

除了購物，還有甚麼可以使他們回來？ Shopping aside, what else can make them return?

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像香港般的旅遊目的地，發展既已成熟，旅客重遊自然正常不過。因此，這些旅遊目的地若要維持競爭力，要務就是力保旅客重遊。以身處旅遊目的地時的行為而言，重遊旅客可謂自成一類，與初遊旅客大相逕庭，這點已廣獲認同。研究重遊旅客的行為，可取得寶貴的市場資訊，發展成熟的旅遊目的地可藉此保持競爭優勢。

香港是內地旅客的重要外遊目的地。可是，由於「中國公民出國旅遊目的地國家」名單上的國家日益增加，中國公民要選擇出外度假的目的地的話，可供選擇的地點也變得多了起來。

研究詳情

由於內地的重遊旅客對香港很重要，我們設計的研究旨在達成以下目標：(1)調查各項關於旅遊動機的因素，對旅客的重遊態度和重遊意圖有甚麼作用；(2)探究過往的旅遊經驗，對旅客的重遊態度和重遊意圖有甚麼影響；(3)調查旅客已察覺的阻礙，對重遊意圖有甚麼作用；以及(4)量度旅客的重遊態度，在多大程度上會影響關鍵要素(即旅遊動機和過往旅遊經驗)對重遊意圖的作用(見圖)。這裡應注意兩點，一是過往的旅遊經驗由以前旅遊的次數和以前旅遊時的滿意程度來衡量，二是重遊態度和重遊意圖的區別，大體而言，態度關乎情緒狀況，而意圖則是實際行為的先聲。

這項研究由組織焦點小組討論、回顧已有的研究結果著手，然後以其中所得為基礎，準備了一份問卷。經過多次小規模試驗後，再把問卷修訂

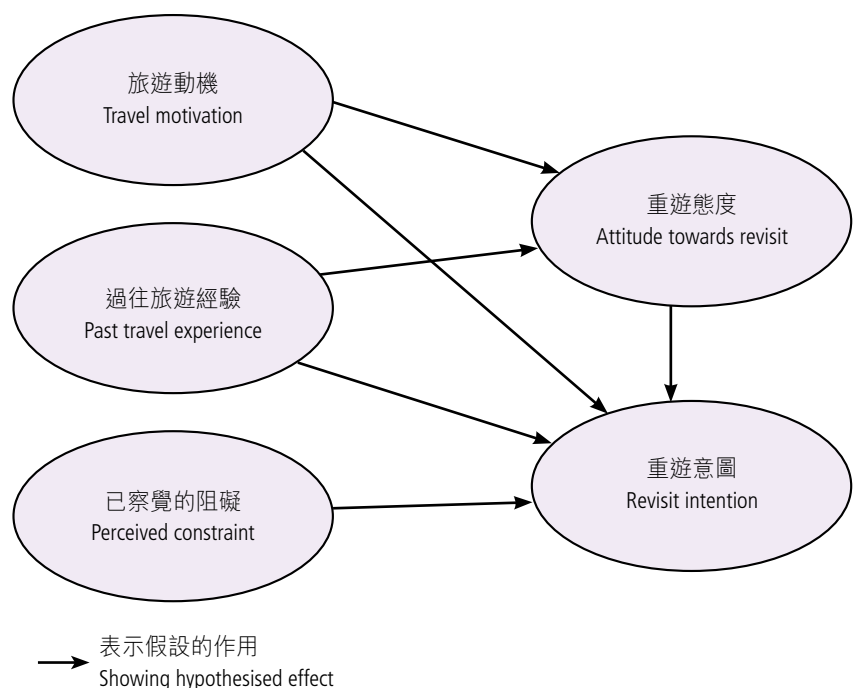
Repeat visitations are a natural phenomenon for mature holiday destinations like Hong Kong; thus, securing repeat visitations is an important measure to sustain the competitiveness of those destinations. **It is commonly agreed that repeat visitors are a distinct cohort in their behaviours in the destination compared to first-time visitors. Studying behaviours of repeat tourists would gain invaluable market information for a mature destination to maintain its competitive edge.**

Hong Kong is regarded as an important outbound tourist destination for mainland Chinese travellers. However, with more overseas tourist destinations being added to the Approved Destination Status list, Chinese citizens have many more outbound destination choices when selecting holiday destinations abroad.

