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# **Hong Kong Outbound Tourism Market Analysis from a Nordic Perspective**

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<p>Abstract</p> <p>Chinese outbound tourism has been a worldwide hot topic for the past few years. However, research regarding the outbound tourism market of Hong Kong is almost non-existing.</p> <p>The objective of the research was to examine the Hong Kong outbound tourism market in order to find out how to attract Hongkongese travelers to the Nordic countries. In addition, the consumer behavior of Hongkongese travelers was examined to find out why they would choose the Nordic countries as a travel destination. The thesis was conducted as a commission for Toolbox –travel marketing &amp; consulting.</p> <p>The research was carried out as a quantitative online survey that was aimed at Hong Kong residents, and the material collection was realized on Facebook. The online survey was combined with a PESTEL analysis in order to identify possible changes in the macro-environment of Hong Kong.</p> <p>The results of the research indicated that Hong Kong residents were experienced travelers that appreciate a beautiful nature, safety, and interesting attractions. They preferred booking their trip independently and got most of their travel inspiration on the internet.</p> <p>Hong Kong residents perceived a positive overall image of the Nordic countries and saw the Nordic countries as an interesting destination. Hongkongers that had visited the Nordic countries would most likely recommend them as a destination for their family and friends. The macro-environment of Hong Kong, however, has many possible changing factors that Nordic tourism businesses should acknowledge when entering the Hongkongese market.</p>		
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Tiivistelmä  <p>Kiinalaisten ulkomaan matkailu on ollut kansainvälisesti kuuma puheenaihe parin vuoden ajan. Hongkongilaisten ulkomaan matkailuun keskittyviä tutkimuksia ei ole kuitenkaan tehty riittävästi.</p> <p>Tutkimuksen tavoitteena oli tarkastella Hongkongin matkailumarkkinaa ja saada vastaus kysymykseen, miten houkutella hongkongilaisia matkailijoita Pohjoismaihin? Lisäksi hongkongilaisten matkailijoiden ostokäyttäytymistä tutkittiin, jotta voitaisiin tunnistaa syitä, jotka saavat hongkongilaiset valitsemaan Pohjoismaat matkakohteeseen. Opinnäytetyö on tehty toimeksiantona Toolbox –travel marketing &amp; consulting -yritykselle.</p> <p>Tutkimus toteutettiin kvantitatiivisena online-kyselynä, joka oli suunnattu Hongkongin vakituksille asukkaille. Vastaukset kyselyyn kerättiin Facebookin avulla. Online-kyselyä tukemaan tehtiin PESTEL-analyysi, jonka avulla tunnistettiin erilaisia muutoksia Hongkongin makrotason ympäristössä.</p> <p>Tutkimuksen tulokset osoittivat, että hongkongilaiset olivat kokeneita matkustelijoita, jotka arvostivat luontoa, turvallisuutta ja kiinnostavia nähtävyyksiä. He varasivat matkansa mieluiten itsenäisesti ja saivat suurimman osan matkustusinspiraatiostaan internetistä.</p> <p>Hongkongilaisilla oli positiivinen kokonaiskuva Pohjoismaista, ja he näkivät Pohjoismaat kiinnostavana matkakohteena. Hongkongilaiset jotka olivat käyneet Pohjoismaissa suosittelisivat todennäköisesti Pohjoismaita matkakohteena myös perheenjäsenilleen ja ystävilleen. Hongkongin makrotason ympäristössä taas on monia muuttujia, jotka Pohjoismaisenkin matkailuyrittäjän kannattaa huomioida suunnatessaan katseensa Hongkongin markkinoihin.</p>		
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# 1 Introduction

Chinese outbound tourism has been a worldwide hot topic for the last few years as the number of Chinese citizens traveling overseas has skyrocketed. There are multiple reasons for the growth of Chinese outbound tourism, like the growing purchasing power of Chinese citizens and the efforts of the Chinese government to extend the public holidays of Chinese citizens in order to increase spending. The Nordic countries have seen a steady growth of Chinese tourism and co-operation between the destinations and Chinese travel agencies has increased.

However, the outbound tourism market of Hong Kong is not adequately discussed in Nordic countries and there is not enough notable research concerning Hong Kong outbound tourism. Also, statistics of Hongkongese overnights in the Nordic countries are always combined with overall Chinese overnight statistics. The environment of Hongkongese tourism market is quite different when compared to the mainland Chinese market and this should be taken into account in statistics and research. The Hongkongese tourism market could also be seen as an easier alternative for the mainland Chinese market, where English is used as the second language and where the internet and social media are free of government control.

The issues listed here and the author's own experiences in living in Hong Kong resulted in selecting this research topic. The objective of this research is to examine the Hong Kong outbound tourism market to find out how to attract Hongkongese travelers to the Nordic countries. The reasons behind Hongkongese travelers' consumer behavior are identified in order to understand why they would select the Nordic countries as a travel destination.

The main research question of this thesis is "How to attract Hongkongese travelers?". Secondary research questions are "Why Hongkongers choose Nordic countries as a destination?" and "What factors affect their decision making process?". In this research, the definition of "Nordic countries" includes Finland, Sweden, and Norway. Denmark and Iceland were left out of the research because of cultural and geographical differences.



The thesis is conducted as a commission for Toolbox –travel marketing & consulting that specializes in developing the operations of tourism businesses and travel destinations. Toolbox –travel marketing & consulting has many Nordic customers and a strong global network, also in East Asia. The function of this thesis is to provide a market analysis of Hong Kong for the customers of Toolbox –travel marketing & consulting and to present actions that the customers can use when targeting Hongkongese travelers.

First, the theoretical framework is presented with a focus on consumer behavior and macro-environment analysis. Then, on to the Hong Kong travel market and earlier research of Hong Kong outbound tourism market. After that Finland, Sweden and Norway are briefly presented. The research is carried out as a quantitative online survey that is targeted for Hong Kong residents. The survey is supported with a PESTEL analysis that identifies different positive and negative factors in the Hong Kong's macro-environment. The results of the PESTEL analysis are examined with the help of push and pull factors.

## 2 Consumer Behavior in Tourism

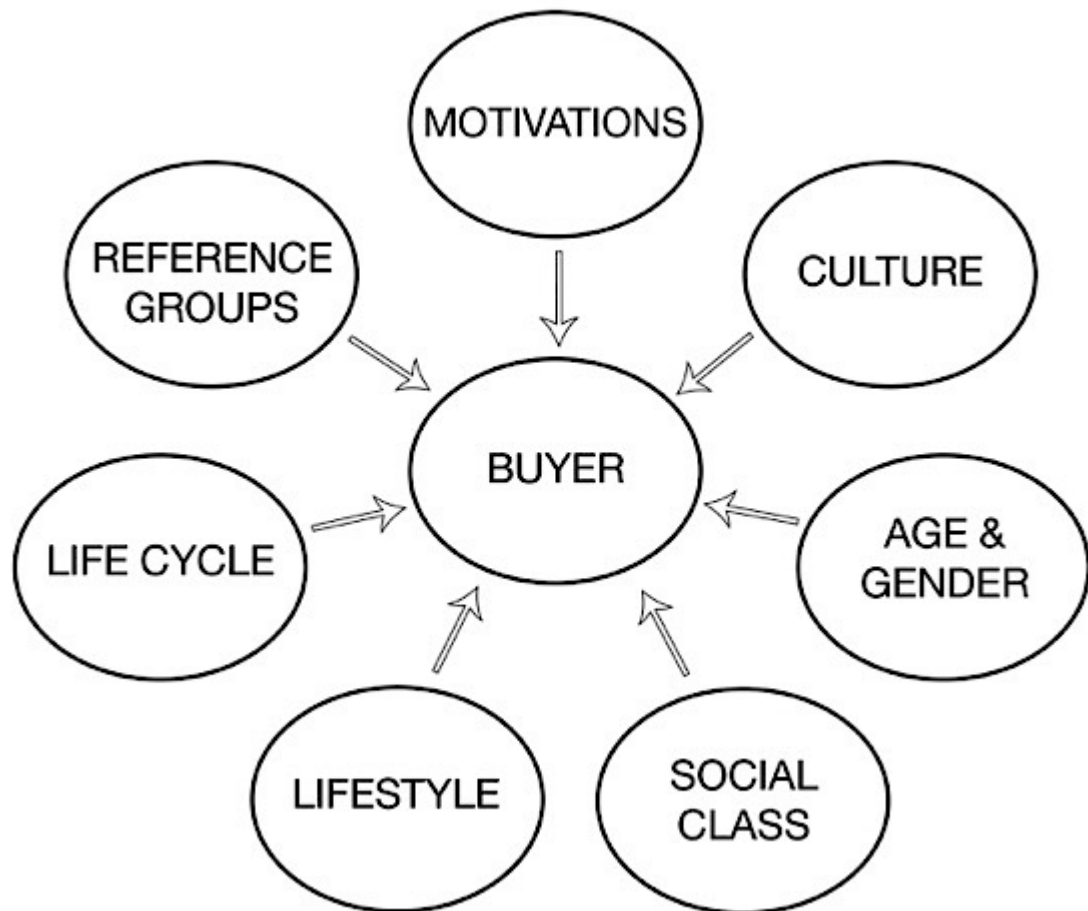


Figure 1. Factors influencing consumer behavior (Hudson 2008, 41).

Consumer behavior is an important concept when trying to understand tourists' decisions between different tourism products and destinations. Consumers make their decisions based on a range of different reasons that include motivation, cultural, personal and social influences which all have an important effect on consumers' decisions (Hudson 2008, 41). As the influences are complex and often change based on the available products, it is easier to study the general behavioral principles (Cooper, Fletcher, Fuall, Gilbert & Wan-hill 2005, 52).

### 2.1 Concept of Motivation

Motivation comes from the word "motivate" which means the drive that stimulates interest and causes a person to take action. Most of the consumer be-

avior studies associated with tourism refer to motivation as an essential concept of consumer behavior applying popular theories, such as Maslow's hierarchy model, to tourists' consumer behavior. (Cooper et al 2005.) Understanding the motivations behind tourists' consumer decisions is an effective way of creating competitive advantage. Recognizing the key triggers that lead to the consumer decision of purchasing a tourism product is seen as the most important feature in the success of competitive organizations. (Hudson 2008, 41.)

The concept of need is seen as a central part of most motivation theories (Hudson 2008, 41). People have both biological and psychological needs. For example, hunger and thirst are biological needs while esteem and sense of belonging are psychological needs. (Kotler 2017, 187.) One of the best-known concepts of motivation is Maslow's hierarchy of needs. Maslow's (1970) theory has become popular because of its simplicity, which makes it easy to use in different fields. The hierarchy ranks individual human needs, of which self-actualization is valued as the highest value that people should aspire to. According to Maslow, if none of these needs were satisfied, the psychological needs would dominate behavior. However, if the lowest needs were satisfied, the individual would be motivated by the next level of needs. This theory has been used a lot by tourism authors as it provides a convenient framework that can be easily adapted. (Cooper et al 2005, 54-55.)

Learning is one of the things that influences consumer behavior. Every person has its own experiences related to traveling, which can be learned by taking a holiday, listening to others' opinions or some other sources. From these experiences, a person will develop his own expectations of different places, memories of good and bad holiday experiences. These experiences will affect the person's decisions when deciding on future holiday destinations. (Hudson 2008, 43.)

People also have many beliefs about different aspects of their life. They can have positive or negative beliefs of companies, products, and destinations. Beliefs will also affect person's future decisions by reminding for example of a fear of a plane crash or a trust in a certain hotel chain. (Hudson 2008, 43.)

Attitudes are associated with feelings about various elements of an experience and they are difficult to change. Negative attitudes can be associated with fears, like fear of flying or fear of rollercoaster rides. Companies are trying to help people to get rid of these negative attitudes by holding educational flying days or holding seminars of the safety of rollercoaster rides. (Hudson 2008, 44.)

Perception is a person's overall image of the world and it is shaped by different stimuli that a person notices or ignores. Different people notice and ignore different things and this is called selective perception. With tourism products, people usually notice the products and offerings that complement their self-image. (Hudson 2008, 44.)

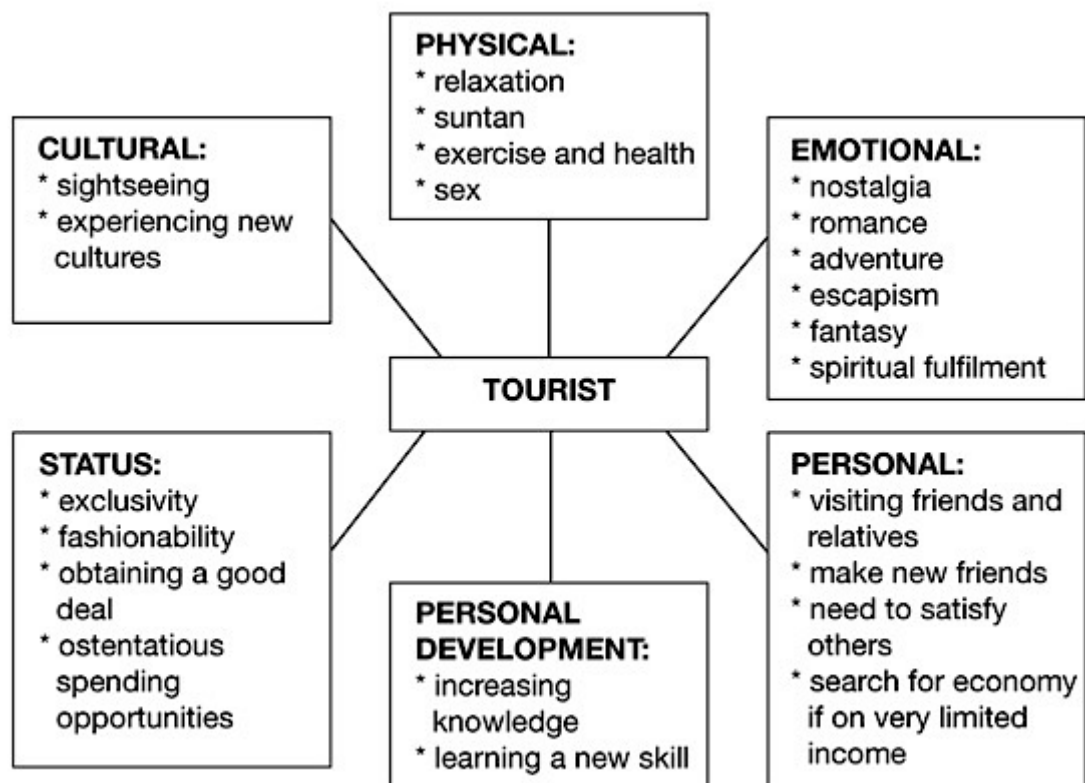


Figure 2. A typology of motivators in tourism (Swarbrooke & Horner 2007, 54).

In the Leisure Motivation model by Beard and Raghub (1983) the motivators were divided into four types, based on the Maslow's hierarchy. The four types include the intellectual component, the social component, the competence-mastery component, and the stimulus avoidance component. The intellectual

component includes the individual's motivation to engage in leisure activities of mental nature such as learning, exploring, discovery, thought or imaginery. The social component includes individuals motivation to engage in leisure activities for social reasons. The social reasons are divided into two types: the need for friendship and inter-personal relationships & the need for the esteem of others. (Swarbrooke & Horner 2007, 54-55.)

The competence-mastery component includes the individual's motivation to engage in leisure activities in order to achieve, master, challenge or compete. The activities are usually physical, such as sports. Lastly, the stimulus avoidance component includes the individuals desire to escape and get away from over-stimulating life situations. For some individuals, it is important to avoid social contact, to seek solitude and calm conditions; for others, it is important to rest and unwind themselves. (Swarbrooke & Horner 2007, 54-55.)

## 2.2 Push and Pull Factors

In tourism the push factor is used to describe the force that gets tourists to decide a destination and to go traveling. For example, a rainy climate can act as a push factor that pushes a person to travel for a beach vacation. A pull factor consists of different pull powers that attract tourists to a certain destination. Some scientists have criticized the use of push and pull factors as the concepts are undefined. (Vuoristo 2003, 21.)

The pull factors reflect on the influences that draw travelers to a certain destination (Crompton 1979, 410). Even though a certain destination has many pull factors that attract travelers, the travel decision is made of the personal need for traveling, a push factor. Only push factors will make tourists travel as they are not tied to the destination or value like pull factors. This means that push factors are usually used as a presumption of pull factors because push factors determine what kind of destination the tourist chooses. (Dann 1977.) There are some other theories that have close ties with push factors, such as Maslow's (1954) hierarchy and Plog's (1974) psychographic theory (Kim & Lee 2002).

Dann (1981, 190-191) states that there are anomie and ego-enhancement features included in the push factors. Anomie means the meaningless of life and ego-enhancement refers to the shortage of status within the individual. The vacation is used as a way to temporarily boost one's social status in the eyes of other people.

According to Crompton (1979, 410), Williams and Zelinsky (1970) were the pioneers of pull studies as they came up with the term "heliotropic" while studying international tourism flows. Heliotropic describes a vacation that is motivated by an aspiration to experience different comforts that are not found in the tourist's home country. This phenomenon is associated with particular activities that need a certain kind of environment, like some sports. If a tourist is interested in some activity that is not possible in his home country, the countries where that activity is possible would attract him and impact his destination choice. Some destinations have one distinguished pull feature that attracts tourists while others have many different features (Kim & Lee 2002, 258).

### **3 Macro-Environment Analysis**

The environment has an essential role in strategy definitions. Companies need to select their environment, adapt to it, change it and have an effect on it. This means that companies need to understand their own environment, its behavior, and changes. It is almost impossible to examine the future of an environment but even an insufficient understanding of the environment can be a crucial competitive asset. All companies are dependent on economic progress, and analyzing macro-environment is important, especially when focusing on international trade. (Kamensky 2010, 136-137.)

When analyzing the macro-environment, different opportunities and threats that affect the destination are examined. These forces cannot be controlled by tourism organizations. The forces are usually analyzed with a PESTEL framework that helps to recognize them so the organization can adapt. It can be suggested that different trends, events, issues and circumstances in the macro-environment are as applicable to competing organizations as they are

to collaborating ones. For example, when the SARS epidemic broke in Hong Kong, it had huge effects on international airlines based on the region. However, international airline alliances offered some protection from the external threats. (Fyall & Garrod 2005, 58-61.)

The PESTEL analysis is a tool used for examining macro-environment and its changes. (Kamensky 2010, 136-137.) This includes examining political, economic, social, technological, ecological and legislation forces and their effects on the phenomenon. During recent years different writers have changed the contents of the analysis and its name. PEST, STEP, and STEELED are different variations made of the PESTEL analysis. In the PESTEL analysis different forces are researched in every area of the letters. It is meant to generate an analyzed description of different areas' forces and of their effects on the phenomenon. As the analysis is divided into different areas it is easier to perceive and interpret. (Vuorinen 2013.) These areas should not be viewed just as individual influences as most of them are connected and will have effects on each other. If one of these factors changes, it will transform the whole competitive environment of the phenomenon. The influences also vary geographically. (Johnson, Scholes & Whittington 2008, 65-69.) The PESTEL analysis is not meant to list all information in every category. The analysis should be formed in a way that it can be used as a tool. It is important to find the most relevant areas and effects for the phenomena. PESTEL should be used to look at the future effects of environmental factors. (Johnson, Scholes & Whittington 2008, 65-69.)

