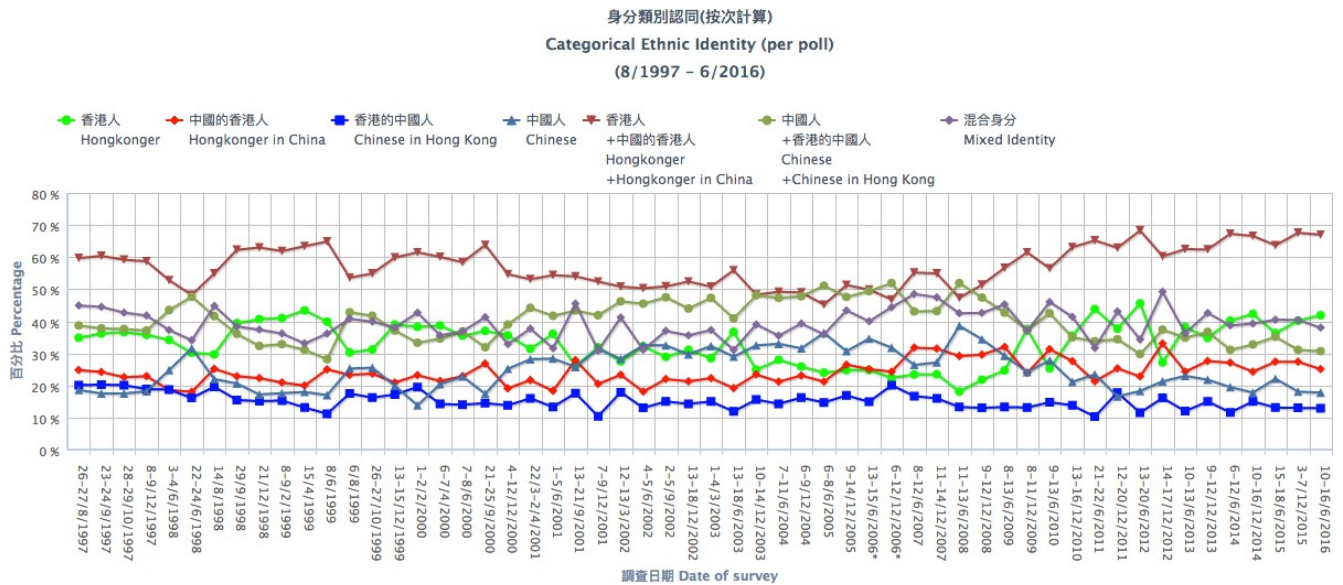
Despite its small size, Hong Kong is home to a distinctive culture informed by its commercially-vibrant metropolis, where Eastern and Western culture fuse. When Britain returned Hong Kong to Mainland China in 1997, many believed that the city would turn into ‘just another Chinese city’, thus having a negative impact on the tourism industry (Gurung, 2015; Ng & Chan, 2015; Haas, 2017; Bland, 2017). Dingeldey & Wai, (2015) supports the view that Hong Kong is losing their competitive edge within the tourism market, especially amongst Mainland Chinese tourists, as they are travelling to other Asian cities such as Singapore and Tokyo. Mathews, Ma & Lui (2008) argues that the more Hong Kong becomes a Chinese city, many Hong Kong residents struggle to understand their own national identity.



The study shall explore Hong Kong residents' views on the unique relationship between Hong Kong and China in relation to the tourism industry. Further investigating whether the growing influence of Mainland China has affected the way residents view Hong Kong as 'just another Chinese city'. Extending into whether Hong Kong residents have a sense of cultural shift associated with how the relationship between Hong Kong and Mainland China. This will provide a greater understanding of Hong Kong's sustainable tourism development and, whether the positive and/or negative influence of Mainland China has affected Hong Kong residents' attitude toward Mainland Chinese tourists.

## **1.2 Hong Kong social identity**

The idea of social and/or national identity for many Hong Kong residents is expressed as a doubtful concept (Mathews, Ma & Lui, 2008; Chou, 2013; Chu, 2013). Following the return of Hong Kong to China in 1997 after 150 years as a British colony, many Hong Kong residents have not experienced a sense of national identity (Mathews, Ma & Lui, 2008). Lam, Chui & Lau (2007) study shows that whilst some in Hong Kong have welcomed their new Chinese national identity, others have continued to be sceptical about the idea of belonging to a nation; so identify themselves as "Hong Kongers" because of their long colonial history. Coincidentally, since 1997 the University of Hong Kong conducts a regular survey on the ethnic/national identity of Hong Kong people (See **Figure 1.2**).



**Figure 1.2:** Categorical Ethnic Identity 8/1997-6/2016 (*University of Hong Kong, 2016*)

Source: <https://www.hkpop.hku.hk/english/popexpress/ethnic/>.

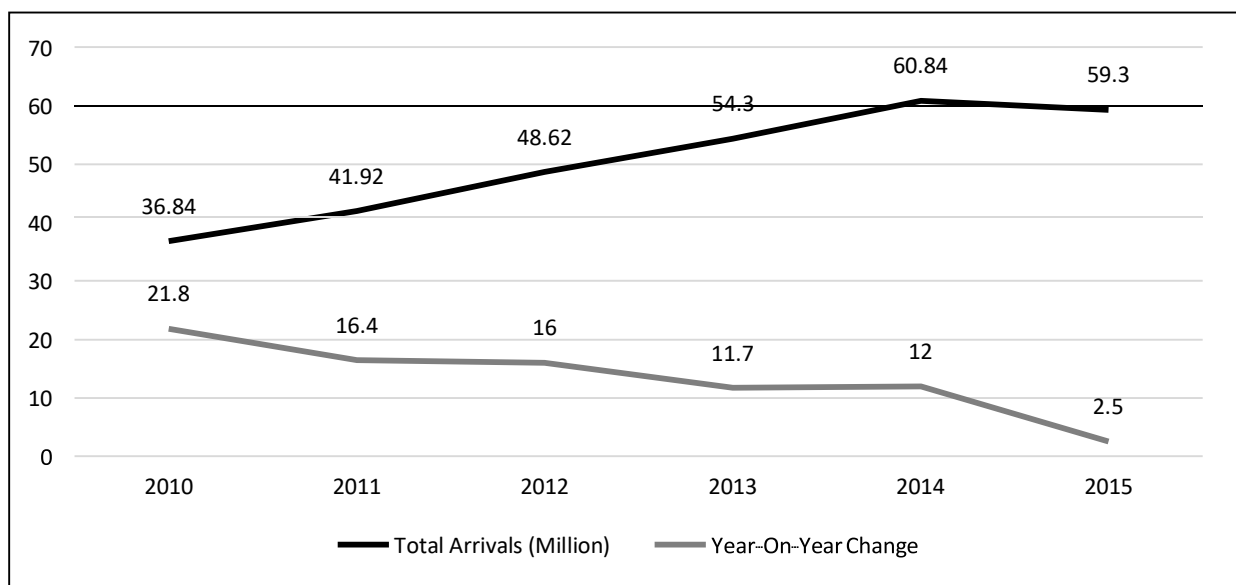
Clearly, the percentages of these ethnic categories have varied over time since 1997. What is unclear from the survey is what causes these percentages to change over time amongst the different ethnic groups. One might presume, it could be the positive or negative relationship between Hong Kong and Mainland China at the specific time of the survey? Also, it is unclear what constitutes a Hong Kong person to belong to a particular ethnic category? Moreover, depending on these ethnic categories, how do their attitude towards Mainland Chinese tourists differ? For example, those who identify themselves as Hong Konger, do they have a more negative attitude towards Mainland Chinese tourists?

### 1.3 Hong Kong's tourism industry

“The tourism industry is a major pillar of the economy for Hong Kong, contributing to 5 percent of Hong Kong’s GDP. It employs around 271,800 Hong Kong people, accounting for 7.2 percent of total employment” (Tourism Commission, 2016). Many point out that the total arrivals coming into Hong Kong have increased during the turn of the decade (Hong Kong

Tourism Board, 2015; Passport, 2015; World Travel and Tourism Council, 2015; Schroders, 2015; Legislative Council and Tourism Council, 2015).

**Figure 1.3** shows the total arrivals coming into Hong Kong over the turn of the decade. With 59.3 million total arrivals in 2015, a decline of 2.5 per cent compared to the previous year. The Legislative Council Secretariat (2015) underlines a declaration of total arrivals compared to the annual growth from 2010 to 2014. The Hong Kong Tourism Board (2015) has identified this recent slowdown and are developing ways to diversify their tourism market such as developing more tourist attractions, attract more business visitors and further grow their cruise tourism



**Figure 1.3:** Hong Kong's Tourism Performance - Adapted (*Hong Kong Tourism Board, 2015; Legislative Council Secretariat, 2015*)

The Hong Kong Tourism Board (2015) has been promoting the niche tourism sector of rural as a way to diversify the tourism industry. Rural tourism in Hong Kong has been heavily developed as well as the city's urban setting, mostly in relation to their sustainability, destination management, and business opportunity (The Hong Kong Government, 2016). Moreover, the urban tourism market of Hong Kong could benefit the rural environment such

as the countryside and hiking trails. However, many believe that the balance of Hong Kong’s rural and urban landscape is not feasible due to overcrowding and pollution issues within key tourist spots. Furthermore, it can be assumed that the urban attractions in Hong Kong are much more popular than the rural landscapes (See Figure 1.4).



**Figure 1.4:** Hong Kong’s most popular tourist spot – (Legislative Council Secretariat, 2015)

It is well documented that Mainland Chinese tourists are crucial to Hong Kong’s tourism industry, becoming the largest visitor source market. This was supported through the introduction of the individual visitor scheme (IVS) in 2003, making it much easier for Mainland Chinese tourists to visit Hong Kong. However, many argue that the downfall of Hong Kong’s tourism industry mirrors the slowdown in the growth of Mainland Chinese tourists (Legislative Council Secretariat, 2015; Schroders, 2015; Arlt, 2016; Mok, 2015). **Table 1.1** shows data from the HKTB Insight & Research (2016) of the decline of Mainland Chinese tourists. Could this decline be in relation to the positive or negative attitude of Hong Kong residents have with Mainland Chinese tourists?

	<b>2016</b>	<b>2015</b>	<b>Growth Rate</b>
<b>January</b>	4,043,000	4,490,420	-10%
<b>February</b>	3,367,736	4,551,825	-26%
<b>March</b>	3,017,173	3,240,825	-15.1%

**Table 1.1:** The Decline of Mainland Chinese Visitor Arrivals (*HKTG Insight & Research, 2016*)

Dodwell (2016) argues that Hong Kong should welcome Mainland Chinese tourists as they have numerous benefits to the economy such as retail spending. The China National Tourism Administration (2013) states that “Chinese travellers contributed 13% of global tourism revenues and 10% of the 1.2 Billion international travellers in 2015”. However, due to the rapid increase in Mainland Chinese tourists and the relaxation of Government restrictions on domestic travel, there have been a series of cultural conflicts (Tsang, 2015). This has provoked a growth in anti-mainland residents as many Mainland Chinese tourists have disrupted their daily lives such as a surge in property prices and prices of consumer goods in line with supply and demand (Lee & Tin, 2014).

The study shall investigate residents’ views on the current tourism industry of Hong Kong and why they believe so many tourists visit the city. As well as how residents feel about the current levels of tourist arrivals coming into the city, and how this can impact their daily lives, especially for those living in key tourist spots or urban areas. Furthermore, the study will examine residents’ views on the benefits and/or downfalls of Mainland Chinese tourists, whether this could be economic prosperity over cultural/social conflicts. Overall, this will help to measure Hong Kong residents’ attitude towards sustainable tourism development of Hong Kong, especially looking at the affluence of Mainland Chinese tourists.

## **1.4 Study rational**

The purpose of this study is to investigate if social identity could be a major factor in forming the attitude of Hong Kong residents towards Mainland Chinese tourists. Thus, leading to understanding the role of Hong Kong residents have within the success of sustainable tourism development. There is an array of studies that have examined the role of Chinese tourism in Hong Kong, especially exploring residents' perceptions of tourism development (Chan, 1996; Leung, 1999; Wen & Lio, 2009). However, Hong Kong residents' attitude towards Mainland Chinese tourists are rarely studied. Furthermore, there has been even fewer studies on the role of Hong Kong residents' social identity as a way to promote or impact sustainable tourism development, exclusively in relation to Mainland Chinese inbound tourism.

The role of perceived cultural distance between host residents and tourists within the realm of social identity has been insufficiently examined. Perceived cultural distance could affect the attitude of Hong Kong residents towards Mainland Chinese tourists. In which cultural distance could be used as a way to differentiate the social identity of one group from another. The study will investigate whether the perceived cultural distance between Hong Kong residents and Mainland Chinese tourist can be used as a source of social identity and whether this positive or negatively affect sustainable tourism development within Hong Kong.

## **1.5 Aims & objectives**

The primary aim of this study is to investigate whether social identity amongst Hong Kong residents affects their attitude towards Mainland Chinese tourists. This includes Hong Kong residents' current attitude on the sustainable tourism development, and how the success or downfall of the tourism industry affects Hong Kong. As previously discussed, residents' attitude towards tourists are vital for the success of the tourism industry. To follow the theme

of this study, a vital aim is to identify the current attitude amongst Hong Kong residents towards Mainland Chinese tourists. Do Mainland Chinese tourists bring any benefits to Hong Kong? What are the particular disadvantages of Mainland Chinese tourists? Further examining the sociocultural impacts between Mainland Chinese tourists and Hong Kong residents.

The study also intends to discover the social/national identity of Hong Kong residents affects their views of Mainland Chinese tourists. How do Hong Kong residents identify themselves and what are the particular sources of Hong Kong identity? Might these be the actual differences between Hong Kong and Chinese people? Another aim is to discover whether the perceived cultural distance between the latter could affect residents' attitude. Pinpointing the fundamental differences between Hong Kong and Chinese people. In order to achieve these aims, four main research objectives have been identified:

- To examine Hong Kong residents' attitude towards sustainable tourism development in relation to Mainland Chinese tourists
- To understand the different sources of social identity among Hong Kong residents
- To identify if social identity of Hong Kong residents' affects their attitude toward Mainland Chinese tourists
- To establish if cultural distance affects Hong Kong residents' acceptance of Mainland Chinese tourists

## **2. LITERATURE REVIEW**

A literature review provides a greater understanding of a topic and identifies any research problems (Gall, 1996). Randolph (2009) points out that a literature review is “a means of demonstrating an authors’ knowledge about a particular field of study”. The literature review will focus on three key areas of study: sustainable tourism development, residents’ attitude towards tourism development, and the role of social identity.

### **2.1 Sustainable tourism development**

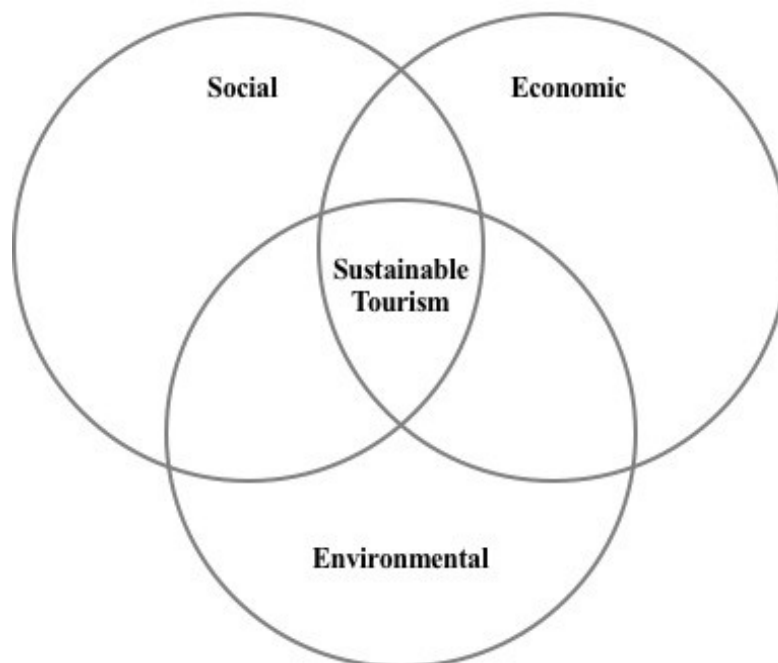
The commercialisation of the concept of sustainability or sustainable development began since the publication from the UN Brutland Commission (WCED, 1987). The paper famously defined sustainable development as the fact that sustainability is defined differently to many people but, commonly meets the needs of the present without compromising the needs of future generations (WCED, 1987). Equally, the meaning of sustainable tourism can be expressed simply as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNWTO, 2005).

Cater (1993) points out that the key for sustainable tourism is: meeting the needs of the host population, satisfying the demands of a growing number of tourists, and safeguarding the natural environment. Liu (2003) articulates a weakness within sustainable tourism literature emphasising that the sustainability of tourism resources because of tourist demand has not been addressed, especially at a destination level. Alternatively, Farrell & Twining-Ward (2004) argues that sustainable tourism should be applied as a global system, rather than solely at a destination level.



From all of these different perspectives, Sharpley (2008) points out that the universal aim of sustainable tourism is to reduce the negative effects of tourism activities, which is a desirable approach to the success of tourism development. Griffiths & Sharpley (2012) reveals that tourism is a social phenomenon where the movement of people from their place of residence to a temporary place. Sharpley (2008) supports this view stating that “interacting with other places and other people, undergoing experiences that may influence their own or the host community’s attitude”.

Much of the literature (Sharpley, 2008; Butler, 1999; Cater, 1993; Vellas & Becherel, 1999; Hall & Lew, 1998) collectively agrees that sustainable tourism development concerns with environmental, social, and economic which in turn create improvements for tourists’ experiences. From this, Hill & Gale (2009) developed the different dimensions of sustainable tourism (See **Figure 2.1**). The model illustrates the different dimensions of sustainable tourism with the aim of reducing the harm of these dimensions simultaneously.



**Figure 2.1:** Dimensions of sustainable tourism - (Hill & Gale, 2009)

### 2.1.1 Environmental integrity

Muhanna (2006) acknowledges that tourism takes place in different environments, which can contribute to the understanding of developments and their impacts on a destination. Lew (1987) stresses that focusing on the concrete uniqueness of a tourism's environment, whether that be nature-orientated or human orientated attractions. The following literature will present two well-known classifications of tourism environments within Hong Kong: urban tourism and rural tourism.

Page & Hall (2002) defines urban tourism as attracting different visitor/tourist groups that will utilise different resources (i.e visitor attractions, nightclubs, work premises, sporting events). Pearce (2001) and Stanciulescu (2009) points out that urban tourism can have a massive benefit for the tourism industry such as improvements to infrastructure, creating new job opportunities, and improvements in living standards for residents. However, many researchers (Edwards et al., 2008; Ashword, 1989; Pearce, 1998; Shaw & Williams, 1994) have acknowledged that urban tourism is a complex phenomenon within tourism literature; with a lack of a simple definition.

Nevertheless, Edwards et al., (2008) summaries that much of the literature encompasses urban tourism as “managing and marketing a variety of products and experiences to people who have a wide range of motivations, preferences and cultural perspectives”. Following the theme of this study. **Figure 2.2** shows the concentrated urban landscape of Hong Kong.



**Figure 2.2:** The urban landscape of Hong Kong

*Source:* <http://www.photographymad.com/files/images/hong-kong-skyline.jpg>

Much of the research on urban tourism remains case study driven, with an insignificant focus on the macro impacts (Pearce, 1998; Ashworth, 1992). Page & Connell (2009) review of the literature of urban tourism is narrowly defined by sociological tradition, cultural studies, geography, and urban studies. Ashworth & Page (2011) argues a gap within the literature emphasising that a theoretical analysis is needed to understand how international changes have affected urban tourism; with a focus on non-tourism literature to identify how global changes affects a city's urban environment.

Lane (1994) defines rural tourism as a 'country experience' that encompasses a wide variety of activities within agricultural or non-urban areas. However, definitions of rural tourism have been questioned as this may differ between countries (Kadi et al., 2014). Especially, when urban areas/resorts are situated in rural areas (i.e. golf resorts, tourist villas, or spa resorts) (Moric, 2013; Kadi et al., 2014). Many researchers (Bramwell & Lane, 1994; Dewaily, 1998; MacDonald & Jolliffe, 2003) associate rural tourism with farms, historic heritage sites, rural customs, and the countryside. Numerous of studies (Frochot, 2005; Morlera & Albaladejo,

2007) have identified the benefits of rural tourism including: job opportunities, socioeconomic development, promoting disadvantaged areas, and encouraging traditions and culture.

On the other hand, there is a neglect to the low financial return of rural tourism and the future damage it may have to both physical and cultural landscapes (Frederick, 1993; Fleischer & Felsenstein, 2000). Especially, when there is an increase in demand for rural tourism due to the rise of ecotourism (Crouch, 2006). Many studies (Ghaderi, 2004; Sharpley, 2000) have stressed that due this very reason, rural tourism can be marketed as a better alternative to mass and urban tourism in some cases. However, there are countless risks that can affect the development of rural tourism including: inconsistency with service quality, limited resource and finance, lack of understanding of rural tourism, and the lack of opportunities from local governments to further develop rural areas (Meyer-Chec, 2005; Mitchell & Hall, 2005; Sharpley, 2002; Clarke, 2005).

Hong Kong's tourism industry is well urban focused with a heavy concentration on a variety of tourist attractions within its small urban area (Jim, 2000). The high concentration of people within Hong Kong's urban areas, especially on Hong Kong Island has seen the rise of overcrowding as well as higher prices of land. With the added pressure on urban resources from Mainland Chinese tourists could positively and/or negatively affect Hong Kong residents' attitude. By making these small urban areas more overcrowded as well as the infrastructure needed to attract Mainland Chinese tourist (i.e. hotels and tourist attractions); many Hong Kong residents could view these urban areas as undesirable with high population density and social problems.



**Figure 2.3:** The rural landscape of Hong Kong

Source: [http://www.remotelands.com/destination/13102405\\_itinerary\\_hong-kong\\_Unseen-Hong-Kong](http://www.remotelands.com/destination/13102405_itinerary_hong-kong_Unseen-Hong-Kong)

Many Hong Kong residents are worried about the environmental issues within Hong Kong's urban areas. For instance, light pollution is a massive problem within Hong Kong's urban areas as its one of the brightest nocturnal environments in Asia (Shadbolt, 2013). With all of these concerns in mind, many residents and tourists have been attracted to Hong Kong's local attractions including cultural heritage sites, the countryside and local islands (See **Figure 2.3**). Jim (2000) finds that there is an increasing call for Hong Kong's rural tourism in order to diversify its tourism industry as well as decreasing the population and resource levels within the urban areas.

### **2.1.2 Economic prosperity**

There are many economic benefits of tourism such as: increase in foreign exchange earnings, income, employment rates, and taxes (Archer, 1995; Durberry, 2002; Dritsakis, 2004). Therefore, many governments have promoted their country's tourism development for the purpose of economic growth (Chou, 2013; Schli & Nowak, 2007). Whilst there is a vast amount of literature on the relationship between tourism development and economic prosperity (Chou,

2013; Kim et al., 2006; Arslanturk et al., 2011); reaching conflicting results of achieving tourism-led economic growth. Many tourism researchers have drawn from a variety of theories of relating to dependency theory, community development and welfare, tourism and economic development, and sociocultural development (Rivera, 2016; Mowforth & Munt, 2009; Sharpley, 2002).

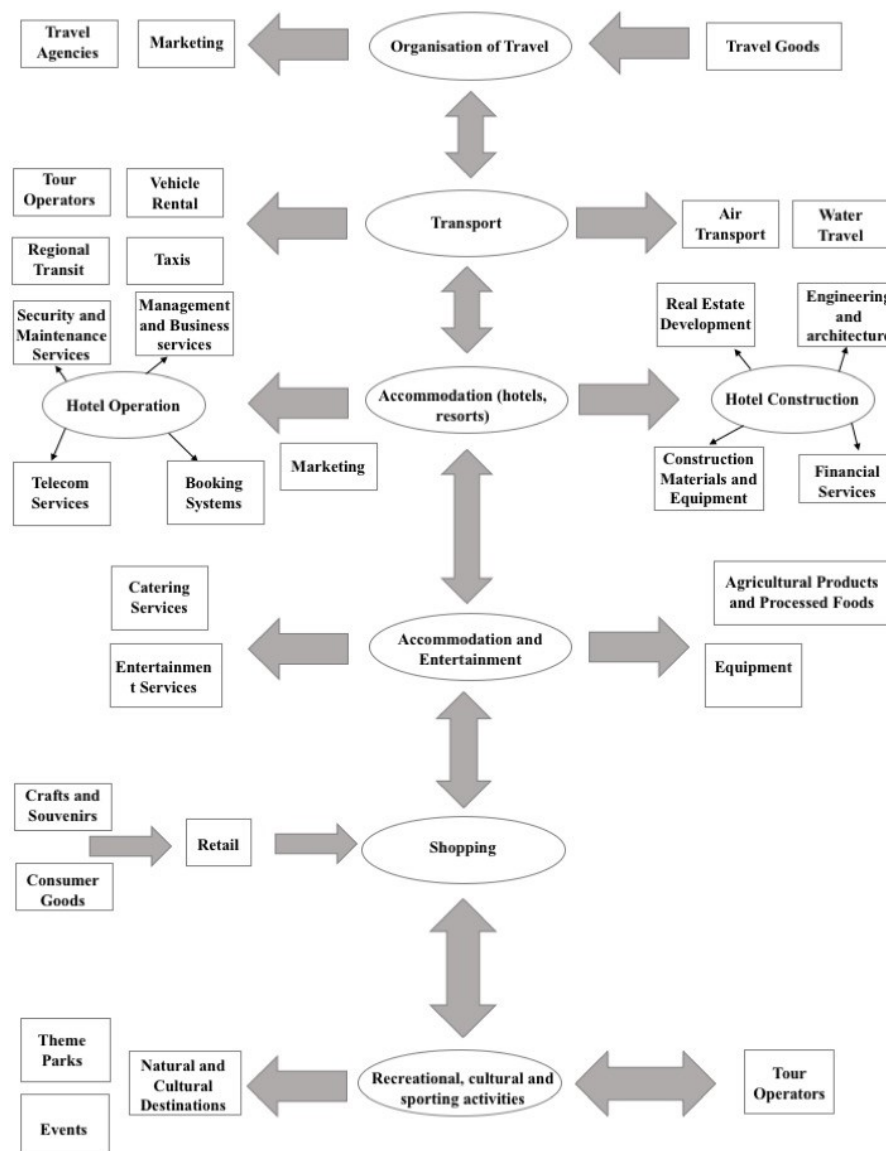
Rivera (2016) points out that economic growth has a foundation of two theories: neoclassical growth theory and endogenous growth theory. The former stresses two factors of economic growth: production functions with capital and labour as determinants of output (Daron, 2009; Solow, 1956). The latter is a model based on a closed economy with no international capital flows, no foreign trade, and zero foreign debt (Tobin, 1965; Barro, 1990; Greiner & Fincke, 2009). Within economic growth, tourism is viewed as a vital export to grow an economy (Rivera, 2016; Balaguer & Cantavella-Jorda, 2002).

