

# 所謂的一般旅客

## The myth of the average tourist

麥樂文 Bob McKercher

**對**香港而言，根本沒有所謂典型的或一般的旅客行為；事實正好與此相反才對。我們的研究顯示，**旅客的行動是非常個人化的；每個旅客都從多種可供選擇的活動中挑出喜歡的活動，然後組成「只此一家」的行程。**話雖如此，有一點倒是明顯的，那就是**初訪旅客與再訪旅客的行為的確有所不同。**以上所述，是酒店及旅遊業管理學院進行的年度旅客綜合問卷調查所得出的兩大發現。調查在二零零三年進行，對象是來自中國內地、台灣、新加坡/馬來西亞、澳洲、北美、西歐共六個客源市場的離境旅客，合共訪問了一千三百零四人，當中包括消閒旅客、商務旅客、探親訪友旅客。

### 旅遊模式獨一無二

綜合調查的方法，是向受訪者出示一份有二十四個活動項目的清單，其中包括熱門的景點和活動，特別興趣活動，以及一些冷門項目，然後請他們選出在最近一次旅程中所參與的一切活動。不同的項目加在一起會構成不同的活動組合。例如，購物加觀光構成一個活動組合，購物加觀光加前往郊野公園則構成另一個活動組合，而購物、觀光、參觀博物館、參加跨境旅遊加起來又構成另一個活動組合。

理論上來說，二十四個項目最多可以有超過一千六百萬個不同的活動組合，但實際上不同的活動組合最多也只是樣本的總數而已，即一千三百零四個。一向以來，傳統的看法是不同活動組合的數目應遠少於這數字，因為有共同興趣的旅客，行程也是應該近似的。

但事實卻不是那樣。表一顯示出旅客的行動究竟有多個人化。第一列是活動的類別；第二列是參與活動的人數

There is no such thing as typical or average tourist behaviour in Hong Kong. Indeed, quite the opposite is true. Our research shows that tourist movements are highly individualistic. Each visitor picks and chooses from the many activities available to create a personalised itinerary that suits their interests. Having said this, though, one feature is clear. First-time visitors behave quite differently than repeat visitors. These are two of the key findings from the Annual Omnibus Visitors' Survey conducted by the School of Hotel and Tourism Management (HTM). The survey targets departing tourists from six source markets: mainland China, Taiwan, Singapore / Malaysia, Australia, North America and Western Europe. A total of 1,304 people participated in 2003, including pleasure, business and VFR (visiting friends and relatives) tourists.

### Travel patterns are unique

The Omnibus Survey asks respondents to identify everything they did during their most recent visit. A list of 24 items was provided that included mainstream attractions and activities, special interest activities and some obscure items. Different combinations of activities produce different activity sets. For example, shopping and sightseeing could be considered as one activity set, while shopping, sightseeing and going to a country park would represent another set, and shopping, sightseeing, visiting museums and engaging in cross border tourism would represent a third set.

In theory, the 24 items could be combined in more than 16 million different ways. In practice, of course, the maximum number of different activity sets is limited to the sample size, or 1,304. Tradition says that the actual number of different sets should be much fewer, since tourists with shared interests should follow similar itineraries.

But that is not the case. Table 1 shows just how individualised tourist movements are. The first column lists the activity. The second column shows the number of people who participated in it (e.g. 246 people went to museums). The third column shows the number of different combinations involving that activity (e.g. 235 separate activity sets involved a museum visit). The

(例如有二百四十六人參觀博物館)；第三列是包含某項活動的不同活動組合數目(例如有二百三十五個不同的活動組合包含參觀博物館)；第四列顯示的，是包含某項活動的活動組合數目佔參與那項活動的總人數的百分比(例如在包含參觀博物館的全部活動組合中，百分之九十五點五是不同的)。

fourth column shows the number of different activity sets as a percentage of all people who participated in the activity (e.g. 95.5% of all activity sets involving visits to museums were different).

What Table 1 shows is that the vast majority of tourists “do their own thing” when in Hong Kong. Visitors who go to a museum, for example, may have little in common, except that they both happen to go to the museum. The same applies for all other pleasure activities tested, with the exception of visiting festivals.