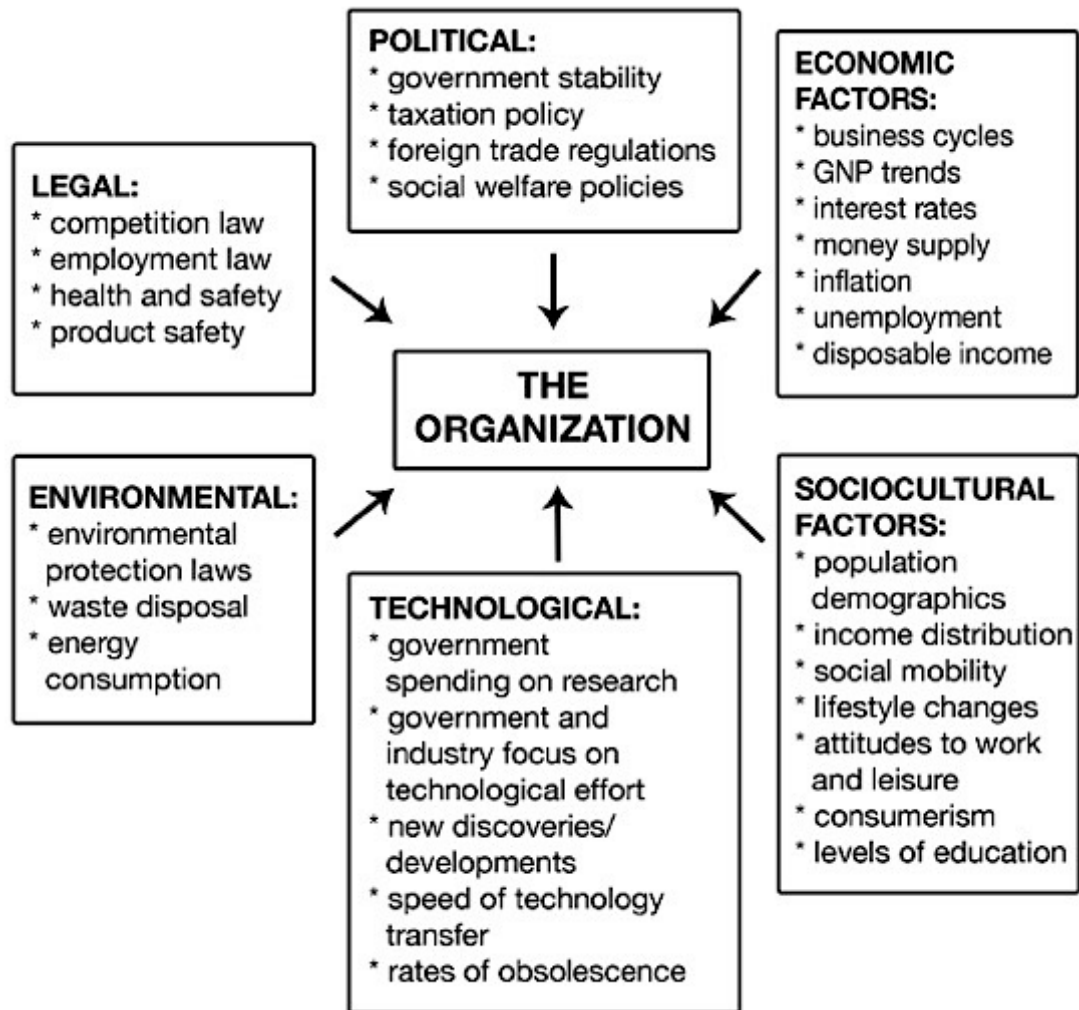


Figure 3. PESTEL framework (Johnson, Scholes & Whittington 2008, 68.)

Johnson, Scholes, and Whittington (2008) state that it is not enough to understand the PESTEL parts and how they will influence on the competitive environment but to also understand the external factors that drive change in the industry. Themes that are not going to change in any way should not be added to the analysis (Vuorinen 2013). The data from the analysis can be used to form a strategy. Lastly, in the PESTEL analysis, there should be action suggestions for the forces that will most likely affect the competitive environment. The positive influences can be used as an advantage and there should be a plan on how to protect the organization from the negative influences. (Vuorinen 2013.)



## 4 Hong Kong

Hong Kong is a Special Administrative Region of the People's Republic of China. It followed the British rule until 1997 when China assumed sovereignty with the "one country, two systems" rule. The Basic Law of Hong Kong SAR ensures that the political situation will stand for 50 years. The rule of law and an independent judiciary define the rights and freedoms of people in Hong Kong. (Hong Kong – The Facts 2018)

The economy of Hong Kong is characterized as free trade, low taxation, and minimum government intervention. Hong Kong has the world's 7th largest trading economy and mainland China is its most significant trading partner. People in Hong Kong have two types of public holidays: 12 statutory and 17 general holidays. Statutory holidays must be provided to all employees under the Employment Ordinance whereas general holidays include every Sunday and statutory holidays with five additional holidays. (Hong Kong – The Facts 2018)

Around 4 in 10 Hong Kongers are immigrants, which has a huge impact on the culture and travel habits of Hong Kongers (Market and Trade profile: Hong Kong 2018). This can also affect the travel statistics of Hong Kong outbound travelers, as many Hong Kongers hold other countries passports.

The climate in Hong Kong is sub-tropical, with warm and dry autumn, cool and dry winter, warm and humid spring, and hot rainy summer. The official languages of Hong Kong are Chinese and English. (Hong Kong – The Facts 2018.) Most of the Chinese people from Hong Kong speak Cantonese, though specific dialect is not mentioned in the Official Languages Ordinance (Market and Trade profile: Hong Kong 2018). English is widely used by the Government and legal, professional and business sectors (Hong Kong – The Facts 2018).

### 4.1 Tourism Sector in Hong Kong

Travel and tourism are one of the largest sectors in Hong Kong. The inbound travel is important for Hong Kong's economy and the travel trade market is

well organized. The Travel Industry Council Hong Kong (TICHK) has counted that over 1700 travel agent members are working with inbound and outbound travel. Hongkongese travel agents are licensed by The Travel Agents Ordinance. Overall around 20 major agencies are dominating the travel market in Hong Kong. (Market and Trade profile: Hong Kong 2018.)

There are around 30 agencies that are classified as wholesalers and 10-15 tour operators that have retail branches. Only some agents are licensed to handle both inbound travel and outbound ticketing. The major agencies that are handling all aspects of travel are dominating the market. (Market and Trade profile: Hong Kong 2018.)

For Hong Kongers traveling is a way to escape the crowded city life and fast-paced work environment. Most Hong Kongers can afford travel and like to do so by following their own interests, thus themed tours and packages have been popular. 146 destinations offer free-visa or visa-on-arrival options for Hong Kong SAR passport holders. (Market and Trade profile: Hong Kong 2018.)

Hong Kong is an important tourist generating market in the Asia Pacific, its ranked in the fourth place after Japan, Taiwan, and Australia. This rank can be explained with a rapid growth of the open economy of Hong Kong, with an increasing living standard and disposable income. Hong Kong is also a hub of international airline traffic, which makes Hong Kong residents traveling easier. As inbound tourism is huge in Hong Kong, the outbound tourism market has not been examined that much even though Mok & Armstrong (1995) wrote that “*overseas travel has become a way of life for many Hong Kong residents.*” (Guillet, Lee, Law & Leung 2011.)

## 4.2 Research on Hong Kong Outbound Tourism

Hong Kong has one major travel expo that focuses on outbound tourism market, the International Travel Expo, which is organized yearly in June. There is a survey conducted every year to the ITE visitors about their travel preferences. According to the survey conducted in 2018 ITE, 84% of respondents preferred traveling in FIT or private tours while only 16%

preferred package tours. Most of the respondents (44,4%) travel 3-5 times a year or 1-2 times (39,8%). Most visitors want to book their trips through Online direct with Suppliers (60,2%), while some prefer to book through Online direct travel portals (49,7%) or directly through travel agents (39,1%). When asked which destinations the respondents planned to visit within the next 2 years 39,4% chose Europe. (ITE Hong Kong: Survey found Visitors Affluent Travelers Upbeat on Travel Spending 2018.)

There are not any recent statistics on Hong Kong residents' departures by destination as The Hong Kong Tourism Board stopped providing this information since 2005. According to Guillet et al (2011), around 70% of the 7 million Hong Kong residents were traveling abroad in 2010. An average distance traveled from Hong Kong was 3,722 km and the mean trip spending was 12,414 HK\$ (around 1 583 US\$). The respondents stayed 7 nights on their trip as an average and the mode of travel was split between packaged tour and independent travel. (Guillet et al 2011.)

According to Census and Statistics Department of Hong Kong's survey (Pattern of Outbound Travel 2003) carried out to 5 357 200 Hong Kong residents aged 16 and over 1 297 200 persons (24.2%) had traveled from Hong Kong to destinations other than Guangdong Province and Macao during 12 months. Of these persons 30% were aged 30-39, 24% were aged 40-49. The largest age group traveling outside Guangdong Province and Macao were 30-39 years old (33.7%), followed by 20-29 years old (29.5%) and 50-59 years old (23.9%). Of these travelers, females had made more trips outside Guangdong Province and Macao (25.7%) than male travelers (22.8%).

Most of those persons were economically active (74.2%) while 10.2% were retired and 9.6% were home-makers. Of these groups, economically active persons and home-makers had high rates of 28.9% and 19.5% of traveling outside Guangdong Province and Macao. (Pattern of Outbound Travel 2003.)

Economically out of those 1 297 299 persons 29.3% had a monthly household income of 40,000\$ and over, 21.5% 20,000\$-29,900\$ and 20.6% 10,000\$-19,900\$. Persons with the monthly household income of 40,000\$

and over had traveled to places other than Guangdong Province and Macao the most (54.4%) followed by persons with monthly household income of 30,000\$-39,999\$ (41.2%). The median monthly household income for persons that traveled to places other than Guangdong Province and Macao was 26,500\$. (Pattern of Outbound Travel 2003.)

The main purpose of last travel for the majority of these persons was “vacation” (66%) and “visiting relatives/friends” (18.1%). Other common purposes were “business” (9.3%) and “broadening one’s horizon” (4.3%). The most common activities during last travel were “sight-seeing” (69%), “dining/karaoke” (43.2%), “shopping” (42.9%) and “visiting relatives/friends” (21.8%). For these respondents duration of their last travel was 4 days and below (20.2%), 5 days (21.6%) and 8 days and over (29.3%). The median duration of their last travel was 6 days. (Pattern of Outbound Travel 2003.)

Travel groups of those 1 297 200 persons included 2 persons (39.1%), 3 persons (15.9%), 4 persons (16.3%), 5 persons and over (15.3%). 13.6% of the respondents traveled alone. Of the arrangement for the last travel, over half (50.4%) had a package tour, 37.7% booked transportation, accommodation, and itinerary by themselves and 10.7% bought transportation and hotel package. Of those persons 31.8% spent less than 4000 US\$ on their last travel, 23.7% spent 4000-5999 US\$, 19.7% spent 6000-9999 US\$ and 24.7% spent 10,000 US\$ and over. The median spending on their last travel was 5000 US\$. (Pattern of Outbound Travel 2003.)

When considering travel destinations the most common factor was “price” (63.3%), second came “length of vacation leave” (44.1%), following “value for money” (32.6%), “product offered in connection with the travel” (27.7%) and “have never been to that place” (26.3%). Of those 1 297 299 persons, 10.9% got information about the destination from a travel agency, while 10.9% got the information from their relatives/friends, 10.8% got the information from magazines, 7.2% from a newspaper. However, 29.3% of the respondents did not need to get information about the destination. (Pattern of Outbound Travel 2003.)

Zhang, Qu & Tang (2004) studied the Hong Kong residents' destination choice preferences on leisure outbound tourism. According to their research, the majority of Hongkongese respondents preferred to join an all-inclusive package tour (65%), travel with spouse or children or friends (82%), have a party size of two to four (78%) and spend seven to ten days (62%) for the overseas leisure vacation. The least popular options were to travel alone (6%), travel on a basic package tour (8%), travel with parents, brothers or sisters (8%) and to stay more than 10 days (17%).

In this survey Hong Kong residents chose epidemics as the most important factor when choosing a destination for leisure travel, followed by safety, disaster, good value for money, political and social environments, availability of accommodation, quality of accommodation, availability of transportation, scenic attractions, cost of trip, quality of food, quality of transportation and climate. (Zhang et al 2004.) This survey was carried out right after the SARS epidemic had reached Hong Kong in March 2003 with 1750 reported cases resulting in the death of 286 people from the disease (Hung 2003). This explains why epidemics was chosen as the most important factor when choosing a destination for leisure travel in this survey.

Tour Features was a more important factor for respondents aged 46 and above than for respondents aged 18-25 and 26-45. For respondents, aged 26-45 Tour Features was a more important factor than for respondents aged 18-25. These results imply that the older the respondents were the more important factor Tour Features was when selecting a travel destination. This factor was more important for male respondents than female respondents. (Zhang et al 2004.)

According to Zhang, Qu & Tang (2004) safety was the most important dimension for Hong Kongers when choosing a travel destination. This implicates that travel marketers should promote the safety of their country and organized tours. Safety should be emphasized by all tourism suppliers including airlines, land operators and attraction suppliers. Co-operation of these suppliers is also required to ensure the safety level of the destination. (Zhang et al 2004.)

Law, Rong, Vu, Li & Lee (2011) studied the changes in Hong Kong's outbound tourism market. They examined the School of Hotel and Tourism Management's annual domestic hospitality surveys conducted to Hong Kong residents from the year 2005 till 2009. They found out that the most active group of travelers in 2005 were between the ages of 36 and 45. 85.68% of this age group expressed plans to travel in the coming year. By 2009 this percentage had increased to 95%. In 2005 the respondents with a low level of education had a low probability (7.22%) of plans for outbound travel in the future. The percentage increased to 22.62% in 2009.

These findings implicate that Hong Kongers intentions for outbound travel had increased and the respondents with a low-level education had a higher probability for outbound travel in the future. (Law et al 2011.)

Another big change was that the group of people whose motivation for traveling was to get away for rest and relaxation grew from 32.61% in 2005 to 82.45% in 2009. The individuals that had no experience in visiting Macao or Overseas, 61.13% did not have future trip plans in 2005, whereas the percentage had dropped to 25.97% by 2009. (Law et al 2011.)

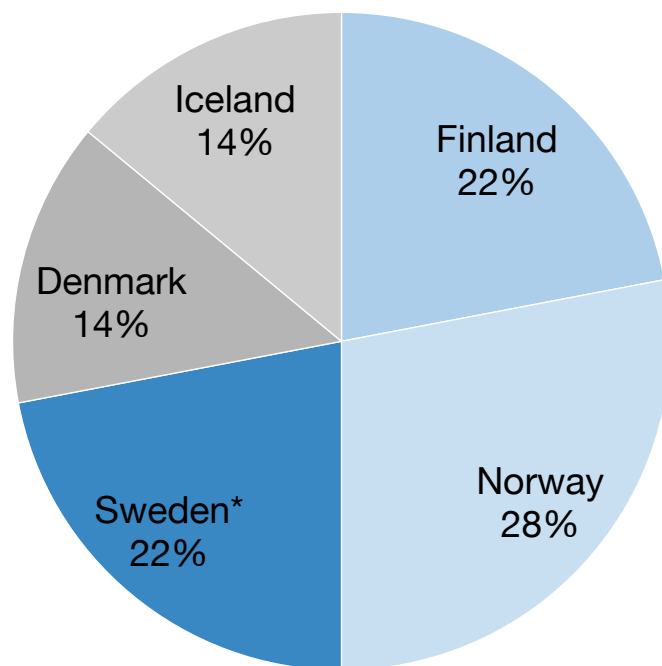
The individuals that had the motivation to discover new places/things and to increase knowledge, the likelihood of visiting Mainland China went down from 75.58% in 2005 to 19.46% in 2009. On the other hand, the likelihood that these individuals will not take an Overseas trip dropped from 54.37% in 2005 to 32.99% in 2009. This indicates that the popularity of Overseas trips among this group has grown, whereas Mainland China's popularity has declined. (Law et al 2011.)

## **5 Hong Kong Outbound Tourism to Nordic Countries**

Hongkongese travelers consider the Nordic countries as a safe destination when compared to other long haul destinations. The instability in the US and Western Europe has made the Nordic countries even more appealing as a long haul destination. (Wu 2017.) Straight flights from Hong Kong to the Nordic countries will increase in the future as Finnair adds more flights for next summer. At the moment, Finnair is flying ten weekly flights during the summer

season and 12 weekly flights during the winter season. Starting from the 2019 summer season Finnair will fly 14 weekly flights, twice a day, between the Helsinki-Hong Kong route with the new Airbus A350 aircraft. (Finnair continues its strong growth in Asia with additional frequencies for summer 2019, 2018.) SAS used to fly from Stockholm to Hong Kong five times a week but as of October 2018, the route was moved to Copenhagen. However, SAS can now offer a better timetable for their Hong Kong flights with high-demand night flights. (From Copenhagen to Hong Kong 2018.) As there are more direct flights and flights through Europe, the fares are as well getting more competitive for the Hong Kong market. (Wu 2017.)

Nordic Countries' Share of Chinese Overnights  
2017



\*Statistics of Sweden only include overnights from mainland China, while other four countries include overnights from mainland China and Hong Kong.

Figure 4. Nordic countries' share of Chinese overnights 2017. (Chinese Market Segment: High Spending FITs 2018).

## 5.1 Finland as a Destination

Finland is known for its clean, peaceful nature, safety and authenticity.

Tourism in Finland is growing by 10% a year and the future seems positive.

Tourism is the industry of the future and Finland has a great opportunity to grow significantly. (Travel is growing and becoming international fast N.d.)

As a destination, Finland is full of contrasts. The endless daylight during the summer and long-lasting darkness of the winter with beautiful colors of autumn and green nature of the spring. The four seasons have a huge effect on life in Finland and the unique Finns. Finland is different from other Northern European countries as its not actually part of Scandinavia nor the Baltics or Eastern Europe. (Travel Facts N.d.)

Finnish people enjoy spending their free time in nature. 72% of the country is covered with forest and there are around 200 000 lakes and a half a million summer cottages (Travel Facts N.d.; Forest – A Finnish Favorite N.d.). Finland has a unique concept of “Everymans’ Right”. This means that everyone can wander in the forests while gathering mushrooms and berries. The concept also states that nature belongs to everyone and it should be treated respectfully. Besides, Finnish forests , with a possibility to pick berries, are great places for hiking as there are a lot of marked trails and 39 national parks around the country. (Forest – A Finnish Favorite N.d.)

Visit Finland has named six significant customer segments for Finland: Nature wonder hunters, Nature sensualists, Active adventurers, “Finnish luxury”, City-breakers and Authenticity seekers. The segmentation is based on a broad consumer survey that defined Finland’s pull factors in the main travel market countries: China, Germany, the UK, and Japan. Especially aurora borealis, pure nature, and winter experiences can differentiate Finland from its competitors. Tourism in Finland has been divided into four strategic areas: Helsinki, Lapland, Finnish Lakeland, and Archipelago. (Marketing themes and area division 2018.)

