

# 旅客不參觀本地節日活動的原因

## Why tourists do not visit local festivals

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**本**地的節日活動，既能夠展現出這個地方獨特的文化遺產、本土傳統和種族背景，又能夠使旅客領略真實的文化體驗，理應受到旅客歡迎。香港旅遊發展局推廣十七個這類節日，包括車公誕、天后誕、譚公誕、關帝誕、猴王誕、盂蘭節、清明節、重陽節等；每個節日的活動為期一天到三天不等。旅發局的網站這麼說：

「在香港體驗重要的中國節日，能夠使人在緊張興奮之餘，又陶醉入迷不已。香港主要的傳統節日色彩斑斕，熱鬧非凡，一起慶祝的人成千累萬。不同的節日有不同的活動，像煙花盛會、節日飲宴、舞獅舞龍、燒香、傳統戲曲、打麻將、看相算命、廟會、巡遊等等，構成世界上獨有的佳節氣氛。要感受這個現代城市東西交匯的獨特文化，莫如體驗一下這些節日了。(譯文)」

### 研究概述

基於上述的考慮，我們在二零零四年春季期間，以三個受歡迎的本地傳統節日為對象，開展了一項關於旅客參與節日程度的研究。我們所揀選的節日，是在元朗舉行的天后誕，在長洲舉行的太平清醮，以及在赤柱舉行的端午節。這項研究原來的目標，是要看看甚麼旅客會參與，並且瞭解他們為甚麼會參與。我們聘用了訪問員來進行調查，每個節日都派出八個到十五個訪問員，由上午十時到晚上八時，在熙來攘往的地方訪問旅客。我們指示訪問員留心察看說普通話的人、來自歐美的人，以及任何說英語或其他歐洲語言的人，以找出可能是旅客的受訪者。訪問員不會找說粵語的人，因為他們很可能是香港居民。找到可能是適合的受訪者後，會先確定他們不是香

Local festivals should be popular attractions. They showcase a destination's unique cultural heritage, local traditions and ethnic backgrounds, providing visitors with a chance to have an authentic cultural experience. The Hong Kong Tourism Board (HKTB) promotes 17 such festivals, including the birth of Che Kung; the birth of Tin Hau; the birth of Tam Kung, the patron saint of fishermen; the birth of Kwan Tai, the God of War and the patron of Hong Kong's police and gangsters; the Monkey God Festival; the Hungry Ghost Festival; Ching Ming and Chung Yeung Festivals and others. Each lasts for between one and three days. The HKTB's website says:



"Experiencing a major Chinese festival in Hong Kong is an enchanting and mesmerising adventure. Hong Kong's major traditional festivals are colourful and noisy affairs, at which thousands upon thousands of people turn out to join the celebrations. Fireworks, festive feasting, lion and dragon dancers, incense smoke, Chinese opera, *mah jong*, fortune-telling, carnivals and parades come together in a variety of combinations to create a uniquely festive atmosphere seen nowhere else in the world. The festivals are among the best ways to experience the unique culture of this modern East-meets-West destination."

### Outline of the study

With this consideration in mind, a study of tourists par-

港居民，然後才開始訪問。

每個訪問員每天要訪問二十人，因此受訪者的總人數應該有七百人左右。這個目標看來合情合理，因為那些節日按理應該是很受歡迎的。可是到了最後，儘管訪問員都盡了最大努力，但也只是完成了三百一十四個有效的訪問而已。這樣的結果不能歸咎於受訪者不願合作，因為訪問員所找到的旅客大都接受了訪問。真正的原因是很少旅客參觀這幾個節日的活動。這些節日活動的觀眾大多數都是本地居民；即使是來自歐美的人和說普通話的人，原來大多數也都是本地居民。根據我們的估計，在二萬四千名長洲太平清醮的觀眾之中，旅客的人數不夠五百人，而在五千名元朗天后誕的觀眾之中，少於五十人是旅客。