表一：旅客的活動模式(n = 1,304)

Table 1: Movement patterns of visitors (n = 1,304)

活動 / 景點 Activity / Attraction	參與活動的人數 No. of people participating in the activity	包含某項活動的 不同活動組合數目 No. of different activity sets involving the item	不同活動組合 佔活動人數的百分比 % of different combinations
海灘 Beaches	221	216	97.7
商務 Business	585	127	21.7
教堂、廟宇及其他宗教場所 Churches, temples and other religious sites	298	285	95.6
郊野公園及自然生態區 Country parks and natural areas	270	259	97.7
跨境旅遊 Cross border tourism	323	288	89.1
生態旅遊 Ecotourism	37	37	100.0
節慶活動 Festivals	133	42	30.7
歷史遺蹟 Historical attractions	315	299	94.9
博物館與美術館 Museums & art galleries	246	235	95.5
購物 Shopping	1,107	850	76.8
觀光 Sightseeing	865	727	84.0
主題公園 Theme parks	383	346	89.4
整體 All	1,304	1,002	76.8

表一顯示的，是大多數旅客在香港時都只管「做自己的事」。譬如去博物館的旅客可能沒有甚麼共通點，只是湊巧都去博物館而已。除了參觀節慶活動外，其他所有消閒活動的情況也全都一樣。

這個發現動搖很多關於旅客的定見。定見之一，是相同組別的旅客都表現出近似的活動模式，而這些模式與其他組別的旅客不同；定見之二，是由於有這些不同，所以可以只按旅客去過的一個地方來把他們分類；定見之三，是這些分類代表特殊的興趣組別，而興趣組別則反映深層的旅遊動機。這些定見的後果，是只根據一項活動就把不

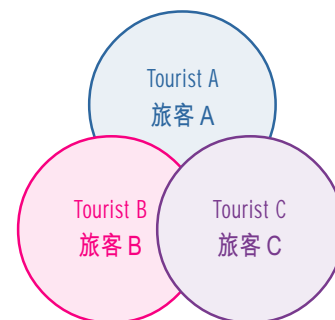
This finding challenges many preconceptions about tourists: first, that groups of tourists display similar movement patterns and that these patterns are different than those shown by other tourists; second, that because of these differences, it is possible to categorise tourists based on visits to one attraction; and, third, these categories represent special interest groups that reflect underlying motives to visit. These preconceptions lead to the labelling of different tourists into groups based on one activity that are felt to have little in common with other groups – a cultural tourist is a cultural tourist and he or she has little in common with a shopping tourist. This type of classification is shown pictorially in Figure 1.

Yet, the research shows that movement patterns are

同的旅客標籤為不同組別的旅客，並且認為旅客的組別不同則所參與的活動也不同。譬如文化旅客就只是文化旅客而已，與購物旅客沒有甚麼共通之處。這種分類法以圖一表示。



圖一 Figure 1



圖二 Figure 2

不過，這次研究卻發現旅客的活動模式與圖二表示的模式更相似。每一個旅客，不管興趣如何，都有與眾不同的行動，而這些行動可能在不同的景點重疊。因此，把旅客標籤並沒有甚麼意義。那些所謂的文化旅客，之所以被那樣標籤，不過是因為參觀過一個博物館而已，他們可能和其他所謂的文化旅客沒有甚麼共通點。從不同的文化旅客身上可以得出的唯一結論，大概是他們都參觀過博物館而已。除此之外，要對這些旅客作出任何泛泛之論，例如他們在香港還做過甚麼，又或者他們為甚麼來香港之類，根本就不可能。

## 旅客都非常活躍

旅客旅遊時，不管旅程目的為何，都參與大量活動(表二)。探親訪友的旅客最為活躍，其次是消閒旅客。即使商務旅客也在旅程中參與很多活動。無可否認，旅客參與的活動有些的確與旅程目的有關，但多數卻與他們來港的目的沒有甚麼關係。舉例來說，我們對文化旅遊的研究顯示，在四個參觀文化景點的旅客中，就有接近一個是商務旅客。

表二：以旅程目的來劃分的平均活動數目

Table 2: Average number of activities by trip purpose

	全體旅客 All visitors	消閒旅客 Pleasure	商務旅客 Business	探親訪友旅客 VFR
初訪旅客 1st time visitor	8.5	8.6	8.1	10.4
再訪旅客 Repeat visitor	7.1	7.8	6.7	8.1
全體 All	7.6	8.2	7.0	8.7