Details of the study

Given the importance of repeat Chinese visitors to Hong Kong, we devised a study aimed at (1) investigating the impacts of various travel motivation factors on tourist attitude towards revisiting a destination and on revisit intention

圖：研究採用的建議模型
Figure: Proposed model for the study



潤飾，最後在北京進行電話調查。受訪者需要回答二零零零年後有沒有去過香港這一問題，藉以判別他們是否符合資格。接通的電話共有八千四百二十一，其中七千六百二十一(百分之九十點五)接電話的人，在二零零零年後沒有去過香港。在八百個合資格的受訪者中，五百零一人(百分之六十二點六)完成了有效的訪問。

女性受訪者(百分之五十二點一)稍多於男性受訪者(百分之四十七點九)。大多數受訪者都比較年輕，差不多一半(百分之四十六點九)在二十至二十九歲的年齡組別，其餘三十至三十九歲的組別有百分之二十七點一，四十至四十九歲佔百分之十三，五十歲及以上也佔百分之十三。在婚姻狀況方面，受訪者中有百分之六十點五已婚，三十八點九沒有結過婚。上述人口特徵與內地旅客來港的整體情況大致相符。

tion; (2) examining the influence of past travel experience on tourist attitude towards revisiting a destination and on revisit intention; (3) investigating the influence of perceived constraint on tourists' intention of revisiting a destination; and (4) measuring the extent to which tourist attitude mediates the impact of determinant factors (i.e. travel motivation and past travel experience) on revisit intention (see Figure). It should be noted that past travel experience is measured by the number of past revisits and satisfaction with past visits, and that the distinction between attitude towards revisit and revisit intention is roughly that attitude is connected with the traveller's emotional state while revisit intention is a precursor to actual behaviour.

The study began with focus group discussions and review of previous studies, on which a questionnaire was developed. After refining the questionnaire through various pilot studies, a telephone survey was conducted in Beijing. A screening question was included to identify eligible respondents who had visited Hong Kong after the year 2000. A total of 8,421 phone calls were successfully connected. Of those calls, 7,621 (90.5%) were answered by individuals who had not visited Hong Kong since 2000. Of the 800 eligible respondents, 501 (62.6%) successful interviews were completed.

Female respondents (52.1%) slightly outnumbered their male counterparts (47.9%). Most respondents were relatively young. Almost half of the sample (46.9%) fell into the age category of 20-29; another 27.1%, 13.0% and 13.0%, respectively, was in the category of 30-39, 40-49, and 50 years and older. In terms of marital status, 60.5% of the respondents were married, while 38.9% had never been married. The demographic profile of the respondents basically reflected that of overall visitors to Hong Kong from mainland China.

表一：滿意程度、重遊態度、重遊意圖
Table 1: Satisfaction, attitude towards revisit and revisit intention

滿意程度 Satisfaction (平均 mean = 5.55)	
◆ 你對過往遊覽香港的經驗給予正面的整體評價 Your overall evaluation on the past experience of visiting Hong Kong is positive	
◆ 你對過往遊覽香港的經驗給予良好的整體評價 Your overall evaluation on the past experience of visiting Hong Kong is favourable	
◆ 你對過往遊覽香港的經驗感到滿意 You are satisfied with your past experience of visiting Hong Kong	
◆ 你對過往遊覽香港的經驗感到愉快 You are pleased with your past experience of visiting Hong Kong	
重遊態度 Attitude towards revisit (平均 mean = 5.52)	
◆ 重遊香港會使人開心 Revisiting Hong Kong would be enjoyable	
◆ 重遊香港會充滿樂趣 Revisiting Hong Kong would be full of fun	
◆ 重遊香港會使人滿意 Revisiting Hong Kong would be satisfactory	
◆ 重遊香港會很值得 Revisiting Hong Kong would be worthwhile	
重遊意圖 Revisit intention (平均 mean = 5.25)	
◆ 你打算在兩年內重遊香港 You intend to revisit Hong Kong in the next two years	
◆ 你計劃在兩年內重遊香港 You plan to revisit Hong Kong in the next two years	
◆ 你很想再在兩年內重遊香港 You desire to revisit Hong Kong in the next two years	
◆ 你應該會在兩年內重遊香港 You probably will revisit Hong Kong in the next two years	