A key feature of tourism-led economic growth is its potential to create linkages for other sectors (UNCTAD, 2013). UNCTAD (2013) confirms that the tourism sector can create broad-based economic benefits such as employment opportunities and poverty reduction at a local level. Gollub, Hosier & Woo (2003) shows how the tourism sector can integrate through a variety of other sectors such as: hotels, restaurants, retail, hospitality, airports and finance through the tourism value chain (**See Figure 2.4**).

However, researchers have found that these linkages remain weak for developing countries, with only one-fifth of tourist expenditure is captured by the poor (Mitchell & Ashley, 2007). Overall, in designing a sound economic strategy for sustainable tourism, governments need to identify the potential linkages of tourism and other sectors (UNCTAD, 2013) Telfer & Wall

(1996) studies on the tourism value chain has found that around one-third of tourist expenditure is spent on food and beverages.

Overall, this is vital when examining Hong Kong resident's attitude towards tourism development. Especially, how Hong Kong's tourism sector benefits other economic sectors like retail, hospitality and transport. Therefore, tourists visiting Hong Kong is a key source of economic prosperity for its industries. Therefore, it is key to investigate resident's views on the economic prosperity of tourists versus the sociocultural conflicts.



**Figure 2.4:** The Tourism Value Chain– (Gollub, Hosier & Woo, 2003)



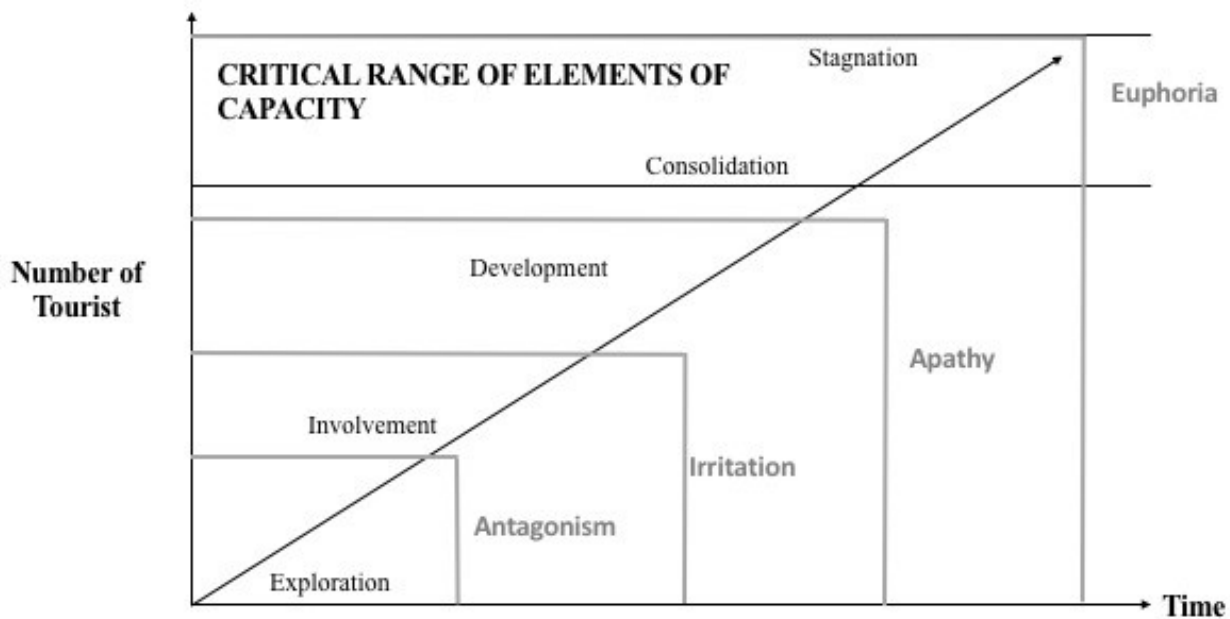
### 2.1.3 Sociocultural impacts of tourism

Sharpley (1994) points out that sociocultural impacts of tourism are the consequences of the presence of tourists and, the characteristics of the relationship between tourists and host residents. Mathieson & Wall (1982) stresses that there is no distinction between social and cultural phenomena. Therefore, many researchers classify 'sociocultural' as a broad term. It is vital to measure the socio-cultural impacts of tourists and host residents as, it plays a vital role in the success of sustainable tourism development (Andriotis, 2005; Snaith & Haley, 1999; Sheldon & Abenoja, 2001).

Studies of sociocultural impacts have been explored through a number of theoretical models including: Tourism lifecycle, Doxey's Irritation Index, and Social Exchange Theory (Ap, 1992; Butler, 1980; Doxey, 1975). The tourism lifecycle illustrates that a destination goes through six stages (early exploration, development, consolidation and stagnation) (Butler, 1980). Numerous of studies (Ryan & Montgomery, 1994; Snaith & Haley, 1999; Upchurch & Teivane, 2000), have used the framework to identify how to manage the sociocultural impacts throughout the different stages of the lifecycle.

Doxey's (1975) Irritation Index investigates the attitude of local people towards tourist changes through four stages (Euphoria, Apathy, Irritation, and Antagonism). Numerous researchers (Liu et al., 1987; Pizam, 1978; Allen et al., 1988) have used the framework to investigate how host resident's pass through an evolving tourism industry, whilst identifying their perceptions and reactions to these stages. Faulkner & Tideswell (1997) argues that there is a link between Doxey's (1975) Irritation Index and Butler's (1980) Tourism Life Cycle. Identifying that as a tourism industry goes through the different stages, resident's attitude and perceptions will change accordingly (**See Figure 2.5**).

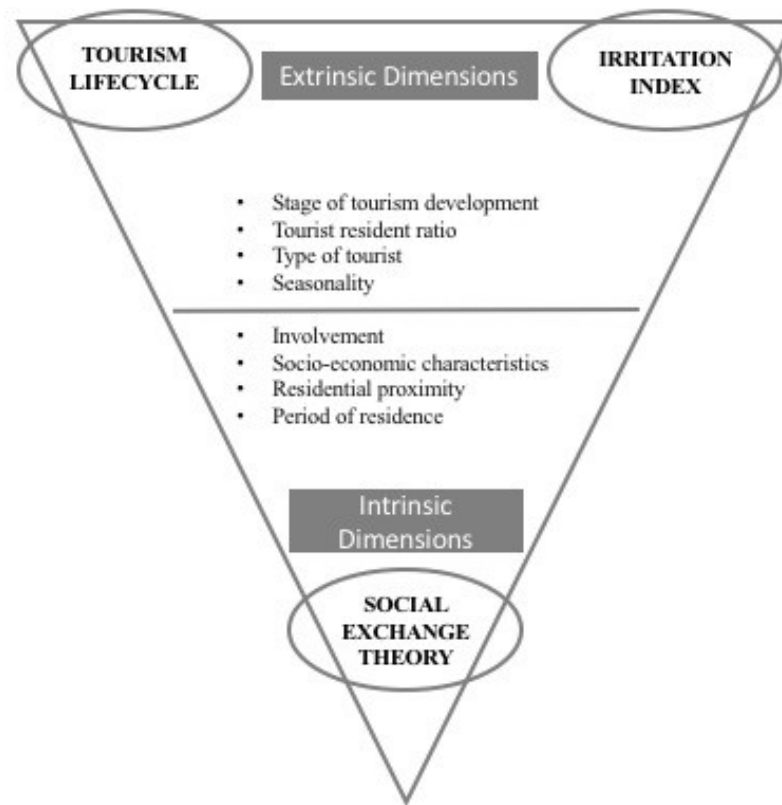




**Figure 2.5:** The Tourism Lifecycle and the Irritation Index – (Doxey, 1975)

Ap (1992) points out that the Social Exchange Theory (SIT) can be used as a way to explain the sociocultural impacts of tourism. Although there are different views of SIT among many theorists, many agree that it involves a series of interactions that generate obligations (Emerson, 1976; Ap, 1992; Homans, 1958; Blau, 1964). Within the studies of tourism development, SIT has been used to evaluate how local residents evaluate tourism in terms of the benefits they receive for their involvement.

Faulkner & Tideswell (1997) have developed a useful framework of a broad alignment with SIT, Tourism Lifecycle, and the Irritation Index (See **Figure 2.6**). This will be vital for analysing the social impacts of tourism including the extrinsic and intrinsic dimensions. This will hopefully aid the understanding of the sociocultural impacts of Hong Kong's tourism industry. This will be through identifying the stage of Hong Kong's tourism development (The Tourism Lifecycle), and the level of Mainland Chinese tourist's activity (Irritation Index). As well as the characteristics of Hong Kong residents that affect their attitude of Hong Kong's tourism impacts.



**Figure 2.6:** Framework for analysing the socio-cultural impacts of tourism – (Faulkner & Tideswell, 1997)

## 2.2 Residents' attitude towards tourism development

It is vital to understand and assess resident's attitude towards sustainable tourism development in order for a tourism industry to be successful (Ap, 1992; Ritchie & Inkari, 2006; Ramscook-Munhurrin & Naidoo, 2011). Prior research has identified a number of factors that can affect the attitude of residents towards tourism development (Harrill, 2004; Andriotis & Vaughan, 2003; Jackson & Inbakaram, 2006; Ko & Stewart, 2002; Vargas-Sanchez et al., 2009).

Upon review of the literature into the factors that influence the attitude of the residents towards sustainable tourism development, a number of researchers (Jackson & Inbakarams, 2006; Harrill, 2004; Andriotis & Vaughan, 2003) have classified these factors differently. Jackson & Inbakarams (2006) study classified these as: demographic factors, personal factors, social factors, and factors relating to tourism. Whilst Harrill (2004) suggests that these factors relate

to socioeconomic factors, spatial factors, economic dependency, and resident/community typologies. However, Andriotis & Vaughan (2003) simplifies these factors of influencing resident's attitude towards tourism into three factors: intrinsic, extrinsic, and sociodemographic.

In the review of the literature, it was deemed that most of these factors influencing residents' attitude toward tourism development can be classified into three dimensions: sociodemographic, extrinsic, and intrinsic. **Table 2.1** summarises a number of studies into each of these dimensions that have been identified by various researchers.

Factors		Studies
<b>Sociodemographic</b>	Gender	<i>Chen (2000); Ritchie (1988); Harill &amp; Potts (2003)</i>
	Age	<i>McGehee &amp; Andereck (2004); Chen (2000); Haralambopoulos &amp; Pizam (1996)</i>
	Education	<i>Hsu (1998); Husbands (1989); Kim (1986); Andriotis &amp; Vaughan (2003)</i>
<b>Intrinsic</b>	Distance that residents live from tourist zones	<i>Sheldon &amp; Var (1984); Mansfeld (1992); Pearce (1980);</i>
	Involvement in tourism	<i>Brougham &amp; Butler (1981); Ap (1992)</i>
	Economic and/or employment dependency in tourism	<i>Ap (1990); Brougham &amp; Butler (1981); Liu &amp; Var (1986); Brunt &amp; Courtney (1999)</i>
<b>Extrinsic</b>	Degree or stage of the host destination's development	<i>Doxey (1975); Butler (1980); Harrill (2004); Dogan (1989); Allen et al., (1988)</i>

**Table 2.1:** Current literature that affects residents' attitude towards tourists

### 2.2.1 Intrinsic factors

Faulkner & Tideswell (1997) states that intrinsic dimensions include “involvement in tourism, community attachment, identification with the theme, and socioeconomic characteristics. These particular factors can help to investigate the intrinsic differences among different sub-

groups in a community (Faulkner & Tideswell, 1997; Manfeld, 1992; Harill & Potts, 2003). In particular, studies have shown a number of intrinsic factors that can affect resident's attitude toward tourism development including, the distance between residents and tourist zones, the involvement of residents in tourism, personal and economic benefits (Sheldon & Var, 1984, Manfeld, 1992; Brougham & Butler, 1981; Ap, 1992; Liu & Var, 1986; Brunt & Courtney, 1999).

Manfeld (1992) stresses that the distance between residential and tourist zones is one of the major intrinsic factors that affects residents' attitude toward tourism development. As those residents who live close to tourist areas are found to be more dependent on tourism development. Recently, there have been a number of articles reporting the conflict between Hong Kong residents and Mainland Chinese tourists within the Sheng Shui district (close to the China border) (Ng & Nip, 2012; Fung, 2015; Liu, 2014).

Many Hong Kong residents have complained about crowded public transport, rising prices and a change of tradition within the community as the local government try to cater towards the growing Mainland Chinese tourists (Liu, 2014). Furthermore, there has been a growing concern about 'Parallel Traders' who purchase their supplies in Hong Kong and then take them across the border into Mainland China. Thus, avoiding paying for import duties as well as goods and services tax. For example, there is around 60 drug stores within the small district that sell baby milk, medicine and personal care products that cater towards Mainland Chinese tourists. Overall, this has forced many residents within the Sheng Shui district or those who live in the tourist areas to shop in other areas of Hong Kong.

### 2.2.2 Extrinsic factors

Fredline & Faulkner (2000) refers to extrinsic factors as particular causes that affect residents' attitude at a micro-level including within a community and/or a destination. Numerous of literature associated with community attitude (Getz, 1986; Akis et al., 1996; Soutar & McLeod, 1993) have investigated how resident's attitude have changed within a tourism industry over time, including longitudinal studies on residents' reactions to changes within tourism. Faulkner & Tideswell (1997) points out the extrinsic factors between residents and tourists, stating that "the degree to which the host and visitor populations vary each other in terms of racial characteristics, cultural background and socio-economic status".

Many researchers (Butler, 1980; Doxey, 1975; Haywood, 1986) have suggested that residents' attitude toward tourism development might be associated with the current development of a particular tourism industry. Many studies have identified that low developed tourism industries are perceived as beneficial to residents (Allen et al., 1993; Harrill, 2004; Long et al., 1990; Smith & Krannich, 1998). Studies suggest that as tourism development increases, residents' attitude or perceptions become increasingly negative. Interestingly, both Cohen (1972) and Smith (1978) studies on tourism growth and tourist characteristics found that "independent travellers or explorers are more likely to experience local culture and lifestyles and have less impact on the community compared to package tourists".

Sheldon & Var (1984) points out that these extrinsic factors become apparent during the high season of tourism as resources and infrastructures are stretched, overcrowding, and traffic congestion that causes inconveniences to local residents. Therefore, it is vital to investigate how the increase of Mainland Chinese tourists has changed Hong Kong residents' attitude

toward tourism development over time, such as overcrowded city/district areas, traffic congestions, and travel infrastructure (MTR, Buses, and Airports).

### **2.2.3 Sociodemographic factors**

Sociodemographic factors associated with the attitude of residents toward tourism development include: gender, age and education (Chen, 2000; Richie, 1988; Jackson & Inbakaran, 2006; Liu & Var, 1986; Williams & Lawson, 2001). Studies of the influence of sociodemographic factors and attitude are not conclusive, as many have questioned an existence between the two (Liu & Var, 1986; Williams & Lawson, 2001). On the other hand, numerous of researchers (Iroegbu & Chen, 2001; Jackson & Inbakaran, 2006; Um & Crompton, 1987; Mansfeld, 1992; Ryan & Montgomery, 1994) have argued a relationship between the two, as well as a profile of the residents that are more likely to be most favourable toward tourists. The key demographic depends on the length of residency within a particular country/destination. Residents with a shorter length of residency have a more favourable attitude toward tourists whereas, you can expect a less favourable attitude from residents with a longer residency.

Furthermore, there have been a few studies of how age and gender can be used as a way to predict residents' attitude toward tourists (McGehee & Andereck, 2004; Mason & Cheyne, 2000). Interesting, McGehee & Andereck (2004) study found the opposite to the findings presented by Jackson & Inbakaran (2006) and Iroegbu & Chen (2001). Identifying that residents who lived in a country/destination as a child had a more positive perception toward tourists. Moreover, Mason & Cheyne (2000) study on gender factors affecting residents' attitude found that men had a more positive attitude toward tourism development compared to women, stating that "females were more concerned with impacts like: increasing traffic, noise,

and anti-social behaviour”. Whilst, acknowledging the economic benefits of tourists, such as employment and business opportunities.

Whilst there is an array of literature focused on sociodemographic factors as a way to examine residents’ attitude toward tourism development, there only remain a few studies on socio-psychological characteristics of residents (Zhang et al., 2006; Palmer et al., 2013; Un & Crompton, 1987). Indeed, prior studies have investigated the role of ethnicity, few attempts have been made to identify how the socio-psychological characteristics (e.g. social identity) affects residents’ attitude toward tourism development (Zhang et al., 2006). Although Palmer et al., (2013) study showed that social identity has an influence on residents’ attitude toward tourists, the study only compared and/or focused social identity and residents’ ethnicity, which can change over time.

The study will examine the attitude of Hong Kong residents toward tourism development, which refers to their attitude toward the influx of Mainland Chinese tourists, thereby creating tourism development in Hong Kong. Furthermore, to investigate the social identity of Hong Kong residents and if that can affect their attitude toward Mainland Chinese tourist deserves attention. Especially, moving past social identity versus ethnicity as previously studied (Palmer et al., 2013), but instead cultural comparisons, the self (nationality and social class), and in-groups and out-groups within a given society.

#### **2.2.4 Hong Kong residents’ attitude toward Mainland Chinese tourists**

There are a few studies that have been conducted to further understand Hong Kong residents’ attitude towards Mainland Chinese tourists. **Table 2.2** summarises the current literature on Hong Kong’s tourism development and residents’ attitude toward Mainland Chinese tourists.

Many of the studies that have been conducted found that Hong Kong residents' generally favour the growth of tourism (Mok, Slater & Cheung, 1991). However, what is interesting is that most Hong Kong residents do not approve the growth of Mainland Chinese tourists (Shen, Luo & Zhao, 2016).

Shen, Luo & Zhao (2016) indicates that the general perception of Hong Kong residents towards Mainland Chinese tourists is a negative one, as they are perceived to be impolite, rude and undereducated. On the other hand, many Hong Kong residents acknowledge the positive of Mainland Chinese tourists because of their significant economic benefits (Siu, Lee & Leung, 2012). Similarly, Wen & Liao (2009) also found that Hong Kong residents have a negative perception of Mainland Chinese tourists. However, do recognise the importance of China's outbound tourist market to the economy of Hong Kong.

Overall, it can be assumed that the economic prosperity received from Mainland Chinese tourists outweighs the negative social conflicts. The Nielsen Company (2010) conducted a survey in Hong Kong and found that "80% of respondents were either positive or neutral towards the increasing number of Mainland tourists shopping in Hong Kong". As the increase in spending is creating more job opportunities and improving the tourism industry thus, bring prosperity to Hong Kong. However, many Hong Kong residents have stressed that the influx of Mainland Chinese shoppers has negatively affected their shopping experience, due to not being able to adapt to the cultural differences (Shen, Luo & Zhao, 2016). **Table 2.2** summarises the current literature on Hong Kong residents' attitudes towards Mainland Chinese tourists.



Research Area	Title and Author
<b>Attitude and perceptions of Mainland Chinese tourists</b>	A study of Hong Kong residents' perception towards visitors from China - <i>Chan (1996)</i>
	Residents' attitude towards tourism in Hong Kong - <i>Mok, Slater &amp; Cheung (1991)</i>
	The study of Hong Kong residents' perceptions towards tourists - <i>Leung (1999)</i>
	Hong Kong residents' perception of Mainland Chinese tourists' behaviour - <i>Wen &amp; Lio (2009)</i>
	The Sustainable Tourism Development in Hong Kong: An Analysis of Hong Kong Residents' Attitude Towards Mainland Chinese Tourists – <i>Shen, Luo &amp; Zhao (2016)</i>
<b>Sustainable tourism development in Hong Kong</b>	The Sustainable Tourism Development in Hong Kong: An Analysis of Hong Kong Residents' Attitude Towards Mainland Chinese Tourists – <i>Shen, Luo &amp; Zhao (2016)</i>
	Mainland Tourists Tripling the Size of Hong Kong Population – <i>The Nielson Company (2010)</i>
	Does social identity affect residents' attitude toward tourism development?: An evidence from the relaxation of the individual visit scheme – <i>Ye, Zhang, Shen &amp; Goh (2014)</i>
	Perception and attitude of Hong Kong hotel guest-contact employees towards tourists from Mainland China – <i>Yeung &amp; Leung (2007)</i>

**Table 2.2:** Summary of the current literature on Hong Kong residents' attitude toward Mainland Chinese tourists

Although the literature has paid some attention to understanding Hong Kong residents' attitude towards Mainland Chinese tourists, the underlining factors or issues are still lacking. As Hong Kong is a special administrative region of China, the interactions between Hong Kong residents and Mainland Chinese tourists are negative, with different views socially and culturally. Therefore, more in-depth studies are needed to underline the root cause for the formation of residents' attitude such as social/national identity.

### 2.3 The role of social identity

Social identity explains how identification is derived from knowledge and membership in one's social group as well as the attached value and emotional significance (Tajfel & Turner, 1979).

Thus, social identity can be used to understand the self-structure of individuals through categorical memberships, intergroup relations and social structure (Reid & Deaux, 1996; Tajfel & Turner, 1979; Breakwell & Canter, 1993). Tajfel (1982) stresses that the key indicator of a persons' social identity is their knowledge of belonging to a certain social group emotionally that is conveyed to them.

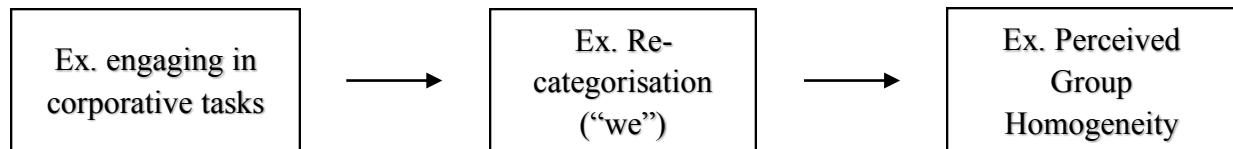
Furthermore, social identity can shape in-groups or out-groups within a society based on individuals' characteristics such as social class, age, nationality and ethnicity (Tajfel & Turner, 1979). Overall, this will help to discover whether social identity of Hong Kong residents' affects their attitude toward Mainland Chinese tourists. Especially, when looking at in-group identities (Hong Kong residents) and out-group identities (Mainland Chinese tourists).

### 2.3.1 In-group and out-group identities

Capozza & Brown (2000) states that "social identity results from the categorisation of the world into in-groups and out-groups". In-groups are described as a particular group that people can identify with and feel some form of attachment. Whilst, out-groups are based on the opposite attachment with a sense of resistance, hatred and resentment. However, social categorisation can be flexible with people being able to identify themselves amongst different social categories and/or groups (Turner et al., 1987).

Gaertner & Dovidio (2000) developed the common in-group identity model as a way for re-categorisation to improve intergroup relations as well as decreasing out-group bias (**See Figure 2.7**). Gaertner et al., (1993) emphasises that the common in-group identity model illustrates the reducing bias factors that transform members' perception of group boundaries from "us" and "them" to a more inclusive "we". Thus, creating a higher-order social category that includes

in-groups, out-groups and subgroups. Overall, both social identity and in-group identity could be used to identify the perceived similarities and differences amongst Hong Kong residents and Mainland Chinese tourists. As well as determining how a positive and/or negative relationship between these two social groups affect tourism development.