參觀這些節日活動的旅客，與來港的典型旅客比較起來，兩者的特徵很不相同。在參觀節日活動的旅客之中，來自歐美的佔了大多數(百分之八十四)，來自中國內地的不夠百分之九，其餘的則來自亞洲的其他地方。二零零四年香港共有二千一百八十萬名旅客，但來自亞洲以外地方的過夜旅客卻只有二百五十萬人，他們大多數都是初次來港，這些初次來港的旅客當然也只佔整體旅客中的一小部份。三分之二的旅客來到香港後才知道那些節日。很有趣的一點是，他們想體驗一下這些節日，但卻不在意體驗哪一個。只要他們在香港時碰巧有節日在舉行，那麼參觀哪一個節日的活動都無所謂，因為他們只希望親近一下香港的歷史和過去的生活方式，並且體驗一下這個城市的精神和價值。

參觀節日活動的旅客平均在香港逗留八晚，與整體旅客平均逗留的三點七晚相比，時間要多出一倍以上。這麼長的逗留期間，在訪港旅客中很罕見，這是他們與一般旅客最顯著的差異。香港理工大學由一九九九年一直在進行離港旅客調查，這期間合共訪問了超過一萬名旅客，其中只有不夠一成的旅客逗留超過八晚。



participating in three popular traditional local festivals was undertaken in Spring, 2004. The selected festivals were the Tin Hau Festival held in Yuen Long, the Cheung Chau Bun Festival and Parade, and the Dragon Boat Festival held in Stanley. The original purpose was to profile who visits and better understand why they visit. A team of interviewers was hired to carry out the survey. Between eight and 15 worked each festival. They were distributed at high traffic areas and were on site from 10.00 am to 8.00 pm. Interviewers were instructed to identify potential tourists by searching for Putonghua speakers, Westerners and/or anyone who spoke English or another European language. Cantonese speakers were not approached, as they would most likely be Hong Kong residents. Potential respondents had to confirm that they were non-residents before the interview could commence.

Each interviewer was set a target of 20 interviews a day, which should provide a sample of about 700 respondents. This goal seemed reasonable given the presumed popularity of these events. But in the end, only 314 valid interviews were completed, in spite of best efforts of all involved. Poor cooperation could not be blamed, for most tourists who were approached participated. The real reason was that very few tourists attended any of these events. The vast majority of the audience consisted of local residents and the vast majority of Westerners and Putonghua speakers also turned out to be Hong Kong residents. The authors estimate that fewer than 500 of the 24,000 people at the Cheung Chau Bun Festival and fewer than 50 of the 5,000 people attending the Tin Hau Festival in Yuen Long were tourists.

The participant profile was very different from the typical Hong Kong tourist. Westerners represented the vast majority of festival goers (84%), with fewer than 9% coming from

明白了上述的新情況後，這項研究的焦點於是改變了，由嘗試瞭解旅客為甚麼參觀節日活動，變成嘗試瞭解他們為甚麼不參觀節日活動！我們找到六個他們可能不參觀的原因。

## 出發前的認知不足

首先，這些節日主要對亞洲以外的市場才有吸引力，這點明顯不過。亞洲區的旅客之所以不感興趣，原因在於這些節日在區內並不是那麼罕見，也不是那麼獨特。相反，這些節日在區外卻並不常見，也不普通，因此對於那些要找尋不同文化體驗的人來說，這正好是吸引之處。

其次，長途旅客之中，並不是所有人都對文化旅遊感到興趣；他們當中可有差不多四成人是商務旅客。我們的研究顯示，在長途的消閒旅客之中，來港的目的全部或部份是為了這裏的文化遺產的，只佔一半左右。

第三，旅客出發前對某些吸引人的地方認知不足的話，這會減低他們抵達後的參與程度。當前對旅客在港活動的研究顯示，出發前的認知和抵達後的參與之間有密切的關係。旅客在出發前就已經知道有甚麼吸引人的地方的話，那抵達後很可能會去參觀，但要是到了香港後才知道的話，卻不大可能參觀了。在美國的研究顯示，旅客出發前會給想做的事情定下優先次序，藉以減少那些吸引人的地方因為不能確定的情況而可能出現的風險。他們到達目的地之後，不大可能更改已經定下來的優先次序，特別是當逗留的時間很短時更是那樣。他們可能會參加那些易於參觀、不花時間、不用那麼投入的活動，但極少會選擇一些既花時間、或者要很投入的活動。

## 要花的時間太長

這就引出第四點卻步的原因了。上述的節日活動都需要參觀的人撥出很長時間。長洲的太平清醮是整天的活動，通常到晚上才結束。至於元朗的天后誕，由於來回的交通時間很長，同樣會使參觀天后誕變成整天的活動。即使是

mainland China and the remainder from elsewhere in Asia. Overall, non-Asian tourists account for only about 2.5 million overnight visitors among the 21.8 million arrivals registered in 2004. Most were also first-time visitors, who again represent a minority of arrivals. Two-thirds of the tourists found out about the festivals after arriving in Hong Kong. Interestingly, they wanted a festival experience but did not care which festival they attended. Any festival that was on when they were in town was acceptable, for it would satisfy their motives of celebrating the history and past ways of life of the places visited and/or experiencing community spirit and values.