## 初訪旅客不同於再訪旅客

我們可以清楚知道的，是初訪旅客比再訪旅客遠為活

more similar to the pattern shown in Figure 2. Each tourist, regardless of his or her interest, has distinctive movements, but their movements may overlap at different attractions. Thus, labels may have little meaning. The so-called cultural tourist who has been given that label because he or she visited a museum, may share little in common with other so-called cultural tourists. About the only conclusion that can be made is that they both visited a museum. It is impossible to make any other generalisations about what else they did or why they came here in the first place.

## Tourists are very active

Tourists participate in a large number of activities when they travel, regardless of their trip purpose (Table 2). People who visit friends and relatives are the most active, followed by pleasure tourists. Even business travellers do a lot when they travel. No doubt some of the activities relate to the trip purpose, but many have little to do with why they came. Our research on cultural tourism, for example, shows that almost one in four visitors to cultural attractions are business travellers.

## First-time visitors are different than repeat visitors

What is clear though, is that first-time visitors are far more active than repeat visitors. What is also clear from Table 3 is that first timers are motivated to visit for different reasons than repeaters. They want to meet different people, discover new places and increase their knowledge, regardless of their trip purpose.

躍。由表三可清楚知道，初訪旅客來港旅遊的動機與再訪旅客不同。初訪旅客不管旅程目的為何，都希望接觸不同的人，發掘新鮮的地方，增進自己的知識。

另一個更詳盡的調查顯示，初訪旅客在以下方面的動機要比再訪旅客為強：到新地方遊覽、看他人怎樣生活、追求刺激、尋求轉變、自我滿足、找尋歡樂。另一方面，再訪旅客對於與親友共聚或購物的興趣則大得多。

這些不同的動機，從初訪與再訪旅客對不同活動的重視程度也可以看出來。綜合調查的另一個問題，是要旅客

Another more comprehensive survey showed that first-time visitors scored higher than repeat visitors on motives relating to visiting new places, seeing how other people live, having an adventure, seeking a change, self fulfilment and having fun. Repeat visitors, on the other hand, were far more interested in spending time with friends and family or shopping.

These different motives are also reflected in the importance that first-time and repeat visitors place on different activities. Another question in the Omnibus Survey asked people to select up to three activities they participated in that played a particularly important role in their decision to come to Hong Kong. Table 4 shows the findings.

表三：旅遊動機(在一至七分等級表上的平均分)

Table 3: Motivations for visiting (mean score on a seven-point scale)

動機 Motive	消閒 Pleasure		商務 Business		探親訪友 VFR	
	初訪旅客 1st time visitor	再訪旅客 Repeat visitor	初訪旅客 1st time visitor	再訪旅客 Repeat visitor	初訪旅客 1st time visitor	再訪旅客 Repeat visitor
與親朋好友聚會 Spend time with family and friends	3.6	4.0	2.3	2.5	6.4	6.0
接觸不同的人 Meet different people	4.5	3.7	4.4	3.8	4.5	3.2
休息與鬆弛 Rest and relax	4.8	5.0	3.2	3.0	4.8	4.9
離開日常生活 Get away from daily routine	5.0	4.9	2.8	2.9	5.1	4.5
發掘新地方或新事物 Discover new places or things	6.2	5.0	5.2	3.9	6.1	4.4
增進知識 Increase my knowledge	5.9	5.1	5.5	4.5	6.5	4.7
前往中國內地很方便的中途站 A convenient stopover for China	3.6	3.7	3.8	4.4	3.6	3.7

\* 初訪與再訪旅客的重大差異以紅色字體表示  
significant differences between first-time and repeat visitors are shown in red

選出最多三項促使他們來港的活動。結果見表四。

在初訪消閒旅客中，認為以下活動促使他們來港的，遠比再訪旅客為多：觀光、博物館、歷史遺蹟、教堂、廟宇及其他宗教場所、主題公園、自然生態區。至於再訪消閒旅客，促使他們來港的活動，則更可能是購物、飲食、與親友會面。與上述相近，初訪的探親訪友旅客選出觀光、文化行程、主題公園為重要的來港動機。至於再訪的探親訪友旅客，則更重視與親友共聚，或享用各種食物。很有趣的一點，是超過一半的初訪商務旅客視觀光為他們決定來港的動機之一。至於再訪商務旅客，則選出打好關係、享用美食、與親友會面為動機。