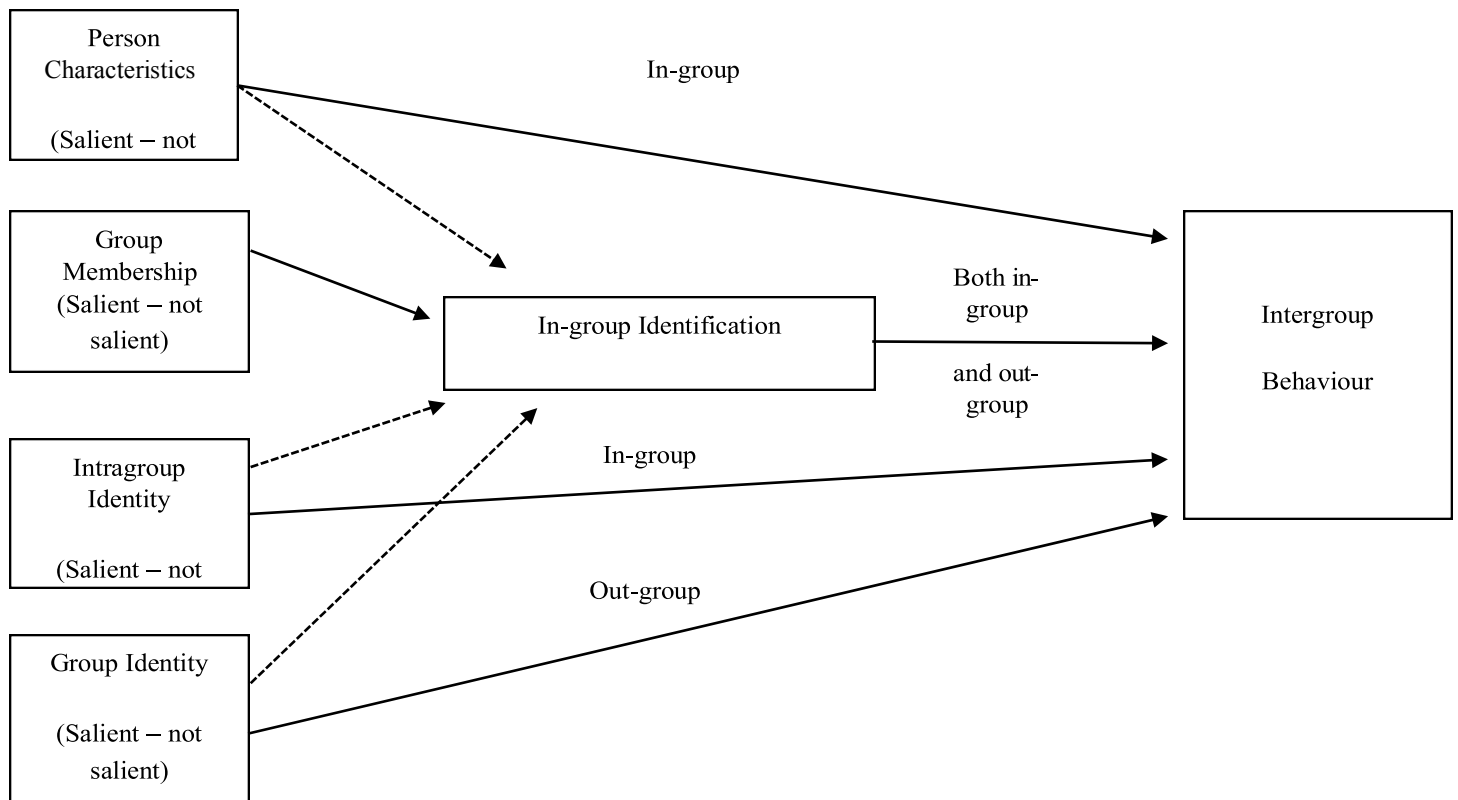


**Figure 2.7:** Common in-group identity model – (Gaertner, Dovidio, Anastasio & Rust, 1993)

From this, Capozza & Brown (2000) points out that this can expand into the personal identity that identifies the unique characteristics of an individual (e.g. personality and/or physical characteristics). Numerous researchers (Crocker & Luhtanen, 1990; Meindl & Lerner, 1984) argues that personal identity can actually influence in-group and out-group behaviour and identification; especially how oneself identifies themselves with a particular group. **Figure 2.8** illustrates the fact that individuals have a certain role within an in-group. Mulder et al., (1971) found that actually there exists a positive and negative relationship amongst in-group members.

Overall, social identity and in-group identity could have an influence on the likelihood of the acceptance of Mainland Chinese tourists thus affecting residents' attitude toward tourism development. As previously discussed, both the latter could be used to determine the similarities and differences between residents and tourists. However, many could presume and/or argue that both Hong Kong and Mainland Chinese residents belong in the same social in-group. With many Hong Kong residents expressing that they are actually Chinese due to be being the same ethnicity (Bland, 2017). Therefore, we could expand into the personal identity

of each Hong Kong resident within the study, and the particular conflicts that occur within the in-group if certain residents identify themselves as actually Chinese.



**Figure 2.8:** Intergroup behaviour as a result of types of identity – (Capozza & Brown, 2000)

### 2.3.2 The self-concept

James (1890) defines the self-concept as “a persons’ sense of me” comprising of the physical appearance, material belongings, set of roles, prototypes scripts, attitude, and beliefs. Baumeister (1998) argues that the self-concept is fundamentally social as it orientates around the social world that individuals are positioned in. Chen, Urminsky & Bartels (2016) research shows that the self-concept can affect personal identity thus, affecting what makes a person who they are. It is important to note that each self-concept or oneself is unique and different from any other (Fiske et al., 1998). The self-concept and social identity are fundamental when we think of ourselves both socially and personally (Tajfel, 1982; Stryker, 1980). This is key when we look at how the self-concept can be used as a source of social identity and how Hong

Kong residents can express themselves. Thus, identifying how Hong Kongers identify themselves differently compared to Mainlanders.

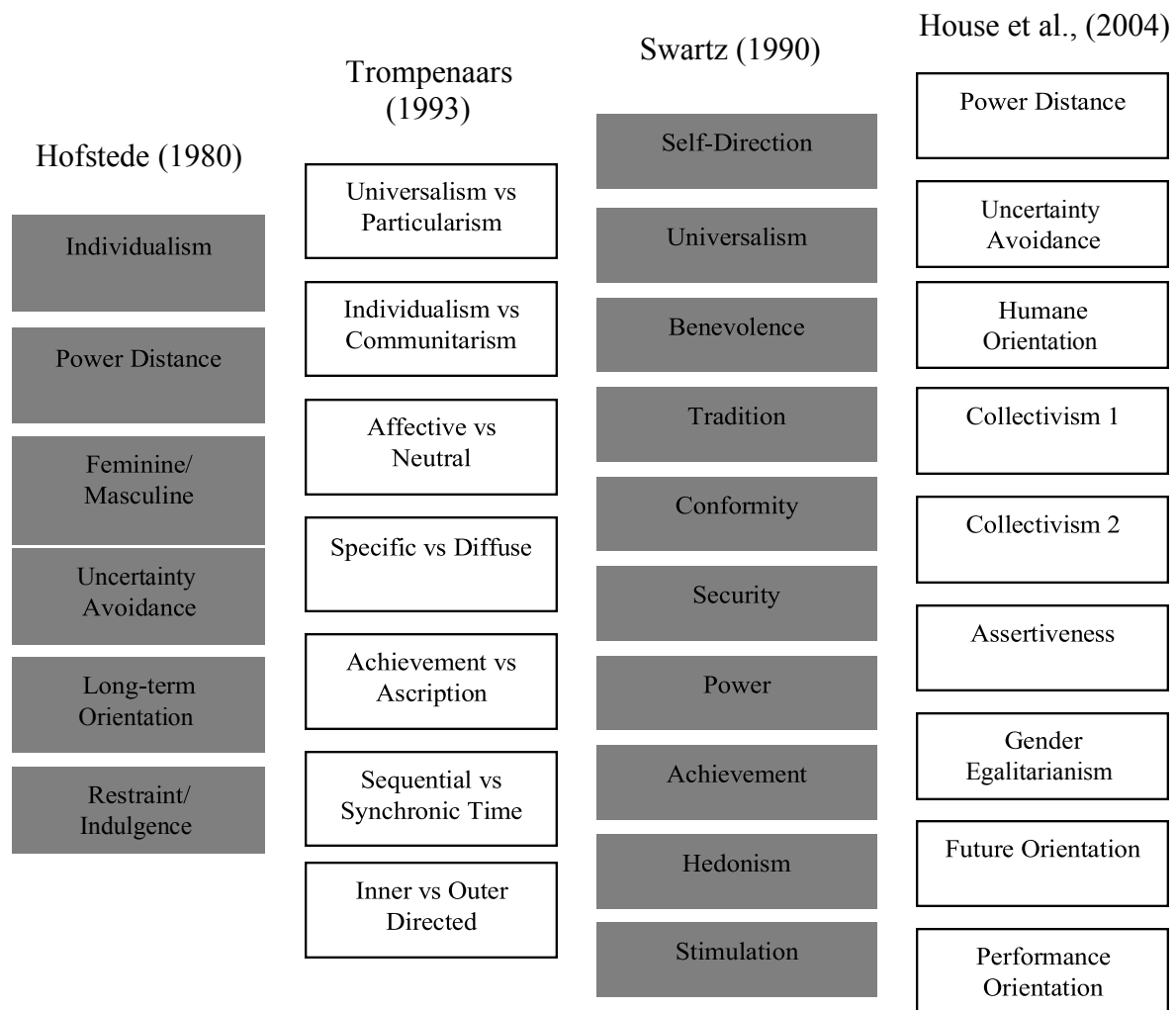
Brewer & Hewstone (2004) points out that the self-concept has a sociocultural context as the self-concept creates cultural milieu. Hofstede (1980) points out that both concepts are similar as it makes sense of what it means to be an individual as well as own human experiences. Brewer & Hewstone (2004) states that “the self-concept is just beginning to explore the ways larger social structures such as culture may set up that nature of both social interactions and immediate contexts”. Therefore, the research will focus on Hong Kong’s cultural context and how it affects or influences the self.

Furthermore, sociocultural studies within the context of the self-concept focus on cross-cultural aspects especially; how culture differs through experiential aspects, self-esteem versus self-improvement, and collectivism versus individualism (Brewer & Hewstone, 2004; Oyserman, Coon & Kemmelmeier, 2002). Brewer & Hewstone (2004) emphasises that social identity theories should take into account not just social groups (in and out identity groups) but the ways in which social groups are constructed within a culture. Therefore, it could be presumed that how Hong Kongers see their self as well as identifying themselves differently to Mainlanders is their cultural distinctions or distance. This could lead into how sociocultural context within the self-concept could affect Hong Kong residents’ attitude toward Mainland Chinese tourists.

### 2.3.3 Perceived culture distance and social identity

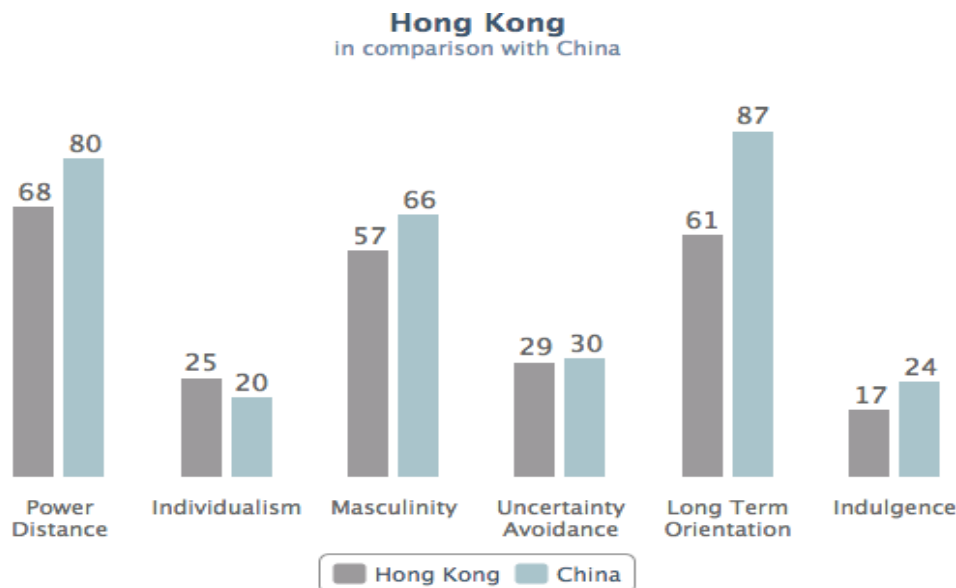
Culture in itself is a very difficult concept to define. However, Hofstede's (1980) definition of culture is perhaps the best known and widely used here as "the collective programming of the mind which distinguishes the members of one human group from another". Inglis (2004) interestingly points out that culture can be used as a source of personal and/or national identity. Therefore, culture is an essential trait in shaping an individual's identity and, thus affecting a person's own attitude (Gillespie & Hennessey, 2011; Soare, Farhangmehr & Shoham, 2007).

When we expand into culture distance, the literature provides a great deal of research (Hofstede, 1980; Barkema, Bell & Pennings, 1996; Shenkar, 2001). Culture distance can be used to measure the extent to which cultures are similar or different. Hofstede (1980) supports the view that culture distance can be seen as having multiple dimensions that illustrate how a particular culture can be different to another. **Figure 2.9** illustrates several frameworks that have been advanced and used within the literature of culture distance (Shwartz, 1990; Hofstede, 1980; Trompenaars, 1993; House et al., 2004). As you can see, each of these cultural dimension models has been expanded upon throughout the years.



**Figure 2.9:** The different frameworks of cultural distance within the literature

However, it was deemed that Hofstede's framework would be the most effective model as it is the most widely used throughout the literature (Sivakumar & Nakata, 2001). Hofstede's framework consists of six dimensions including: power distance, individualism, masculinity, uncertainty avoidance, long-term orientation and indulgence. Whilst, Kogut & Singh (1988) developed a way to combine Hofstede's dimensions into being able to measure cultural distance among countries. For the purpose of this study **Figure 2.10** illustrates a cultural comparison between Hong Kong and China.



**Figure 2.10:** A cultural comparison between Hong Kong and China

Source: <https://geert-hofstede.com/hong-kong.html>

As previously discussed, there are a few cultural differences between Hong Kong and China. **Figure 2.10** highlights the specific cultural similarities and differences through Hofstede's dimensions. As you can see, the cultural dimensions of Hong Kong and China are rated very similarly so, it is fair to assume that both cultures are very much similar. Power distance is rated very high in Hong Kong and China means that people believe that inequality is accepted within society. Whilst individualism in both countries are rated very low meaning that both are a collectivist culture; where people or society act in the interests of the group rather than themselves. On the other hand, many researchers (Mathews, Ma & Lui, 2008; Chou, 2012; Chu, 2013) have expressed the existence of a cultural distance between Hong Kong and China. Therefore, it is vital to discover residents' opinions on their own cultural distance with Chinese culture and how that affects their attitude towards Mainland Chinese tourists.

Overall, culture distance can be used as a source of social/national identity (Inglis, 2004). Thyne et al., (2006) points out that residents are less accepting of tourists who are culturally different. Therefore, cultural distance could create social categorisation (in and out groups)



within society especially, among residents and tourists. Furthermore, Sharma et al., (2009) argue that cross-cultural interactions between residents and tourists do occur and it is vital for tourists to accept and adapt to the culture of their host. As previously discussed, Hong Kong and China have similar cultural dimensions so, hypothetically both Hong Kong residents and Mainland Chinese tourists should more accepting of one another. However, this is rarely the case as discussed by many researchers (Mathews, Ma & Lui, 2008; Chou, 2012; Chu, 2013); with constant cultural conflicts between the two.

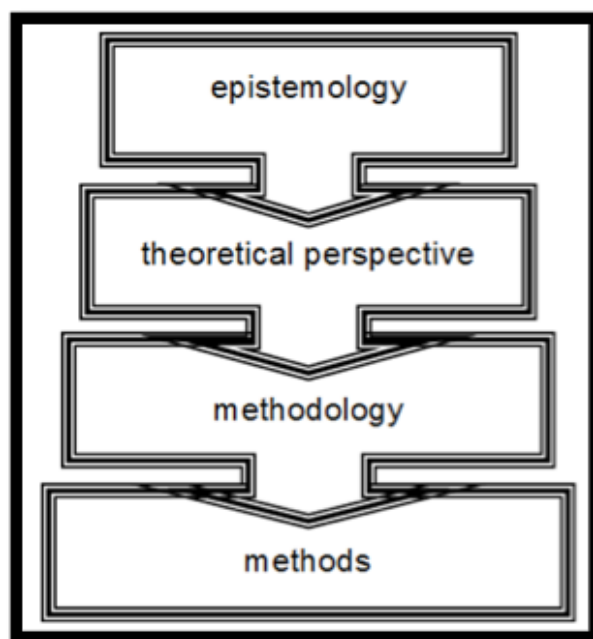
From another perspective, Hong Kongers have no universal social identity which, could affect the cultural distance between Hong Kong and China. With many residents identifying themselves either more or less Hong Kong or Chinese; cultural comparison within a certain social group could affect their attitude towards Mainland Chinese tourists. However, many view Hong Kong and Chinese people within the same social in group due to similar language, ethnicity and nationality. Therefore, the research will investigate in-group conflicts of Hong Kong residents and Mainland Chinese tourists and how this extends into sustainable tourism development.

### 3. METHODOLOGY

A methodology is “how research should be undertaken, including the theoretical and philosophical assumptions upon research is based on, whilst establishing the implications of these methods” Saunders et al., (2009). Creswell (2003) stresses the importance of defining a research approach as it is an effective strategy to increase the validity of social research. Crotty (1998) argues that in developing a research process a researcher should be able to answer four simple questions:

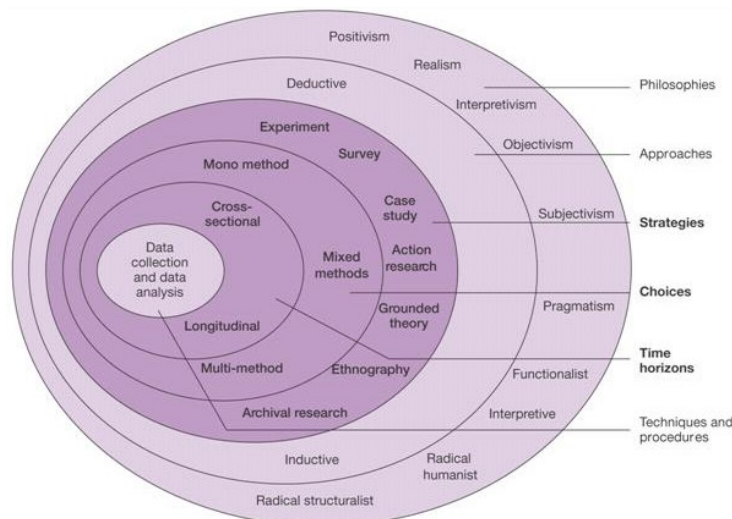
- What *methods* do we propose to use?
- What *methodology* governs our choice and use of methods?
- What *theoretical perspective* lies behind the methodology in question?
- What *epistemology* informs this theoretical perspective?

From these four questions, we can form the fundamental structure of the study’s research process. The research adopts a qualitative research approach and is heavily influenced by Crotty’s (1998) four elements of research decisions (**See Figure 3.1**). According to Crotty (1998), there are four key elements of a research process: epistemology, theoretical perspective, methodology and methods.



**Figure 3.1:** The four elements of Crotty (1998) as part of research decisions

Crotty (1998) advocates this particular research approach as it makes the process of research selection simpler. A view supported by King & Horrocks (2010) who stresses that each of these four elements is affected by each other whilst informing one another. Knox (2004) identifies a dilemma in understanding research design as different scholars interpret the order and nature of these research stages differently. This is predominantly evident once a comparison is made between both Crotty (1998) and Saunders et al., (2009) research designs. With Saunders et al., (2009) dividing research into six stages as part of the ‘research onion’ including philosophies, approaches, strategies, choices, time horizons, techniques and procedures (See **Figure 3.2**). Whilst, Crotty (1998) narrows them to just four elements of research stages (See **Figure 3.1**).



**Figure 3.2:** The Research Onion – (Saunders et al., 2009)

Another issue with Saunders et., (2009) research design is mixing epistemology and theoretical perspectives together, since the model classes positivism and interpretivism as both philosophies. It was deemed that Crotty’s (1998) classification of research stages was clearer especially between epistemology and theoretical perspectives. The section will discuss each of these stages whilst clarifying the data collection method adopted in this research. Overall, the qualitative and exploratory study aims to identify and explain the role of a host residents’ social identity and how it impacts Mainland Chinese inbound tourism.

### 3.1 Qualitative research design

Numerous authors have explained the difference between qualitative and quantitative research (Maxwell, 1998; Blumberg, Cooper & Schinder, 2011; Robson, 2002; Bryman, 1988; Gray, 2014). Bryman (1988) emphasises that the distinction between quantitative and qualitative research is a methodological issue. With quantitative research derived from numbers, statistics and diagrams; whilst qualitative research seeks to explore particular phenomena expressed through words and meaning resulting in non-standardised data (Saunders et al., 2009; Dey, 1993; Malhotra et al., 2013). Minichiello et al., (1990) illustrate the different approaches to qualitative and quantitative research (**see Table 3.1**).

	Qualitative	Quantitative
<b>Conceptual</b>	<ul style="list-style-type: none"> <li>Concerned with understanding human behaviour from the informant's perspective.</li> <li>Assumes a dynamic and negotiated reality.</li> </ul>	<ul style="list-style-type: none"> <li>Concerned with discovering facts about social phenomena.</li> <li>Assumes a fixed and measurable reality.</li> </ul>
<b>Methodological</b>	<ul style="list-style-type: none"> <li>Data is collected through participant observations and/or interviews.</li> <li>Data is analysed by themes from descriptions by informants.</li> <li>Data is reported in the language of the informant.</li> </ul>	<ul style="list-style-type: none"> <li>Data is collected through measurable things.</li> <li>Data is analysed through numerical comparisons and statistics influences.</li> <li>Data is reported through statistical analysis.</li> </ul>

**Table 3.1:** Comparison of qualitative and quantitative research approaches – (Minichiello et al., 1990)

Accordingly, it was decided that a qualitative research approach would aid to accomplish the overall aim of the research. Maxwell (1998) defines a qualitative research design as “the activities of collecting and analysing data, developing and modifying the theory, elaborating or refocusing the research question, and identifying and dealing with validity threats are usually going on more or less simultaneously, each influencing all of the others”. The Study’s

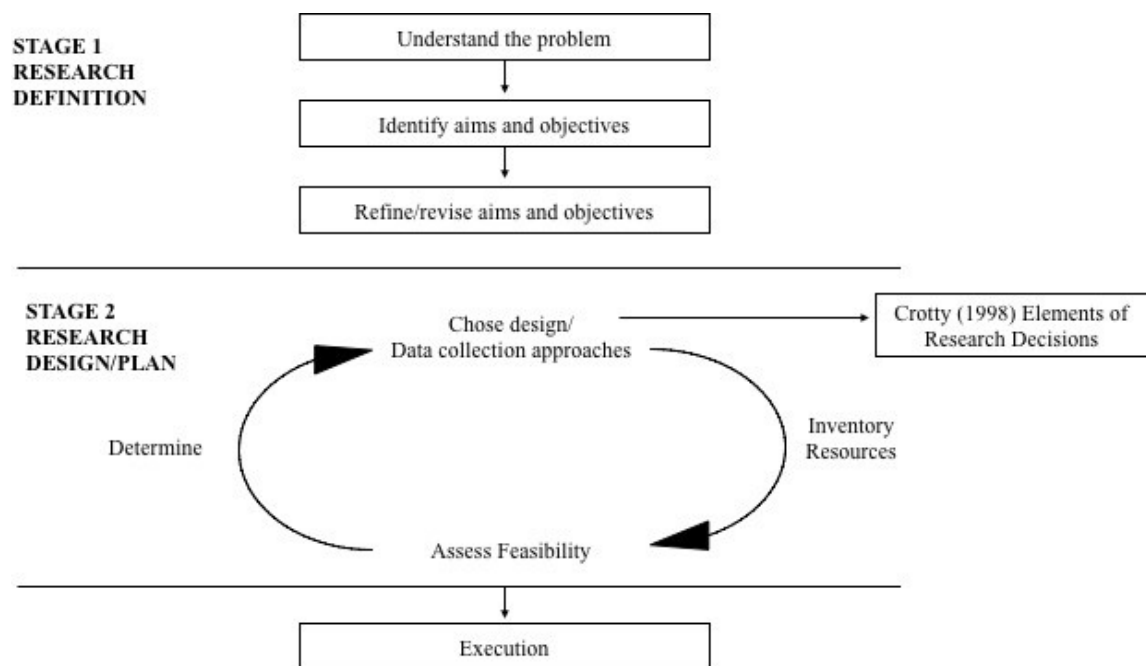
qualitative research design could help to gain a deeper understanding of human behaviour alongside the issues being investigated. Furthermore, the qualitative approach can enable the research questions to be answered by providing a clear picture of the characteristics of social identity of Hong Kong residents and how that affects their attitude on Mainland Chinese tourists.

Maxwell (1998) research design was used for the study as it places the research questions at the centre of the research design (**See Figure 3.3**). It is worth pointing out that ‘research questions’ was replaced with ‘aims and objectives’ since the research does not have any research questions. As shown in **Figure 3.3** stage one of the research design needs a clear research definition. The research aim will be achieved through the following objectives:

- 1- To examine Hong Kong residents’ attitude towards sustainable tourism development in relation to Mainland Chinese tourists
- 2- To understand the different sources of social identity among Hong Kong residents
- 3- To identify if social identity of Hong Kong residents’ affects their attitude toward Mainland Chinese tourists?
- 4- To establish if cultural distance affects Hong Kong residents’ acceptance of Mainland Chinese tourists?

As depicted in **Figure 3.3** a clear research plan needs to be established for stage two of the research design. For this study the nature of the data collected will need to be rich and deep to

achieve the overall aim of the study; whilst understanding the main issues of the research. Therefore, it was decided that Crotty (1998) four elements of research designs (**See Figure 3.1**) would be integrated into stage two of the research design as the ‘chosen design/data collection approach’.



**Figure 3.3:** Research Design – (Maxwell, 1998)

## 3.2 Epistemology

Epistemology is about how we know what we know (Crotty, 1998) or refers to the relationship between the knower and the known (Maxwell, 2004). Epistemology discusses how people know what they know, including assumptions about the nature of knowledge and reality (Sleeter, 2001). Maynard (1994) emphasises that epistemology is concerned with providing philosophical grounding hence it is important to identify and justify the epistemological stance we have adopted.

There exists an array of epistemologies which a particular research can adopt. Firstly, objectivism epistemology is “what holds meaning, and therefore, meaningful reality exists as such apart from the operation of any consciousness” (Crotty, 1998). Within research, this is viewed as what it means to know, understanding and values that are considered to be objectified in the people we are studying. Alternatively, constructivism tends to focus on the individual and investigates how individuals make sense of their world (Burr, 2003).