Their extremely long stay was the most notable difference. Festival visitors as a group had an average length of stay of eight nights, more than double the average stay of 3.7 nights. Lengths of stay this long are rare in Hong Kong. The Polytechnic University of Hong Kong has been conducting its own departing visitor surveys since 1999. More than 10,000 people have been interviewed during that time. Fewer than 10% of them stayed more than eight nights.

Armed with this new knowledge, the focus of the study changed from understanding why tourists visit to understanding why they do not! Six possible reasons were identified from the research.

## Low pre-departure awareness

First, it is apparent that these festivals appeal primarily to a non-Asian market. The lack of interest among Asian visitors can be attributed to the fact that they are not particularly rare or unique in this part of the world. Conversely, they are uncommon and unusual outside this region, which makes them appealing to people looking for a culturally different experience.

Second, not all long-haul tourists have an interest in cultural tourism. About 40% are business travellers, and our research shows that only about half of long-haul pleasure visitors travel in whole or in part to learn about the city's cultural heritage.

Third, low pre-departure awareness inhibits participation. Current research examining the movements of tourists in Hong Kong shows a very strong correlation between pre-departure awareness and visitation. Tourists who are aware of an attraction prior to leaving home are likely to visit, while those who gain awareness in Hong Kong are unlikely to visit. Studies in America show visitors set priorities about what they intend to do before they leave home in order to reduce the perceived



赤柱的端午節，也都可以是一整天的活動。要撥出那麼多時間，如果出發前就已經計劃好的話，那不成問題，又或者在香港逗留的時間十分長，因而有很多時間可以隨便調度的話，那也不成問題。不過，對於那些只逗留兩三天的旅客來說，他們的時間本來就不寬裕，再要他們花上一整天來參觀節日活動的話，那未免不大可能了。

第五，這些節日在大多數旅客的眼中似乎都不過爾爾，這很可能是因為他們對這些節日的認知不足，以及參觀的話需要撥出不少時間的緣故。相反，這些節日與其他種種可供替代的活動倒沒有甚麼大分別，全部都可以輕易用別的甚麼來取代。我們問那些受訪者，假如他們不參觀節日活動的話，他們會做甚麼。大多數人的答案都不是那麼具體，譬如觀光購物、鬆弛一下之類；換句話說，他們差不多可以做任何事情。

第六，也就是最後一點原因，是我們從研究的結果得知，目前這類潛在旅客的總人數相當少。本地的節日活動為期很短，主要的客源市場是那些初次來港的歐美旅客，他們逗留的時間十分長，不是來消閒，就是來探訪親友，並且希望認識香港的文化遺產。我們根據香港理工大學的離港旅客調查的數據，發現符合上述所有條件的旅客，一年最多也不會超過五萬人。這就是說，在任何一天之中，香港只有大約一千四百名旅客可能會參觀本地的節日活動。

這種情況令人可惜，因為參觀過節日活動的旅客都感到非常滿意，很多都說這是他們旅程上最有意思的活動。可是，一些結構性的障礙，特別是難以使旅客在出發前就知道有這些節日的情況，似乎降低了旅客參與的程度。等到旅客抵達後才設法使他們知道有這些節日，這並不是有效的方法，原因在上文已經解釋過了。要提高旅客參與節日的程度，就要在他們計劃行程時使他們知道有這些節日，而不是在抵達後才那樣做。

## 可能的解決方法

有兩個可能的解決方法。第一是創造一些以假亂真的

risk associated with the uncertainty of the attraction. They are unlikely to alter them once in the destination, especially if their stays are short. They may join easy-to-participate, not-time-consuming and low-involvement activities, but few will choose time-consuming or high-involvement activities.