1 = 很不同意 strongly disagree · 7 = 非常同意 strongly agree ·

研究結果

問卷包含了多種類別的問題，像旅遊動機、已察覺的阻礙、滿意程度、重遊態度、重遊意圖。與滿意程度、重遊態度、重遊意圖三方面有關的項目，平均分全都超過五(最高為七)，這顯示受訪者對過往遊覽香港的經驗大致感到滿意，對於日後重遊香港態度積極，而且有重遊香港的意圖(見表一)。

表二：動機

Table 2: Motivation

新鮮感 Novelty (平均 mean = 4.15)

- ◆ 遊覽多數人都認為值得一遊的目的地 Visit a destination that most people think deserves to visit
- ◆ 滿足對香港的好奇心 Fulfil curiosity about Hong Kong
- ◆ 體驗不同文化 Experience different cultures
- ◆ 感受宏偉壯觀的高樓大廈 Feel the magnificence of the city's skyscrapers

增進知識 Knowledge (平均 mean = 4.68)

- ◆ 和香港人溝通 Interact with Hong Kong people
- ◆ 多瞭解香港這個「一國兩制」的例子 Know more about Hong Kong as an example of "one country, two systems"
- ◆ 認識香港獨特的殖民地歷史 Learn Hong Kong's unique colonial history
- ◆ 增加對其他地方的知識 Increase your knowledge about other places

放鬆身心 Relaxation (平均 mean = 4.97)

- ◆ 和家人共享天倫之樂 Enjoy happy time with family
- ◆ 和同遊的朋友歡度時光 Enjoy happy time with friends who travel together with you
- ◆ 鬆弛和休息 Relax and rest
- ◆ 暫時擺脫刻板的生活 Have some time for a break from routine life

購物 Shopping (平均 mean = 4.47)

- ◆ 購買世界名牌產品 Buy world famous brand-name products
- ◆ 購物 Go shopping
- ◆ 購買資訊科技及電子通訊產品 Buy IT and telecommunication products

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對有關重遊動機的數據再加分析，可知受訪者基本上以四個因素來衡量會否重遊香港：新鮮感、增進知識、放鬆身心、購物(見表二)。

通過進一步分析，可知「新鮮感」與「放鬆身心」這兩項關於動機的因素，都使旅客對重遊香港的態度有正面影響。可是，「增進知識」與「購物」卻不會改變重遊態度。在四項關於動機的因素中，只有「購物」會提高重遊意圖，這顯示遊覽過香港的內地旅客如果購物動機強，大抵重遊香港的意圖也會較高。

Findings

Several kinds of questions were covered in the survey, including travel motivation, perceived constraint, satisfaction, attitude towards revisit and revisit intention. All "satisfaction", "attitude towards revisit" and "revisit intention" items had mean values over 5.0 (7 being the highest), indicating that the respondents were generally satisfied with their past experience of visiting Hong Kong, held favourable attitudes towards revisiting Hong Kong in the future, and had positive intention to revisit Hong Kong (see Table 1).

Analysis of the revisit motivation data indicated that the respondents basically had four types of reasons to return to Hong Kong: Novelty, Knowledge, Relaxation and Shopping (see Table 2).