There are also three marketing themes that are defined based on Visit Finland’s core values: Silence please, Wild & Free and Cultural Beat. Silence,



please means that the traveler can experience a cottage and a sauna while relaxing and enjoying the pure nature. This theme includes products like cottages, saunas, wellness services and healthy Finnish food such as berries and mushrooms. Wild & Free offers travelers experiences through nature activities such as safaris, island-hopping and paddling in the archipelago. Actual products in this theme can be for example snowmobile safaris, husky safaris, snow, and ice related experiences and paddling products. Cultural Beat includes Finnish design, Christmas, music, and tasty Finnish food. The products of this theme can be related to the Finnish lifestyle, metal music, Santa claus, and festivals. (Marketing themes and area division 2018.)

## 5.2 Sweden as a Destination

Sweden is a popular destination both for leisure and business travelers. Visitor volumes in Sweden have grown fast during the last decade and revenues of international visitors have more than doubled. This has led to large investments in facilities: hotels, conference centers, event facilities, and spas. (Travel and Tourism in Sweden N.d.) In 2017 6,3% of Sweden's total exports was from tourism (Sweden marks record year for tourism 2018).

Sweden has fresh air, beautiful nature and accessible wilderness. It is an immense country with only 24 persons per square kilometer. Sweden is a great destination all year round with its lively cities, exclusive nature and cultural heritage. Stockholm, the capital city of Sweden, is ranked as 19th most attractive conference cities in the world. (Travel and Tourism in Sweden N.d.)

In 2017 Sweden had a record year of tourism. Tourists spent 317 billion kronor which marked a 7.4% increase when compared to 2016. In 2017 the international visitors in Sweden were responsible for 42% of the total tourist consumption. The CEO of Visit Sweden Ewa Lagerqvist commented that Sweden's biggest attraction is nature. She said that Sweden has seen a high increase in tourists from China, the US, and India. Sweden is a fresh alternative for tourists that have already experienced more traditional destinations. (Sweden marks record year for tourism 2018.)

### 5.3 Norway as a Destination

Norway is famous for its fjords, coastal lines, and outdoor activities. The winters attract travelers that are into winter sports and want to see the famous northern lights. Besides nature, Norway has lively cities such as Oslo, Bergen, Stavanger, Trondheim, and Tromsø. A city break goes fast while visiting art exhibitions, museums, and festivals. The capital city Oslo is popular for its architecture, live music scene and culinary culture. Norwegian food is popular in the countryside as well, Norway's culinary traditions are twisted with modern influences. (Why Norway? N.d.)

For tourists, Norway is a safe and reliable destination. Most of the Norwegians speak English, the attractions are family friendly and the country has a great infrastructure and transportation options. (Why Norway? N.d.)

### 5.4 Schengen Area and Visa Application

Hong Kong passport holders have been able to roam freely in the Schengen area of Europe without applying for Visa. This is going to change in 2021 when the new regulation of the European Commission known as the Electronic Travel Information and Authorisation System will be rolled out for use. The regulation means that Hong Kong passport holders will need to apply for a travel authorization before traveling to Schengen Area countries, including Finland, Sweden, and Norway. (McCarthy 2018.)

The authorization can be done via online application form and most of the applications will be approved in a few minutes. The application fee is 7 euros and the authorization is valid for three years. The authorizations will be checked before boarding for flights and at the time of entry to the Schengen area. (McCarthy 2018.)

Consul-General of Finland in Hong Kong Johanna Karanko commented on the new system: *"We do not expect that the system will negatively impact travel from Hong Kong to the Schengen area."* She mentioned that the system is similar to American electronic registration. (McCarthy 2018.)

International citizens in Hong Kong can apply for a Nordic Visa at the Finland Visa Application Centre. The center was opened in April 2018 and Finland is representing Sweden, Norway, Denmark and Iceland in visa applications. (Visa Application Centre eases applying for a Schengen Visa to Finland in Hong Kong 2018.) Before opening the Visa Application Centre all visas had to be applied in the Nordic Consulates. There has been a growing demand for Nordic visas and Finnish Consulate decided to outsource the Visa application. In the recent seven years, visa applicants to Nordic countries have increased six-fold, mostly because of intensifying business and tourism trade. (Persson 2018).

## **6 Research Process**

The main research method selected for this thesis is quantitative research that is carried out as an online survey. The survey is combined with qualitative aspects by conducting a PESTEL analysis that examines possible changing forces that affect the macro-environment of Hong Kong. The reasons for selecting these particular research methods are explained in the next chapters.

### **6.1 Research Methods**

Qualitative research enables the understanding of a phenomenon. From the base of the understanding, it is possible to develop theories, hypothesis, and presumptions that explain the phenomenon. Qualitative research is key for understanding a phenomenon and from that to be able to develop theories based on it. (Kananen 2015, 71)

The qualitative description of the phenomenon is always seen as a better option than numeric quantitative research. Some things are only possible to explain with qualitative ways, such as text. Also to be able to understand different processes fully requires a qualitative description of the phenomenon. (Kananen 2015, 71.)

Different research methods can be used in a research side by side or one after another. For example, quantitative research results can be completed with qualitative research or qualitative research can be followed by quantitative research to quantify the phenomenon and its factors after the phenomenon's factors have been found out. (Kananen 2015, 71.)

Quantitative research is based on existing theories and it aims to generalize. The most common quantitative data collection method is a survey. Quantitative research requires knowledge of the phenomenon and it has to be based on a theory that explains the phenomenon. In quantitative research support, questions are needed in order to generate results to the research questions. The support questions are questionnaires in a survey which can be fact questions or opinion questions. (Kananen 2015, 73.)

The research of this thesis was conducted as quantitative research which was supplemented with qualitative aspects. Firstly a PESTEL analysis was conducted to get an understanding of the macro-environment of Hong Kong outbound tourism. The PESTEL analysis was examined through push and pull factors in order to find out what factors made Hongkongers travel and what factors drew them to the Nordic countries.

The quantitative research data was collected as a survey that was aimed for Hong Kong permanent residents. A survey is one way to collect quantitative research data. It is a form of a questionnaire, interview or observation on which standardized data is collected and research participants form a sample of a certain population. Standardized research material means that all questions have to be the same for each participant. (Hirsjärvi, Remes & Sajavaara 2009.)

One advantage of a survey is that it allows the researcher to collect extensive research material. A survey is efficient because it saves the researcher's time and effort. If the survey form is planned carefully, the research material can be easily processed into a saved format and analyzed with a computer. The timetable and costs can also be predicted accurately. This way the researcher would not need to develop new analyzing methods for the research material as there are ready developed statistical analyzing and

reporting methods. However, the interpretation of the results can turn out problematic. (Hirsjärvi et al 2009.)

The survey was conducted using Webropol which is a questionnaire and reporting tool. The survey was designed to be structured in order to make filling out the questionnaire as easy as possible and at the same time to minimize any possible errors (see appendices 1 & 2). It was important not to make the survey too long in order to encourage people to answer all questions. Also, the demographic questions were placed at the end of the questionnaire so that the start of the questionnaire would seem more interesting. Using an online survey was the most reasonable way to collect data for this research as the participants live far away in a different country.

## 6.2 Data Collection

Data collection for the study was executed on Facebook between 1.3.2019 – 15.3.2019. According to Davis (2018), around 75% of Hongkongese internet users have a Facebook account while 44% of Hongkongers stated that they use Facebook as their primary source for breaking news. The high percentages of Facebook usage in Hong Kong were the main reason the author selected Facebook over all other social networks.

Distributing the survey was done by posting a Facebook ad targeted to Hong Kong residents from ages 18 and up (see Appendix 3). As receiving enough participants online from another country can be challenging, the Facebook ad played a significant role in receiving suitable data for this study. In addition to the Facebook ad, the link to the online survey was shared on the author's own Facebook network and on few Hongkongese Facebook groups. Most of the respondents found the survey through the Facebook ad.

There was also a possibility to participate in a lucky draw to win a price after filling in the questionnaire. The respondents could fill in their contact information on the last page of the survey, if they decided to participate in the lucky draw. Writing down the contact information in the end of the survey was totally optional and the contact information gathered was later deleted

by the author in order to protect the privacy of respondents. The lucky draw encouraged the respondents to fill in the whole questionnaire.

Diaz de Rada, Casaló & Guinaliu (2016, 199) studied online consumer behavior in the Spanish tourism sector by comparing the use of social networks and traditional methods in obtaining a representative sample. Their results concluded that the use of social networks like Facebook enables obtaining more data on high-quality results with fewer partial replies and greater speed of reply.

They found no significant differences between the participants' socio-demographic characteristics when compared to those who participated through other channels. Their research argued that it would be convenient to use an online social network as an element for research promotion in future market researches. (Diaz de Rada et al 2016, 199.)

Kosinski, Matz, Gosling, Popov & Stillwell (2015) studied the usage of Facebook for research purposes based on their experience in implementing Facebook-based studies that attracted over 10 million participants. They recommended using Facebook for recruiting participants either by snowball sampling approach or by using Facebook ads. (Kosinski et al 2015, 3-10.)

Using the snowball sampling approach is quite difficult as only most engaging studies end up going viral. Facebook's advertising platform provides easier alternative for snowball sampling. The ads can be targeted at users by defining different preferences and demographic variables. Previous research shows that Facebook ads have outperformed traditional methods like postal surveys and are more cost-effective than e-mails or online newsletters. (Kosinski et al 2015, 3-10.)

### 6.3 Data Analysis

The idea of quantitative research is to examine the behavior of large populations and groups. This means that the focus is not in the individual observation unit. As more than one units are examined the data has to be compressed. Compression can be made by using different statistics or by

presenting the results as frequency distributions or cross tabulation. The most popular ways to present the results are frequency distributions, cross-tabulations, different statistics and presenting the results of open questions. (Kananen 2015, 287-288.)

The questionnaire got a total of 120 answers. The number of respondents was satisfactory for this kind of research when taking into account the amount of time and resources in hand. The results were compressed and cross-tabulated with Webropol and presented as visual graphs and key figures.

#### 6.4 Reliability of the Research

Reliability of the research means the ability of the research to give accurate results. It evaluates the constancy of the results from measurement to another. Reliability is about the repeatability of the research. When the results are the same in another research made by another scholar the research is reliable. It is important to examine the reliability of the research during the research. The accuracy of the research is examined and the research should not have any random errors. (Vilkka 2007, 149.)

Validity means the ability of the research to measure what it was meant to measure. In other word how successfully the scholar has managed to transmit the theoretical concepts used in the research to the key indicator of the research. Validity is good if the researcher has not wound up into misconceptions and there are no systematic mistakes. (Vilkka 2007, 150.)

When reliability and validity are combined together, they form the overall reliability of the research. The overall reliability is good when the sample represents the population and the measurements have only a few random errors. The overall reliability can be examined with for example re-measurement. (Vilkka 2007, 152.)

When using a quantitative method and a survey, there are some specific weaknesses that can occur. Usually, the data of a survey is seen as superficial while the theory in quantitative research is seen as too simple. With a

survey, it is not possible to be sure that the respondents have taken the survey seriously. It is also difficult to control misunderstandings and to make sure that the respondents have knowledge of the survey topic. (Hirsjärvi et al 2009.)

As the research was carried out as a quantitative survey, there are some weaknesses that could have occurred. Firstly, the researcher can not be sure if the survey respondents have had enough knowledge of Nordic countries to answer the survey questions. However, the questions were designed so that it would be possible to answer them even with just an image in mind of the Nordic countries. There is also a possibility that because of the usage of social media the survey draw mostly respondents that already had some kind of interest in the Nordic countries and that chose to answer because of their own interest.

The survey was designed for respondents who come from a totally different culture so there is a risk of cultural misunderstandings. As the primary languages of Hong Kong are traditional Chinese and English, the questionnaire was translated into traditional Chinese. The questionnaire was first designed in English and then sent to a Hongkongese translator who translated it into traditional Chinese. The introduction of the survey was also translated. After the translations were ready, they were read by two native Hongkongers, to make sure that the translations were understandable. Uploading the translations to Webropol was easy with a ready-made Excel-file that prevented any mix up between the languages.

## **7 PESTEL analysis**

The PESTEL analysis identifies different changing political, economic, social, technological, environmental and legal forces that might affect the Hong Kong outbound tourism market. PESTEL analysis is used to identify only possible changing positive and negative forces. The intent is not to go through all PESTEL letters but rather let the author select different forces that seem important regarding the near future of Hong Kong outbound tourism market. Applicable results of this PESTEL analysis are examined further with



push and pull factors.

## **POLITICAL**

### **The US – China trade war**

The United States-China trade war has been going on since the Trump administration announced the first tariffs for China in January 2018 (Schoen & Pramuk 2019). There are some risks in the outcomes of the trade war for Hong Kong as well. Hong Kong is shielded by American trade arrangement Hong Kong Policy Act. This guards the city against the tariffs that the US imposes on China but there are other risks involved, such as fluctuating currency rates and losing consumers trust. (Leung 2019.)

One risk lies in mainland Chinese travelers spending in Hong Kong. Economist Andy Kwan Cheuk-chiu stated that mainland Chinese travelers account around 40 percent of Hong Kong's whole retail sales. If their spending stops it could be a huge pitfall for Hong Kong. There is also uncertainty as no one knows when the trade war will end. (Leung 2019.)

The United States has raised concerns for Hong Kong's autonomy as Beijing has increased its interference. Washington noted that Beijing had taken actions that were inconsistent with its commitment to allow Hong Kong to exercise its autonomy as stated in the Basic Law, Hong Kong's mini-constitution and the Sino-British Joint Declaration. (Lam & Lum 2019.)

All political disputes that are happening in China can affect Hong Kong as well. The trade war situation will bring a lot of uncertainty to the travel industry of Hong Kong. Even though travel companies and destinations can not influence the outcome of the trade war, it is important to acknowledge these issues and prepare for possible negative impacts. It would be good to have a diverse set of target customers from different countries instead of solely focusing on Hongkongese and mainland Chinese travelers. This way the negative impacts for the travel company/destination could be aligned if the Hong Kong residents would reduce their traveling abroad.

## **Greater Bay Area**

There is a new initiative planned in South China that would open the markets of China in an unforeseeable way. Nine cities and two Special Administrative Regions will form a so-called Greater Bay Area. By utilizing the strengths of different cities and areas the Greater Bay Area initiative pursues to ease the movement of people, capital, and goods while spreading the wealth to the less developed cities in the area. If succeeded, the initiative would grow the area's GDP from 1,3 billion to 4,6 billion (USD) by 2030. (Ma 2018.)

Greater Bay Area initiative is trying to replicate the so-called Bay areas in San Fransisco, New York, and Tokyo. The Bay areas are economic zones that have created their own trademark with international contests. (Ma 2018.)

The initiative requires greater cooperation between Guangdong province, Hong Kong and Macau. This will create more opportunities for Hong Kong and Macau residents to work and live on the mainland. There would also be positive arrangements for taxation, subsidies, travel, and access to mainland public services. (Loh 2019.)

The Greater Bay Area initiative can turn out to be a positive factor for Hong Kong if it is executed as planned. The initiative can bring prosperity to the whole Greater Bay Area and this can increase the buying power of the consumers. Hong Kong residents can thus have more money to spend on traveling abroad. The initiative can also create other positive possibilities for the travel companies as there will be close cooperation between the nine cities and two SARs.

## **Diplomatic Relations**

Sweden has had some diplomatic differences with China during the last few years. These differences include the disappearance of a Swedish citizen and bookseller Gui Minhai, the dispute over Chinese tourist behavior and the allegations that the Chinese military could be using a satellite communications base in Swedish Lapland. (Elmer 2019.) Sweden's migration board has also decided to grant refugee status for all Uighurs that have had

residency in Xinjiang (Olsson 2019). This might create even more tension between Sweden and China.

In September 2018, a Chinese tourist group was ejected from a hotel by police in Stockholm. There was a disagreement between the Chinese tourists and the hotel staff overbooking and as a result, the Chinese embassy demanded an apology from the police. This dispute prompted Beijing to issue a travel warning against Sweden. The travel warning was later renewed until March 22, 2019, because of “the security situation in Sweden”. (Elmer 2019.)

Sweden has since updated its China strategy in order to balance a growing trade with concerns for human rights after a difficult year for diplomatic relations. Sweden’s Minister of Foreign Affairs Margot Wallström stated that *“China created jobs and growth for Sweden, but also warned that democracy and human rights in China were a “very serious” matter”*. (Elmer 2019.)

Sweden is not the only Nordic country that has had diplomatic disputes with China. Beijing froze the diplomatic relations with Norway after the Norwegian Nobel Committee awarded Nobel Peace Prize to Chinese dissident Liu Xiaobo in 2010. The diplomatic freeze lasted for six years until China and Norway signed a pact to resume free-trade negotiations in 2017. (Jing 2017; Reuters 2018.)

Diplomatic statements are important when protecting human rights and cooperation between different countries. However, it is important to acknowledge what consequences the statements can bring regarding the trade of different industries. Some mainland Chinese residents are already perceiving a negative image of Sweden because of these diplomatic disputes. This negative image could spread to Hong Kong, which would have negative impacts on Hongkongese visits to Sweden.

Acknowledging the impact of diplomatic relations on destinations image should be taken seriously in all Nordic countries. Even though Finland has had quite positive relations with China the situation can change rather quickly over a possible dispute.

## **ECONOMIC**

### **Problems Faced by Travel Agencies**

Some Hongkongese travel agencies have faced financial problems in 2019. First, the online travel agency Zuji stopped its operations during January. The online travel agency could not buy airplane tickets anymore because of unpaid payments to airlines. Zuji lost its travel agency license, and it also turned out they owed a substantial amount of money to more than 50 customers. Zuji was originally from Singapore and expanded its operations to Hong Kong, Taiwan, and Australia. It was one of the first online travel agencies in Asia. (Lee 2019.)

Another travel agency collapsed in February, during the Lunar New Year. An Shun Travel ceased its operations and canceled 18 tour groups to mainland China. Tourism sector lawmaker Yiu Si-wing stated that *“1,700 small to medium-sized travel agencies faced difficulties operating in Hong Kong.”* (Lok-kei 2019.)

Travelers' transition into online services instead of traditional travel agencies can explain the economic problems that Hongkongese travel agencies are facing. However, the closing down of Zuji was rather surprising, as Zuji was one of the first online travel agencies in Asia. For travel companies, it is good to acknowledge that Hongkongese customers are moving onto using meta search engines and online travel agencies. This change has to be considered in companies' strategies when marketing services for Hong Kong outbound tourism market.

### **Cost of Living**

In 2019 Hong Kong was selected as the world's most expensive city, together with Singapore and Paris. The Worldwide Cost of Living survey is conducted by the Economist Intelligence Unit and it compares over 400 different prices across 160 products and services. According to the research Hong Kong's World Cost of Living (WCOL) index is 107. The index is compared to New York's index that is set to 100. (Worldwide Cost of Living 2019.)

	City	Hong Kong
Average US\$ price 1kg loaf of bread	Current	\$3.91
	Last year	\$4.16
	5 years	\$4.05
	10 years	\$5.42
Average US\$ price 1 beer bottle (330ml)	Current	\$1.77
	Last year	\$1.93
	5 years	\$2.01
	10 years	\$1.44
Average US\$ price men's two-piece business suit	Current	\$1,874.65
	Last year	\$1,687.89
	5 years	\$1,370.23
	10 years	\$856.41
Average US\$ price women's haircut	Current	\$112.10
	Last year	\$92.71
	5 years	\$51.55
	10 years	\$73.72

Figure 5. The development of prices in Hong Kong. (Adapted from Worldwide Cost of Living 2019).

If the prices of accommodation and other necessities keep on growing in Hong Kong, it will have huge negative effects for Hong Kong outbound tourism market. Living in Hong Kong is getting more and more expensive which will result in financial problems for some of the residents.

