

香港可以有自然取向旅遊嗎？

Can Hong Kong have nature-based tourism?

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自然取向旅遊或可成為大眾旅遊以外的另一可行選擇。

Nature-based tourism may be a viable alternative to mass tourism.

香港的旅遊業興旺了好幾十年，難怪購物、美食及其他大眾旅遊活動支配市場，而對自然環境的重視卻不足夠。可是，旅遊發展要另闢蹊徑，自然環境就同樣珍貴非常。在香港，大眾旅遊的承載量或已飽和，而自然資源卻種類繁多，若能把握大自然帶來的機會，藉以拓寬旅遊業的領域，這或是香港的另一可持續選擇。

瞭解本地人觀感的兩個研究

不過，要施行這樣的發展計劃，本地人的意見是成敗關鍵，因為他們既是本地遊客，同時又是主人家和香港的推銷員，對旅遊業貢獻甚大。因此，本地人對香港的自然資源有甚麼觀感，而他們涉足其間時又有甚麼喜好，這都是旅遊業的重要參考。

我們做了兩個研究，一個關於自然環境，另一個關於公園資源，藉以探究本地人對香港的自然資源有甚麼觀感。有關研究由二零一二年七月起開始進行，至今仍在繼續，對象是香港市民。兩個問卷主要包括一些關於香港的自然資源和公園資源的說法，受訪者要在李克特六分表上評分。

本地人怎樣看自然資源？

上述研究之一訪問了二百一十六名香港市民，以瞭解本地人怎樣看香港的自然資源。結果顯示，他們整體上對涉足自然的興趣是六分中的四點一四分，女性是四點四一分，高於男性的三點九六分。

此外，在受訪者眼中，香港的自然地帶是離島、海灘、六角形火山岩石，這些都是香港常見的典型自然資源。這些典型的自然資源，對遊客也有吸引力。可是，能代表香港的自然資源，並不是全

The tourism industry in Hong Kong has flourished for decades. Not surprisingly, shopping, dining and other mass tourism activities have dominated the market, with less attention paid to the natural environment, which is also valuable and precious for alternative tourism development. **Given the possible saturation in the capacity of mass tourism and a high variety of nature-based resources in Hong Kong, expanding the tourism spectrum by embracing nature-based opportunities seems to be one of the sustainable alternatives for this city.**

Two studies to understand locals' perception

To implement such a development plan, however, the opinion of the locals is vital and decisive to the outcome as they contribute a lot to the tourism industry by acting as local tourists, hosts and city marketers. Therefore, the locals' perception of nature-based resources in Hong Kong and their preference for engaging in these resources are important inputs for the tourism industry.

Two studies were conducted with regard to the local perception of nature-based resources in Hong Kong, focusing on the natural environment and park resources respectively. The researches are ongoing and have been conducted since July 2012, targeting Hong Kong citizens. Both questionnaires mainly consisted of perceptual statements about nature and park resources in Hong Kong, rated by the respondents on a 6-point Likert scale.

What do locals think of nature resources?

A total of 216 Hong Kong citizens were interviewed in one of the studies to understand how the locals perceive nature resources in Hong Kong. The result revealed that generally their interest in visiting nature was 4.14 on a 6-point scale, with females (4.41) demonstrating a higher interest in nature visitation than males (3.96).

Besides, the respondents perceive the nature area of Hong Kong as islands, beaches and hexagonal volcanic rocks, which are all typical and common nature resources found in Hong Kong. These typical nature resources are also attractive to visitors. Nevertheless, not all representative nature resources in Hong Kong are favoured by the locals. **According to the results, the locals are not really fond of mountain ranges and the**

都為本地人所愛。根據調查結果，本地人對山脈和海洋不是真正喜歡。他們也不喜歡有人工成份的景觀，例如農莊或有人工建造物的公園；由此可見，本地人愛把自然地帶的原始面貌保留不變。

又怎樣看公園資源？

在香港各種類型的自然資源中，公園為本地人和遊客提供了額外吸引。因此，我們向二百二十三名本地居民做了另一輪訪問，旨在研究他們怎樣看本地的公園資源。受訪者認為，香港的公園都有些獨特之處，這些公園包括郊野公園及特別地區、海岸公園及海岸保護區、地質公園、濕地公園、市區公園及綠化地區。

在六分中拿了四點九六分的，有海岸公園及海岸保護區，以及地質公園，受訪者視兩者為香港最獨特的公園資源。濕地公園也得到高分，有四點九一分，但市區公園及綠化地區的得分則相對較低，有四點零九分。不管怎樣，這些公園資源全都在六分中拿了四分以上。這可能顯示本地居民對公園資源有好感，或者抱支持態度。這是非常寶貴的基礎，正好以公園資源來宣傳香港，發展旅遊業。要發展自然取向旅遊，除非本地居民和遊客都樂觀其成，否則可能造成不良後果。

結論

大體來說，香港市民都支持環境保育，也愛護大自然。他們對鄉郊及其他綠化地區的需求很大，香港在維持這需求的同時，並制訂有效的自然資源規劃與管理政策，是明智的路向。這樣既可推動旅遊業發展，使它多元化，還可改進香港的生活素質。

香港人是否支持自然取向旅遊？這一問題雖然可以由上述兩個研究回答，但要尋求最切合旅遊市場的市務或品牌定位策略，卻要再作研究了。📧

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ocean. They also do not prefer images in association with artificial elements, such as granges and parks with man-made structures, which indicate the locals' preference in keeping the pristine appearance of the nature area.

How about park resources?

Among different types of nature-based resources in Hong Kong, parks provide additional attractions for local usage and tourism. As such, another round of interviews was conducted among 223 local residents aiming to study how they perceive domestic park resources. They believe that parks in Hong Kong, including country parks and special areas, marine parks and the marine reserve, the geopark, the wetland park, and urban parks and green spaces, all possess certain levels of uniqueness.

Marine parks and the marine reserve, and the geopark are deemed to be the most unique park resources in Hong Kong, both of them scoring 4.96 on a 6-point scale. The wetland park also had a high score of 4.91, but urban parks and green spaces scored a relatively low 4.09. Nevertheless, all these park resources were given a score of over 4 out of 6. **This may imply a positive image of park resources as perceived by local residents, or a supportive attitude as shown by them. It is therefore a very important foundation for utilising these resources for city marketing and tourism development. Unless the expectations of local residents and tourists are both positive, any effort exerted to develop nature-based tourism may generate undesirable results.**

Conclusion

To a large extent, Hong Kong citizens are positive towards environmental conservation and nature lovers. They have a huge demand for enjoying the countryside and other available green spaces. Maintaining this demand while formulating an effective nature-based resource planning and management policy is a wise track for the city to follow. Not only can that foster and diversify tourism development, the quality of life in Hong Kong can be enhanced as well.

Whereas the two studies reported above can answer the question of whether Hong Kong people support nature-based tourism, the quest for a marketing or brand positioning strategy that best suits the tourism market may require further studies. 📧

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