Further analysis showed that Novelty and Relaxation, as motivation factors, had positive effects on visitors' attitude towards revisiting Hong Kong. However, Knowledge and Shopping did not impact attitude towards revisiting Hong Kong. **Among the four motivation factors, only Shopping had a positive effect on revisit intention, indicating that past mainland visitors who held strong motivation for shopping tended to have high intention to revisit Hong Kong.**

Results showed that the number of past visits did not influence at-

研究結果顯示，以前遊覽過香港的次數不會影響重遊態度。相反，以前遊覽過香港的話，對重遊意圖卻會有重大的正面作用。以前遊覽香港時是滿意的話，對重遊香港的態度有正面效果，這顯示受訪者過往遊覽香港時越感滿意，就越會對重遊香港抱有正面態度。滿意程度對於重遊意圖也有正面效果，這表示過往的旅遊經驗若是滿意，就會變成重遊香港的強烈意圖。

通過分析已察覺阻礙的項目，揭示出受訪者對於重遊與否有三類阻礙：「結構上的阻礙」、「人際關係上的阻礙」、「不感興趣的阻礙」（見表三）。研究發現「結構上的阻礙」和「人際關係上的阻礙」對重遊意圖沒有影響，而「不感興趣的阻礙」卻不利於重遊意圖。此外，重遊態度對重遊意圖有正面效果。

這些究竟在說甚麼？

這項研究找到的四個關於動機的因素，對重遊態度和重遊意圖各有不同效果。「增進知識」和「購物」對重遊香港的態度沒有任何影響，而「新鮮感」和「放鬆身心」卻對態度有正面

attitude towards revisit. On the contrary, past visitation exhibited a significant positive effect on revisit intention. Satisfaction of past visit experience had a positive effect on attitude towards revisiting Hong Kong, indicating that the more satisfied the respondents were with their past experience of visiting Hong Kong, the more favourable their attitude would be towards revisiting the city. Satisfaction also had a positive effect on revisit intention, suggesting that satisfaction with previous visit experiences would result in strong intention to revisit Hong Kong.

Through analysis of the perceived constraint items, it was revealed that the respondents perceived three types of barriers (Structural, Interpersonal and Disinterest) of returning to Hong Kong (see Table 3). **Findings disclosed that Structural and Interpersonal constraints had no influence on revisit intention, while Disinterest constraints had a negative effect on revisit intention.** And there was a positive effect of attitude on revisit intention.

What does it all mean?

The four motivation dimensions identified by the study had different effects on attitude towards revisit and revisit intention. **Knowledge and Shopping did not have any impact on attitude towards revisiting Hong Kong. In contrast, Novelty and Relaxation had a positive effect on attitude. It could be argued that people's attitude towards revisiting a destination is partly determined by their needs to seek novelty and relaxation at the destination.** If a previously visited destination still appears novel, pleasure travellers would hold a positive attitude

表三：阻礙

Table 3: Constraints

結構上的阻礙 Structural (平均 mean = 3.52)

- ◆ 不易辦理去香港的旅遊證件 Getting travel documents to Hong Kong is not easy
- ◆ 香港離開你家非常遠 Hong Kong is very far away from where you live
- ◆ 在你家附近很少組辦香港團的旅行社 There are few travel agencies organising Hong Kong tours around your residential location
- ◆ 你不會說粵語 You cannot speak Cantonese
- ◆ 遊覽香港要很多錢 Visiting Hong Kong needs a lot of money
- ◆ 你的假期不夠 You do not have enough holidays

人際關係上的阻礙 Interpersonal (平均 mean = 4.06)

- ◆ 難以編配時間去和家人 / 朋友一起遊覽香港 It is difficult to synchronise time with your family/friends who would visit Hong Kong with you
- ◆ 找不到和你一起遊覽香港的人 You cannot find travel companions to Hong Kong

不感興趣的阻礙 Disinterest (平均 mean = 3.51)

- ◆ 香港對你再沒有新鮮感 Hong Kong is not novel to you any more
- ◆ 你家人對遊覽香港不感興趣 Your family is not interested in visiting Hong Kong

1 = 很不同意 strongly disagree · 7 = 非常同意 strongly agree °

作用。這不妨解釋為旅客對是否重遊某地的態度，部份取決於他們想在該地找尋新鮮感和放鬆身心。如以前遊覽過的目的地仍有新鮮感，消閒旅客對於日後重遊就會抱有正面態度。與此相似，目的地若能滿足放鬆身心的要求，以前去過的旅客也會對日後重遊有正面態度。