## **SOCIAL**

### **Population Density and Over Tourism**

The estimated population of Hong Kong at the end of 2018 was 7 482 500, increased by 0,9% from the end of 2017. From the population 7 249 400

were usual residents and 233 100 were mobile residents. (Year-end population for 2018, 2019.) In world population density listing Hong Kong is holding the fourth place worldwide (World Countries by Population Density 2019).

As Hong Kong is one of the most popular travel destinations in the world, the population density gets even worse with over tourism. During the spring of 2019, there has been an influx of tourists into Kwa Wan, Hung Hom, and Tung Chung, which are just normal residential areas. Hung Hom sees between 5000 and 6000 people per day. (Chan 2019; Cheng 2019.) The problem is mainland Chinese tourists that arrive with shuttle buses through the new Hong Kong-Zhuhai-Macau mega-bridge (Chan 2019). Overall there were around 65 million trips made to Hong Kong last year (Cheng 2019).

The population density of Hong Kong can be seen as a negative factor for the residents but as a positive factor for Nordic countries. The population density can act as a push factor for Hong Kong residents that want to break free from the stressful environment. As Nordic countries have relatively low population density, it can act as a pull factor for Hongkongese travelers.

## **ENVIRONMENTAL**

### **Air Quality**

There are a lot of problems with the air quality in Hong Kong. For example, the popular shopping area Causeway Bay had its pollution limits above the WHO's guideline on 227 days of the year in 2016 (Vetter 2018). Hong Kong government's statistics show that in 2017, 10,400 people in Hong Kong have died from respiratory diseases and nearly 193,000 have been taken to hospital (Tam 2019). The air pollution in Hong Kong is contributed mostly by motor vehicles, marine vessels and power plants (Air quality in Hong Kong 2019). In 2019, Hong Kong government revised its air quality targets for 2025. The targets have since been criticized by environmental advisory groups, as the targets are not set to the World Health Organisation's ultimate objectives. (Kao 2019.)

The air quality in Hong Kong can be seen as a positive factor from the perspective of Nordic countries. The air quality and pollution levels of Hong Kong can act as push factors for Hong Kong residents if they recognize the unhealthy impacts. As Nordic countries are known for having clean air, it can be used as a marketing advantage when targeting Hongkongese travelers (Global Ambient Air Pollution 2018).

### **Climate**

Hong Kong has a sub-tropical climate, that also has severe weather phenomena. Summers in Hong Kong are extremely hot with high humidity. March and April are very humid and have mild winds. From May to August, the climate is hot and humid with occasional rain and thunderstorms. During the summer, afternoon temperatures often exceed 31 degrees of Celcius. From July to September Hong Kong is most likely affected by tropical cyclones. (Climate of Hong Kong 2018.)

In May 2018, Hong Kong had the hottest day ever measured during May since 1885, with 36.7 degrees Celsius. The weather in Hong Kong has gotten overall warmer with more hot and cold extremes over the past 47 years. (Kang-chung 2018.)

The climate of Hong Kong can also be seen as a positive factor from the perspective of Nordic countries. The sub-tropical climate can act as a push factor for Hongkongese travelers as the weather gets really hot and humid during the summer. The climate of Nordic countries can appear as a nice alternative with mild summers and cold winters. Especially the snowy winters and beautiful autumns, that do not occur in Hong Kong, can be used as an advantage when attracting Hongkongese travelers.

## **8 Research Results**

The results are presented as graphs so that the main points would be accessible for readers. Some of the results are also cross-tabulated in order to identify the differences between different age groups. The survey was divided into four sections: basic travel habit questions, questions for respondents

who had visited Nordic countries, questions for respondents who had not visited Nordic countries and the demographic questions (see survey forms as appendices 1 & 2).

The survey had a total of 120 responses. From these respondents, 41 persons had visited the Nordic countries whereas 76 persons had not visited the Nordic countries. Three respondents had never traveled abroad.

## 8.1 Demographics

First, the basic demographics of respondents are gone through. These questions were positioned into the end of the questionnaire but it is more clear that in the findings the demographic questions are presented in the beginning.

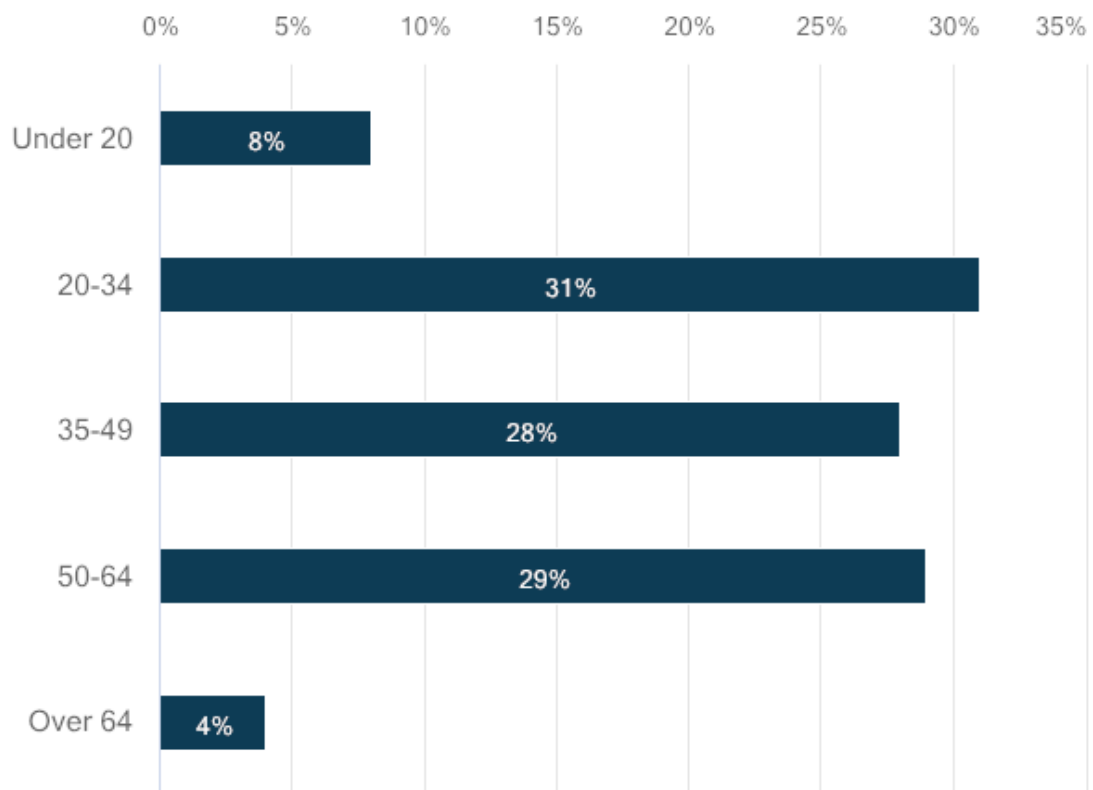


Figure 6. Age of the respondents.

As figure 6 presents, from the respondents 8% (9) were under 20 years old,



31% (37) were 20-34 years old, 28% (34) were 35-49 years old, 29% (35) were 50-64 years old and 4% (5) of the respondents were over 64 years old.

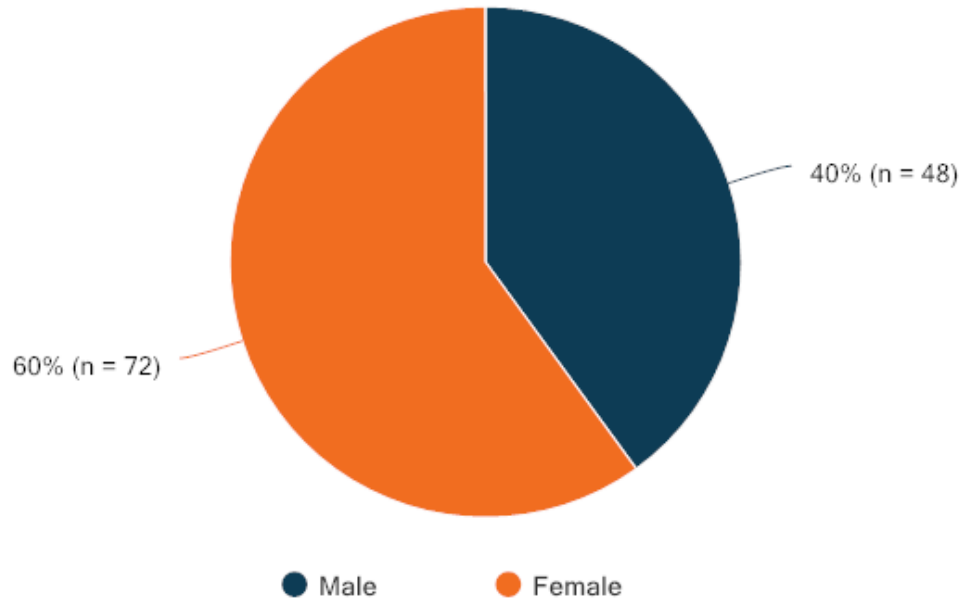


Figure 7. Gender of the respondents.

From the respondents 60% (72) were female and 40% (48) were male. (Figure 7.)

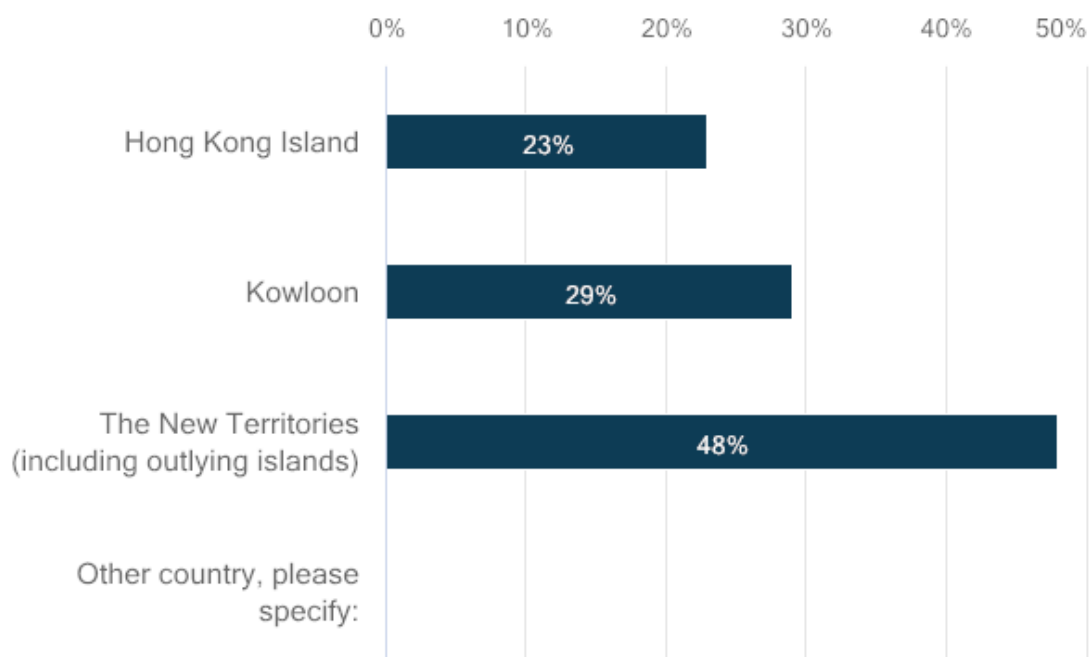


Figure 8. Living area of the respondents.

Hong Kong can be divided into three different living areas: Hong Kong Island, Kowloon and The New Territories (including outlying islands). From the respondents 48% (58) lived in the New Territories, 29% (35) lived in Kowloon and 23% (27) lived in Hong Kong Island. All respondents live in Hong Kong. (Figure 8.) These three graphics show the respondents demographics clearly. The demographics of the respondents were diverse in all three fields; age, sex and living area.

## 8.2 Travel Habits

The first page of the survey was filled with questions concerning respondents basic traveling habits. These questions show how experienced travelers the respondents are and what factors they consider important when choosing a destination.

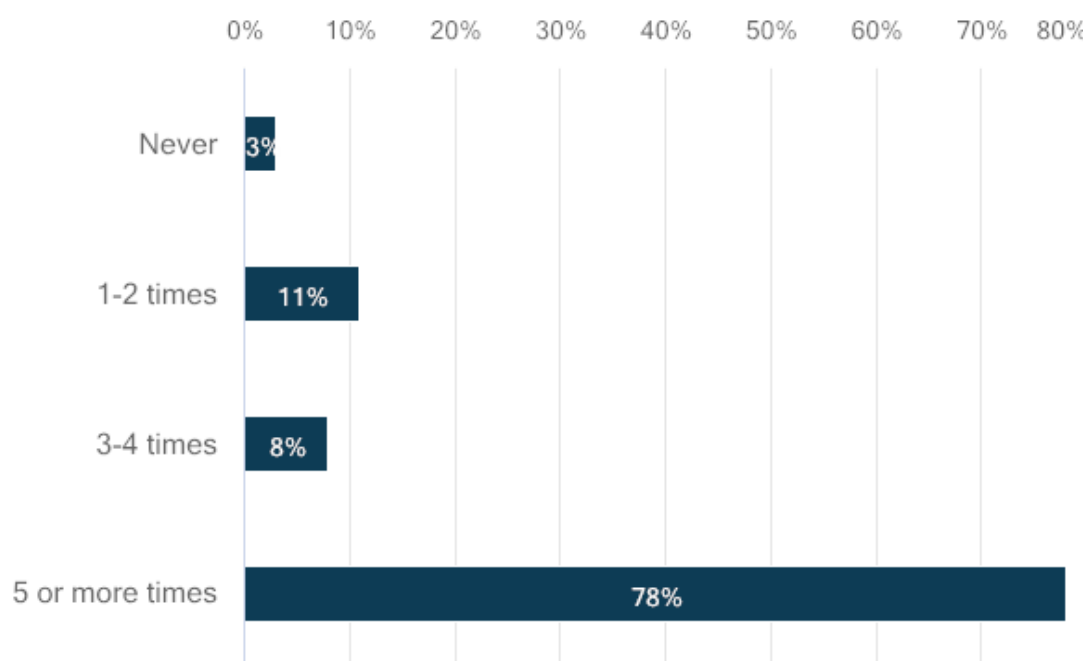


Figure 9. Have you traveled abroad?

Figure 9 shows that from the respondents 78% (94) have traveled abroad 5 or more times, 8% (10) have traveled abroad 3-4 times, 11% (13) have traveled abroad 1-2 times and 3% (3) of the respondents have never traveled abroad.

The results of this question verify the presumption that Hongkongers are quite experienced travelers.

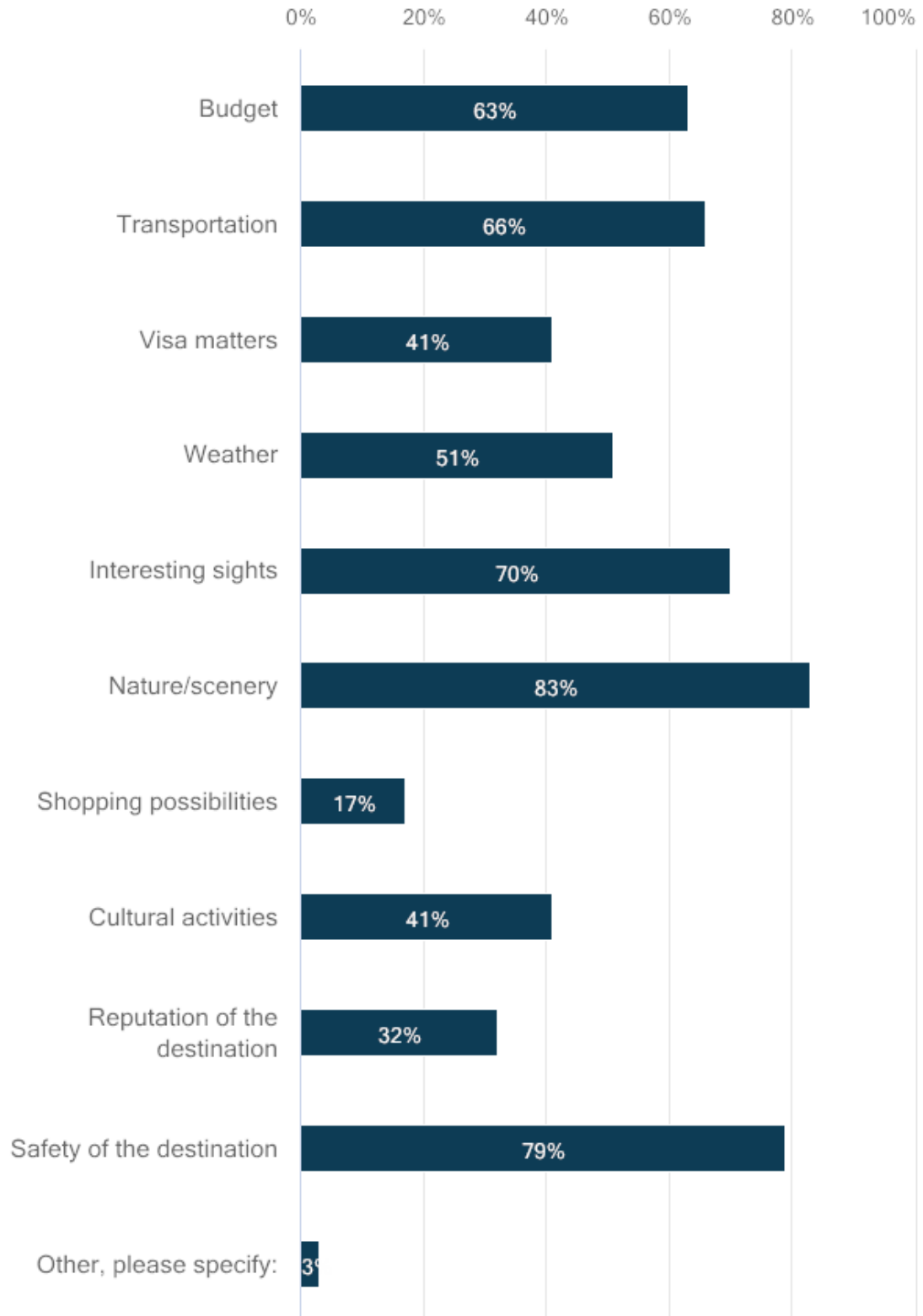


Figure 10. What features do you consider important when choosing a travel destination?