Furthermore, when we extend into social constructivism it investigates social and/or society rather than an individual. Marshall, Kelder & Perry (2005) adds that Social Constructivism investigates how individuals construct their reality and consider how groups communicate their values. The final epistemological stance, Subjectivism, often studies what people are actually describing when they claim to be talking about Constructivism (Crotty, 1998).

The research will adopt Constructivism as its Epistemological perspective as it seems to be consistent with the research nature and its aims and objectives. Both Denzin & Lincoln (1994) and Lincoln & Guba (2000) argues that all qualitative research should be grounded in a Constructivist Epistemology. However, as the research looks at a particular society rather than an individual, Social Constructivism will be used. On the other hand, Constructivism and Social Constructivism tend to be used all under the same term ‘Constructivism’ (Charmaz, 2006)

However, (Gray, 2004) argues that Constructivism investigates how individuals construct their experiences through cognitive processes whilst Social Constructivism has a more social focus. Social Constructivism is ideal for this study as it places great emphasises on the interactions between people and how they use language and culture to construct their reality (Kirk & Miller,

1986). This stance is vital when we ask residents of their experiences and views with Mainland Chinese tourists.

### **3.3 Theoretical Perspective**

Crotty (1998) defines theoretical perspective as the philosophical stance informing the methodology and thus providing a context for the process and grounding its logic and criteria. A study's theoretical perspective is vital as it should be influenced by a researcher's epistemology whilst demonstrating the kinds of research methodology that can emerge from them (Gray, 2004). Gray (2004) points out that there are different stances to theoretical perspectives such as positivism, interpretivism, critical inquiry, postmodernism, feminism and pragmatism.

The Critical inquiry is a theoretical perspective that has a set of several alternative paradigms as well as divided into three sub-strands: post-structuralism, postmodernism, and a mix of the two (Crotty, 1998; Guba & Lincoln, 1994). Denzin & Lincoln (1994) defines postmodernism as "a contemporary sensibility, developing since World War II that privileges no single authority, method or paradigm". Flick (1998) advocates the use of postmodernism, arguing that the era of big narratives and theories is over. Feminism takes the view that what a person knows is largely determined by women themselves as an oppressed social group (Gray, 2004; Williams & May, 1996). Finally, pragmatism supports the view for mixing approaches and methods as well as research paradigms remaining separate, mixed or combined within a research design (Gray, 2004; Onwuegbuzie et al., 2009).

Many argue that positivism and interpretivism are the most influential theoretical perspectives within research (Gray, 2004; Crotty, 1998; Creswell, 2003). Collins (2010) defines positivism



as an “empiricist view that knowledge stems from human experience. It has an ontological view of the world as comprising discrete, observable elements and events that interact in an observable manner”. **Table 3.2** shows the distinct differences between positivism and interpretivism within research.

However, many researchers express the case against the use of positivism (Crotty, 1998; Williams & May, 1996; Hughes & Sharrock, 1996; Wilson, 2010). Crotty (1998) points out that positivism views the results of research to be presented as objective facts which establish the truth. Moreover, in positivism studies, the researcher is independent of the study and there are no provisions for human interaction (Wilson, 2010). With this in mind, an interpretivism approach would be better suited for this research as human interactions are at the centre of this research.

	Positivism	Interpretivism
<b>Basic Beliefs</b>	<ul style="list-style-type: none"> <li>• The world is external and objective.</li> <li>• The observer is independent.</li> <li>• Science is value-free.</li> </ul>	<ul style="list-style-type: none"> <li>• The world is socially constructed and subjective.</li> <li>• The observer is part of what is being observed.</li> <li>• Science is driven by human interests.</li> </ul>
<b>The Researcher Should</b>	<ul style="list-style-type: none"> <li>• Focus on the facts.</li> <li>• Locate connections between variables.</li> <li>• Formulate and test the hypothesis - (Deductive Approach).</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on meanings.</li> <li>• Try to understand what is happening.</li> <li>• Construct theories and models from the data (inductive approach).</li> </ul>
<b>Methods Include</b>	<ul style="list-style-type: none"> <li>• Quantitative Methods</li> <li>• Concepts and data that can be measured.</li> <li>• Using large sample sizes that can generalise the population.</li> </ul>	<ul style="list-style-type: none"> <li>• Qualitative Methods</li> <li>• Using multiple methods to express thoughts and opinions.</li> <li>• Using small sample sizes research in-depth.</li> </ul>

**Table 3.2:** A summary of the differences between positivism and interpretivism - *Adapted (Easterby-Smith et al., 2002)*

Interpretivism is a major anti-positivist stance, where it involves integrating human interests into a study (Crotty, 1998; Myers, 2008; Williams & May, 1996). Crotty (1998) provides a clear definition of interpretivism “our interest in the social world tends to focus on exactly those aspects that are unique, individual and qualitative, whereas our interest in the natural world focuses on more abstract phenomena, that is, those exhibiting quantifiable, empirical regulations”. Saunders et al., (2009) points out that it is vital that the researcher takes the role as a social actor to appreciate differences between people. Furthermore, referring back to the study’s epistemology, interpretivism is closely linked to constructivism (Gray, 2004). In terms of interpretivist approaches, there are five well-known examples: symbolic interactionism, phenomenology, realism, hermeneutics and naturalistic inquiry. **Appendix 1** provides key definitions for each of these interpretivist approaches.

Upon consideration of the different interpretivism approaches, it was deemed that phenomenology was the most appropriate to the theme of this study. This interpretivism approach attempts to understand social reality by grounding people’s experiences (Easterby-Smith et al., 2008). Gray (2004) states that “phenomenology becomes an exploration, via personal experiences, of prevailing cultural understanding”. Therefore, the approach is particularly useful in understanding people’s social characteristics (e.g. social identity), which is a key concept surrounding the focus of this study. However, within phenomenology, there is ethnography research which is slightly different (**See Table 3.3**). Tesch (1990) identifies that ethnographic research is focused more on culture whilst phenomenology focuses on human experiences. Gray (2004) stresses that ethnographic research pays particular attention to language and the ways in which terms are used in certain culture.

Ethnography Research	Phenomenological Research
<ul style="list-style-type: none"> <li>• Study of culture</li> <li>• Discovering the relationship culture and behaviour.</li> <li>• Using observations and some interviews.</li> <li>• Events can be used as the unit of analysis.</li> <li>• Reliability: Triangulation</li> </ul>	<ul style="list-style-type: none"> <li>• Study of the ‘lifeworld’ human experiences.</li> <li>• Exploring the personal construction of the individual’s world.</li> <li>• Studying individuals.</li> <li>• Use in-depth and instructed interviews.</li> <li>• Meaning can be used as the unit of analysis.</li> <li>• Reliability: Confirmation by participants.</li> </ul>

**Table 3.3:** Distinctions the differences between Ethnography and Phenomenological Research – *Adapted (Tesch, 1990)*

The research aims to investigate whether social identity amongst Hong Kong resident’s affects Mainland Chinese inbound tourism. The research includes different elements which are influenced by human beings (e.g. social identity and perceived cultural distance). Therefore, interpretivism is an appropriate theoretical perspective in this context of unpicking human knowledge (e.g. Hong Kong resident’s attitude towards Mainland Chinese inbound tourism). Crotty (1998) supports the view implementing interpretivism to human enquiry stating that “it was conceived in reaction to the effort to develop a natural science of the social. Its foil was largely logical empiricist methodology and bid to apply that framework to human enquiry”.

### 3.4 Methodology

Research methodology describes a researcher’s plan of action with many having different theoretical perspectives whilst implementing different research methods (Crotty, 1998). For example, Crotty (1998) points out how an ethnography methodology is derived from symbolic interactionism (theoretical perspective) using participant observations (methods). The choice of a research methodology can be determined by a variety of factors such as by the research’s attitude towards how theory should be used (Crotty, 1998; Gray, 2004; Saunders et al., 2009). Overall, there is a range of research methodologies that can be used for a variety of different research approaches (See **Appendix 2**).

Upon consideration of the different methodological approaches, phenomenological research was most appropriate for this study. As previously discussed, phenomenological research aims to understand and interpret individual experiences in a way that can be used as a source of qualitative evidence (Giorgi, 1997; Todres, 2007; Creswell, 2007). Gray (2004) explains that phenomenological research produces ‘thick descriptions’ of people’s experiences and perspectives within participant’s natural setting. The study is heavily based on this concept as it aims to understand the study’s participants (Hong Kong residents) world of social/national identity. Welman & Kruger (1999) supports the view of phenomenological research as it is an effective way to understand social and psychological phenomena from the perspectives of people involved.

However, there is a strong case for the study’s methodological approach to be ethnography rather than a phenomenological research. As the study investigates Hong Kong resident’s culture and national identity; something in which has a strong association with an ethnography methodology. Tesch (1990) states the difference between phenomenological research and ethnography as “while both are based upon description and interpretation, ethnographic research is focused more on culture and phenomenological, on human experiences of the life-world”. However, with an ethnographic approach, the researcher must become immersed in a culture for a long period of time from an ‘outside’ perspective, as an active participant who records fields notes (Malhotra et al, 2013; Reeves, Kuper & Hodges, 2008; Whitehead, 2005). However, due to time constraints, the researcher (myself) will not be able to immerse themselves into Hong Kong culture for the long period of time necessary for an ethnographic research.

Overall, a phenomenological approach will shape the research's methodology. The aim of this methodology is to create 'thick descriptions' of people's experiences and perspectives (Creswell, 2007; Todres, 2007; Gray, 2004; Tesch, 1990). An ethnographic methodology was considered as it's a study of culture, which is heavily associated with the theme of this study. However, due to time constraints of the research, as a researcher must become immersed in a particular culture over a long period of time, an ethnography methodology would be possible to implement. However, a phenomenological approach will be able achieve the research aims to focus on explaining the complexities of Hong Kong residents' lived experiences in relation to incoming Mainland Chinese tourists. Through the use of a phenomenological research approach, the methodology aims to understand and interpret Hong Kong's experiences with Mainland Chinese tourists using their social identity as a source of qualitative evidence.

### **3.5 Research Methods**

Crotty (1998) defines research methods as "the techniques or procedures used to gather and analyse data related to some research question or hypothesis". There exists a number of possible qualitative research methods that might be adopted in a particular methodology (**See Appendix 3**). It is therefore vital to identify the appropriate research method or methods that adhere to the study's methodology underlying theoretical perspective. For example, the research method of interviews is likely to have a role within a phenomenology methodology (Crotty, 1998; Gray, 2004; Creswell, 2007). The following sections will discuss the study's data collection methods, research design, sampling techniques, piloting, validity and reliability, research bias, and research ethic.

### 3.5.1 Data Collection

Saunders et al., (2009) defines data collection as “the process of gathering and measuring information on variables of interest in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. **Appendix 3** overviews the different methods of data collection that a researcher could use within a qualitative study including: in-depth interviews, focus groups, e-groups and case studies.

The study will conduct in-depth interviews with Hong Kong resident; exploring the phenomenological phenomenon of Hong Kong resident’s social identity and how it affects Mainland Chinese tourists. It could be argued that a case study could have been used for this study’s data collection. As the research could have made observations of Hong Kong resident’s daily lives backed up with verbal descriptions. Overall, this would have given the study a real-life context which would have been perfect in exploring the participants social/national identity. However, due to the time constraints of the research a case study would not be possible to implement, as the data needed from observations could take years to gather with numerous of documentation (photo’s, dairies, real-life accounts, and interviews) needed to shape a contextual study.

Therefore, it was deemed that in-depth interviews would be the most appropriate data collection method for this study. As in-depth interviews are an efficient way to gain detailed qualitative information; enabling the researchers to uncover in-depth insights on participant’s thoughts and opinions (Malhotra et al., 2013; Boyce & Neale, 2006). The following section will discuss the reasoning behind in-depth interviews and how they will be conducted within the research.

### *3.5.1.1 In-depth interviews*

Mears (2012) describes in-depth interviews as “purposeful interactions in which an investigator attempts to learn what another person knows about a topic, to discover and record what that person has experienced”. In-depth interviews are one of the main methods of research used in qualitative research (Legard, Keegan & Ward, 2003; Mason, 2002). As previously discussed, in-depth interviews are an efficient way of gaining a great depth of qualitative insight as the researcher gains a direct response for participants (Malhotra et al., 2013; Kvale, 1996; Mason, 2002). In terms of structuring interviews, they can be divided into three categories: structured, semi-structured, and unstructured (Mason, 2002; Fontana & Frey, 1994).

Structured interviews are questions created prior to an interview, with small room for variation in responses and few open-ended questions (Kvale, 1996; Warren & Karner, 2008). Kvale (1996) points out that structured interviews can produce consistent data across a number of interviews as the same questions are asked. Semi-structured interviews are a formal interview similar to structured interviews. However, where these two interview approaches differ is the ability for the interviewer to stray from the guide where they feel is appropriate (Kvale, 1996; Bernard, 1988). Bernard (1988) points out that the benefit of semi-structured interviews compared to structured interviews is that it allows participants to express their views on their own terms. Finally, Minichiello et al., (1990) define unstructured interviews as “interviews in which neither the question nor the answer categories are predetermined. The benefit of unstructured interviews is a useful way to understand complex human behaviour without imposing any influence as a researcher (Punch, 1998).

Smith (2003) advocates the use of implementing semi-structured interviews within a phenomenology methodology as it adheres to the aim of the methodology which is to allow the

participant to be the “primary expert” of their lived experiences. Compared to structured interviews which make it difficult for participants to express complex issues and opinions. However, many researchers (Fontana & Frey, 1994; Mason, 2002; Bryman, 2001; May, 1997; Smith, Harre & Van Langenhove, 1995) advocates the use of unstructured interviews within a phenomenology methodology as it is extremely useful in understanding or appreciating a participant’s culture, experience, or setting. Nonetheless, it was deemed that unstructured interviews would not be appropriate as the interviews will loosely have a structure, discussing with participant’s particular phenomena based upon the study’s objectives.

The study will use semi-structured interviews with open-ended questions as the fundamental data collection method (**See Appendix 4**). Smith, Harre & Van Langenhove (1995) supports the use of semi-structured interviews within a phenomenology methodology as it particularly suited to research complex and controversial issues such as culture. Open-ended questions will allow participants to express their views and opinions of their lived experiences. Whilst the study’s interview will have a loose structure covering the following themes based upon the study’s objectives: *What are your opinions on sustainable tourism development within Hong Kong? How do you identify yourself? (Hong Kong, Chinese, Hong Kong-Chinese, Chinese-Hong Kong). How significant are the cultural differences between Hong Kong and Mainland China?*

To abide by the general purpose of semi-structured interviews, the interview topics will only be used as a guide to discover other points of discussion. Participants will be at the centre of the research by having total control of the direction of the interview. It is worth noting that participants will be able to discuss any issues they feel are important; as the interview will discuss participant’s personal issues such as: social/national identity, own perceived culture



and their attitude to Mainland Chinese tourists. The implementation of semi- structured interviews will allow for such information to be collected as the interview structure will allow participants to discuss their personal experiences in a way that they are comfortable with.

### 3.5.1.2 Qualitative coding

In qualitative research, once the data has been collected, transcribed and read through, it then can be coded (Creswell, 2003). Essentially, Saldana (2016) states that coding involves “a word or short phrase that symbolically assigns a summative, salient essence-capturing, and/or evocative attribute for a portion of language based or visual data”. Creswell (2003) argues that the method of assembling these codes is dependent on the qualitative research strategy implemented. In this case, the coding method for a phenomenology methodology would involve thematic content analysis, in that analysing transcripts whilst identify themes within the collected data (Burnard et al., 2008).

Type of Content Analysis	Study Starts With	Timing of Defining Codes or Keywords	Source of Codes or Keywords
<b>Conventional content analysis</b>	Observation	Codes are defined during data analysis	Codes are derived from data
<b>Directed content analysis</b>	Theory	Codes are defined before and during data analysis	Codes are derived from theory or relevant research findings
<b>Summative content analysis</b>	Keywords	Keywords are identified before and during data analysis	Keywords are derived from interest of researchers or review of literature

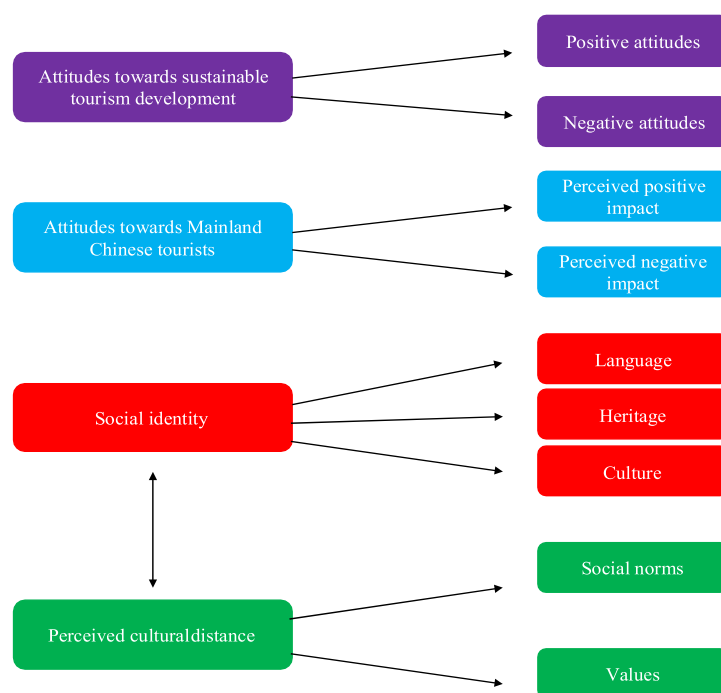
**Table 3.4:** The different qualitative coding strategies

Hsieh & Shannon (2015) discusses three key approaches to qualitative coding/content analysis: conventional content analysis, directed content analysis, and summative content analysis. Conventional content analysis is used to describe a phenomenon such as emotional reactions (Hsieh & Shannon, 2015). Whilst direct content analysis uses the existing theory that forms the key concepts as the initial coding categories (Potter & Levine-Donnerstein, 1999). The aim of this coding analysis is to validate and/or expand theory or theoretical frameworks. On the other hand, summative content analysis investigates the number of appearances of a particular word or content that manifests into meaning (Kondracki & Wellman, 2002; Potter & Levine-Donnerstein, 1999). Overall, **Table 3.4** summaries the key differences between these three qualitative coding approaches.

The study's qualitative content coding will use conventional content analysis, collected primarily through the open-ended questions within the study's in-depth interviews (**See Appendix 5**). The reason for this approach is it ideal content analysis as it advocates the use of coding particular phenomenon or participant's emotions which keeps in line the study's methodology of phenomenology. Numerous researchers (Tesch, 1990; Miles & Huberman, 1994; Hsieh & Shannon, 2005) describes the process of conventional content analysis, which involves: the researcher reading all the data to achieve immersion, data read word by word to create codes, and making notes of thoughts and impressions of the particular codes. **Figure 3.4** illustrates the study's qualitative coding strategy using conventional content analysis, whilst highlighting the initial coding scheme, coding categories (how they link and differ), and the group clusters.

The study has four key qualitative coding groups: sustainable tourism development, resident's attitude towards Mainland Chinese tourists, social identity, and perceived cultural distance.

Morse & Field (1995) points out that the design of a qualitative coding strategy could take shape of a hieratical structure, with categories and sub-categories through gaining direct content from participants. However, a number of researchers (Lincoln & Guba, 1985; Manning, 1997) have found conventional content analysis limiting in theory development and understanding lived experiences, as the analysis procedure of the qualitative codes is insufficient. From another perspective, data collected through conventional content analysis is efficient in concept development or model building (Lindkvist, 1981).



**Figure 3.4:** The Study's Qualitative Coding Strategy

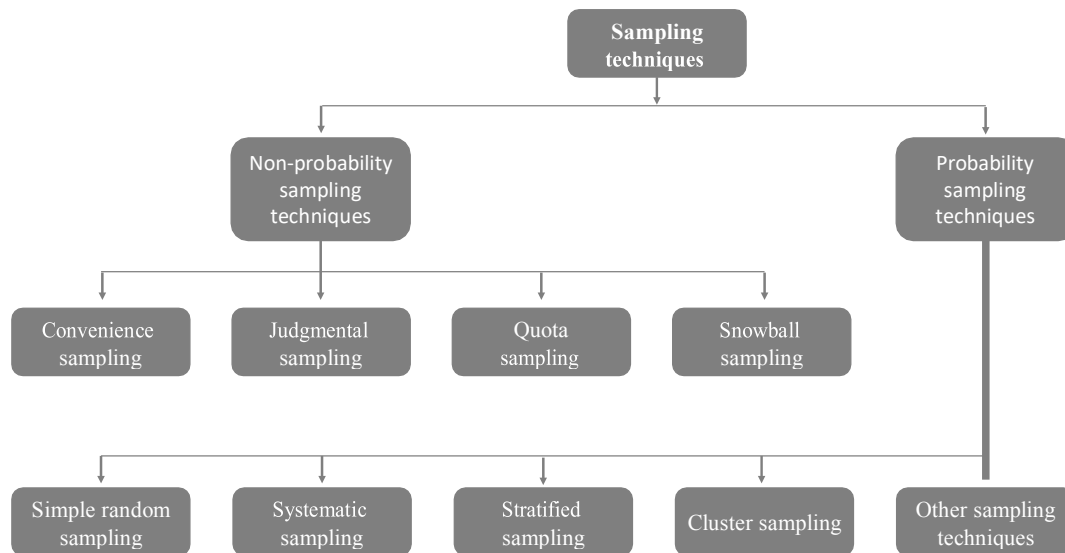
Moreover, Glaser (1978) argues that qualitative coding can develop particular theory through the use of series coding known as the 'Six C's': Causes, Contexts, Contingencies, Consequences, Covariance, and Conditions. Overall, the study's findings aim to go a stage further compared to the proposed qualitative coding strategy (See **Figure 3.4**). Informed by the study's theoretical ideas developed through the literature review, the research findings will

investigate any overlapping or similarity between the categories. Therefore, the qualitative codes/categories can develop into a sound hypothesis and eventually an overall theory.

#### *3.5.1.3 Sampling*

A sample is “a subgroup of the elements of the population selected for participation in the study.” (Malhotra et al., 2013). A sampling frame can further provide researchers accuracy, as it sets out clear directions for identifying the target population (Emmel, 2013). Malhotra et al., (2013) demonstrated the different sampling techniques, which are broadly classified as non-probability and probability (See **Figure 3.5**). Non-probability sampling involves the researcher’s personal judgement rather than on chance; whilst probability sampling is a fixed probabilistic chance of participants being selected for the sample (Malhotra et al., 2013; Corbetta, 2003; Kumar, 1999). **Appendix 6** clarifies each type of sampling technique that one can adopt for a particular study.

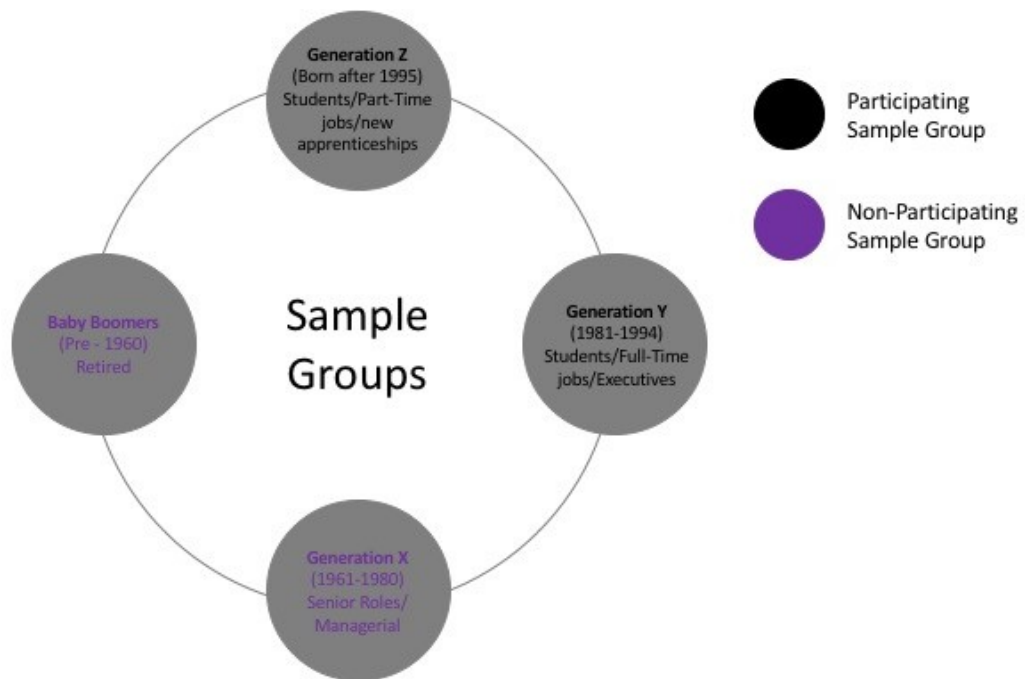
Overall, non-probability sampling was chosen over probability sampling, as the study’s sample frame needs to focus on a specific ethnic/culture sample (Hong Kong residents). Therefore, the sample frame needed the researcher’s personal judgement rather than on chance in order to select the sample participants. Also, due to the lack of resources for the study, further persuaded the use of non-probability sampling. As the sampling techniques are inexpensive, convenient and quick compared to probability sampling (Malhorta et al., 2013).



**Figure 3.5:** A classification of sampling techniques – (Malhotra et al., 2013)

Initially, judgemental sampling was adopted in this methodology in which a researcher relies on their own judgement when choosing members of the population. Black (2010) points out that judgemental sampling occurs when “researchers believe that they can obtain a representative sample by using a sound judgement, which will result in saving time and money” However, the methodology faced some difficulties that forced the research to find another sampling alternative – snowball sampling. These difficulties are clarified in the following section.