First-time pleasure tourists were much more likely to identify sightseeing, visiting museums, historic sites, churches, temples and other religious sites, theme parks and natural areas than repeat visitors. Repeaters, on the other hand, were more likely to indicate shopping, dining and spending time with friends or relatives as playing a more important role in their decision to visit. In a similar manner first-time VFR tourists identified sightseeing, cultural attributes and theme parks as being important to them. Repeat VFR tourists placed far more importance on spending time with family, or eating different types of foods. Interestingly, more than half of the first-time business travellers identified sightseeing as playing an important role in their decision to visit. Repeaters highlighted relationship building, dining and spending time with friends or relatives.

表四：來香港旅遊的其他原因

Table 4: Additional reasons for visiting Hong Kong

活動(選擇三項) Activity (3 options)	消閒 Pleasure (%)		商務 Business (%)		探親訪友 VFR (%)	
	初訪旅客 1st time visitor	再訪旅客 Repeat visitor	初訪旅客 1st time visitor	再訪旅客 Repeat visitor	初訪旅客 1st time visitor	再訪旅客 Repeat visitor
觀光 Sightseeing	85.6	62.9	54.5	17.5	76.9	33.3
購物 Shopping	65.4	70.2	49.0	49.7	64.7	51.9
吃與平日不同的食物 Eating different food than normal	25.1	22.0	18.9	16.5	7.7	20.4
膳食(一般) Dining (general)	17.7	31.2	22.4	36.3	12.8	20.4
博物館與美術館 Museums & art galleries	8.6	2.9	1.4	1.4	5.1	5.6
歷史遺蹟 Historical sites	16.0	5.9	4.0	1.2	5.1	5.6
教堂、廟宇及其他宗教場所 Churches, temples and other religious sites	10.3	1.5	1.4	0.8	10.3	4.6
主題公園 Theme parks	16.0	8.8	2.8	2.4	5.1	3.7
自然生態區及郊野公園 Natural areas and country parks	7.4	2.0	1.4	0.8	2.6	1.9
海灘 Beaches	0.4	2.0	1.4	0.4	2.6	2.8
節慶活動 Festivals	1.2	2.0	1.4	0.8	0.0	1.9
跨境旅遊 Cross border tourism	7.4	8.8	10.5	8.8	7.7	5.6
探親訪友 Friends and relatives	11.9	32.7	11.9	20.7	84.7	105.6

## 初訪旅客做的事與再訪旅客不同

由表五可知初訪旅客與再訪旅客參與的活動並不相同，這並不令人意外。初訪旅客不管旅程目的為何，都更可能參與以下活動：觀光，參觀博物館與美術館、歷史遺蹟、教堂、廟宇及其他宗教場所，前往郊野公園、自然生態區及主題公園。此外，他們也較可能參加生態旅行團和節慶活動。另一方面，再訪旅客則更可能探親訪友。至於在購物和享用美食方面，兩類旅客並沒有不同。

酒店及旅遊業管理學院所做的另一個研究顯示，初訪旅客希望四處遊覽香港，也願意嘗試新事物，或者去偏遠的地方。再訪旅客則遠為安居不動，因為他們初訪時已遊覽過香港，再來時就沒有到處遊覽的意願了，這包括沒有甚麼興趣參加觀光團。

## 初訪旅客與再訪旅客同樣重要

上述的發現究竟說明甚麼？首先，旅客全都是個體，在香港做甚麼都是個人的決定，根本就沒有所謂的典型旅

## First timers do different things than repeaters

Not surprisingly then, first-time and repeat visitors participated in different activities (Table 5). Again, irrespective of trip purpose, first-time visitors were more likely to include sightseeing, visits to museums and art galleries, historic sites, churches, temples and other religious sites, country parks and natural areas, and theme parks. They are also more likely to participate in ecotours and join festivals. Repeat visitors, on the other hand, were more likely to visit friends or relatives. No differences were noted in shopping or eating at restaurants.