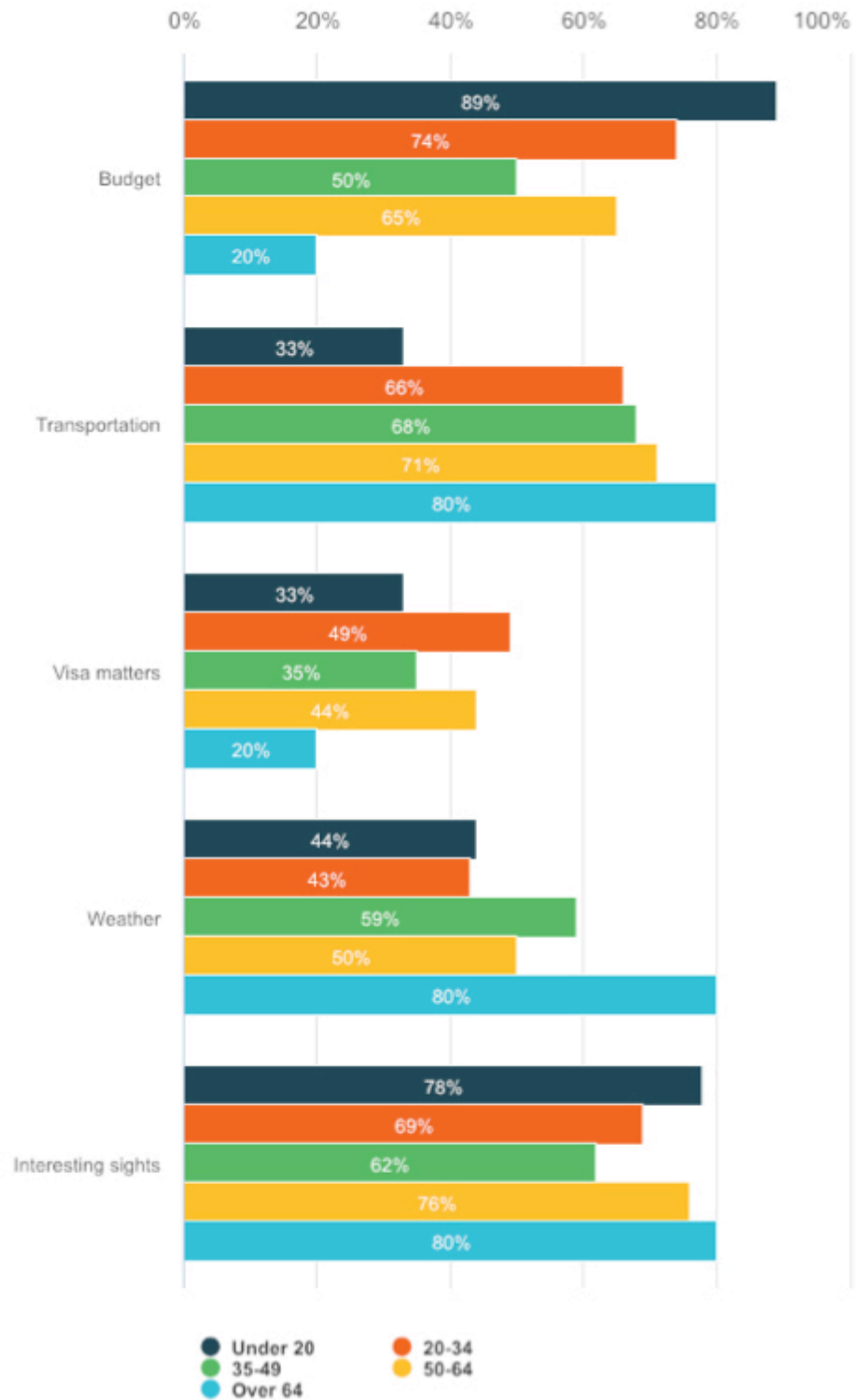


Figure 11. Age groups, What features do you consider important when choosing a travel destination?

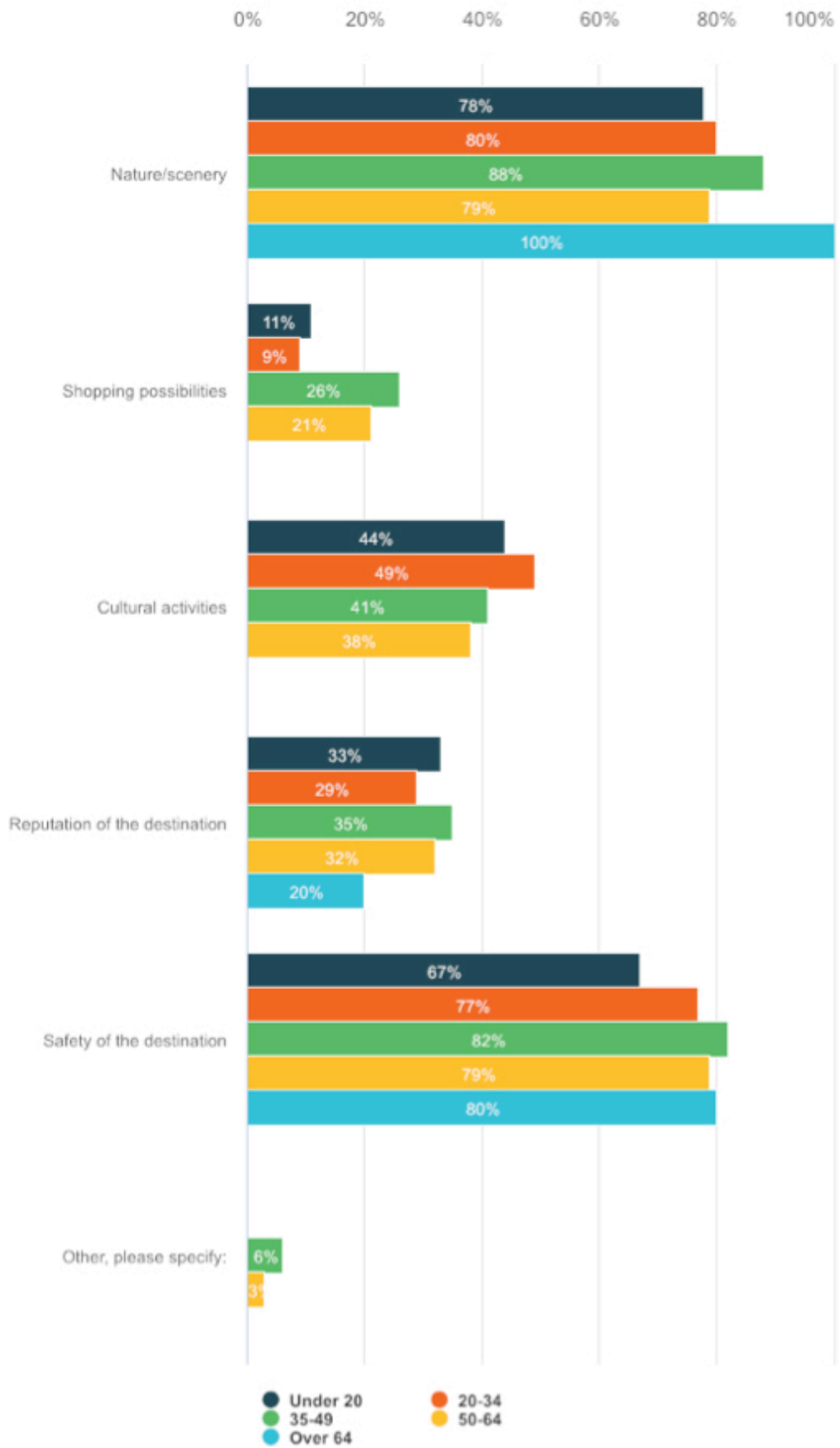


Figure 12. Age groups, What features do you consider important when choosing a travel destination?

The most important features when choosing a travel destination were Nature/scenery 83% (97), Safety of the destination 79% (92), Interesting sights 70% (82), Transportation 66% (77), Budget 63% (74), Weather 51% (60), Cultural activities 41% (48), Visa matters 41% (48), Reputation of the destination 32% (37) and Shopping possibilities 17% (20). Three percent (3) of the respondents had mentioned other features, which were: Political stability, Travel companion and Accessible design. (Figure 10.)

Figures 11 & 12 present that Budget was a more important feature for under 20 years old and 20-34 years old respondents than for the older respondents. Younger respondents also considered Transportation and Weather as less important features than the older respondents.

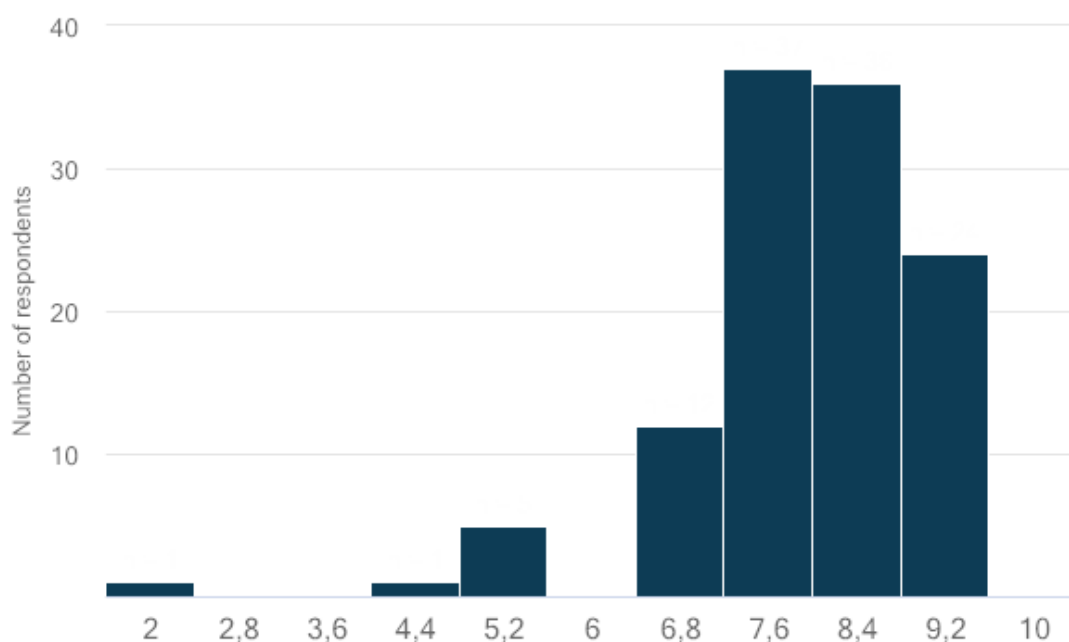


Figure 13. My overall image of the Nordic countries (Finland, Sweden, and Norway) is...

Question in the figure 13 asked the respondents to grade their overall image of Nordic countries between 1 and 10, with 1 being the most negative and 10 being the most positive. Out of the respondents 32% (37) chose 8, 31% (36) chose 9, 21% (24) chose 10, 10% (12) chose 7, 4% (5) chose 6, 1% (1) chose

5 and 1% (1) chose 2. This means that the minimum value selected was 2 and the maximum value selected was 10. The average grade was 8,46 while the median grade was 9. The standard deviation between the grades was 1,27. (Figure 13.)

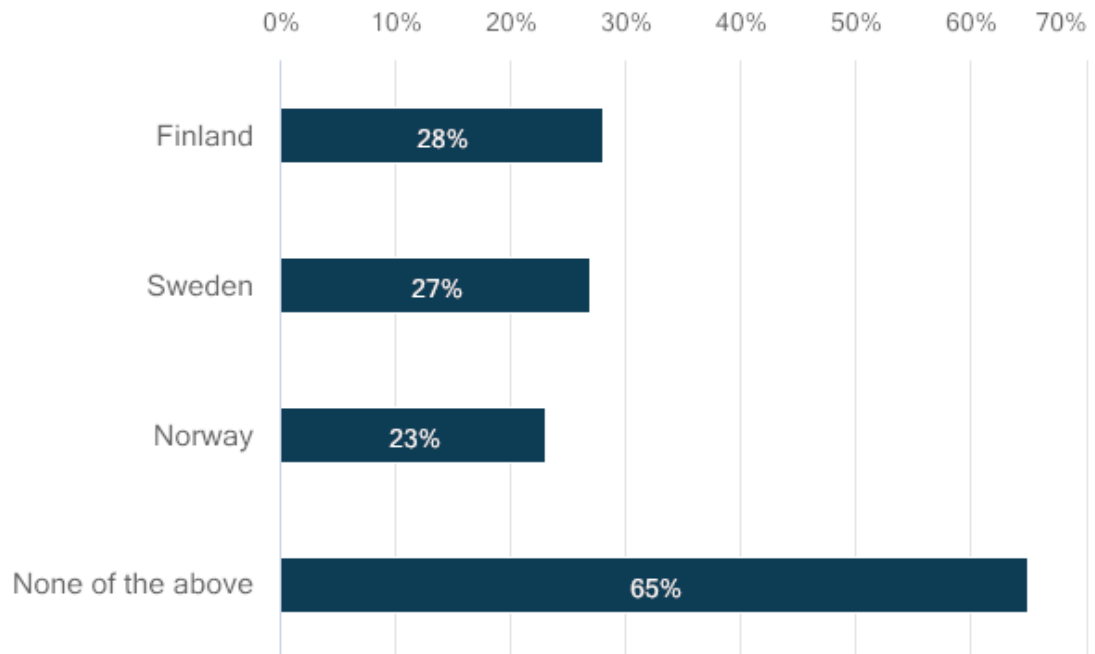


Figure 14. Which of these Nordic countries have you visited?

From the respondents 65% (76) had not visited the Nordic countries, 28% (33) had visited Finland, 27% (32) had visited Sweden and 23% (27) had visited Norway. This question was a multiple choice which means that some respondents had visited more than one Nordic countries. Total of 41 respondents had visited at least one of the Nordic countries. (Figure 14.)

### 8.3 Respondents That Have Visited the Nordic Countries

The respondents that had visited at least one of the Nordic countries were presented with the eight questions displayed in this chapter. The respondents that selected "None of the above" in the previous question skipped these next eight questions.



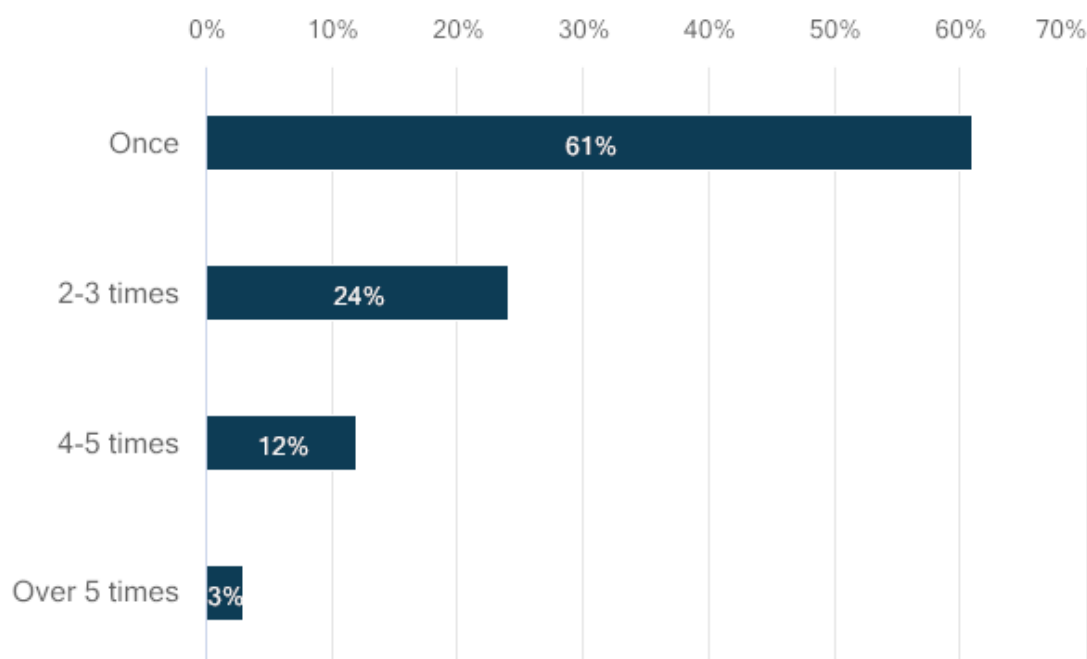


Figure 15. How many times have you visited the Nordic countries?

Figure 15 shows that from the respondents 61% (25) had visited the Nordic countries once, 24% (10) had visited the Nordic countries 2-3 times, 12% (5) had visited the Nordic countries 4-5 times and 3% (1) of the respondents had visited the Nordic countries over 5 times.

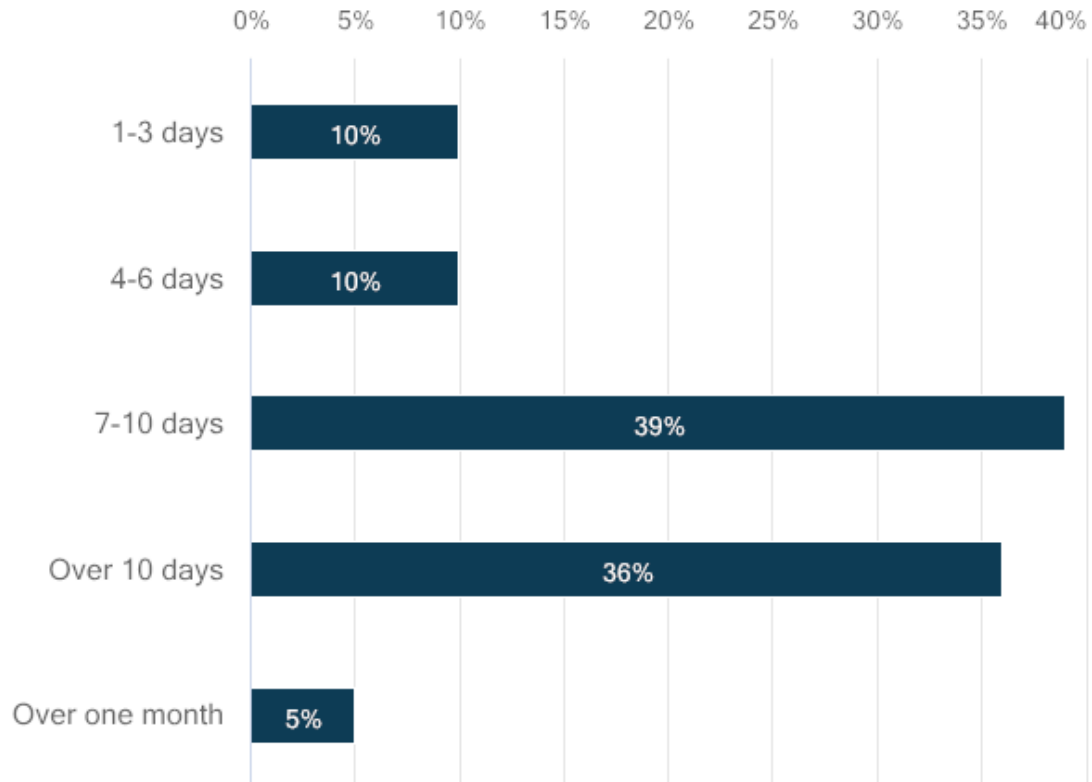


Figure 16. What was the length of your most recent trip to the Nordic countries?

From the respondents 39% (16) had a recent trip that lasted 7-10 days, 36% (15) had a recent trip that lasted over 10 days, 10% (4) had a recent trip that lasted 4-6 days, 10% (4) had a recent trip that lasted 1-3 days and 5% (2) of the respondents had a recent trip that lasted over one month. (Figure 16.) The results show that most of the respondents spent at least one week in the Nordic countries. This indicates that most of the trips were in fact proper overnight trips instead of transfers between flights.