Originally, four sample groups were identified to generalise the results. These sample groups were to represent the different generation groups within Hong Kong’s population. Thereby, gaining vital information about how the different generation groups identify themselves (e.g. Hong Kong vs Chinese national identity) and in turn, how that affects their attitude towards Mainland Chinese tourists. The different sample groups were: Generation Z, Generation Y, Generation X, and Baby Boomers (See Figure 3.6). Also, funding issues meant that the different generational sample groups had to be based in the United Kingdom.



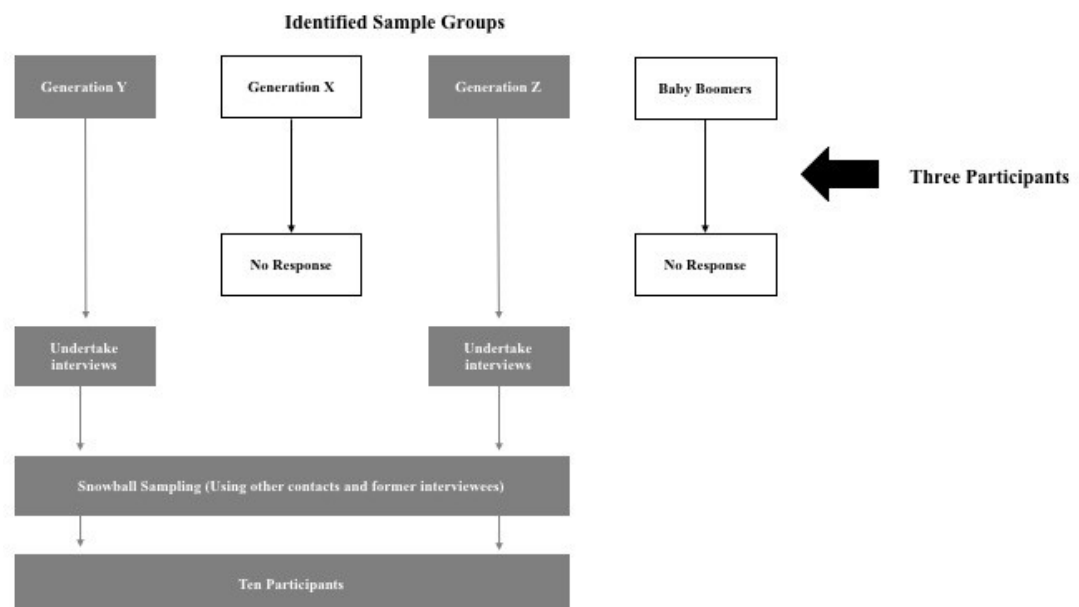
**Figure 3.6:** Adopted Sample Frame

The fundamental problem initially with the proposed sample groups was the issue of accessibility. It was decided that participants originating from Hong Kong were to be contacted through the researcher's personal contacts. What became apparent early on was that the younger generation groups (Z and Y) were much more accessible to contact compared to the older generations (X and Baby Boomers). The reason for this was that all of the participants were currently studying at University in the UK and, therefore, tend to be the younger generation groups (Z and Y). Unfortunately, after contacting the sample, a higher response was present among the younger generation groups (Z and Y) compared to the older generation groups (X and Baby Boomers).

Therefore, snowballing could be a useful alternative technique to use within the participating sample group. As previously discussed, "snowball sampling is often used to find and recruit hidden populations, that is, groups not easily accessible to researchers through other sampling strategies" (Mack et al., 2005). With the study's snowballing technique, the two participating

sample groups (See **Figure 3.7**) acted as a referral; as each participant can suggest other ‘Hong Kongers’ who could potentially take part in the study. Denscombe (1998) points out that researchers can approach new participants by using the nominator’s name as a point of reference to increasing his/her credibility.

It is hoped that snowballing will increase the number of participants who are well-informed with the study’s topic. First, I will be using my own personal contacts of ‘Hong Konger’ who will be both in the Generation Z and Y groups. I will then conduct interviews with these participants and then ask them to suggest some other potential interviewees. A summary of these stages of the research’s sampling is represented in **Figure 3.7**.



**Figure 3.7:** The sampling process in the research

### 3.5.2 Reliability and Validity

The use of reliability and validity are common in quantitative research and now is being recognised within qualitative research (Golafshani, 2003). Joppe (2000) defines reliability as “the extent to which results are consistent over time and an accurate representation of the total

population under study”. Whilst, validity in research “determines whether the research truly measures that which it was intended to measure or how truthful the research results are” (Joppe, 2000).

Davies (2007) argues that reliability and validity in qualitative research is completely different to quantitative research, suggesting “because qualitative researchers do not employ and formal or precise systems of measurement, the concept of reliability is related to the rigour with the rigour with which the researcher has approached the tasks of data collection and analysis”. Creswell (2007) suggests a number of research validation strategies within qualitative research including: triangulation, peer review or debriefing, refining hypothesis, solicits participants’ views, rich and thick descriptions, and external audits. **Table 3.5** illustrates the study’s adopted validation strategy; sticking to at least a few of these strategies.

Validation strategies	Adoption in the research
<b>Peer review or debriefing</b>	The research was supervised by two academics at the University who monitored and discussed the progress of the study with myself.
<b>Refining hypothesis</b>	Instead of hypotheses, the research employed aims and objectives. The results of the pilot study refined and added research objectives. Especially, adding the research objective of the source of social identity as, many participants discussed language, ethnicity and family as a source of social identity.
<b>Rich and thick descriptions</b>	Qualitative data extracted from in-depth interviews will be collected and presented to give ‘rich and thick’ results of participant’s thoughts and opinions of the study’s main issues. Overall, allowing the reader the evaluate its credibility.

**Table 3.5:** The study's validity and reliability strategies

As for the study’s in-depth interviews, there were a number of measures implemented to enhance the reliability of the research. For example, all interviews will be recorded and transcribed as soon as possible. This is to avoid any research bias with having to attempt to



remember the conversation/interview. As Gray (2004) points out “it is fairly obvious that taped conversations will tend to present more reliable evidence than hastily written field notes”.

Furthermore, it is important to recognise the potential language barriers of the participants as English would be their second language. Therefore, all questions will be worded clearly and, if misunderstood the questions will be repeated in order for all participants to fully understand the question. Moreover, participants will be able to give their own thoughts and beliefs freely when responding to a question without any intervention (i.e. comments or gestures) from the interviewer which would create bias.

### **3.5.3 Research ethics**

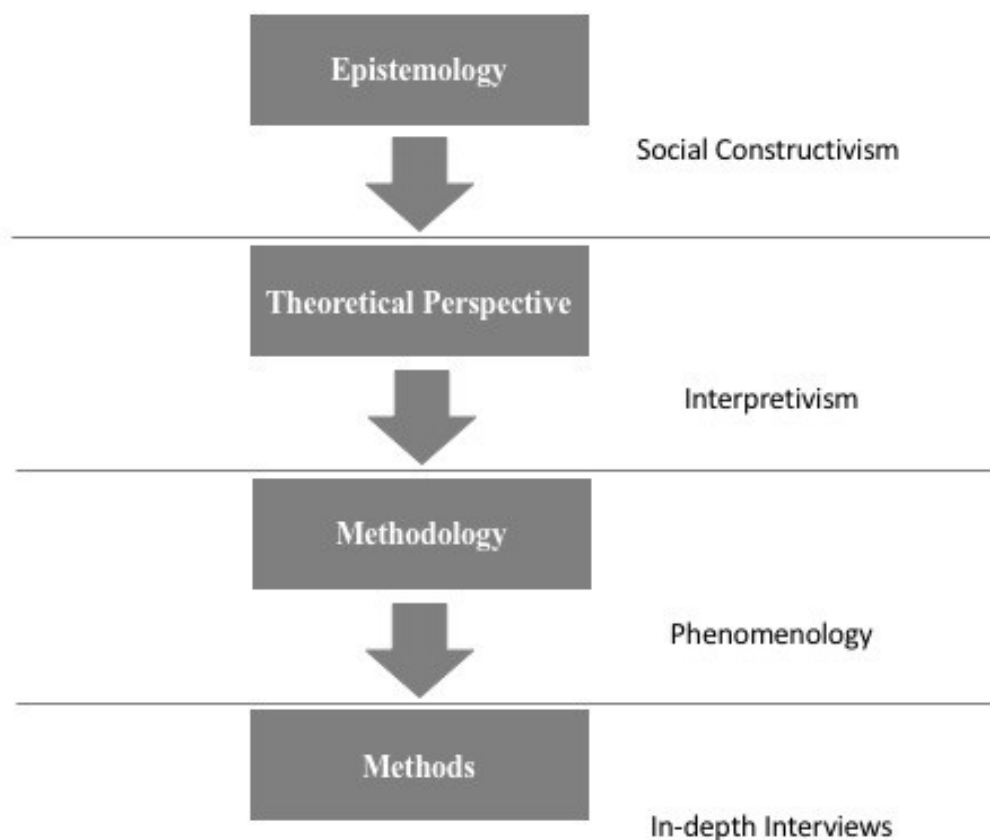
Research ethics refers to the standards of behaviour for participants which, aims to ensure all parties will not be harmed by the research activities (Cooper & Schindler, 2011; Zikmund, 2000). Ethical guidelines from the University will be followed with a key emphasis on integrity. All participants will complete the University’s ethical standards form that protects participants with written consent. Also, all participants will be told the purpose of the research and how their answers will be used. Moreover, it will be made clear that all answers and data will be confidential and can withdraw their answers at any time.

Ethical issues of the research’s interviews have been recognised alongside how good practices will be met. The running of the interviews will be laid out prior to participants in order to them to know about the theme/issues of what specific questions will be asked. Participants will be given the option to choose a location of they wish, whether that be public or private. Confidentiality is an important ethical issue to consider. Thereby, interviewees will not be

named and will be presented with a corresponding number (i.e. Interviewee 1, Interviewee 2 and Interviewee 3).

### 3.6 Summary of Methodology

A Qualitative research approach was adopted in this research to achieve its aims and objectives. Crotty (1998) research stages were chosen as the research approach as it narrows the process of research selection (epistemology, theoretical perspective, methodology and methods). **Figure 3.8** illustrates the adoption of Crotty (1998) research stages in this particular study. Biekman et al., (1998) research design model was adopted and modified to reflect the nature of the research undertaken. Placing the research aims and objectives at the centre of the study instead of a particular hypothesis; whilst integrating Crotty (1998) research stages within the research design.



**Figure 3.8:** Adopted research main stages

Constructivism was discussed alongside social constructivism as the chosen research epistemology; as it is ideal for this study to place social interaction between people (i.e. host residents and tourists) at the heart of the researcher's philosophical grounding. This informed the theoretical perspective of the research being interpretivism as, it is closely linked to constructivism (Gray, 2004). Particularly, where interpretivism investigates human interests within a study and how it links to humans shaping the social world. The research adopts a phenomenological methodology, with the aim to understand and interpret individual experiences as a source of qualitative evidence. This is adhered by creating 'thick descriptions' of people's experiences.

To gather these 'thick descriptions', the study will use semi-structured interviews with open-ended questions. Thus, allowing participants to express their own experiences/issues surrounding the theme of the research: social identity, Mainland Chinese tourists and perceived cultural distance. It is hoped, that open-ended questions will allow participants to express themselves freely. Qualitative coding will be used to transcribe and identify themes within participant's answers. Snowball sampling was used to gather the necessary number of participants, where interviewees could recommend other participants that could take part in the study.

Furthermore, the research mostly followed the reliability and validity strategies (Creswell, 2007). Three validity tactics were used (peer review or debriefing, refining hypothesis, rich and thick descriptions) although just two would have been necessary for the research results to be valid (Creswell, 2007) Moreover, the research will follow strict ethical guidelines laid out by the University, placing a key emphasis on integrity. Despite the variety of methodological approaches used, there were a few limitations to the study (**See Chapter 6**)

## 4. FINDINGS

The chapter will examine the findings obtained during the research collection as discussed in the methodology. After conducting semi-structured interviews with Hong Kong residents, the study gathered a total of 10 participants. The findings will be presented with direct quotes from the interviews carried out, providing a detailed analysis of the study's in-depth interview results and findings. Overall, the study's findings and results will aid in a detailed discussion for the following section.

**Appendix 7** shows an overview of the main factors that affect residents' attitude towards Mainland Chinese tourists based on the interview data. Presenting the common factors identified such as extrinsic and intrinsic factors towards tourism development and the role of social identity. As well as salient points from Hong Kong residents and frequency count of text units that are also shown.

Overall, the study identifies that the major intrinsic factors are that Hong Kong residents believe that Mainland Chinese tourists creates job opportunities and improves the local economy. However, many Hong Kong residents point out a number of social problems relating to Mainland Chinese tourists such as: spitting, talking loudly and jumping queues. In terms of extrinsic factors, Hong Kong residents describe overcrowding and the growing demand for public transportation as a severe problem because of Mainland Chinese tourists. Finally, most Hong Kong residents acknowledge that there are some major differences between themselves and Chinese people. As well as perceived cultural distance resulting in a growing conflict between residents and tourists.

#### 4.1 Demographic profile of respondents

The demographic profile of the Hong Kong residents is shown in **Table 4.1**. A total of 12 Hong Kong residents were interviewed: 7 males and 5 females. Most of the respondents' age ranged from 21-24, which highlights a young demographic representing around 66% of the total respondents. Also, 58% of respondents identified themselves as Hong Kong whereas 33% respondents identified themselves as Hong Kong Chinese. Furthermore, most of the respondents' length of residency in Hong Kong was between 17-24 years.

Respondent	Gender	Age	Length of Residence	Social Identity
1	F	24	16 Years	Hong Kong
2	F	21	17 Years	Hong Kong Chinese
3	M	22	17 Years	Hong Kong
4	M	21	21 Years	Hong Kong
5	F	50	40 Years	Hong Kong Chinese
6	F	24	19 Years	Hong Kong
7	M	23	18 Years	Hong Kong Chinese
8	M	53	43 Years	Hong Kong Chinese
9	M	24	19 Years	Hong Kong
10	M	24	24 Years	Hong Kong
11	F	28	28 Years	Hong Kong
12	M	29	19 Years	Chinese

**Table 4.1:** Demographic of respondents

#### 4.2 Hong Kong residents' attitude towards tourism development

This section discusses the data gathered on the subject of Hong Kong residents' attitude towards tourism development. Looking closely at the concepts of sustainability such as social, economic and environmental.

All of the Hong Kong residents expressed that the tourism industry is vital to the overall prosperity of Hong Kong. Most respondents acknowledged the economic and employment opportunities that the tourism industry brings to Hong Kong. As respondents 7 and 8 noted below. Furthermore, some respondents expressed tourists themselves being beneficial to Hong Kong, stated by respondent 9 and 4. However, none of the Hong Kong residents pointed out the social and cultural benefits of tourists. Certainly, in regard to the opportunity for cultural exchange between residents and tourists visiting Hong Kong from all around the world.

*“Travel industry plays an important role that displays multiple aspects of Hong Kong from historical treasures to shopping malls where you can see almost all the high street brands round the world. Not only to display, but also attracting customers to visit Hong Kong by providing different types of ground tours in the city. Tourism has been one of the powerhouses in Hong Kong’s economic GDP, while the city is famous in trading and financing services for many years”.*

*“The tourism industry brings in huge economic benefits to Hong Kong. Tourists who stay in Hong Kong for a few days’ help boost Hong Kong’s economy especially. As they tend to be tourists on business trips spending money on transportation, retail, restaurants and hotels”.*

*“Tourists are willing to spend money and create good business opportunity. They’re strengthening Hong Kong’s economy. However, if tourists do not respect our culture this causes many troubles to us. I think it’s losing our city value. We will lose the good tourists”.*

*“Tourist are good for the travel industry and economic development as they also attract foreign corporations to invest into Hong Kong. Especially, businesses from American and China”.*

Hong Kong residents also articulated their own views on what makes Hong Kong unique amidst the increasing competition from other Asian cities. Many respondents mentioned the need to promote Hong Kong's unique cultural heritage and history. The unique culture of Hong Kong being the mix of Eastern and Western influence within the city. Whereas, other respondents expressed Hong Kong's infrastructure such as transportation and convenience. Overall, all residents were proud of their tourism industry and seemed very knowledgeable. Fully expressing that Hong Kong is "not just another Mainland city" but, instead, a unique city with its own identity within Asia, with respondent 3, 1, and 5 indicating:

*"Hong Kong has a number of unique locations which is easy to reach. And has a lot of skyscrapers which makes tourists feel amazed. The culture diversity and free taxes also make Hong Kong so unique. There are not a lot of countries that has free taxes".*

*"No other city around the world is capable of fusing the Eastern and Western culture so well. The transport in Hong Kong is so convenient, that one can travel around Hong Kong easily like MTR, bus, and mini bus. And, although Hong Kong is filled with skyscraper and highly dense building, there are a lot of country parks. Its food, definitely one of the best around the world. Not only local Hong Kong food, but also a huge variety of cuisine is everywhere in Hong Kong".*

*"I would say the reputation of 'Asia's World City' where Eastern meets Western culture especially due to the British colony influence. Also, Hong Kong's official second language is English, which makes it convenient for foreign tourists to visit".*

Whilst respondent 11 argued that it's the mix of both the urban and rural areas of Hong Kong that makes the city unique, stating that:

*“Mainly the city nightlife and the combination of Eastern and Western culture such as food and architecture. Hong Kong is a very diverse city. Besides the city life, the islands: Lamma island, Cheung Chau, Tai O are beautiful and attractive too”.*

As previously discussed, millions of tourists from all around the world travel to Hong Kong every year. Many respondents discussed the uniqueness of Hong Kong such as cultural diversity and internationalism is the reason why tourists visit the city. Whilst, some respondents expressed the diversity of Hong Kong as a tourist haven, offering something different for tourists depending on their needs from a particular destination. As stated from respondent 1, 10 and 11.

*“Tourists come to Hong Kong because of the coast and district reasons. Hong Kong’s tourists mainly comes from Mainland China, second one is other Asian countries, thirdly is from Europe. For Mainland people, Since Hong Kong is the closest international city, they don’t have to spend 10 plus hours for transportation to enjoy free sales tax and different ethnic culture. For tourists coming from Western places, Hong Kong is operating under a Capitalist system. Similar to their country’s system, so they can explore Eastern culture like Chinese more comfortably”.*

*“Lots of retail stores, hotels, too many options and not expensive at all for tourists. Hong Kong is also offers cheap travel expenses compared to London. Also, the city has the world’s smallest Disneyland in the small city, which attracts many Asian tourists. Also, Hong Kong is very internationalism being an English speaking city. Also, a lot of tourist spots like the night view from the Peak”.*



*“As one of the important financial centres in Asia, Hong Kong has attracted tourists who are willing to explore this small yet busy city. Also the location... I have heard many people change their flights in Hong Kong and would like to stay for few days for holiday. As well as Shopping with international brands without tax and eating with cheap and tasty food”.*

However, many residents pointed out that they have experienced or have heard of many conflicts with tourists. Interestingly, many residents referred to Mainland Chinese tourists as the main conflict. Instead of tourists from originating from other eastern or western countries. This became useful when discussing Mainland Chinese tourists in the following section of the interview. Many Hong Kong residents expressed how many Mainland Chinese tourists do not consider the social norms or customs in Hong Kong. Expressing that Mainland Chinese tourists think they are in China so, believe that Hong Kong belongs to the theme, as conveyed by respondent 1, 3, 10 and 12.

*“Mostly with Mainland Chinese. As they tend to do something that is forbidden in Hong Kong law. For example, spitting, drinking and eating in MTR and buses, do not line up, and with no respect to the local culture and people. Parallel traders blocking the street, hence affecting our daily life. Also their trolleys, and mainland Chinese’s luggage wheels rolling over people’s feet and do not apologise for such action”.*

*“There are conflicts between residents and tourist, but most of these conflicts are between Mainland China tourist and Hong Kong residents. Because there are too many people in HK with the main problem of overcrowded. The behaviour of some Chinese tourists are unacceptable. Such as don’t understand the culture of queuing. Basically the cultural difference between influence”.*

*“We do experience some conflicts with tourists. For example, some Mainland people pee and poo everywhere, even when they are near by the toilet. Some tourists are not polite, they talk louder in the train and sit on the floor.”*

*“This has always become an issue after the return to China in 1997, alongside the traveling policy announced the same year. The city had experienced the highest amount of tourist from mainland China, their behavior in public has become an issue to the local residents. Lack of public education from their personal background and different spoken language with the locals, failure in communication seems as another issue. Hopefully the tension with spoken language will be soften in coming years, since mandarin Chinese has become a compulsory subject in schools”*

However, whilst most residents expressed their conflicts within Mainland Chinese tourists. One respondent did point out that have expressed a number of conflicts with Western tourists instead of Chinese tourists, with respondent 7 stating that:

*“I tend to avoid the nightlife areas of Kowloon and Lan Kwai Fong on an evening as many Western tourists get drunk and become very rude. Especially, to residents by either becoming violent and use hateful language. For this very reason, I would say Western tourists are much ruder than Eastern tourists in Hong Kong”.*

The importance of the sustainable tourism development of Hong Kong as well as the conflicts between tourists and residents, it was vital to identify what and/or which stakeholders were responsible. Most residents conveyed that both the Chinese and Hong Kong Government were responsible for the success of the tourism industry. Especially, when most residents believe

that Mainland Chinese tourists are vital for the tourism industry but are also the root cause for many of the problems within the industry. Respondent 3, 5 and 12 stated:

*“The government. The Hong Kong Tourism Board is funded by the government, and their main goal is to maximise the social and economic contribution that tourism makes to the community of Hong Kong, and consolidate the city's position as a desired destination. But the government seems to only focus this on the mainland Chinese only, instead of other tourists from around the world. The government should widen their focus to other tourists as well”.*

*“Both the Hong Kong and Chinese government. The Hong Kong Government should aim to maintain the Hong Kong image through advertising and promotion. Whilst, the Chinese government need to educate their people how to behave in other country”.*

*“The responsibility should be seen as a fair share in-between Hong Kong government and China people republic group, since none of these parties have experienced such impact from a joined culture in the city from mainland china. The more tourist going into the city from China, no doubt the higher increased sales ratio for retailing industry. However, a better balancing policy on the amount of mainland visitors per day will be ideal to release the tense between the local residents and china tourists”*

A similar response from respondent 1 also believes that the Hong Kong Government is responsible for the tourism industry. However, focuses on the aspect of retail spending in relation to tourism and the protection of small businesses, stating that:

*“The Hong Kong Government. Nowadays there are many international brands and chain stores located in Hong Kong, it encourages consumption. However, the government should*

*arrange or do something to protect local small and medium businesses. Seems everything is getting homogenous. If Hong Kong wanna maintain its international and Asia's World City image, the government is responsible for solving conflicts between residents and tourists.*

*Also, customer service and attitude are vital. Education and personal development do influence.*

On the other hand, whilst respondent 9 expressed that the Hong Kong Government is responsible for the tourism industry. The respondent also pointed out the importance of Hong Kong residents within the tourism industry, and how they themselves should act as a role model for all tourists, stating that:

*"We as residents are representing Hong Kong and that's why we are all responsible for its success. We have to show ourselves and tourists a good model to act and behave".*

#### **4.3 Hong Kong residents' attitude towards Mainland Chinese tourists**

The following section investigates Hong Kong residents' overall opinion and views towards Mainland Chinese tourists. Presenting Hong Kong residents' views on what attracts Mainland Chinese tourists to their city. Their views on the benefits and weaknesses of Mainland Chinese tourists for Hong Kong's tourism industry. As well as considering if Hong Kong residents' views on Mainland Chinese tourists change depending on the time of years and where they live. And, finally, if residents have negative views on Mainland Chinese tourists, then how can they be solved?