從另一角度來看，研究結果也可用這些因素的內在性質來解釋。「增進知識」是挺理智的事，而在香港購物有省錢和選擇多的明顯功利價值，這也要靠理智去衡量。因此，兩者都不大可能影響旅客對重遊香港的態度，因為態度頗為關乎情緒。另一方面，新鮮感和放鬆身心卻屬於感情依附，因而會對態度有強烈作用。

在重遊香港的內地旅客之中，「購物」依舊是強烈的動機。這次研究也發現了過往的旅遊經驗是影響旅客日後行為的關鍵之一。其他研究人員慣於把以前遊覽某地的次數當作過往經驗的替代指標，但這項研究卻指出，雖然以前遊覽的次數在數量上代表了過往經驗，但滿意程度卻更能顯示過往經驗的素質，因此可能是「過往經驗」之中的重要因素。這項研究用以前遊覽的次數和滿意程度一起來代表「過往經驗」，這樣就能更瞭解過往旅遊經驗對日後旅客行為的影響。滿意程度和重遊態度有所關聯，這也揭示出旅客遊覽過某地後，會視乎先前遊覽時對該地的整體感覺，而或會與該地產生感情聯繫。

對於去過香港的內地旅客而言，結構上或人際關係上的阻礙都不會影響他們重遊香港的意圖。原因不妨這般解釋，所有受訪者既已去過香港，他們以前決定要去香港時，應已充份解決了結構上或人際關係上的阻礙。因此，日後要重遊香港時儘管仍會察覺到這些阻礙，但對重遊意圖的影響已變得微不足道。

大家可以做甚麼？

對重遊旅客而言，對目的地的新鮮感難免不及初訪旅客。正因為新鮮感可影響重遊旅客對日後重遊香港的態度，旅遊目的地的推廣和管理人員應參與旅遊項目發展和推廣策略，藉以提升重遊旅客覺得的新鮮感。香港的景點種類繁多，有好些

towards future visitation. Similarly, if the destination can meet the relaxation need, past travellers would also formulate a positive attitude towards future visitation.

From another perspective, the findings could be interpreted by the innate nature associated with each of the variables. Knowledge is quite rational; and shopping in Hong Kong has the clear functional value of cost saving and better choices, which is also a rational assessment. Thus, they are not likely to affect the attitude towards revisiting Hong Kong as attitude is a rather emotional thing. On the other hand, novelty and relaxation may convey an emotional attachment; thus they would exhibit a strong effect on attitude.

Shopping remained to be a strong motivation among repeat mainland visitors to Hong Kong. Past travel experience was also identified as one of the determinants for future tourist behaviour. Researchers have customarily used the number of past visits as a proxy indicator for past experience. This study argued that while the number of past visits may represent the quantitative aspect of past experience, satisfaction may reflect more on the quality of past experience and thus may be an important component of the construct. By combining the number of past visits and satisfaction with past experience to represent the construct, this study provided a better understanding of past travel experience's influence on future tourist behaviour. The association of satisfaction with attitude also suggested that previous visitors may foster emotional ties with the destination based on their general impression of earlier experience in the destination.

For past mainland visitors, neither Structural nor Interpersonal constraints exerted an influence on intention to revisit Hong Kong. It can be argued that, because all respondents had visited Hong Kong before, the Structural and Interpersonal constraints should have been well negotiated during the decision-making process of previous visits. Therefore, even though the constraints could still be perceived when future visitations are considered, their impacts on revisit intention become insignificant.

What can we do?