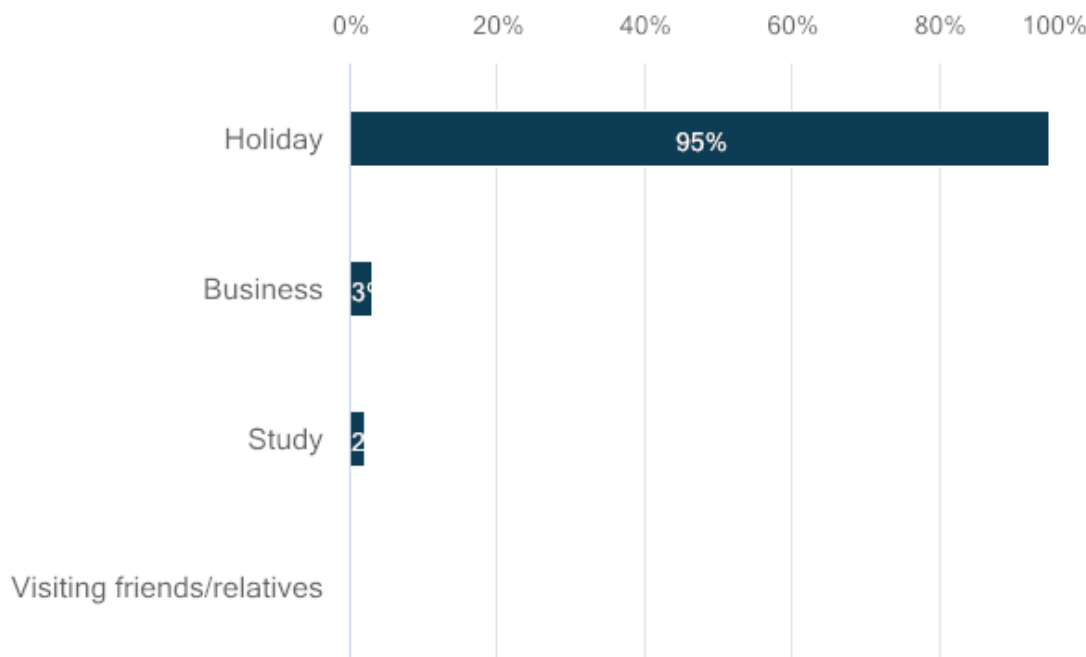


Figure 17. What was your main purpose to visit the Nordic countries on your most recent trip?

Figure 17 shows that most of the respondents chose Holiday 95% (39) as the purpose of their most recent trip to the Nordic countries, one respondent chose business purposes (2,44%) and one respondent chose study (2,44%) as the purpose for his most recent trip.

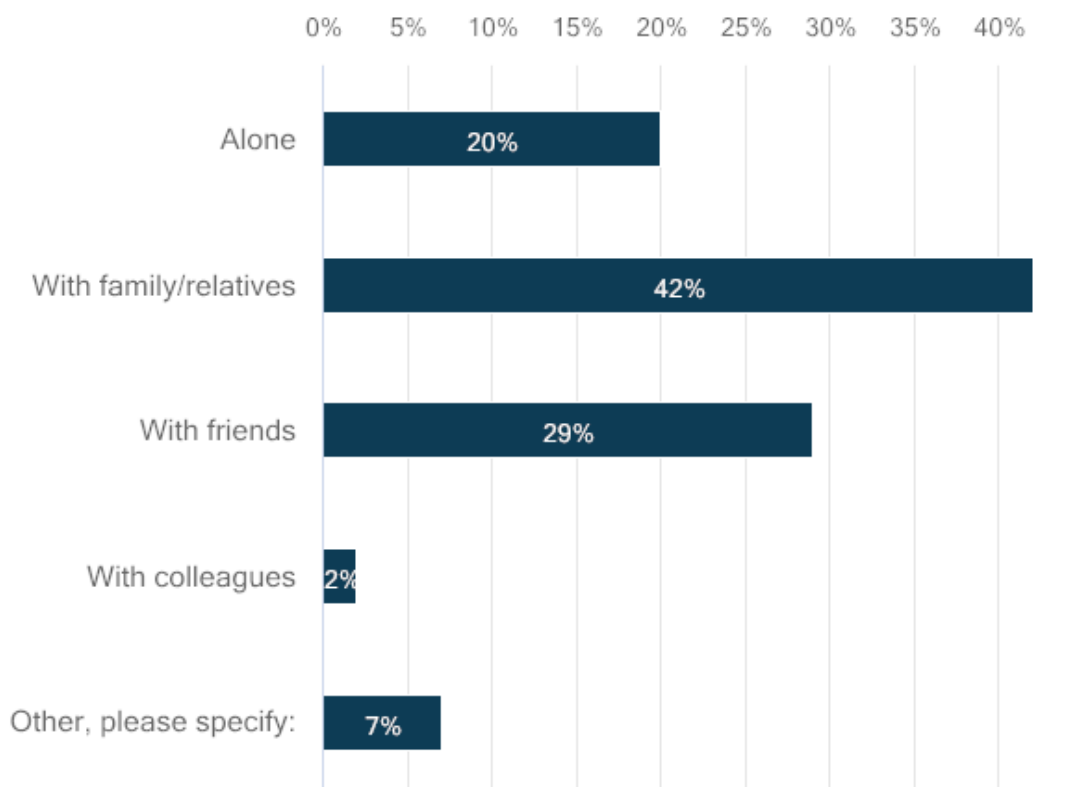


Figure 18. Who did you travel with on your most recent trip to the Nordic countries?

From the respondents 42% (17) traveled to Nordic countries with family/relatives, 29% (12) traveled with friends, 20% (8) traveled alone and 2% (1) traveled with colleagues. 7% (3) of the respondents chose the other –option and the answers were: With a group, Family and friends, and Companion. (Figure 18.) Most of the respondents traveled with their family or friends but there were quite a lot of solo travelers as well.

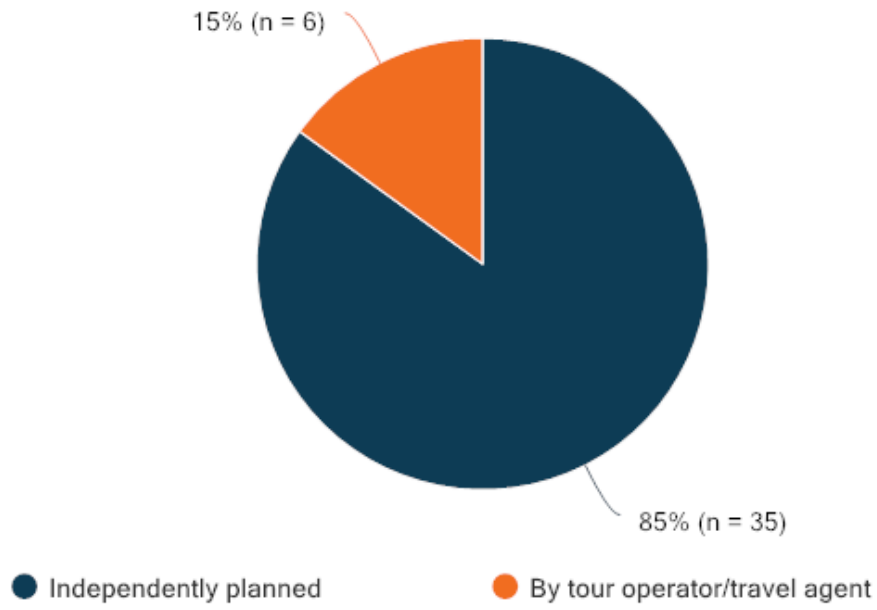


Figure 19. How was your most recent trip to the Nordic countries planned?

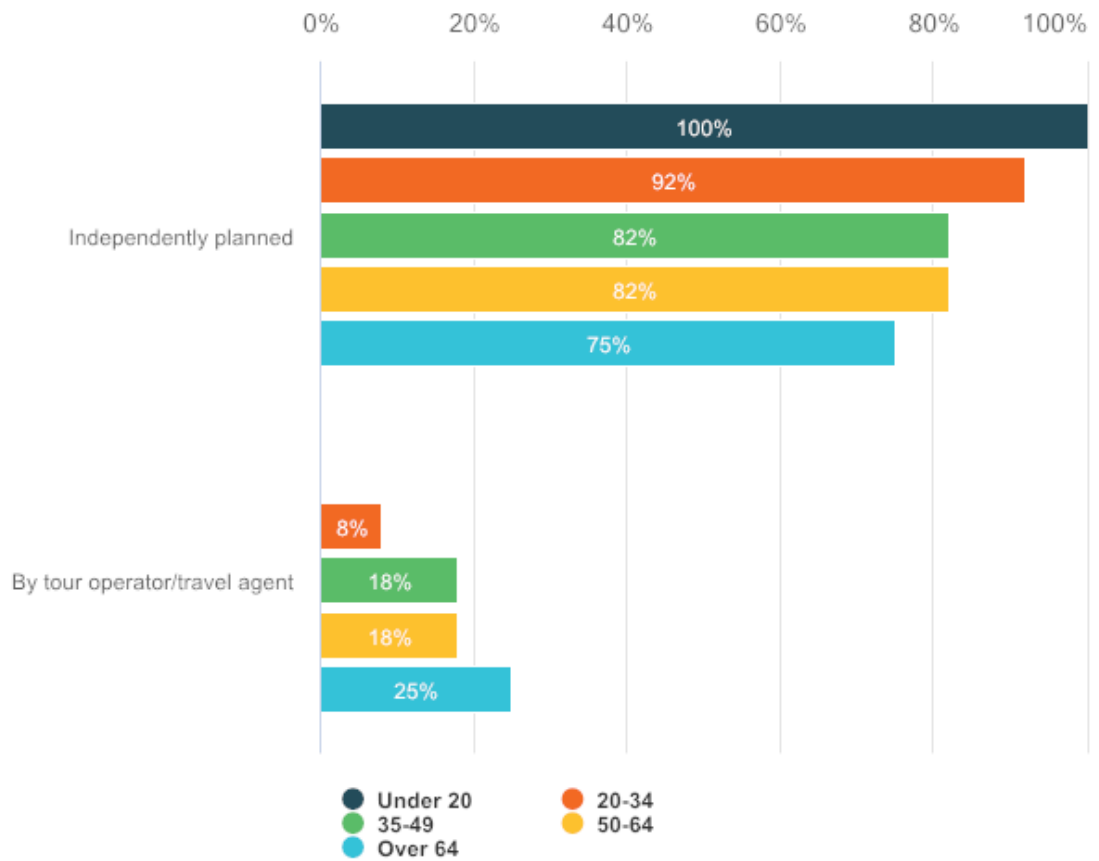


Figure 20. Age groups, How was your most recent trip to the Nordic countries planned?

Figure 19 shows that most of the respondents' trip was planned independently 85% (35) while 15% (6) of the respondents' trip was planned by tour operator/travel agent. The results of this question support the presumption that Hongkongese travelers are rapidly moving onto independently planned trips instead of booking a trip from a travel agency.

None of the under 20 years old respondents used tour operator or travel agent to plan their trip to Nordic countries. The older the respondents were, the more likely they had their trip planned by a tour operator or a travel agent. (Figure 20.)

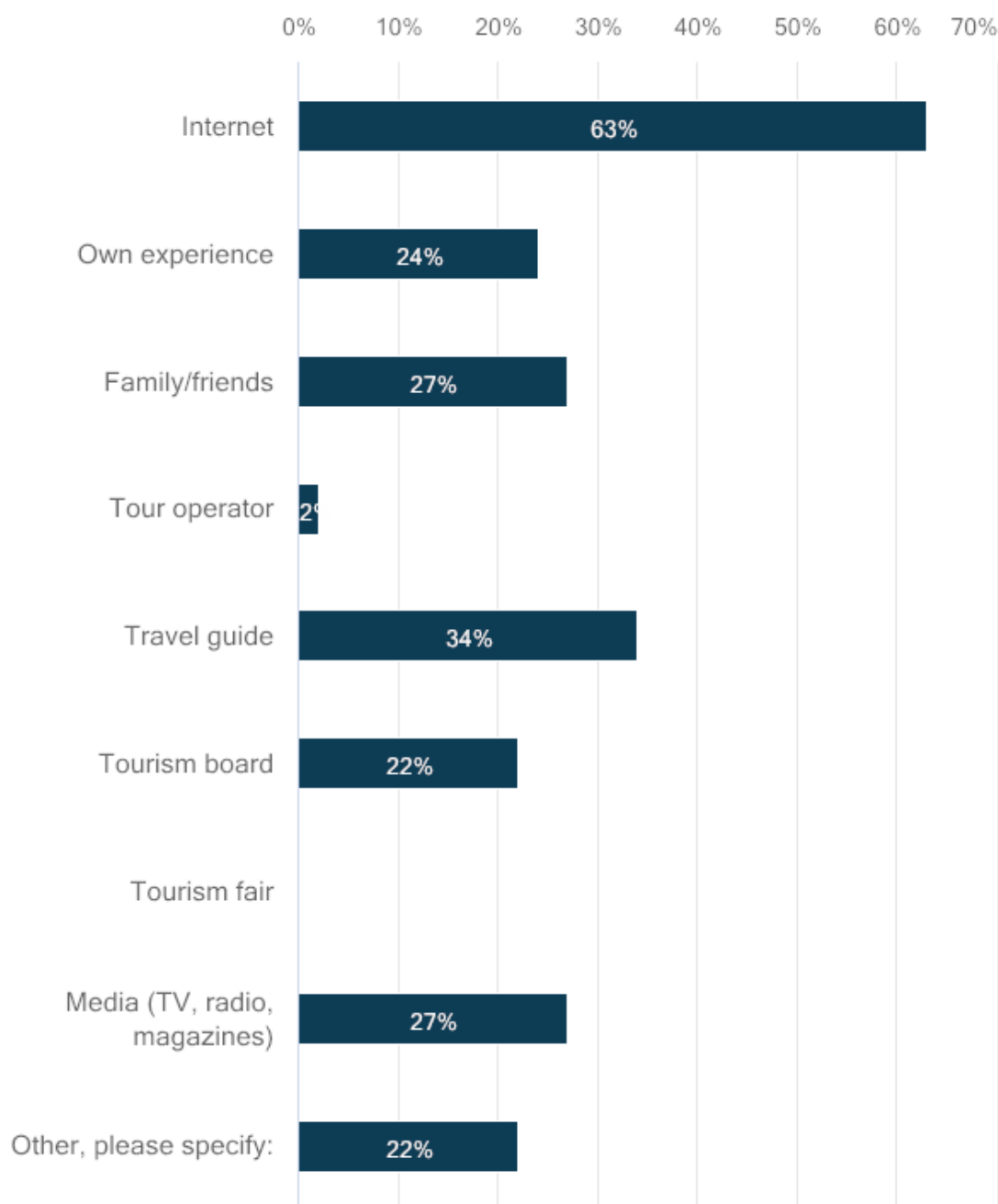


Figure 21. How did you get the idea to travel to the Nordic countries?

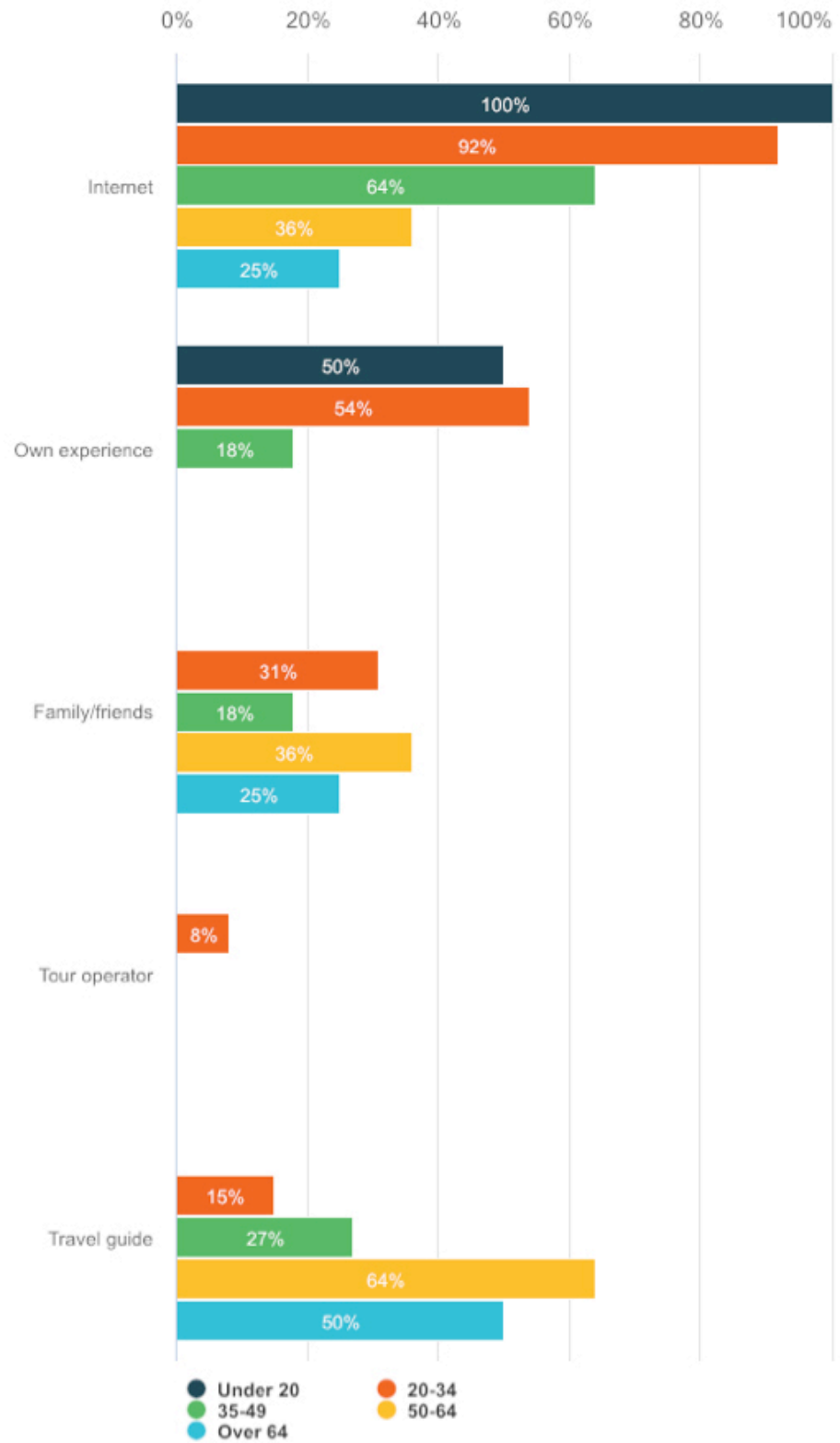


Figure 22. Age groups, How did you get the idea to travel to the Nordic countries?