Most Hong Kong residents have a negative view towards Mainland Chinese tourists. The major concerns amongst residents were the limited amount size of Hong Kong to accommodate the

growing influx of Mainland Chinese tourists (e.g. hotels, attractions, public areas and transportation links). Several respondents expressed that the growth of Mainland Chinese tourists has exaggerated the conflict amongst Hong Kong residents and the latter, thus increasing the animosity between these two groups. As respondent 2 and 8 noted:

*“Generally, I don’t like Mainland Chinese tourists because there is huge difference in culture between us. They are not polite to us either and are not well-educated. I would say Chinese tourists have the mind-set of ‘I’m rich and I’m king, so you serve me’, especially when talking to Hong Kong residents within the service and retail industry”.*

*“Mainlanders have very low education, impolite, and noisy, which is very inconvenient when travelling around Hong Kong. The case is really bad in Mongkok and Tsim Sha Tsui which I actively avoid now.”*

Whilst most residents focused on the social conflicts with Mainland Chinese tourists. One respondent did mention the stress of public resources that Mainlanders bring to Hong Kong. As respondent 10 points out:

*“The growth of Mainland Chinese tourists coming to Hong Kong as increased the prices of daily products and taking away public spaces and resources from local people. Many Mainlanders use our healthcare system when visiting Hong Kong and their children use our education system and recourses. This situation is getting worse for local people to access public resources because of Chinese tourists”.*

There were a number of reasons why Mainland Chinese tourists are attracted to visit Hong Kong. Most residents discussed the appeal of shopping in Hong Kong. With Mainland Chinese

tourists gaining access to many luxury brands at a low price due to paying no tax. Whilst other respondents pointed out that with Hong Kong being so close to China, Mainland Chinese tourists could experience a culture without the need to travel to Europe or America. As stated by respondent 1 and 2:

*“The idea of being in a western city without traveling to America or Europe is one of the biggest reasons why Chinese tourists come to Hong Kong. And the access of all kinds of products that can’t be found in the Mainland”.*

*“Its an excellent and convenient location for Chinese tourists to visit the city. Cheap food, travel, jewellery, gold, cosmetics and clothes. Lots of well-known and international brands are available in Hong Kong such as LV, Chanel, Dior, Gucci and they are all real goods”.*

There are a number of benefits of Mainland Chinese tourists to travel to Hong Kong. Similar to the benefits of all tourists visiting Hong Kong, most respondents mentioned the economic gain Mainland Chinese tourists, certainly for the retail sector. As previously discussed, many residents pointed out that Mainland Chinese tourists travelled to Hong Kong to shop luxury brands. As discussed by respondent 3, 4 and 12:

*“Chinese tourists brings a huge boost to the hotel and travel industry. As the Mainlander would like to spend more on shopping and eating, this has helped the related industry a lot”.*

*“I think Hong Kong should welcome more Mainlanders... especially for employment and economic creation. They (Mainland Chinese tourists) are really important to retail jobs, food, mostly the service sector”.*

*“As mentioned previously, the visit of mainland tourists is a positive impact to the economic environment in the city. Servicing and retailing industries will be ideally major advantages takers, the demand of employee in such industries will probably secure certain amount of people from unemployment.”*

From another perspective, whilst most respondents discussed the growth of the economy and employment sectors that Mainland Chinese tourists bring to Hong Kong. Many residents argue that Hong Kong is losing its uniqueness within the retail sectors by attracting Mainland Chinese tourists, due to many luxury stores taking over the local independent retail stores. Respondent 1 and 11 argues that:

*“Boosting the economy especially retail industry for sure. However, the needs of international brands are killing the local unique boutiques and small shops. Mainlanders spending are increasing but at the same time losing our unique and distinctive culture”.*

*“There are no local stores in the busy shopping areas of Hong Kong. It feels wrong that the luxury shop areas in Mongkok, Tsim Sha Tsui or Hong Kong Island are catered towards Mainlanders. I don't visit these places anymore because I feel like these places do not belong to Hong Kong people”.*

Whilst, Hong Kong residents were able to identify some benefits of Mainland Chinese tourists. It would seem that most residents were much more articulate in their answers on the disadvantages of Mainland Chinese tourists. With many Hong Kong residents describing: sociocultural impacts, social norms, impacts on daily life, using public resources and security as all negative aspects of Mainland Chinese tourists. With respondent 11 and 3 describing that:

*“Overall, there is a huge cultural differences between Mainland Chinese and local Hong Kongers, and they do not care about the living habits and social courtesy of Hong Kong. Leading to local Hong Kongers thinking that Mainland Chinese tourists are uncivilized people. Also, like I have said before, a lot of Mainland Chinese tourists are just travelling to Hong Kong for a day as a parallel trader, which their goods and trolleys are blocking the streets, for example in Sha Tin, Sheung Shui and Tuen Mun. Also, coaches traveling to and from China bring many tourists to Tsim Sha Tsui and other busy areas which leads to a lot of traffic jams and pollution.”*

*“As Hong Kong is very small, streets are narrow, Mainlanders are squatting in the middle of the street, spitting wherever they like and talking very loud in the MTR are very annoying to locals. I think the reason is they never care about others. Very selfish. Also, speaking in Mandarin and assume you can understand is quite rude”.*

Similar answers from respondent 2 and 8 states that:

*“Mainlanders makes Hong Kong overcrowded. Their rude and noisy behaviour also impacts local residents’ daily life. Also too many people (Mainland Chinese tourists) take the MTR, you can’t even find a seat during off-peak hours”.*

*“Mainland Chinese tourists’ behaviour causes a lot of problem. Like: jumping queues, talking and yelling loudly in public areas, and blocking the roads. These are some of the reasons why there are always conflicts between Hong Kong and Chinese people”.*



On the other hand, respondent 5 argues that despite all these negative issues surrounding Mainland Chinese tourists, these are all outweighed by the positive attributes they bring to Hong Kong's economy, stating:

*“As a business owner selling fish, I would say that my business would not survive without Chinese tourists. For this reason... to me, whatever the media or other people say about Chinese tourists, they are more a benefit to Hong Kong than a negative”.*

Many residents have pointed out that seasonal fluctuations affect their views on the impacts of Mainland Chinese tourists. With many Hong Kong residents having a negative attitude of Mainland Chinese tourists during high seasons such as Chinese public holidays. Respondent 9 and 1 supports this view, stating that:

*“During Chinese public holidays, I would say my attitude towards Chinese tourists becomes worse. They feel like they are the one spending money, helping us to get a job or even make us live better, which makes them do whatever they want in Hong Kong”*

*“I would say I have a negative view of Chinese tourists more during Chinese New Year, first week of May and October as these are China's public holiday. So, Chinese people have a few days off to travel which in this case would travel to Hong Kong as its not too far. Tourist (Mainland Chinese tourists) are crazy for shopping. You may discover disgusting behaviour in Hong Kong's Disneyland or shopping mall”.*

However, it would seem that the two older respondents of the study (respondent 5 and 8) do not have a negative view of the seasonality of Mainland Chinese tourists. With one respondent

describing the busy periods of Mainland Chinese tourists as a benefit to Hong Kong, whilst the other respondent chooses to ignore Mainland Chinese tourists during certain periods of the year, stating that:

*“During the busy seasons, its really good for my business, demand for my products and workload increases due to many tourists, which means more sales”.*

*“I have lived in Hong Kong for many years, so I know that during certain seasons I will not go to places or shopping malls that attracts a lot of Chinese tourists. I will instead just stay in Tsuen Wan, which is not a busy. So, seasonality doesn’t impact me”.*

Hong Kong residents were also asked if living in or close to tourist zones affected their views towards Mainland Chinese tourists. It was presumed that if some Hong Kong residents lived in a high dense tourist zone, then their views towards Mainland Chinese tourists would be more negative than positive. However, this seemed not to be the case, with respondent 5 and 2 stating that:

*“I live in Tsuen Wan which is in New Territories. Not very many Chinese tourists visit there so, I only have negative view on Chinese tourists when I travel around Hong Kong to other places”.*

*“I currently live in the rural area of Hong Kong, which does not have many Chinese tourists. However, my place does not have many Chinese tourists. However, my place does hold a shopping event once per year that attracts a few Chinese tourists. But, we are bothered as much because its just once per year. But, you travel five minutes in Hong Kong and you are*

*in a tourist zone. So, I would say my attitude towards Chinese tourists don't change depending on where I live”.*

Most Hong Kong residents interviewed were currently living in the New Territories or rural areas of Hong Kong. Meaning that most Hong Kong residents’ attitude towards Mainland Chinese tourists were not affected by where they were living, as many tourists are travelling around the urban areas of Hong Kong. From another perspective, respondents 11 and 12 currently lives in Kowloon and Fortress Hill, which is a very busy tourist area of Hong Kong. It can be assumed that their attitude are affected by where they are living, explaining that:

*“I live next to Temple street in Yau Ma Tei, which is located in the Kowloon district. I would say that a lot of Mainlanders travel, which is very inconvenient to me. The most annoying thing is that waiters always treated me as a Chinese tourist. If I get annoyed by Chinese tourists I can go travel to place where there are no Chinese tourists, Hong Kong is very convenient for this reason”*

*“Living in Fortress Hill, two stops away on the tube from Causeway Bay known as the shopping heaven. More hotels and service apartments were built around Fortress Hill to relieve the recommendation demand, plus a lower price per night than hotels in busiest area. More Chinese tourist choose to stay two stops away on the tube instead of staying in the more expensive area. This is very inconvenient as there is a lot of traffic where I live, affecting my daily travel to and from work”.*

In order to achieve sustainable tourism development in Hong Kong, it was important to find out Hong Kong residents’ opinion on who or what was responsible for the relationship between Hong Kong residents and Mainland Chinese tourists. Similar to the previous question on the

matter of who was responsible for Hong Kong's tourism industry, many respondents put the responsibility on the Chinese. With respondent 2 and 3 emphasising that:

*“Mainland Chinese tourists are responsible, as I believe the tourists should respect the local courtesy and laws, and also be respectful to the local Hong Kongers. It is because they do not respect us, Hong Kongers are so repulsed towards them”*

*“I would say both Chinese tourists and the Chinese Government themselves I guess. The Government should try and do a campaign to Chinese people on how to act in Hong Kong and how to be respectful when their people are traveling here”.*

However, some Hong Kong residents pointed out that its a universal responsibility. Emphasising that everyone involved in Hong Kong's tourism industry is vital to its success from both parties of Hong Kong and China, with respondent 11 supporting the view that:

*“This is a very difficult question. But I would say everyone. Tourists, tour guides, Hong Kong residents and both Hong Kong and Chinese Governments. However, I think this problem is strongly related to politics. With much of China believing that Hong Kong is China so, Chinese tourists can act as they would do if they were back in China”.*

Finally, with many Hong Kong residents expressing a number of negative aspects of Mainland Chinese tourists, from sociocultural impacts to issues regarding public resources. Therefore, it was important to identify Hong Kong residents' thoughts on how some of these issues could be solved. Some Hong Kong residents put the responsibility on Mainland Chinese tourists, with respondent 9 and 11 stating that:

*“I don't know, maybe just ignore it. If Chinese tourists can behave well, there will be less conflict between us for sure. Sometimes its best to just take a step back from the issue”.*

*“I always tell myself. It's okay. It's just because they haven't been educated yet. Just smile. I had an experience to kindly ask some Chinese tourists not squatting in the hotel lobby and they apologised. Sometimes you just need to be patient and I'm sure by time they will understand. I think many countries have found Hong Kong tourists are very annoying as well”*

Interesting respondent 3 has an extreme view on this matter, suggesting that Hong Kong should decrease the amount of Mainland Chinese tourists coming to the city. Ignoring much of the economic prosperity that these tourists bring, believing that the sociocultural issues between Hong Kong residents should be the driving reason for the sustainable tourism development relating to Mainland Chinese tourists. Arguing that:

*“The Hong Kong Government should limit the amount of Mainland Chinese tourists coming to Hong Kong. Certain law enforcement such as the police and Food and Environmental Hygiene Department should enforce harder rules to those who break the law as most of these are Mainlanders. Also, shops should refuse to serve Mainland Chinese tourists who have a bad attitude towards their own staff”.*

On the other hand, respondent 12 as a much more diplomatic view on this issue, supporting the view that Mainland Chinese tourists have behaved much better in Hong Kong in recent years. But still recognises the fact that tensions between Mainland Chinese tourists and Hong Kong residents still exists, stating that:

*“They (Mainland Chinese tourists) are behaving a lot better than previous years, the root of their problem is their public educational background. Hong Kong tourism board could do some educational leaflets, giving an idea to behave in public while tourists are getting through immigration ports. The Hong Kong Tourism Board should have paid attention to the difference between two cultures and a better prediction of the situation. That might do the job to decrease the tense between the locals and tourists from the beginning”.*

#### **4.4 The role of Hong Kong social identity**

Within this section, the study investigated the role of Hong Kong social identity towards sustainable tourism development, in particular, if social identity affects Hong Kong residents' views on Mainland Chinese tourists. Firstly, it was important to determine how and why Hong Kong residents identify themselves from one social group to another, with these social groups being: Hong Kong, Hong Kong Chinese, Chinese Hong Kong, Chinese and Mixed. The study then looked at the different sources of Hong Kong social identity, whether that be nationality, language or culture.

From the literature, it seemed that a key source of social identity was the cultural distance between the two social groups of residents and tourists. Therefore, it was vital to explore Hong Kong residents' views on the fundamental differences between Hong Kong and Chinese people. Finally, once exploring Hong Kong residents' views on their own social identity and cultural distance, the aim was to find out whether their own social identity affected their attitude towards Mainland Chinese tourists.

As previously discussed, around 58% of participants identified themselves as Hong Kong, whilst 33% identified themselves as Hong Kong Chinese. Interestingly, only one participant identified themselves as Chinese. Hong Kong residents who identify themselves as Hong Kong emphasise the view that Hong Kong is separate to China, with respondent 11 and 10 stating that:

*“I would say that I identify myself as Hong Kong. I am from Hong Kong; I am Chinese ethnically but I am not from China nationally. The reason why identify myself is I don't want people to see me as some of the uneducated Chinese people”.*

*“I identify myself as Hong Kongese. Even though we have a large culture with china, I think we are little different. On another hand, I don't like Chinese culture very much”.*

Indeed, some respondents viewed their social identity through nationality documentation rather than intangible aspects. Many Hong Kong residents identified themselves based on their passports or identity cards, as this is an effective way to distinguish themselves differently to Chinese people. Respondent 3 particularly supports this view, explaining that:

*“I definitely identify myself through my Hong Kong nationality because I hold a Hong Kong identity card, a Hong Kong passport, and maybe a sense of local consciousness. Cultural difference is also a main consideration point. And by seeing the bad things that the Mainland Chinese people and the Chinese government do, I refuse to identify myself as a Chinese”.*

Residents who identified themselves as Hong Kong Chinese recognised the presence of Chinese through their ethnicity, cultural heritage and political/legal system. Even though residents recognised the fact that Hong Kong is part of China, many pointed out that they

believed themselves to be more Hong Kong then Chinese. For instance, respondent 2 and 7 recognise themselves as Hong Kong Chinese, stating that:

*“I will always identify myself as Hong Kong Chinese as I was born in Hong Kong but my ethnicity and culture is very much Chinese since this is where my family are from”*

*“I identify myself as Hong Kong Chinese because I do have a sense of belonging to China but I was born in Hong Kong and I live and work here. I believe Hong Kong Chinese is the most appropriate nationality for myself as I recognise the importance of both cultures”.*

From another perspective, the one participant who identified themselves as Chinese acknowledged the fact that Hong Kong is part of China, which is why they identified themselves this way. Arguing that when speaking to the outside/western world, it is much easier to identify yourself as just Chinese as easily understood worldwide, stating that:

*“I will say I am a Chinese before I am questioned which part of China I am from, which I will acknowledge as Hong Kong. The reason is that Hong Kong belongs to China, which is a fact”.*

Once it was identified how Hong Kong residents socially identify themselves, it was vital to discover the different sources of the chosen social/national groups. Many residents pointed out their own nationality (whether Chinese and/or Hong Kong), language, culture and heritage as the key sources of their social identity. However, there was a great deal of confusion regarding the sources or where Hong Kong or Chinese identity came from. With Respondent 4 and 12 stating that:



*“I would say my sense of identity is conducted by all the bits the place I used to brought up in, the old Hong Kong. Where we used to know what the Queen is doing on the paper, and after 1997 everything has changed. Hong Kong became unstable in political aspect, but it is still the city I am brought up in. Hong Kong is a combination of colour, culture, language and nationality. It sounds like a mess, but this is why Hong Kong is unique and this is what I would proudly say all the parts in this city will be my social identity”.*

*“I would say nationality mainly, language and culture are also important. But it is very difficult to identify where my identity comes from. It is just apart of who I am. I guess I would say its to do with being different from China, which is how I can tell that I am Hong Kongese”.*

Many Hong Kong residents generally perceived a large cultural distance between Hong Kong and Mainland China in terms of social norms, heritage and language. As previously discussed, the difference in culture has been a major factor within the tensions between Hong Kong residents and Mainland Chinese tourists. Furthermore, some residents have emphasised that the cultural distance between Hong Kong and Chinese people is a source of Hong Kong social/national identity.

Several respondents argued that Hong Kong is much more westernised and highly educated compared to Mainland China, and therefore, they have different social norms. In particular, Hong Kong residents reported that they are much more mannered than that of their Mainland counterparts. With respondent 1 and 11 emphasising that:

*“The main differences between Hong Kong and Chinese people are cultural and value differences. Most Hong Kong people are more open-minded and well-educated compared to Chinese people. We also have different education and background growing up, especially*

*growing up in a Chinese and Western culture. I think this is why we know more about how the world works; we are not isolated compared to Chinese people”.*

*“The difference is definitely the degree of western influences within Hong Kong society. Hong Kong peoples’ minds are more open with a mix of tradition and new. Actually, at a certain level, Hong Kong identity gives superiority in the world”.*

Interestingly, respondent 7 whom in fact identified themselves as Hong Kong Chinese also acknowledges some form of cultural distance between Hong Kong and China, which could be in the form of politics and language, stating that:

*“I would say its all about culture, language and political opinions. I think most people can agree that their (Mainland Chinese tourists) way of life and how they were brought up is completely different from Hong Kong people. This of course creates conflicts between them (Mainland Chinese tourists) and Hong Kong people”.*

Alternatively, respondent 12 whom identified themselves as Chinese supports the view that even though currently there is a cultural distance between Hong Kong and China, this could change in the near future. With the optimistic view that as China opens its culture to the rest of the world, the cultural distance between Hong Kong and China could become much closer, pointing out that:

*“I think that through education and openness, it could take just a few years to improve the mix between China and Hong Kong. In the past, Hong Kong culture was very similar to China, so I believe the reverse could happen. With China becoming more open to other parts of the world, similar to Hong Kong, maybe we could be more culturally closer”.*

Overall, Hong Kong residents were able to identify themselves to a particular social/national group. Also, participants were able to determine the sources of their chosen social identity, with this being mostly nationality, language, culture and heritage. From this, Hong Kong residents were able to discuss the fundamental differences between Hong Kong and Chinese people. Finally, once all of these aspects were discussed in detail, it was vital to determine if social identity and perceived cultural distance could affect their views on Mainland Chinese tourists.

Most Hong Kong residents believed that their own social identity and perceived cultural distance affected their views of Mainland Chinese tourists. Those who identified themselves as Hong Kong seemed to have a more extreme view on Mainland Chinese tourists. Particularly, the response given by respondent 3 who identified themselves as Hong Kong, stating that:

*“Yes, the fact that I identify myself as Hong Kong does affect my view on Chinese people in a negative way. I guess it's the culture, which includes language difference, and the way they live and we live are different. That's why I think they (Hong Kong) should decrease the amount of Mainlanders coming into Hong Kong. Otherwise, the conflicts between us will only get worse in the future”.*

A similar answer was also given by respondent 1 who coincidentally identified themselves as Hong Kong as well, stating that:

*“Yes I agree with this, the fact that I identify myself as Hong Kong, you could assume that I have a more negative view towards Chinese people. One of things I'm angry with is the*

*language used in Hong Kong as my language is what makes me Hong Kong. Many places in Hong Kong are using simplified Chinese to cater to Mainland people, which is wrong”.*

Hong Kong residents who identified themselves as Hong Kong Chinese had a less of an extreme view on this issue. Pointing out that they look at the behaviour of all tourists, not just Chinese tourists, with respondent 8 supporting the view that:

*“I kindly agree, but I think not all of Chinese tourists affects Hong Kong residents, there are many other foreigners who cause trouble in Hong Kong as well. Or I should say its not about ethnicity or nationality, its more about personal behaviour and attitude”.*

Subsequently, respondent 12 whom identified themselves as Chinese completely disagreed with the concept of this question. Arguing that their Chinese identity in Hong Kong does not affect their views on Mainland Chinese tourists. It can be assumed that this particular Hong Kong residents’ social identity does not affect their own judgement on Mainland Chinese tourists. With the optimistic view that as Hong Kong becomes more Chinese in the future, these conflicts will disappear, stating that:

*“No, I do not think I can make such affection. As one will never be more powerful than two, so Hong Kong and China should do a better job to have two cultures balanced and combined. Like once when Hong Kong was being governed by the British and now returned to China, different generation will need time to digest, time will be needed as Rome was not built in one day. Since China is trying to increase the level of public education, I hope the tension between Chinese tourists and locals can be softened one day”.*

## 5. DISCUSSION

The chapter discusses each of the study's objectives as identified in the introduction, which is supported by the study's literature and findings. Overall, four themes were recognised from the analysis:

- Attitude towards sustainable tourism development
- Attitude towards Mainland Chinese tourists
- Social identity
- Perceived cultural distance

As previously discussed, **Appendix 7** shows the relationship between the themes as well as the factors and salient points. Thus, summarising the main ideas through the use of phrases and text units, showing the pertains to a particular theme.

### 5.1 Hong Kong residents' attitude towards sustainable tourism development

Sharpley (2008) points out that sustainable tourism development is within the realms of environmental, social, and economic dimensions. **Figure 2.2** illustrates how all three of these dimensions can be used simultaneously within sustainable tourism development (Hill & Gall, 2009). Gursoy, Chi & Dyer (2009) points out the attitude of host residents is vital to the success of sustainable tourism development. Particularly, when host residents and tourists interact with one another within a community (Sharpley, 2008). The section delves into Hong Kong residents' attitude towards sustainable tourism development, particularly within the contexts of environmental, social and economical.

### 5.1.1 The economic prosperity of Hong Kong's tourism industry

Chou (2013) identifies a positive relationship between economic prosperity and sustainable tourism development. With a number of economic benefits such as: growth for other economic sectors, foreign exchange, income and employment rates. Rivera (2016) points out two theories of economic growth: neoclassical growth theory and endogenous growth theory. In the case of Hong Kong's tourism industry, it was determined that the industry can heavily relate to neoclassical growth strategy as the industry's labour force collectively is a form of output for growth (Daron, 2009).

UNCTAD (2013) argues that a tourism industry can provide economic prosperity for other industries. **Figure 2.4** shows the tourism value chain, which could be used to illustrate how Hong Kong's tourism industry can extend into other areas such as: hotels, transportations, retail and/or hospitality. Many Hong Kong residents recognized the economic benefits of the travel industry and how it extends into other industries, with **Respondent 8** pointing out that the tourism industry boosts the performance of foreign investment, transportation, hotel and restaurants. Supporting that:

*“The tourism industry brings in huge economic benefits to Hong Kong. Tourists who stay in Hong Kong for a few days’ help boost Hong Kong’s economy especially. As they tend to be tourists on business trips spending money on transportation, retail, restaurants and hotels”.*

– **Respondent 8**

Overall, most Hong Kong residents pointed out that the key benefit of the travel industry is the economic prosperity it brings to the city. Especially, when Hong Kong residents discussed the benefits of tourists in Hong Kong. As previously discussed, many Hong Kong residents expressed that they would tolerate tourists to some extent due to the massive economic gain,

as stated by **Respondent 9 and 4**. However, there does exist some sociocultural conflicts within economic prosperity, specifically if tourists do not respect residents' culture.

*"Tourists are willing to spend money and create good business opportunity. They're strengthening Hong Kong's economy. However, if tourists do not respect our culture this causes many troubles to us. I think it's losing our city value. We will lose the good tourists". – Respondent 9*

*"Tourist are good for the travel industry and economic development as they also attract foreign corporations to invest into Hong Kong. Especially, businesses from American and China". – Respondent 4*

Therefore, in order for the economic dimension of sustainable tourism development to be successful, there needs to be a clear economic strategy whilst taking into account the concerns of Hong Kong residents. Alongside, identifying further links between the different industries that benefit from the tourism industry, with different stakeholders within a number of industries integrating with one another. However, there is a great deal of misunderstanding of which stakeholder will manage this economic strategy.

As previously mentioned, there seems to be a confusion of who is responsible for Hong Kong's tourism industry, whether that would be the Hong Kong and Chinese Governments, tourists, or residents. Consequently, there is a need to for host residents to identify which stakeholder/s are responsible for the economic success of the travel industry in order for it to be sustainable.

### **5.1.2 The sociocultural impacts of tourism in Hong Kong**

Sociocultural impacts between host residents and tourists can have a positive or negative impact on sustainable tourism development. As previously discussed, the tourism industry lifecycle, Doxey's irritation index, and social exchange theory have been used to explore

sociocultural impacts (Ap, 1992; Butler, 1980; Doxey, 1975). **Figure 1.3** shows the dramatic growth of Hong Kong's tourism industry, especially with the growth of tourist arrivals. From this, we can identify that Hong Kong's tourism lifecycle is within the growth stage.

**Figure 2.5** shows that there is a link between the tourism lifecycle and Doxey's irritation index (Faulkner & Tideswell, 1997); as Hong Kong's tourism industry is in the growth stage highlights that residents will feel irritated towards tourists. The research findings confirm with this view as many Hong Kong residents have experienced many conflicts with tourists, especially within key urban and tourist spots as described by **Respondent 7**:

*"I tend to avoid the nightlife areas of Kowloon and Lan Kwai Fong on an evening as many Western tourists get drunk and become very rude. Especially, to residents by either becoming violent and use hateful language. For this very reason, I would say Western tourists are much ruder than Eastern tourists in Hong Kong". – Respondent 7*

Furthermore, social exchange theory could be used to investigate the sociocultural impacts between residents and tourists. With **Figure 2.6** showing that social exchange theory, tourism lifecycle and Doxey's irritation index and be integrated to analyse sociocultural impacts effectively. Overall, it would seem that the younger Hong Kong residents with a lower length of residency have more of a negative view towards tourists compared to older Hong Kong residents. For example, **Respondent 1 and 3** both have negative views of tourists with a low age and have only lived in Hong Kong throughout their teenage life. Consequently, it is vital to further monitor the views of Hong Kong residents within the lower demographic as it would seem that this particular group have more of a negative view of tourists.



*“Mostly with Mainland Chinese. As they tend to do something that is forbidden in Hong Kong law. For example, spitting, drinking and eating in MTR and buses, do not line up, and with no respect to the local culture and people.” – Respondent 1*

*“The behaviour of some Chinese tourists are unacceptable. Such as don’t understand the culture of queuing. Basically the cultural difference between influence”. – Respondent 3*

### 5.1.3 The fears of Hong Kong’s urban and rural landscapes

Muhamma (2006) and Lew (1987) argues the need to understand all of the different environments that tourism can take place in. Two well-known environments within Hong Kong are urban and rural tourism. Page & Hall (2002) summaries that urban tourism can be a great benefit for a city as it can improve infrastructure, create job opportunities, and improves living standards for host residents. **Figure 2.2** shows the urban landscape of Hong Kong with a variety of attractions, shopping and business districts and nightlife. **Respondent 10** points out that the urban landscape of Hong Kong is integral as it is one of the main reasons why tourists visit the city. Also, **Respondent 5** stresses that urban tourism aids to promote the distinctive culture of Hong Kong. Specifically, as a vehicle to move away from the city’s recent stereotype of becoming ‘just another Chinese city’.