## Substantial time commitment

This leads to the fourth point. These events require a substantial time commitment. The Cheung Chau Bun Festival is a full-day event that usually extends into the evening. Long travel times make the Tin Hau festival in Yuen Long a full-day event, as well. Even the Dragon Boat Festival in Stanley can be an all-day affair. The time commitment is fine if planned before leaving home, or if visitors have a great deal of discretionary time due to an extremely long stay. But, people on limited time budgets are unlikely to sacrifice an entire day of their two-to-three-day time window to participate.

Fifth, these festivals do not appear to be valued particularly highly by most tourists, probably because of the low awareness levels and the time commitments involved. Instead, they fit in with the large category of alternative activities that can be easily substituted for almost anything else. We asked what they would be doing if they were not at the festival. Most people offered fairly generic suggestions such as sightseeing, shopping or relaxing – in other words, they could do almost anything else.

Sixth, and finally, these findings tell us that the overall pool of potential visitors, at present, is small. The main market for short-duration local festivals consists of first-time, extremely long-stay, Western tourists, travelling for pleasure or visiting friends and relatives, who want to learn about Hong Kong's cultural heritage. Our best estimate, again based on our departing visitor survey data, indicates that fewer than 50,000 visitors a year meet all these criteria. This means that only about 1,400 prospective local festival goers will be in Hong Kong on any given day.

It is unfortunate, for participants were extremely satisfied with the event. Many said it was a highlight of their visit. But, structural barriers, and in particular difficulties in creating pre-departure awareness, appear to hinder greater participation. The reliance on in-destination awareness creation is not effective for the reasons stated above. Increasing tourist participation relies on getting the message to them when they are planning their trip, not when they arrive.

活動出來，例如在維多利亞公園所舉行的中秋節活動，以及在中環所舉行的「節日墟市」之類。這些活動的地點易於抵達，兼且可以使人快捷地獲得體驗，因此很受旅客歡迎。不過，這些活動對旅客來說並不真實，而對本地居民來說則沒有意義。第二是把所有的本地節日統統集中起來，在一個虛擬的「文化節日」旗幟下，一年到頭的不停推廣。這樣一來，要推廣的就不是數目有限的節日，而是香港所有的傳統節日，方法是利用網站的連結功能，使旅客得知在將要留港的期間，香港會有甚麼節日活動。別忘記，他們只是想參觀一下節日活動，至於參觀甚麼，他們大多數都不計較。集中起來推廣的話，能夠大大拓寬機會之窗，使那些歸併起來的活動全都會有更多旅客認識，而且任何一個活動能夠吸引更多旅客的概率也會有所提高。這樣做的話，即便要投放資源以提高旅客出發前的認知，也會更有理據。

為期不長的本地節日，究竟對旅客有沒有吸引力？以目前來說，答案是否定的，這不是因為那些節日本身欠缺吸引力，而是因為所花的時間太長了，不適合旅客即興地前往參觀。在客源市場加大推廣的力度，可以使當地的人在出發前計劃好要參觀的節日活動，那樣應該可以提高旅客參與的比率。與此同時，還可以把這些節日變成吸引特定市場的賣點，以針對一些想體驗不同文化的旅客。TTC

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## Possible solutions

Two possible solutions exist. One solution is to create pseudo-events like the Mid-autumn Festival in Victoria Park or the "Festival Market" in Central. Their convenient location and the ability to allow an experience to be consumed quickly make them popular with many visitors. But they lose their authenticity for tourists and meaning for local residents. Another solution is to bundle all local festivals under a virtual "Festival of Cultural Festivals" banner that runs throughout the year. Instead of promoting a limited number of festivals, all of Hong Kong's traditional local festivals could be promoted through a hot-linked web connection. Tourists could then see what festivals are on during their planned stay. Remember, they want a festival experience, but most are not choosy about which festival they visit. Bundling creates a much larger

window of opportunity which can concurrently raise the profile of all participating festivals and increase the probability of attracting more tourists to any single one. It further provides greater justification to invest resources to create pre-departure awareness.

Are short-duration local festivals tourist attractions? At present, the answer is no, not because they lack appeal, but because they require too much of a time commitment for spontaneous visitation. Greater promotion within source markets will enable people to plan to attend a festival prior to departure, which should increase visitation rates. Meanwhile, these festivals can be turned into selling points that appeal to the niche market, which consists of tourists who are looking for a culturally different experience. TTC

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