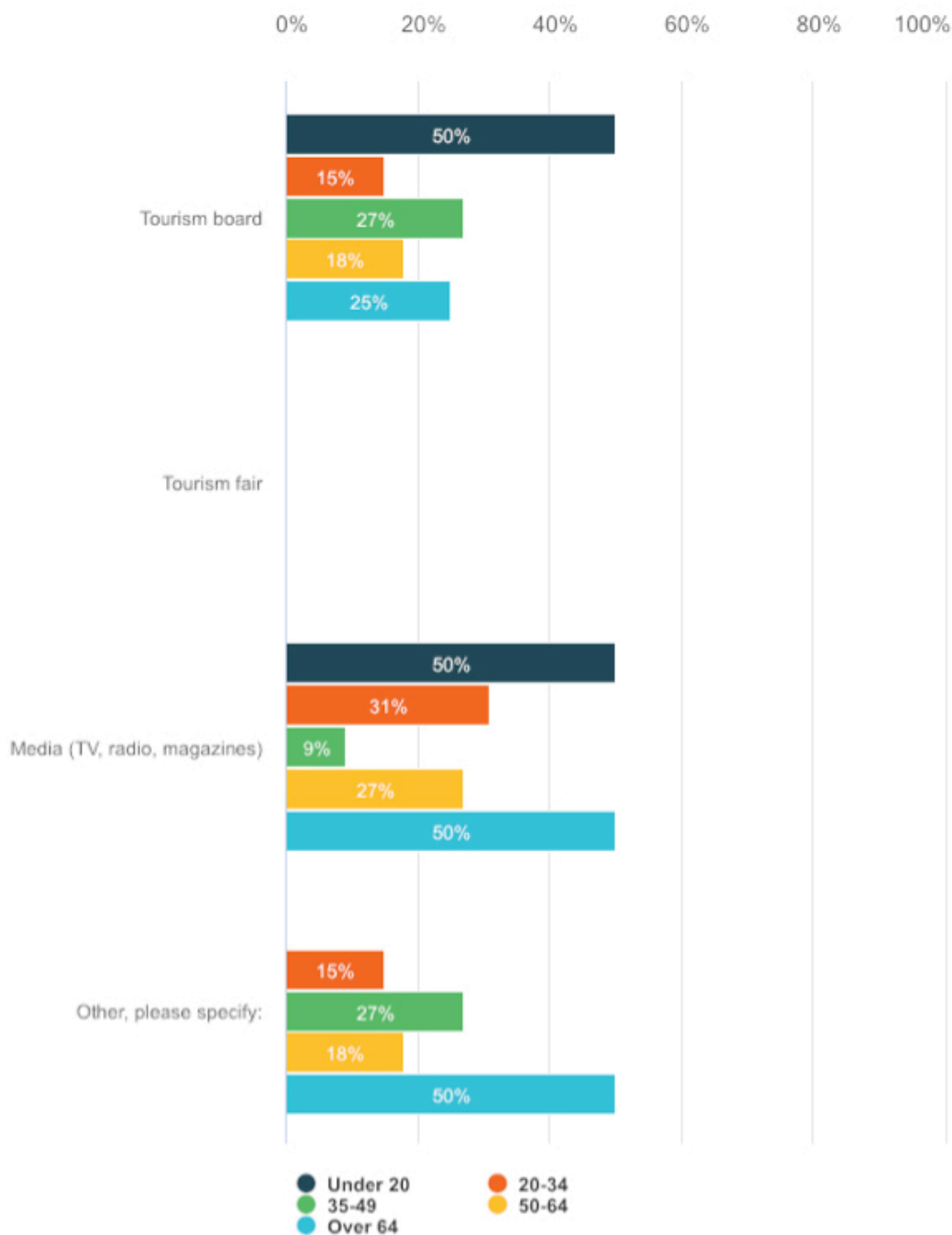


Figure 23. Age groups, How did you get the idea to travel to the Nordic countries?

The respondents got the idea to travel to the Nordic countries from Internet 63% (26), Travel guide 34% (14), Family/friends 27% (11), Media (TV, radio, magazines) 27% (11), Own experience 24% (10), Tourism board 22% (9), Other 22% (9) and Tour operator 2% (1). The other responses included: Business, Thinking of unexperienced destinations, Aurora, Northern Lights, I like

the natural landscape of Nordic Europe, and Lonely planet. Nobody chose the Tourism fair -option. (Figure 21.)

Figures 22 and 23 show that young respondents were more likely to get the idea of traveling to Nordic countries from internet than the older respondents. Under 20 years old and 20-34 years old respondents relied more on their own experiences of Nordic countries than the older respondents. 50-64 years old and over 64 years old respondents were more likely to get the idea of traveling to Nordic countries from travel guides than their younger counterparts.

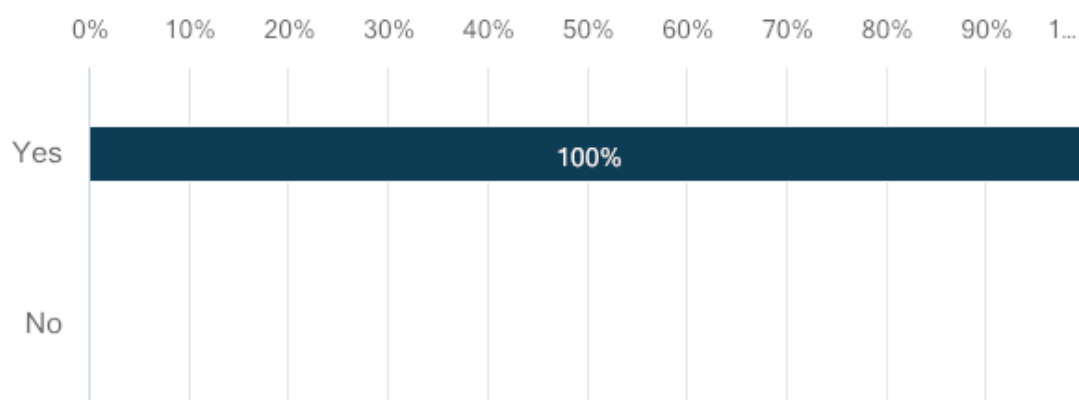


Figure 24. Would you recommend the Nordic countries as a travel destination to your family or friends?

Figure 24 shows that all 100% (41) of the respondents would recommend the Nordic countries as a travel destination for their family or friends.

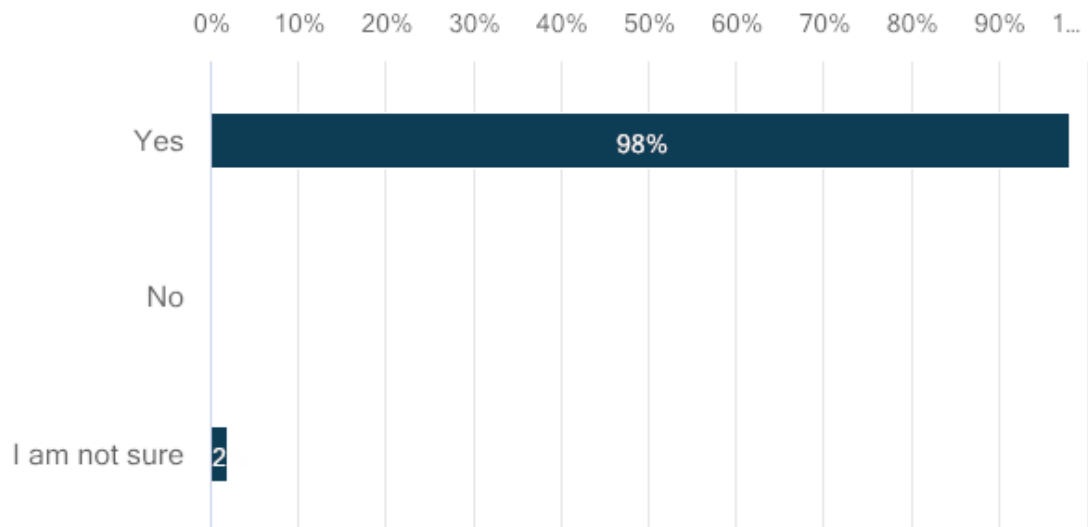


Figure 25. Do you plan to visit the Nordic countries again in the future?

Most of the respondents plan to visit the Nordic countries again 98% (40). One respondent (2%) was not sure. (Figure 25.)

#### 8.4 Respondents That Have Not Visited the Nordic Countries

These next four questions were presented for the 76 respondents that had not visited Nordic countries.

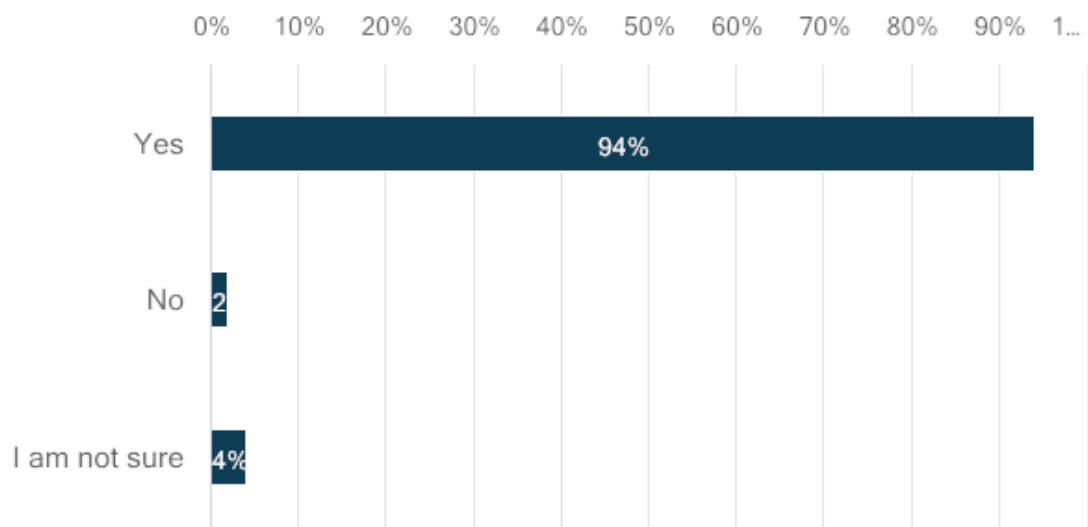


Figure 26. Would you like to visit the Nordic countries in the future?

Figure 26 shows that from the respondents 94% (74) would like to visit the Nordic countries in the future, three respondents (4%) were not sure and two (2%) respondents would not like to visit. The responses to this question indicate that Hong Kong residents see the Nordic countries as interesting destinations.

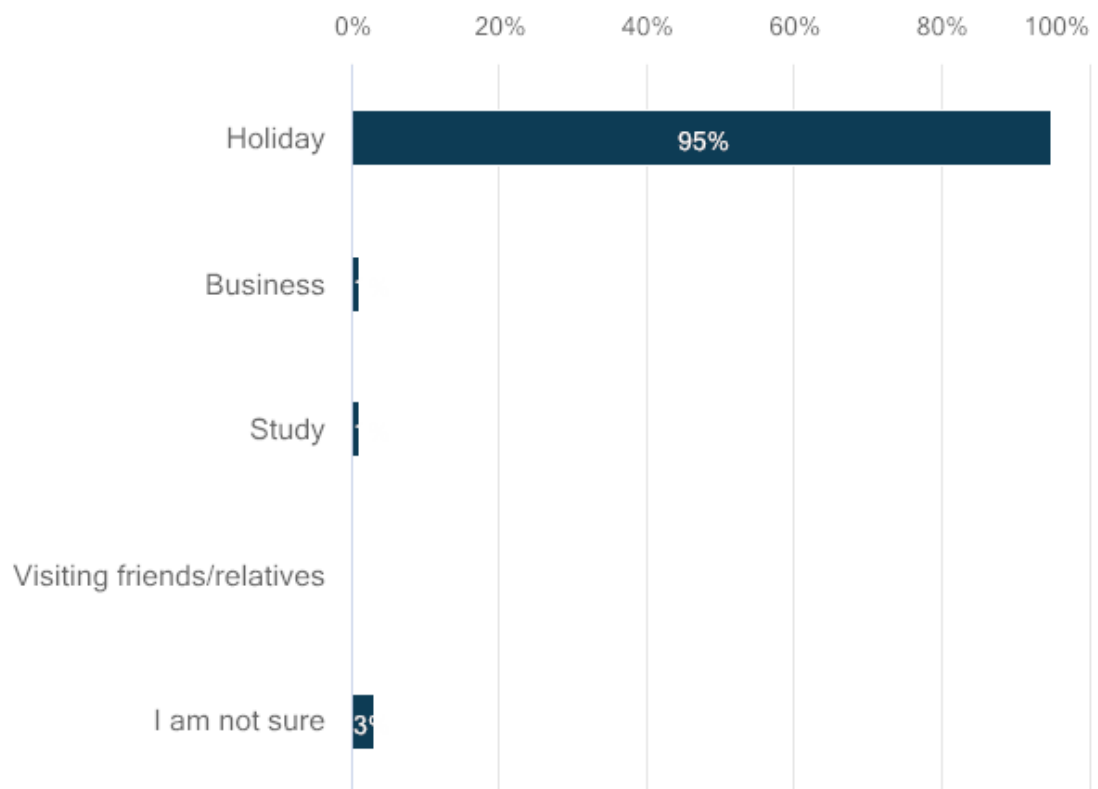


Figure 27. What would be your main purpose to visit the Nordic countries?

From the respondents 95% (73) chose Holiday as the main purpose of their future visit to the Nordic countries, 3% (2) were not sure, 1% (1) chose business and 1% (1) chose study. (Figure 27.)

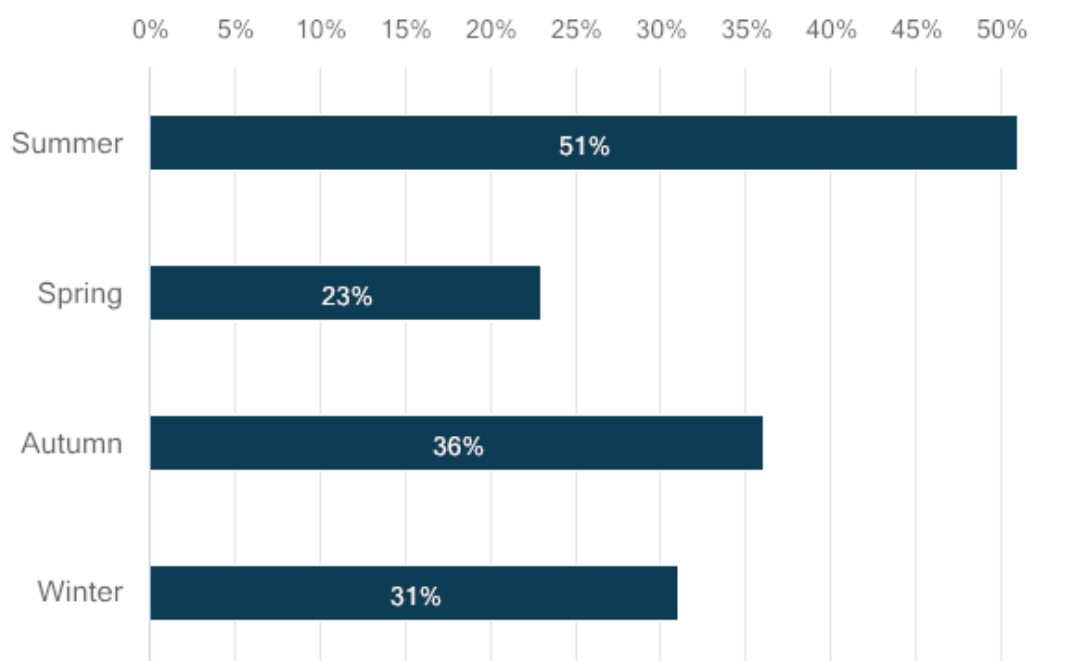


Figure 28. During which season would you prefer to travel to the Nordic countries?

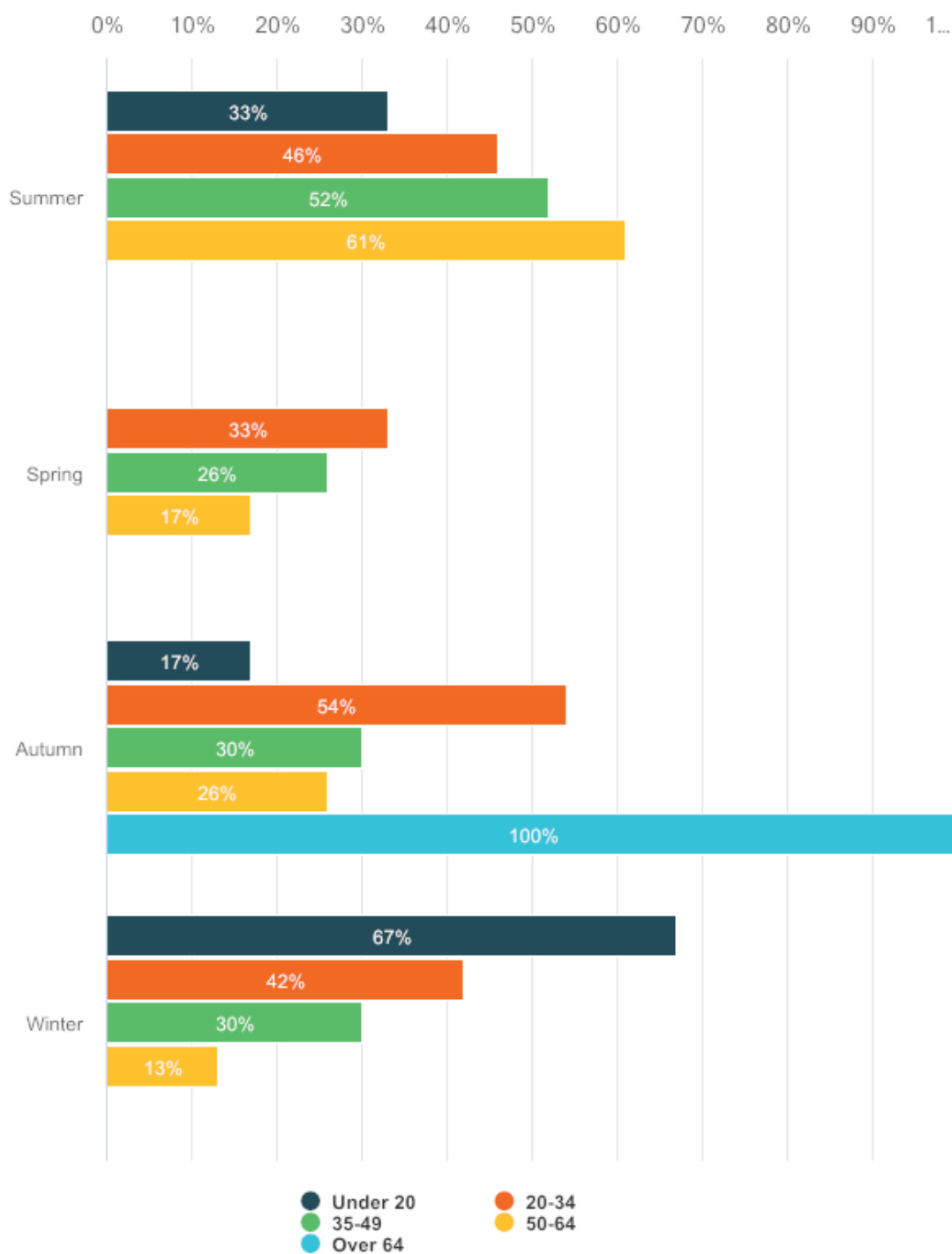


Figure 29. Age groups, During which season would you prefer to travel to the Nordic countries?

From the respondents 51% (39) chose summer as their preferred season to travel to the Nordic countries, 36% (28) chose autumn, 31% (24) chose win-

ter and 23% (18) chose spring. This was a multiple choice question so some respondents chose more than one seasons. (Figure 28.)

All respondents over 64 years old selected autumn as their preferred season to travel to the Nordic countries. Respondents under 20 years old and 20-34 years old preferred winter more than the older respondents. Summer was preferred more by the respondents between 35-64 years old.