Other research conducted by HTM shows that first-time visitors want to explore Hong Kong widely and are willing to try new things or travel to out-of-the-way places. Repeat visitors are far more sedentary and, because they explored Hong Kong during their first visit, see little desire to do so in subsequent visits, including showing little desire to purchase sightseeing tours.

## A balance of first-time and repeat visitors is needed

What do these findings suggest? To begin with, tourists

客，在參觀同一個景點的人之中也沒有所謂的典型活動模式。相反，旅客選擇最切合自己需要的產品、服務和景點。在香港，有形形色色的東西可以看、可以做，這是香港的優越之處，因為可以讓旅客按需要訂定行程，從而更有可能令他們稱心如意。

are individuals who make personalised choices about what they do here. There is no such thing as a typical visitor, nor is there a typical movement pattern among people who visit the same attraction. Instead, they select products, services and attractions that best suit their own needs. Indeed, the diversity of things to see and do is one of Hong Kong's real strengths, enabling visitors to shape their visit to suit their own needs and thus, maximise their chance of having a satisfying trip.

表五：參與的活動

Table 5: Activities pursued

活動(選擇三項) Activity (3 options)	消閒 Pleasure (%)		商務 Business (%)		探親訪友 VFR (%)	
	初訪旅客 1st time visitor	再訪旅客 Repeat visitor	初訪旅客 1st time visitor	再訪旅客 Repeat visitor	初訪旅客 1st time visitor	再訪旅客 Repeat visitor
觀光 Sightseeing	96.3	81.1	89.1	39.6	94.9	67.0
購物 Shopping	93.4	93.7	84.6	78.5	87.2	82.6
吃與平日不同的食物 Eating different food than normal	76.6	70.4	81.8	66.1	84.6	77.1
膳食(一般) Dining (general)	90.2	92.2	95.1	93.4	92.3	89.0
博物館與美術館 Museums & art galleries	32.8	23.8	14.7	8.2	41.1	26.6
歷史遺蹟 Historical sites	50.0	30.6	21.0	9.0	53.8	22.0
生態旅遊 Ecotourism	7.4	1.9	3.5	0.6	7.7	1.8
教堂、廟宇及其他宗教場所 Churches, temples and other religious sites	46.3	23.8	18.2	10.4	48.7	30.3
主題公園 Theme parks	52.5	39.3	31.5	12.2	53.8	24.8
自然生態區及郊野公園 Natural areas and country parks	36.1	25.2	19.6	10.0	43.6	23.9
海灘 Beaches	24.6	22.8	18.9	7.6	43.6	23.9
節慶活動 Festivals	16.4	12.6	14.0	4.6	17.9	11.9
跨境旅遊 Cross border tourism	22.5	28.2	21.0	23.9	41.0	22.9
探親訪友 Friends and relatives	25.0	55.8	25.2	35.5	139.4	133.8

其次，初訪旅客與再訪旅客頗為不同。初訪旅客所以決定到一個地方旅遊，是因為那個地方的新鮮感及有機會尋幽探勝。他們會參加觀光團，會去偏遠的地方，並希望體驗文化的差異。另一方面，再訪旅客覺得他們已瞭解香港，他們旅遊是要滿足人際關係上的需要，並認為與家人朋友聚首最重要。這些發現表明，景點或旅遊產品是否成功，要視乎香港本身能否繼續吸引初訪旅客。至於在香港能遍嚐各種美食的長處，則對再訪旅客才生效。☞

Second, first-time visitors are quite different than repeat visitors. First timers are motivated to visit by the newness of the destination and the chance to explore. They will buy sightseeing tours, go to out-of-the-way places and want to experience its cultural differences. Repeaters, on the other hand, feel they know Hong Kong. They travel more to have relationship needs met and value spending time with families and friends most highly. The findings suggest, therefore, that the viability of many attractions and commercial tour products depends on the ability of Hong Kong to continue to draw first-time visitors, while unique dining opportunities benefit from repeat visits. ☞

麥樂文博士(hmbob@polyu.edu.hk)是香港理工大學酒店及旅遊業管理學院的學院副主任及副教授。

Dr Bob Mc Kercher (hmbob@polyu.edu.hk) is an Associate Head and Associate Professor of the School of Hotel and Tourism Management of The Hong Kong Polytechnic University.