*“Lots of retail stores, hotels, too many options and not expensive at all for tourists. Hong Kong is also offers cheap travel expenses compared to London. Also, the city has the world’s smallest Disneyland in the small city, which attracts many Asian tourists. Also, Hong Kong is very internationalism being an English-speaking city. Also, a lot of tourist spots like the night view from the Peak”. – Respondent 10*

*“I would say the reputation of ‘Asia’s World City’ where Eastern meets Western culture especially due to the British colony influence. Also, Hong Kong’s official second language is English, which makes it convenient for foreign tourists to visit”. – Respondent 5*

Another popular tourism environment is rural tourism, which can be defined as offering a wide range of country experiences for tourists (Lane, 1994). These can encompass a variety of agricultural activities such as: farms, heritage sites, and the countryside (Bramwell & Lane, 1994; Dewaily, 1998; MacDonald & Jolliffe, 2003). Whilst both rural and urban tourism has some benefits such as creating new job opportunities and socioeconomic development, there also exists some differences. Frochot (2005) supports that where rural tourism differs to urban tourism are the benefits of promoting disadvantaged areas and encouraging local culture and traditions. **Respondent 6** points out why many tourists are attracted to Hong Kong's rural tourism, stating that:

*"Hong Kong has a number of rural places to visit, which makes Hong Kong very unique to visit...not just the city. People (tourists) can visit the peak, countryside trails, beaches and different islands all in one location."* – **Respondent 6**

Consequently, as the literature points out, Hong Kong is very much focused on its urban tourism rather than its rural tourism (Jim, 2000). Even though, there is a rise in demand for rural tourism due to the popularity of ecotourism (Crouch, 2006); there are a number of reasons why rural tourism has not been adopted such as: limited resources, limited opportunities and investment, and a lack of understanding amongst tourism stakeholders (Meyer-Chec, 2005; Mitchell & Hall, 2005; Sharpley, 2002; Clarke, 2005). However, Jim (2000) supports the view of rural tourism in Hong Kong as a way to diversify its tourism industry. With **Picture 2.3** supporting that Hong Kong does have a few popular rural landscapes, further supported by the views from **Respondent 6**, maintaining that:

*"I believe that the rural areas of Hong Kong are probably the best thing about the city. But, many tourists don't know about it... they are more attracted to the city I think. But, this is great for Hong Kong people as its some where to visit with friends or family without any tourists".* – **Respondent 6**

Overall, many Hong Kong residents believe that both urban and rural tourism is important for Hong Kong, as it is an effective way to promote the uniqueness of the city. However, there is a growing argument that there has been a neglect on the city's rural tourism, due to the popularity of the urban areas amongst tourists. Many have questioned whether that because Hong Kong's urban districts are so condensed that these specific areas cannot be sustainable. Much of the literature argues a lack of understanding of urban tourism, with limited knowledge of the macro impacts, especially how international and global changes affect a city's urban environment (Ashworth & Page, 2011; Page & Connell, 2009; Pearce, 1998; Ashworth, 1992). Furthermore, **Respondent 12** argues the growing concerns of overcrowding and traffic congestion with the city.

*"More Chinese tourist choose to stay two stops away on the tube instead of staying in the more expensive area. This is very inconvenient as there is a lot of traffic where I live, affecting my daily travel to and from work". – Respondent 12*

## 5.2 Hong Kong residents' attitude towards Mainland Chinese tourists

As indicated by Andriotis & Vaughan's (2003) study, the factors that influence the attitude of residents towards tourists are mainly intrinsic, extrinsic and sociodemographic factors. **Table 2.1** summaries a wide range of literature within the three dimensions. The following section will further discuss the variable within the intrinsic, extrinsic and sociodemographic factors, which influences Hong Kong residents' attitude towards Mainland Chinese tourists. **Table 2.2** summaries the current literature of Hong Kong residents' attitude towards Mainland Chinese tourists within these three factors. Shen, Luo & Zhao (2016) findings show a generally negative perception of Mainland Chinese tourists amongst Mainland Chinese tourists. However, there is still little known about the underlining factors that affect these attitudes. Therefore, the

section will aim to identify the root causes of some of these attitude of Hong Kong residents towards Mainland Chinese tourists.

### 5.2.1 The major intrinsic factors that affects the attitude of Hong Kong residents

As previously discussed, intrinsic factors such as the distance between both residents and tourist, the involvement of residents within tourism, and the personal and economic benefits can all affect resident's attitude towards tourists (Faulkner & Tideswell, 1997). However, Manfeld (1992) points out that residents who live either close or further away from a tourist zone are the major factor that affects residents' views on tourists. The study's findings confirm this view, as Hong Kong residents who lived far away from tourist areas had a more positive view towards Mainland Chinese tourists, as expressed by **Respondent 5**. Whereas those who lived close to the tourist areas had a more negative view such as **Respondent 11**.

*"I live in Tsuen Wan which is in New Territories. Not very many Chinese tourists visit there so, I only have negative view on Chinese tourists when I travel around Hong Kong to other places". – Respondent 5*

*"I live next to Temple street in Yau Ma Tei, which is located in the Kowloon district. I would say that a lot of Mainlanders travel, which is very inconvenient to me. The most annoying thing is that waiters always treated me as a Chinese tourist. If I get annoyed by Chinese tourists I can go travel to place where there are no Chinese tourists, Hong Kong is very convenient for this reason" – Respondent 11*

Furthermore, Liu (2014) study found that many Hong Kong residents' were concerned with overcrowding within the city due to the growth of Mainland Chinese tourists; as well as their unacceptable social behaviour. This view is similar found within the study's findings, as many

respondents believed that Chinese tourists display undesirable behavioural, as described by

**Respondent 3:**

*“As Hong Kong is very small, streets are narrow, Mainlanders are squatting in the middle of the street, spitting wherever they like and talking very loud in the MTR are very annoying to locals. I think the reason is they never care about others. Very selfish. Also, speaking in Mandarin and assume you can understand is quite rude”.* – **Respondent 3**

On the other hand, as previously discussed, many Hong Kong residents recognised the economic dependency of Mainland Chinese tourists. Especially, due to creating new job opportunities and boosting Hong Kong’s tourism industry. Therefore, many Hong Kong residents would be willing to deal with the undesirable social behaviour of Mainland Chinese tourists due to the economic benefit they bring, as expressed by **Respondent 4**. Overall, there is a major discrepancy within the intrinsic factors of forming the attitude of Hong Kong residents (social behaviour versus improving the economy. Therefore, more is needed to find a balance between having a manageable growth of Mainland Chinese tourists, whilst still being economically sound.

*“I think Hong Kong should welcome more Mainlanders... especially for employment and economic creation. They (Mainland Chinese tourists) are really important to retail jobs, food, mostly the service sector”.* – **Respondent 4**

### **5.2.2 The major extrinsic factors that affects the attitude of Hong Kong residents**

Fredline & Faulkner (2000) and Faulkner & Tideswell (1997) describes extrinsic factors as causes at a micro-level that affects attitude towards tourists. The study found that extrinsic factors such as: seasonality of tourism, overcrowding, growing demand on transportation, and the role of the Government were negatively affecting many Hong Kong residents’ attitude towards Mainland Chinese tourists.

A number of studies (Harrill, 2004; Long et al., 1990) show that seasonality is often the main reason of the positive and negative attitude amongst residents towards tourists. The literature finds that the higher the tourist ration at certain times of the year, increases the level of negative attitude towards tourists. Consistent with the literature, the study finds that the fluctuations of tourist seasonality are the major extrinsic factor. As it will affect Hong Kong residents' positive/negative attitude towards Mainland Chinese tourists. Many Hong Kong residents point out that during Chinese public holidays, they have more of a negative view of Mainland Chinese tourists, as this is when there is dramatic growth of tourists. As previously stated by

**Respondent 1:**

*"I would say I have a negative view of Chinese tourists more during Chinese New Year, first week of May and October as these are China's public holiday. So, Chinese people have a few days off to travel which in this case would travel to Hong Kong as its not too far. Tourist (Mainland Chinese tourists) are crazy for shopping. You may discover disgusting behaviour in Hong Kong's Disneyland or shopping mall". – Respondent 1*

Many researchers (Allen et al., 1993; Harrill, 2004; Long et al., 1990; Smith & Krannich, 1998) have found that managing the intrinsic factors are vital to the development of a tourism industry. As this will affect the positive/negative attitude towards tourists. In relation to managing the negative impacts of Mainland Chinese tourists, many Hong Kong residents placed the responsibility on the Chinese themselves. Particularly, Mainland Chinese tourists and the Chinese Government, as stated by **Respondent 3**. However, this would seem to be a doubtful concept, as other nations should not be responsible for Hong Kong's tourism industry. Instead, this should be a universal responsibility amongst all stakeholders within the industry. Whilst, many Hong Kong residents had the extreme view of putting the responsibility on China, other residents found that a number parties were also responsible, as stated by **Respondent 11**.

*“I would say both Chinese tourists and the Chinese Government themselves I guess. The Government should try and do a campaign to Chinese people on how to act in Hong Kong and how to be respectful when their people are traveling here”. – Respondent 3*

*“This is a very difficult question. But I would say everyone. Tourists, tour guides, Hong Kong residents and both Hong Kong and Chinese Governments. However, I think this problem is strongly related to politics. With much of China believing that Hong Kong is China so, Chinese tourists can act as they would do if they were back in China”. –*

**Respondent 11**

### **5.2.3 The sociodemographic factors that affects the attitude of Hong Kong residents**

Chen (2000) points out that the sociodemographic factors such as gender, age and education can positively or negatively affect residents’ attitude towards tourists. Particularly, numerous of studies have found that age and gender are the major factors that affect residents’ views on tourists (McGehee & Andereck, 2004). The younger demographic represented around 66% of the total respondents within this study (21-24 years old). Therefore, this will overall affect the generally positive and/or negative attitude amongst the study’s participants.

The study found that age over gender was actually the vital demographic characteristic that affected Hong Kong residents’ attitude towards Mainland Chinese tourists. Overall, it would seem that the younger generation/demographic had a more negative view of Mainland Chinese tourists. As shown by the views expressed by **Respondent 3** (22 years old) and **Respondent 5** (50 years old). Referring back to the economic dependency of Mainland Chinese tourists, it would seem that the older generation of Hong Kong residents was more reliant on tourists’ spending compared to the younger generation. With much of the older generation owning their own businesses and, therefore, are probably more understanding of the economic benefit of

Mainland Chinese tourist. Overall, this could explain why they are more acceptant if Mainland Chinese tourists compared to younger Hong Kong residents.

*“Shops should refuse to serve Mainland Chinese tourists who have a bad attitude towards their own staff”- Respondent 3*

*“As a business owner selling fish, I would say that my business would not survive without Chinese tourists. For this reason... to me, whatever the media or other people say about Chinese tourists, they are more a benefit to Hong Kong then a negative”. –*

**Respondent 5**

Another sociodemographic factor that can affect residents' attitude towards tourists is their length of residency within the destination. Mansfeld (1992) study shows that residents with a shorter residency have a more positive attitude towards tourists compared to those with a longer length of residency. The study found that most respondents had a length of residency of 17-24 years. With many young Hong Kong residents not residing in Hong Kong for all of their life, due to studying abroad for the other 3-4 years.

Furthermore, the study's findings are not consistent with that of the literature, as residents with a lower length of residency had a more negative attitude towards Mainland Chinese tourists. Such as the extreme views given by **Respondent 3** throughout this study (17 years of residency) compared to the views expressed by **Respondent 5** (40 years of residency). The reason for this negative attitude could be due to that 3-4-year period that many young Hong Kong residents take up. With many of them choosing to study in western cultures such as: the UK, America or Australia. Seeing how many young Hong Kong residents conduct themselves within these cultures, many of them have questioned why Mainland Chinese tourists cannot conduct themselves in the same way in Hong Kong.



### 5.3 How social identity can affect Hong Kong residents' attitude towards Mainland Chinese tourists

The section discusses how social identity of Hong Kong residents could affect their views of Mainland Chinese tourists. Mathews, Ma & Lui (2008) argues that Hong Kong residents believe that social/national identity to be a doubtful concept, due to the growing influences of Mainland China. **Figure 1.2** shows a variety of different social/national groups that Hong Kong residents can identify themselves with. From this, the section will identify how Hong Kong residents identify themselves and how this can overall affect their attitude towards Mainland Chinese tourists.

Tajfel & Turner (1979) points out that social identity can be shaped into in-groups and out-groups within society. Characteristics such as: social class, age, nationality and ethnicity can all be key indicators to classify one another between an in or out group. Capozza & Brown (2000) points out that in-group and out-group identities can be used as a source of social identity. Certainly, when it comes to the ability of a person being able to classify themselves within different social/national groups. Most respondents identified themselves as 'Hong Konger' whilst others identified themselves as either Hong Kong Chinese or Chinese. **Figure 2.7** shows the process of how individuals classify themselves and/or each other within an in-group, and, thus being able to identify the differences between the in-group and out-group.

Firstly, it was vital to identify the different sources of social identity and how these sources can affect Hong Kong residents' attitude towards Mainland Chinese tourists. The self-concept aids to understanding what makes a person who they are and how they identify themselves differently to others (Tajfel, 1982; Fiske et al., 1998; Baumeister, 1998). As for Hong Kong residents, many respondents identified sources of social identity as language, culture and

heritage, as expressed by **Respondent 4**. Overall, it would seem that both culture and heritage are the key sources of Hong Kong social identity. Furthermore, due to the unique heritage of Hong Kong and residents being a part of that, they should identify themselves as a ‘Hong Konger’ over being Chinese.

*“I would say my sense of identity is conducted by all the bits the place I used to brought up in, the old Hong Kong. Where we used to know what the Queen is doing on the paper, and after 1997 everything has changed. Hong Kong became unstable in political aspect, but it is still the city I am brought up in. Hong Kong is a combination of colour, culture, language and nationality. It sounds like a mess, but this is why Hong Kong is unique and this is what I would proudly say all the parts in this city will be my social identity”. – Respondent 4*

The study’s respondents were able to identify themselves within a social group as well as expressing the differences between the other social groups in Hong Kong. The study found a variety of different identities within Hong Kong, in particular, the differences between the social groups of: Hong Kong, Hong Kong Chinese and Chinese. Interestingly, Hong Kong residents who identified themselves as Hong Kong described the key source of being separate to China, as stated by **Respondent 11**. Whereas, those who expressed a greater presence of Chinese influences within Hong Kong culture, identified themselves as either Hong Kong Chinese or Chinese, as stated by **Respondent 7** and **12**. Overall, the key perception of the group boundary here is the level of agreement on the level of Chinese influence/culture in forming the particular social group.

*“I definitely identify myself through my Hong Kong nationality because I hold a Hong Kong identity card, a Hong Kong passport, and maybe a sense of local consciousness. Cultural difference is also a main consideration point. And by seeing the bad things that the Mainland Chinese people and the Chinese government do, I refuse to identify myself as a Chinese”.* – **Respondent 11**

*“I will always identify myself as Hong Kong Chinese as I was born in Hong Kong but my ethnicity and culture is very much Chinese since this is where my family are from”*  
– **Respondent 7**

*“I will say I am a Chinese before I am questioned which part of China I am from, which I will acknowledge as Hong Kong. The reason is that Hong Kong belongs to China, which is a fact”.* – **Respondent 12**

Furthermore, similar to the findings of Mathews, Ma & Lui (2008), the study finds that Hong Kong social identity does indeed affect residents’ attitude towards Mainland Chinese tourists. For instance, **Respondent 3** who identified themselves as Hong Kong, believes that because of this perceived in-group (residents) and out-group (tourists) negatively affects their attitude. Compared to those who identified themselves more as Chinese had a positive attitude towards tourists, as stated by **Respondent 12**.

*“No, I do not think I can make such affection. As one will never be more powerful than two, so Hong Kong and China should do a better job to have two cultures balanced and combined. Like once when Hong Kong was being governed by the British and now returned to China, different generation will need time to digest, time will be needed as Rome was not built in one day. Since China is trying to increase the level of public education, I hope the tension between Chinese tourists and locals can be softened one day”.* – **Respondent 12**

*“Yes, the fact that I identify myself as Hong Kong does affect my view on Chinese people in a negative way. I guess it's the culture, which includes language difference, and the way they live and we live are different. That's why I think they (Hong Kong) should decrease the amount of Mainlanders coming into Hong Kong. Otherwise, the conflicts between us will only get worse in the future”.* – **Respondent 3**

Whilst in-group and out-group identities between Hong Kong residents and Mainland Chinese tourist has affected the negative tensions between the latter. There is a consistent argument that Hong Kong is the same as China. Therefore, Hong Kong residents and Mainland Chinese tourists belong in the same in-group. **Figure 2.8** shows the in-group conflicts that can occur as well as how an individual identifies themselves within the in-group. Also, this could extend further into the tensions between residents and tourists in Hong Kong on an individuals' basis. Instead of just looking at the general attitude of a particular social/national group towards Mainland Chinese tourists.

#### **5.4 The perceived cultural distance of Hong Kong residents and Mainland Chinese tourists**

Inglis (2004) points out that culture can be used as a source of personal/national identity. In particular, cultural distance can be used to create social categorisation within society. **Figure 2.9** shows the wide variety of theories into measuring how cultures can be different through multiple dimensions. For the purpose of this study, Hofstead's (1980) model of cultural distance was used to measure the perceived cultural distance between Hong Kong and China (See **Figure 2.11**). Identifying that there are a few cultural distances between Hong Kong and China.

Furthermore, many Hong Kong residents have experienced a large cultural distance with Mainland Chinese tourists, thus affecting their attitude. As pointed out by Sharma et al., (2009) if there is a large degree of cultural distance, this can affect Hong Kong resident's acceptance of Mainland Chinese tourists, as expressed by **Respondent 1**. Also, Inglis (2004) argues that cultural distance can be used as a source of social identity. Interestingly, this seemed not to be the case within this study. As it would seem that Hong Kong residents who identified

themselves as Chinese still recognised a perceived cultural distance, as stated by **Respondent 12**.

*“The main differences between Hong Kong and Chinese people are cultural and value differences. Most Hong Kong people are more open-minded and well-educated compared to Chinese people. We also have different education and background growing up, especially growing up in a Chinese and Western culture. I think this is why we know more about how the world works; we are not isolated compared to Chinese people”.* – **Respondent 1**

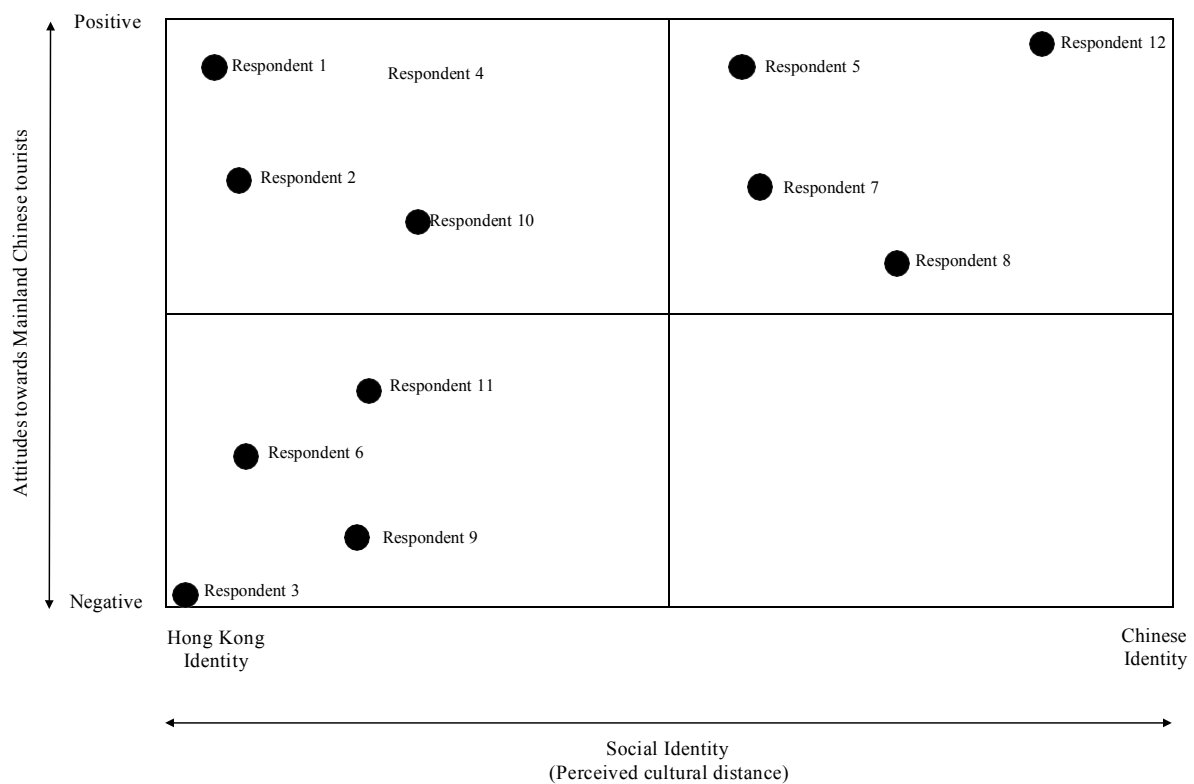
*“I think that through education and openness, it could take just a few years to improve the mix between China and Hong Kong. In the past, Hong Kong culture was very similar to China, so I believe the reverse could happen. With China becoming more open to other parts of the world, similar to Hong Kong, maybe we could be more culturally closer”.* –

**Respondent 12**

Consequently, the study found that the greater cultural distance perceived by a Hong Kong resident, the more negative they were of Mainland Chinese tourists. Even those residents who identified themselves as Chinese still recognised a cultural gap between themselves and Mainland Chinese tourists. Even though the perceived cultural distance was not a source of social identity, there was a great deal of cultural comparison of Chinese culture. However, with many believing that Hong Kong is a culture within China, there exists no cultural distance as they are both the same culture. Therefore, this could extend into ‘in-group racism’ as many Hong Kong residents described Chinese people as rude, uneducated, and uncivilised; even though they have the same ethnicity. Overall, more research is needed to understand the concept of racism within the in-group concept, looking closely at sociocultural as a concept, which could create perceived cultural distance.

## 6. CONCLUSION AND IMPLICATIONS

The study explored whether social identity could be a factor in forming Hong Kong residents' attitude towards Mainland Chinese tourists. Prior research found that host residents' attitude towards tourists were vital to the success of sustainable tourism development (Gursoy, Chi & Dyer, 2009). **Figure 6.1** shows the study's theoretical framework based on the findings, in which Hong Kong resident's social identity and level of acceptance of Chinese culture and be positioned alongside their attitude towards Mainland Chinese tourists.



**Figure 6.1:** Hong Kong residents' social identity affects their attitude towards Mainland Chinese tourists typology

Generally, many Hong Kong residents identified that positive impact of sustainable tourism development in relation to Mainland Chinese tourists is the economic prosperity (intrinsic factor) they bring into Hong Kong. With Mainland Chinese tourists being Hong Kong's biggest visitor market, their spending has a positive effect on other sectors such as retail and hospitality as well as creating new job opportunities within those sectors. However, a number of respondents questioned whether the economic benefit of Mainland Chinese tourists

outweighed the negative social behaviour (intrinsic factor) of which they bring into the city. As many Hong Kong residents have experienced and/or seen anti-social behaviour such as spitting, being loud or loitering in the streets.

Furthermore, seasonality (extrinsic factor) and distance from tourist areas (intrinsic factor) were also found to affect Hong Kong residents' attitude to both Mainland Chinese tourists and sustainable tourism development. During Chinese holidays and Chinese New Year, there is a growth of Mainland Chinese tourists travelling to Hong Kong due to its convenient location. During this season, many Hong Kong residents experience a negative attitude towards Mainland Chinese tourists. With many residents actively avoiding the urban areas of the city due to severer levels of overcrowding (extrinsic factors). Also, residents' distance from these tourist areas during high seasons of tourism becomes so important in affecting their attitude. As the study found that Hong Kong residents who lived further away from urban areas had a somewhat more positive view of Mainland Chinese, compared to those living close by.

Overall, it is obviously vital to address these negative impacts in order to achieve sustainable tourism development in Hong Kong. The study found that many Hong Kong residents viewed both the Hong Kong and Chinese Government as responsible for managing the economic, sociocultural and environmental impacts of sustainable tourism development. On the other hand, many Hong Kong residents placed the responsibility on themselves as well as tourists visiting the city. However, the study does not address the role of stakeholder engagement in the success of sustainable tourism in Hong Kong. Therefore, it is recommended that further research is conducted, as there seems to be a great deal of confusion regarding the role of each stakeholder in Hong Kong.

Palmer, Koenig-Lewis & Medi Jones (2013) points out that there has been very little research on the role of social identity has in affecting the attitude of host residents towards tourists. As previously identified, many Hong Kong residents view social/national identity as a doubtful concept (Mathews, Ma & Lui, 2008). Furthermore, there are a variety of social identities present in Hong Kong (See Figure 1.2). The study addressed how residents identified themselves and, whether their own social identity affected their attitude towards Mainland Chinese tourists.

Whilst sources of Hong Kong identity came from language, culture and heritage, the study found that the pressing source of Hong Kong residents' identity was dependent on the level of agreement they had on the ever-growing influence of Mainland China. In-group and out-group identities between Hong Kong and Mainland China were a vital source of social/national identity. It was discovered that Hong Kong residents who had a negative view towards Mainland China identified themselves as Hong Kong. Whereas those who were more welcoming to Chinese culture in Hong Kong, either identified themselves as Hong Kong Chinese or Chinese.