For repeat visitors, the level of novelty is naturally lower than that for first-time visitors. Because novelty can influence repeat visitors' attitude towards visiting Hong Kong in the future, destination marketers and managers should engage in tourism development and marketing strategies to increase past visitors' perceived novelty level. Hong Kong has a broad range of tourist attractions. Many attractions, such as beaches and outlying islands, are inaccessible to first-timers, and thus remain novel features among repeat visitors. The Hong Kong Tourism Board (HKTB) and the trade may consider promoting attractions that are lesser-known on the mainland. Promotion campaigns can emphasise the novel features of these attractions and distinguish them from the obvious must-see attractions. Recent mega

景點，如海灘、離島等，初訪旅客都不易抵達，所以即便是重遊旅客，也仍會感到富新鮮感。香港旅遊發展局及業界不妨考慮宣傳內地不大熟知的景點。推廣活動可著重於這些景點新鮮的特色，以便和不得不看的顯著景點區別開來。香港最近所舉辦的大型活動，也是提升新鮮感的方法之一。

香港的形象是一個國際大都會，瞬息萬變的生活方式廣為人知，這些都不利於培養重遊旅客放鬆身心的動機。不過，旅遊宣傳可按主題分類，凸顯香港閒適的一面，如海灘活動、酒吧消遣、在舒適環境中購物等。這些富特色的消閒活動，可強調旅客與家人朋友共聚的愉快時光，以及遠離日常煩惱的歡樂。香港有些地方可代表城市生活的閒適一面，運用這些地方的影像，可使重遊旅客得到清晰的訊息，那就是香港能使他們放鬆身心。

我們也別忘記對內地重遊旅客而言，「購物」是至關緊要的重遊動機。為了鞏固這一動機，香港應發展更多吸引的購物設施，藉以迎合內地旅客。此外，還要把免費的購物指南放在方便拿取的地方，以及確保會說普通話的零售服務人員要足夠。要招徠內地的重遊旅客，旅發局也可考慮推出媒體及其他宣傳活動，反覆申說在香港購物的好處。當然，旅客到來後，他們的購物經驗務必小心維護，確保他們滿意，而且要信守在香港購物既輕鬆又無憂的承諾。

在這項研究中，「不感興趣」是唯一對重遊意圖非常不利的阻礙因素。單是重複本身，就能使人不感興趣，因此，「不感興趣」這個重遊的阻礙因素，推廣人員務須時刻在意。怎樣避免重遊旅客不感興趣，怎樣使內地旅客保持長久的興趣，這些都要由深入的市場研究去探索。最後必須一提的是，由於數據都是由北京居民那裡取得的，研究的結果和結論都不宜以為適用於內地其他地方的居民。✎

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events are also examples of ways to increase the novelty level perceived.

The cosmopolitan image of Hong Kong and its well-known fast-paced lifestyle could be disadvantageous when attempting to nurture the relaxation motivation among past visitors. However, thematic tourism communications can feature the relaxing side of the city, such as beach activities, pastime in bars, and relaxing shopping environments. Relaxation activities featured can highlight tourists' happy moments with family and friends and their joy of being away from daily problems. Through images of places representing the relaxing part of city life, a clear message can be conveyed to past visitors that the city can meet their needs for relaxation.

We should also bear in mind that Shopping was the single most important motivation factor for past mainland visitors to revisit. To foster this motivation, Hong Kong should develop more attractive shopping facilities to cater to mainland visitors. Conveniently located and freely available shopping guides and a sufficient number of Mandarin-speaking retail service staff are also necessary. **To attract repeat visitors from mainland China, the HKTB could also consider launching media and other promotion activities emphasising the benefits of shopping in Hong Kong. Of course, when tourists arrive, their shopping experience should be carefully safeguarded to ensure satisfaction and to deliver the promise that shopping in Hong Kong is relaxing and hassle free.**

In this study, Disinterest was the only constraint dimension that had a strong negative effect on revisit intention. Because repetition itself could lead to disinterest, Disinterest as a constraint dimension for repeat visitation should receive more attention from destination marketers. In-depth marketing research should be undertaken on how to prevent disinterest emerging from past visitors and how to foster sustainable visitation interest among visitors from mainland China. Finally, a word of caution: since data were only collected from Beijing residents, the findings and conclusions may not be generalisable to mainland citizens of other locations. ✎

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