From this, it was found that because of this key source of social identity, it extended into Hong Kong residents' attitude towards Mainland Chinese tourists. With Hong Kong residents who identified themselves as 'Hong Kongese' having a negative attitude towards Mainland Chinese tourists. With Hong Kong residents who identified themselves as 'Hong Kongese' having a negative attitude towards Mainland Chinese tourists. Compared to those who identified themselves as either Hong Kong Chinese or Chinese, having a more positive attitude towards Mainland Chinese tourists. Also, it was found that sociocultural aspects such as language and



culture affecting the acceptance of Mainland Chinese tourists amongst residents who identified themselves as Hong Kong.

From another perspective, the study only found the opinions of Mainland Chinese tourists amongst just three different social identities: Hong Kong, Hong Kong Chinese, and Chinese. The study was not able to find Hong Kong residents who identified themselves as the four other social/national identities (**See Figure 1.2**). Therefore, it would be unfair to make the assumption of whether Hong Kong social identity affects the attitude towards Mainland Chinese tourists without interviewing the other social/national groups. Also, it is recommended to look at this issue from an individual residents' perspective, particularly taking into account their own life experiences. It could also be argued that Hong Kong and Chinese residents belong in the same social identity, therefore more research is needed to investigate in-group conflicts that occur within a society.

The findings revealed that cultural distance between Hong Kong residents and Mainland Chinese tourists has affected the progress of sustainable tourism development. As Inglis (2004) points out, culture distance can create social categorisation within society in the form of cultural comparison. It was identified that many Hong Kong residents believed there to be a great deal of cultural distance between themselves and Mainland Chinese tourists. Also, cultural distance can link to Hong Kong social identity, as the different dimensions of culture can link into social/national identity. The responses from Hong Kong residents described these particular dimensions of cultural distance to be heritage, value and social. Interestingly, no matter how Hong Kong residents identified themselves, many respondents still recognised a cultural distance with Mainland Chinese tourists, even those who identified themselves as Chinese.

It was determined that perceived cultural distance from Hong Kong residents affected their attitude towards Mainland Chinese tourists. The study used Hofstede's (1980) dimensions of culture in order to identify the cultural differences between Hong Kong and China, and, thus how it can create perceived cultural distance (**See Figure 2.10**). However, the study did not fully investigate each or one of these cultural dimensions. Whilst the scores of some dimensions are similar to Hong Kong and China, there are a few with key differences.

There seems to be a massive perception of long-term orientation between the two cultures, as Hong Kong people seem to view time, certainly the future, more pressing compared to Chinese people. This could be one of the reasons behind the different stances/views on sustainable tourism development, as it looks at the future of a particular tourism industry. Therefore, it is recommended for future research to look at how long-term orientation of Mainland Chinese tourists affects Hong Kong's tourism industry. Especially, as many Hong Kong residents view that Mainland Chinese tourists are looking for a short-term gain when travelling to Hong Kong and are not concerned with the future sustainability of the tourism industry.

In conclusion, the study sheds light on the role of Hong Kong social identity has on residents' attitude towards sustainable tourism development. Whilst there is an array of research regarding residents' attitude towards tourists (Fyall & Garrod, 2005); there has been little research on how residents' social characteristics can affect inbound tourism. As Mainland Chinese tourists are the biggest visitor sources for Hong Kong, it was vital to investigate how social identity can affect Hong Kong residents towards these group of tourists. The study reveals that cultural distance between Hong Kong and Chinese people is the vital source of social identity, and, thus has a positive and/or negative affect on their attitude towards Mainland Chinese tourists. Further investigating the sociocultural issues such as cultural

comparison, irritation index, and social exchange theory. To achieve sustainable tourism development in Hong Kong, recommendations for both the Chinese and Hong Kong Government were made. As many Hong Kong residents expressed that both Governments were responsible for the tourism industry.

Although the study addresses the research questions/considerations, there are a few research limitations. The study faced a number of constraints in time and resources. As the research was conducted alongside other work commitments as well as limited funding and resources. Also, the sample size was small at a total of 12 respondents, even though the sample size is acceptable for qualitative studies. Furthermore, the research's respondents were predominantly young residents, meaning that a narrow perspective was obtained. It would have been ideal to gain more responses from the older generation of Hong Kong in order to increase the validity of the study.

Further research could be conducted in different directions. For example, a quantitative approach would have provided a larger amount of responses, gaining a greater overall view on sustainable tourism development in Hong Kong. Also, a longitudinal study could be conducted into the attitude of Mainland Chinese tourists towards Hong Kong residents. Investigating how Hong Kong social identity could affect their choice in travelling to Hong Kong, with growing tensions between tourist and residents becoming more apparent.

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## APPENDIX

1)

Example of interpretivism approach	Definition
Symbolic Interactionism	Is a micro-level theoretical framework and perspective in sociology that addresses how society is created and maintained through repeated interactions among individuals (Carter & Fuller, 2015). The approach tends to employ a qualitative method of research as it focuses on human and social interaction. However, a limitation of symbolic interactionism is it overlooks macro-social structures (e.g. culture) and instead focusing on micro-level interactions.
Phenomenology	Is the attempt to understand social reality to be grounded in people's experiences. The basic belief of phenomenology is the world is socially constructed and subjective. Therefore, the research tries to understand what is happening by constructing models and theories (Easterby-Smith et al., 2008). This approach tends to take a qualitative stance using small samples researched in depth over time. However, within this approach, it can be difficult to identify the differences between ethnography and phenomenology research (Tesch, 1990).
Realism	Phillips (1987) defines realism as "the view that entities exist independently of being perceived, or independently of our theories about them". It can be based on the assumption of a scientific approach to the development of knowledge (Schwandt, 1997). Realism can be divided into two groups: direct and critical. Direct realism can be described as what you see is what you get in terms of portraying the world through personal human senses (Saunders et al., 2009). Critical realism argues that human experience sensations and images of the real world (Novikov & Novikov, 2013). It can be argued that critical realist is more popular than direct realist as it be implemented within a multi-level study, appreciating the relationship between individuals and groups.
Hermeneutics	Gray (2004) defines a hermeneutic perspective as a way of social reality as seen as being rooted in objective fact. The main goal of a hermeneutic approach is to explore and analyse the life world of people, using qualitative methods and non directive interviewing techniques to collect information (Mantzavinos, 2005). A life world could be thought as a cognitive map to orient in daily life. A hermeneutic approach tends to have qualitative interviewing techniques as they allow the interviewee to express their vision of the world (Mantzavinos, 2005).
Naturalistic Inquiry	The perspective shows research that focuses on how people behave when absorbed in genuine life experiences in natural settings (Gray, 2004). Lincoln & Guba (1985) argues that "for virtually all instances of sociobehavioural inquiry, the naturalistic paradigm is the paradigm of choice". Pointing out that naturalistic inquiry is the paradigm of choice when it fits with the focus of the inquiry and the substantive theory fits with the inquiry paradigm. The research methods involved within naturalistic inquiry tends to be: interviews, observations, documents or content analysis (Gray, 2004; Lincoln & Guba, 1985).



2)

<b>Research Methodologies</b>	<b>Definition</b>
Experimental Research	An experimental research is “an investigation in which a hypothesis is scientifically tested” (McLeod, 2012). Malhotra et al., (2013) emphasises that the design of experimental research is a set of experimental procedures including test units and sampling procedures, the independent variables, the dependent variable and how to control the extraneous variables. Overall, experimental research places great focus laboratory experiments and accurate quantitative measurements of outcomes (Gray, 2004).
Phenomenological Research	Phenomenological research is seen as “an interpretive process in which the researcher makes an interpretation of the meaning of lived experiences” (Creswell, 2007). Furthermore, the purpose of this methodology is to produce thick descriptions of people’s experiences and perspectives based upon small case studies (Gray, 2004). Groenewald (2004) argues that this methodology is unstructured and relies on qualitative analysis of data and seeks the opinions of accounts.
Survey Research	Survey Research is “a specific type of field study that involves the collection of data from a sample of elements drawn from a well-defined population through the use of a questionnaire (Babbie, 1990; Fowler, 1988). Surveys offer a number of designs which can be used to address different research questions including cross-sectional, repeated cross-sectional, panel and mixed designs (Weisberg, Knosnick & Bowen, 1996). Glock & Bennett (1967) points out that survey research is a quantitative method requiring standardised information from the subjects being studied. Also, the methodological approach is often asking people structured and predefined questions.
Action Research	Gray (2004) states that “action research involves close collaboration between researcher and practitioners”. Action research usually begins with a question or an observation and tends to be a qualitative rather than a quantitative approach, with a focus on language instead of statistics (Kemmis, 1997). Also, Kemmis & McTaggart (1992) argues that action research is a scientific method applied to teaching. Hopkins (1985) also argues that action research is undertaken by educational practitioners within classrooms involving key problem-solving.
Heuristic Inquiry	Gray (2004) defines heuristic inquiry as “the process that begins with a question or a problem which the researcher tries to illuminate or find an answer to”. Heuristic inquiry is self-searching or self-reflection research process which uses the self of the researcher (Moustakas, 2001). West (1998) emphasises that heuristic inquiry is an adaptation of phenomenological inquiry. However, the fundamental difference is it acknowledges the involvement of the researcher in a deep personal questioning of what it is they wish to research by forming a creative synthesis and reviewing all the data from personal experiences (Gray, 2004).
Ethnography Research	Ethnography is a methodology based on the observation of the customs, habits and differences between people in everyday situations (Malhotra et al., 2013). Reeves, Kuper & Hodges (2008) describes ethnography as “the study of social interactions, behaviours and perceptions that occur within groups, teams, organisations and communities”. Whitehead’s (2005) research paper on ethnographic research methods argues that “ethnography is the study of the socio-cultural contexts, processes, and meaning within cultural systems”. As for the research methods within an ethnography methodology both (Whitehead, 2005) and (Reeves, Kuper & Hodges, 2008) identifies that it is carried out through a primary data collection through participant observations and/or interviews.

3)

Qualitative Methods	Description
Focus Groups	<p>Malhotra et al., (2013) defines focus groups as “a discussion conducted by a trained moderator among a small group of participants in an unstructured a natural manner”. Bloor, Frankland, Thomas &amp; Robson (2001) identifies that focus groups are a particularly popular data collection method within qualitative research. Some researchers (Hughes &amp; DeMont, 1993) characterises a focus group as group interviews, arguing that “focus groups are in-depth group interviews employing relatively homogenous groups to provide information around topics specified by the researcher”. Whilst many researchers (Smithson, 2000; Saunders et al., 2009) identify the key advantages of focus groups, which is it is a quick way to obtain detailed information about personal and group opinions. Malhotra et al., (2013) points out a number of disadvantages of focus groups such as: Misjudgement, Moderation, Messiness, Misrepresentation, and Meeting.</p>
Online Focus Groups: e-groups	<p>Many focus groups are now conducted online as an ‘e-group’. Similar to traditional focus groups, their management of conducting as well as their challenges are somewhat similar (Malhotra et al., 2013). There are a few advantages to the use of online focus groups compared to traditional focus groups such as: cost cutting, reaches a larger sample, and provides access to hard to reach participants such as travellers and business owners (Edmunds, 1999). However, a key disadvantage of online focus groups is that some individuals may not know how to use a computer or the internet to participate in e-groups (Malhotra et al., 2013). Furthermore, research conducted by Newhagen &amp; Rafaeli (1996) found that many participants felt uncomfortable about ‘e-groups’, due to the fear of technology. This included fear of microphones and seeing themselves on screen which had a negative impact on their willingness to participate.</p>
In-depth Interviews	<p>Supphellen (2000) describes in-depth interviews as “an unstructured, direct, personal interview in which a single participant is probed by an experienced interviewer to uncover underlying motivations, beliefs, attitude and feelings on a topic”. Boyce &amp; Neale (2006) supports that in-depth interviews are appropriate when a researcher is seeking detailed information about a person’s thoughts and opinions, in order to provide context to other data. Overall, interviews are based upon conversation, with the emphasises on researches asking questions and listening (Malhotra et al., 2013; Kvale, 1996). As previously pointed out, the key advantage of in-depth interviews is that it uncovers a greater depth of insight whilst gaining a direct response from participants (Malhotra et al., 2013). However, many researchers (Malhotra et al., 2013; Creswell, 2007; Saunders et al., 2009; Boyce &amp; Neale, 2006) point out that in-depth interviews are not generalisable due to the small sample sizes.</p>
Case Study	<p>McLeod (2008) defines a case study as a method that selects a small geographical area or a limited number of individuals. Yin (1984) defines case study methods as “an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used”. Many researchers (Yin, 1984; Ziadah, 2003) supports the use of case studies as the data is often conducted within a context or within a situation taking place. Carrying out observations of people’s daily routine, diaries of personal accounts, letters, photographs or verbal descriptions (McLeod, 2008) Overall, the key strengths of case studies is it provides rich qualitative information, insight for further research, allows to describe data in a real-life environment. However, case studies have received some criticism such as generalisation as they use a small sample size, time consuming due to massive amounts of documentation, and a lack of rigour (Yin, 1984; Tellis, 1997).</p>

#### **4) Interview questions**

##### **Residents' attitude towards tourism development**

What are the benefits of the travel industry in Hong Kong?  
What do you think makes Hong Kong unique?  
Why do you think tourists come to Hong Kong?  
Are tourists a benefit in Hong Kong?  
Does there exist any conflicts between residents and tourists and if so, what are they?  
Who do you think is responsible for the Hong Kong's travel industry, and why?

##### **Residents' attitude towards Mainland Chinese tourists**

Overall opinion/view of Mainland Chinese tourists in Hong Kong  
What attracts Mainland Chinese tourists to come to Hong Kong  
What are the benefits of Mainland Chinese tourists to Hong Kong? – *Employment and economy creation*  
The disadvantages of Mainland Chinese tourists? - *Socio-cultural impact – social rules, residents' daily life, public resources, and security.*  
During certain seasons, does this attitude become better or worse  
Do you live particularly close to the areas where there are large amounts of Chinese tourists?  
– *Tourist Zones*  
If so, how does this affect your daily life?  
Who do you think is responsible for the relationship between Hong Kong residents' and Mainland Chinese tourists?  
If you have any negative views on Chinese tourists, how can these be solved?

##### **Social identity**

How would you identify yourself? – *Hong Kong, Hong Kong Chinese, Chinese Hong Kong, Chinese, Mix*  
Why do you identify yourself this way?  
What are your sources of social identity? – *nationality, language, culture*  
What are the fundamental differences between Hong Kong and Chinese people?  
Overall, do you believe your own identity affects your views on Chinese people and, those visiting Hong Kong?

## 5) Example of interview transcribed

**Interviewer:** The study is about how social identity affects Hong Kong residents' attitude towards Mainland Chinese tourists. So, the first section of this interview will look at aspects of Hong Kong social identity. How you identify yourself. What are the particular sources of social identity? Particularly, how you identify yourself with Hong Kong, so a social group. Then we will look at the differences between Hong Kong and Chinese people. And, if your particular identity affects your views on Chinese tourists.

**Interviewer:** So, firstly would you identify yourself? Either Hong Kong, Hong Kong Chinese, Chinese Hong Kong or Chinese?

**Respondent 6:** *I would consider myself as Hong Kong*

**Interviewer:** Why do you identify yourself as Hong Kong?

**Respondent 6:** *Well, I believe that Hong Kong is unique place, which when somebody say Hong Kong is similar to China especially amongst lots of foreigners. But I think as a Hong Kong resident who live in Hong Kong and grew up in Hong Kong we understand the cultural difference against China. Most of us (Hong Kong residents) define ourselves as Hong Kong people especially in my generation.*

**Interviewer:** So, would you say that your identity is from the comparison between Hong Kong and China

**Respondent 6:** *Yes, I would say so defiantly. I think the major reason is culture difference, which helps us to separate ourselves between Hong Kong and China. And, secondly, I would say language as we (Hong Kong residents) speak Cantonese, we don't really speak Mandarin as our mother language. Thirdly, I would say the education system, which is completely different to China.*

**Interviewer:** So, you have mentioned the cultural difference between Hong Kong and China, what are the particular difference between Hong Kong and Chinese people?

**Respondent 6:** *I think the perceptions of living and the perceived culture difference, particularly the way they behaviour. I would say that Hong Kong people are more educated then Chinese people. Apparently, Hong Kong is a very interesting place, although the place is small we have got loads of people living in the city. I think that would be the reason why we are different from China.*

**Interviewer:** Overall, do you believe that your own identity affects your views on Chinese people?

**Respondent 6:** *I believe my own identity does yes. In the past 2 years there have been a lot of contradictions between the views of Hong Kong and Chinese people. The young generation disagree that Chinese tourists come to Hong Kong as we believe that Chinese people are destroying the city. As the news says that Chinese people are destroying the environment and they use the resources from residents, so we don't like them living in Hong Kong. They (Chinese tourists) believe that they have no responsibility to behaviour in this city as they are tourists, so as long as they have got money, they can do whatever they want. From this point view, we believe that they are really rude to us.*

**Interviewer:** Ok, so we are going to go into your views towards tourism development and what you think about the tourism industry in Hong Kong. So, what do you think are the benefits of Hong Kong's tourism industry?

**Respondent 6:** *I would say that the travel industry brings in a lot of economic benefits. So, if the tourism industry does well in Hong Kong the whole economy grows with it. Also, the employment rate as people can get a stable within the industry.... Maybe the inflation goes down as well as meaning a better lifestyle for us.*

**Interviewer:** What do you think makes Hong Kong unique within the travel industry? Especially, compared to other Asian cities, why do tourists come to Hong Kong?

**Respondent 6:** *Well, one of the reasons is that Hong Kong is a place where people don't have to pay for the tax so, it's very cheap. Also, we have loads of food, which is quiet popular. And then language as most people speak English so, language barriers are not a problem. Also, Hong Kong has a reputation of being a world city and being one of the best cities in Asia. Obviously, the multi-culture and cultural diversity brings many benefits to us.*

*Hong Kong has a number of rural places to visit, which makes Hong Kong very unique to visit...not just the city. People (tourists) can visit the peak, countryside trails, beaches and different islands all in one location.*

**Interviewer:** Why do you think tourists come to Hong Kong instead travelling to another Chinese city or Japan? What does Hong Kong offer to tourists?

**Respondent 6:** *I think the reason why people visit is because Hong Kong has many attractions like the World's smallest Disney. And again, because of the multi city we speak many different languages, we have got people who are educated from different countries which makes the city very international. Also, Hong Kong is place which you can see lots of Western places especially in Hong Kong Island. That's why we have seen lots of Western people living there. Also, we have got lots of retailer stores which are quite cheap and cheap food as well. I believe that the rural areas of Hong Kong are probably the best thing about the city. But, many tourists don't know about it... they are more attracted to the city I think. But, this is great for Hong Kong people as it's some where to visit with friends or family without any tourists*

**Interviewer:** So, with the growing number of tourists visiting Hong Kong, what are the benefits of tourists?

**Respondent 6:** *I would say the economic benefit they bring to the city. But, also for Western people they don't expect it to be a unique, they believe that it's going to be like Hong Kong – so it changes their perception. As a benefit, it depends on your point of view. If you are a business owner, then you would see more of benefit of tourists. However, for residents I don't think they see benefit because of overcrowding.*

**Interviewer:** Have you experienced or have heard of any conflicts with tourists? What are residents' most concerned about with tourists?

**Respondent 6:** *It depends on the type of tourists. Western tourists for example, I feel residents appreciate them more because they behave really well. But, most of the conflicts is come from Mainland Chinese tourists. We have seen lots of post on Facebook and the media saying that Chinese tourists ruin the city because they try and follow Chinese customs. They don't take Hong Kong people into account when they make a decision. They just think about their own benefit when travelling around.*

**Interviewer:** Overall then, who do you think are responsible for Hong Kong's tourism industry?

**Respondent 6:** *I believe that our (Hong Kong) Government have the biggest responsibility. As a resident, we can't do anything to change Chinese tourists' behaviour. The only thing is that the Hong Kong Government cooperate with the Chinese Government and, maybe, think of a way to educate Chinese people of how to act when visiting Hong Kong.*

**Interviewer:** Finally, in this section of the interview, will talk about your attitude towards Mainland Chinese tourists. Overall, what is your view of Mainland Chinese tourists visiting Hong Kong?

**Respondent 6:** *Well, I would say that I'm negative to the idea of Chinese tourists as they create lots of conflicts in Hong Kong. They are very impolite and low educated, especially the older people. They think that because they have money, they are 'kings of the world', and because they have money they think that we need serve them.*

**Interviewer:** Why do you think then that Chinese tourists travel to Hong Kong?

**Respondent 6:** *I think it is the location of Hong Kong. Chinese people don't have to travel long, just travel for around 1 hour. Or they can get a coach or a train to and from China. Also, Hong Kong has lots of luxury products which are cheap because they pay no tax. They are more likely to get real luxury brands compared to shopping in China.*

**Interviewer:** What do you think are the particular benefits of Mainland Chinese tourists?

**Respondent 6:** *I think they improve the economy and employment in Hong Kong because of the money they bring. I have lots of friends that work in the retail sector and they say that Chinese tourists spend a lot on their products, so the retail industry is performing well because of Chinese tourists. However, many residents think that Chinese people are stealing from Hong Kong. So, the Government have decided to restrict Chinese tourists entering Hong Kong once per week.*

**Interviewer:** So, you have previously mentioned this, but just an overview, what are the negatives of Chinese tourists traveling to Hong Kong?

**Respondent 6:** *I think the main disadvantage is overcrowding within the city. Also, they talk really noisy and loud. The major concern is their behaviour as they are really rude, which affects our daily life. Many residents rely on the MTR to travel around the city, but it has become really busy and inconvenient. Chinese people push us in order to get onto the train first, they have no concept of queuing.*

**Interviewer:** Does your attitude towards become more positive or negative during certain times of the year?

**Respondent 6:** *I would say yes, especially during the Chinese New Year because people get time off they come to Hong Kong to travel or go shopping. And, if you live in Hong Kong, you will see really bad behaviour in major tourist spots.*

**Interviewer:** Also, where you currently live in Hong Kong, does this affect your attitude towards Chinese tourists?

**Respondent 6:** *Yes, I currently live near a hotel, which have a got lots of Chinese tourists. But they don't tend to stay in my place, they tend to go to other areas of Hong Kong. I would say that when I travel around Hong Kong my attitude changes, certainly when I travel to busy areas of the city.*

**Interviewer:** Who do you think is responsible for the relationship between Hong Kong residents and Mainland Chinese tourists?

**Respondent 6:** *I think the responsibility is between Hong Kong residents and Mainland Chinese tourists. I think Hong Kong residents can sometimes be aggressive towards Chinese tourists. Even though, most Chinese tourists are rude, some of them are quiet nice. We just learn to accept tourists because they bring many benefits. I understand the culture difference so; Hong Kong residents should try to be more acceptant of Chinese tourists. However, Chinese tourists should be responsible as well, they need to respect the country/culture they are traveling to.*

6)

Classification of Sampling	Sampling Technique	Definition
<i>Non-Probability Sampling</i>	Convenience sampling	A sampling technique that attempts to obtain a sample of convenient elements. Examples of convenience sampling includes: students, religious groups, questionnaires included in newspapers and journalists interviewing.
	Judgemental sampling	A form of convenience sampling but the researchers chooses the participants that they believe will represent the whole population.
	Quota sampling	A two-stage restricted judgemental sampling technique. The first stage looks at the development of control factors in distribution whilst the second stage uses either convenience or judgemental to sample the population.
	Snowball sampling	Participants are selected in a random basis or by targeting a few participants who are known to have the desired characteristics of the targeted population.
<i>Probability Sampling</i>	Simple random sampling (SRS)	A probability sampling technique where each element of the population has a known or equal probability of selection.
	Systematic sampling	The sample is chosen by selecting a random starting point. Also, systematic sampling is similar to SRS where the population has a known or equal probability of selection.
	Stratified sampling	A probability sampling that uses a two step process by dividing the population into groups that each participant is selected from each group through a random procedure.
	Cluster Sampling	A two step probability sampling technique where the target population is divided into clusters of similar characteristics. Then a random sample of clusters is selected.
	Other sampling techniques	There are a few probability sampling techniques such as: sequential sampling and double sampling. Sequential sampling is where the participants are sampled sequentially, data collection and analysis are completed through each stage. Double sampling is a sample technique where certain participants are sampled twice.

7)

<i><b>Factors</b></i>	<i><b>Salient Points</b></i>	<i><b>Frequency of Text Units</b></i>
<b>1. Intrinsic Factors</b>	1.1 Mainland Chinese tourists create more job opportunities and improves the economy	12
	1.2 Mainland Chinese tourists are the cause for decreasing the accessibility of public resources	8
	1.3 Residents believe that the number of Mainland Chinese tourists will not decrease	9
	1.4 Residents believe the number of tourists will increase	9
	1.5 Mainland Chinese tourists display undesirable behaviour in Hong Kong such as: spitting, jumping queues, talking loudly, and loitering	10
	1.6 Living near tourist zones doesn't affects my view on Mainland Chinese tourists	8
<b>2. Extrinsic Factors</b>	2.1 Seasonality doesn't affect my views towards tourism	7
	2.2 Local residents' attitude become more negative if there is a growing influx of Chinese tourists	9
	2.3 Severe overcrowding affects my views on Mainland Chinese tourists	10
	2.4 There is growing demand on transportation such as the airport, buses and MTR due to Chinese tourists	10
	2.5 Both the Hong Kong and Chinese Governments are responsible for the relationship between residents and tourists	8
<b>3. Social Identity</b>	3.1 There are major cultural differences between Hong Kong and Chinese people	11
	3.2 Residents' believe that their own social identity affects their views on Mainlanders	8
	3.3 Sources of social identity such as language, heritage and culture all affects residents views on Mainlanders	9
	3.4 Cultural distance is the main reasons why there is a growing conflict between Hong Kong residents and Mainland Chinese tourists	10