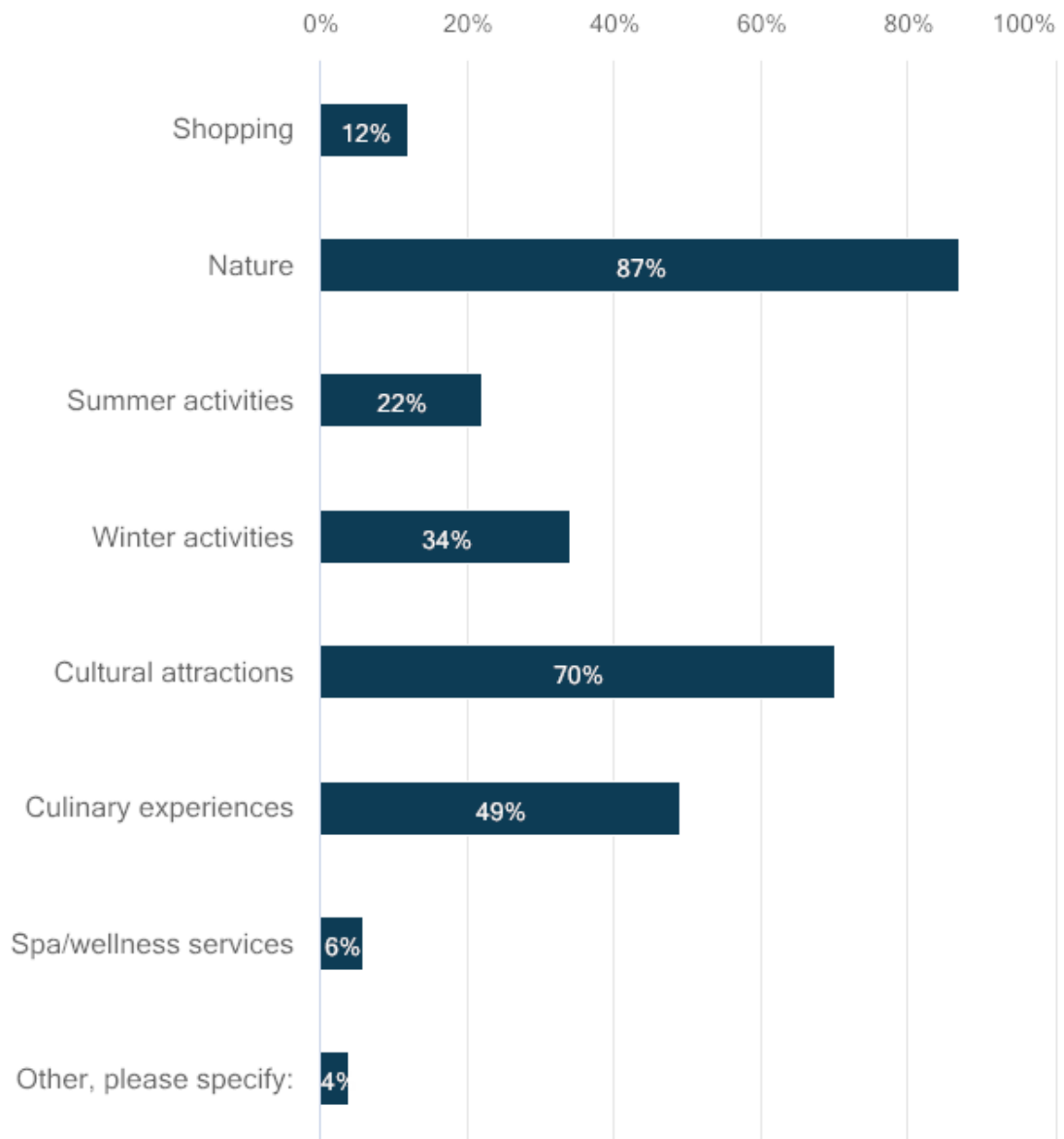


Figure 30. Which activities would you find interesting to do in the Nordic countries?

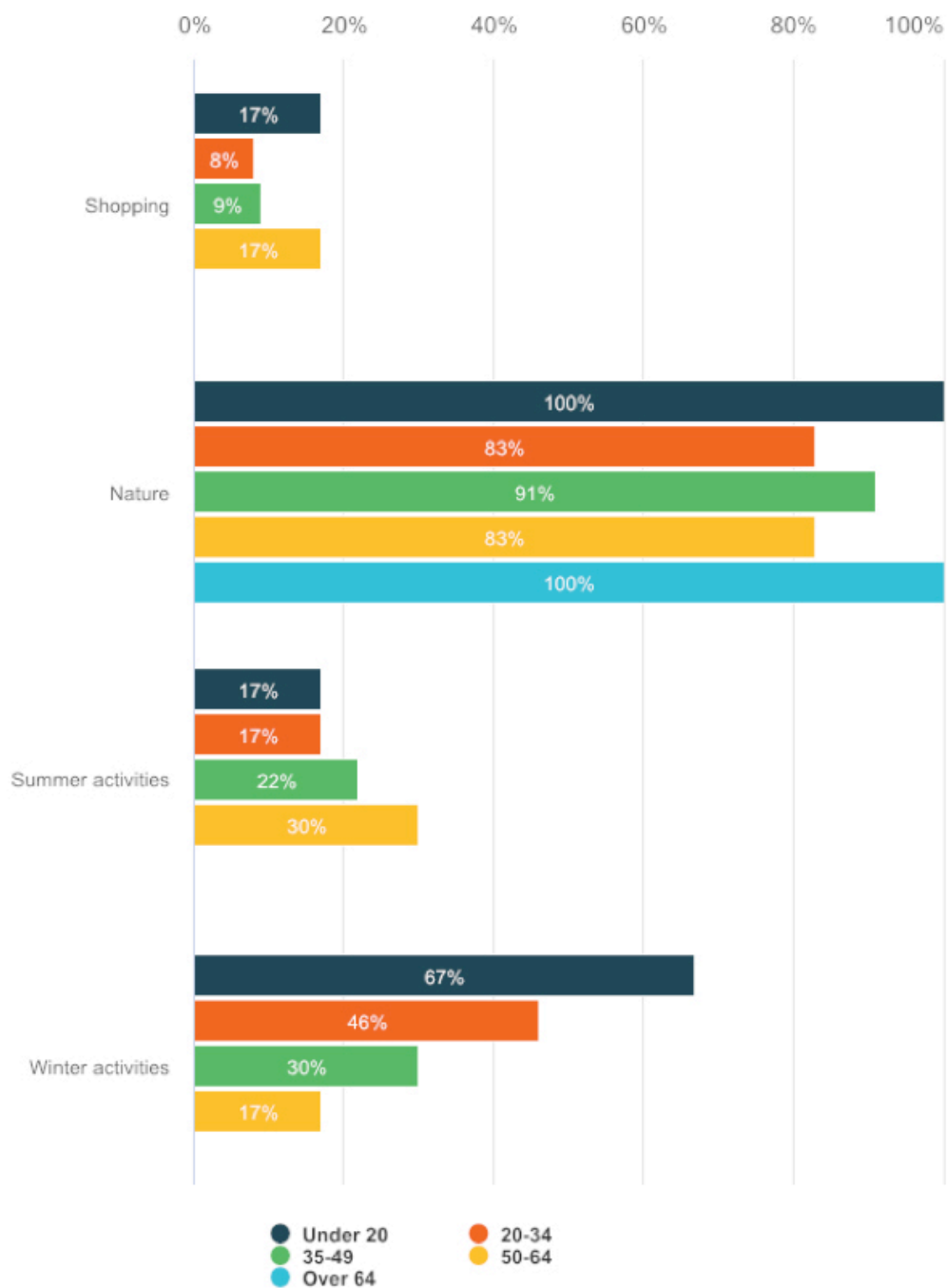


Figure 31. Age groups, Which activities would you find interesting to do in the Nordic countries?



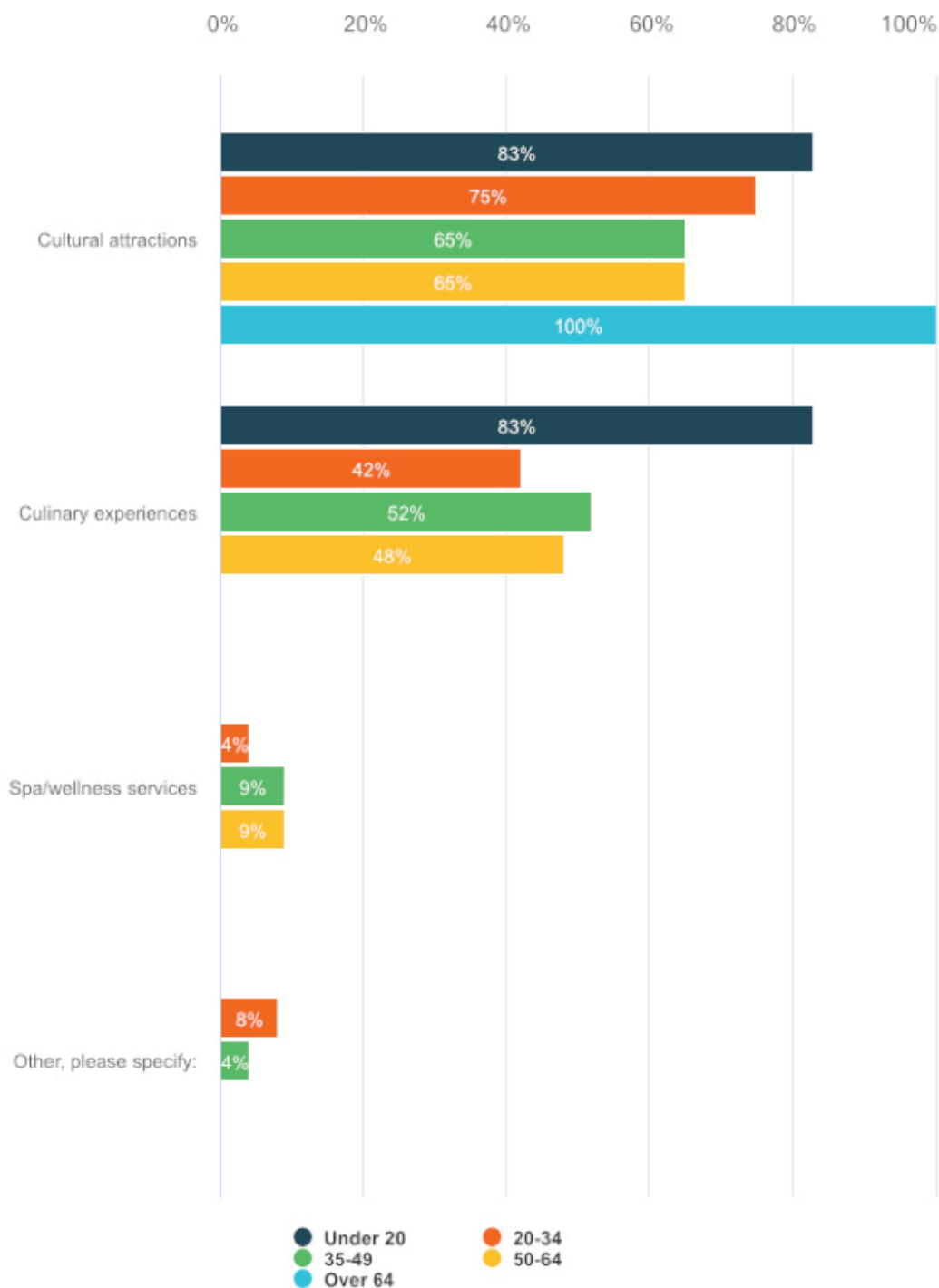


Figure 32. Age groups, Which activities would you find interesting to do in the Nordic countries?

Figure 30 shows that the activities the respondents would find the most interesting to do in Nordic countries were Nature 87% (67), Cultural attractions 70% (54), Culinary experiences 49% (38), Winter activities 34% (26), Summer activities 22% (17), Shopping 12% (9), Spa/wellness services 6% (5) and

Other 4% (3). The other responses were: Cultural exchange, Watch the northern lights & Natural landscape.

The Winter activities were more popular with younger respondents, which lines up with the previous question in which younger respondents preferred winter season for traveling to Nordic countries. On the contrary, the Summer activities were more popular for older respondents than for younger respondents. All respondents over 64 years old chose Nature and Cultural attractions as the most interesting activities to do in Nordic countries.

## **9 Conclusions**

The goal of this thesis was to examine the Hong Kong outbound tourism market in order to find out how Nordic travel companies could attract Hongkongese travelers. To get more comprehensive results, other research objectives were set to identify the factors that affect Hongkongers decision-making process and to identify the reasons why Hongkongers would choose Nordic countries as a destination.

PESTEL analysis was conducted to understand the macro-environment of Hong Kong. The results of the analysis identified possible positive and negative factors that could affect the Hong Kong outbound tourism market.

The political factors included the China-US trade war, Diplomatic relations between Nordic countries and China, and the Greater Bay Area initiative. The trade war between China and the US could have negative impacts on Hong Kong outbound tourism market if the countries can not find a solution that would please both parties. Hong Kong will have to face the negative effects of the trade war if the amount of mainland Chinese travelers to Hong Kong drops. This would have huge impacts on Hong Kong's economy and Hong Kong residents' spending habits.

Sweden and Norway have had some rough years when it comes to their diplomatic relations with China. Beijing froze ties with Norway for six years after the Nobel prize that was handed to jailed Liu Xiaobo, whereas Sweden has had a lot of differences with Beijing after an incident including Chinese tour-

ists in Stockholm based hotel. The differences between Sweden and China have already affected negatively on the image of Sweden in mainland China. Diplomatic relations are an important part of the brand of a destination. This is why negative clashes between China and Nordic countries can have negative effects even on the Hong Kong outbound tourism market.

Positive changes from political perspective could be brought by the Greater Bay Area initiative. It is an initiative including nine cities and two Special Administrative Regions in South China that would form the Greater Bay Area. If succeeded, the initiative could create positive opportunities for the travel industry in Hong Kong and other cities of the Greater Bay Area.

The economic factors included the problems faced by Hongkongese travel agencies and the High cost of living in Hong Kong. Both of these factors would have negative impacts on the Hong Kong outbound tourism market. During the spring of 2019 two travel agencies had ceased their operations in Hong Kong. This is due to the fact that travelers in Hong Kong and all around the world have started to reserve their trips independently through online channels instead of using traditional travel agencies. The financial problems of Hongkongese travel agencies will create uncertainty for destinations and travel companies that are promoting their services for the Hongkongese market.

The cost of living in Hong Kong has risen steadily during recent years. In 2019 Hong Kong was selected as the world's most expensive city. The high cost of living affects negatively on Hongkongese travelers as the cost of basic necessities is rising, leaving less room for travel and free time expenses.

The social factors included population density and over tourism in Hong Kong. Hong Kong has a very high population density which is getting worse in some areas because of over tourism. The opening of Hong Kong-Zhuhai-Macau mega-bridge resulted in an influx of mainland Chinese tourists to Hong Kong. The high population density can be seen as a positive asset for Nordic countries that are known for low population density. It can also act as

a push factor for Hong Kong residents that see their living area as a stressful environment.

The environmental factors included air quality and the climate of Hong Kong. Both of these can be seen as positive factors from the Nordic perspective. Many Hong Kong residents are suffering from different respiratory diseases created because of the city's air pollution levels. Hong Kong government is working on different efforts in order to improve air quality. However, the government's targets are still far away from WHO's air quality objectives.

As Nordic countries are known for their good air quality, this can be seen as a marketing opportunity when targeting Hongkongese travelers. Unhealthy air of Hong Kong can also act as a push factor for Hong Kong residents that would like to spend their holiday in a healthier environment.

The climate of Hong Kong is sub-tropical with different severe weather phenomena. The summers are especially hot with high humidity, and the weather has gotten overall warmer during the years. As the climates in Nordic countries are different from Hong Kong's sub-tropical climate, this factor can also be seen as a marketing advantage for Nordic countries. Especially the snowy winters and beautiful fall colors are something that does not occur in Hong Kong in a way they do in Nordic countries. Milder climate and four distinct seasons can act as a pull factor for Hongkongese travelers.

The results of the survey indicate that the Hongkongers are experienced travelers who appreciate destinations with beautiful nature, safety, and interesting sights. They perceive a positive image of the Nordic countries and see the Nordic countries as an interesting destination.

Hongkongers that had visited the Nordic countries were most likely to spent over a week there as a holiday trip. They preferred traveling with family, relatives or friends, but solo travel was seen as a considerable option as well. They were most likely to plan their trip to the Nordic countries independently and got most of their travel inspiration from the internet. They also valued travel guides, media, and opinions from friends and family. Hongkongers that had visited the Nordic countries would most likely repeat their trip and recommend the Nordic countries as a destination to their family and friends.

Hongkongers that had no previous travel experience of the Nordic countries would most likely visit the Nordic countries in the future. They would prefer a holiday trip during the summer but other seasons were seen as considerable options as well. Nature activities, cultural attractions, and culinary experiences were seen as the most interesting activities while traveling in the Nordic countries.

When compared to previous research on Hong Kong outbound tourism the results of this thesis have both similar and different aspects. Previous research shows that Hongkongers were experienced travelers with 6-7 days as the average length of their trips. These results are similar with the survey of this thesis. However, one previous research indicated that a trip with a length of more than 10 days was the least popular option for Hongkongers. In this research a trip that lasted over 10 days was the second most popular option for Hong Kong residents.

In a few of the previous research packaged tours were popular, whereas booking the trip independently was not that popular. In this research, planning a trip to Nordic countries independently was the most popular option. This shows that Hongkongese travelers have started moving onto independent planning instead of using travel agencies and booking packaged tours.

When asked how Hongkongers got information about a destination, in previous research travel agencies, relatives/friends, magazines and newspapers were popular responses. In this research, most of the respondents got their idea of traveling to Nordic countries from the internet. However, as most of the previous research is quite old, the internet was not even an option in the previous surveys.

Both in previous research and in this thesis Hongkongese travelers found safety, budget and interesting sights as important factors when considering travel destinations.

Some useful recommendations can be drawn from the results of this thesis. For Hong Kong residents the three most important features when choosing a travel destination were Nature/scenery, Safety of the destination and Interesting sights. These features can be seen as a positive outcome for Nordic

countries as Finland, Sweden and Norway are all known for their nature. Finland, Sweden, and Norway are also relatively safe countries. Any interesting sights are worth mentioning when marketing a destination to Hongkongese travelers. The least important feature was shopping possibilities, which can be lined with the fact that there are great shopping possibilities in Hong Kong as well.

From these answers, a conclusion could be drawn that Hongkongese residents could be an ideal customer group even for smaller cities and towns in Nordic countries, especially if there are possibilities for nature activities, some interesting sights, and functional transportation.

According to the survey results, Hongkongers were also interested in traveling to Nordic countries during all four seasons. Younger respondents preferred winter more whereas the older respondents preferred summer. All over 64 years old respondents preferred autumn as a season when traveling to Nordic countries. This can be seen as a positive aspect for the Nordic countries that all have very seasonal inbound tourism market. It would be beneficial to market the Nordic countries as year-round destinations in Hong Kong.

The results of the survey support the presumption that Hongkongese travelers are rapidly moving onto independently planned trips instead of booking a packaged trip from a travel agency. The younger the respondents were, the more likely they had their trip planned independently. For Nordic tourism companies that are trying to reach Hongkongese customers, it would be beneficial to target marketing efforts to travel metasearch sites and online travel agencies that are used in Hong Kong. These include for example Ctrip owned metasearch site Trip.com, activity booking site Klook.com, online travel agency Expedia and online travel agency Wing On Travel.

## **10 Discussion**

The objective of this thesis was to examine Hong Kong outbound tourism market in order to find out how to attract Hongkongese travelers to the Nordic countries. Also, the reasons behind the Hongkongese travelers' consumer

behavior were identified in order to understand why they would select the Nordic countries as a travel destination.

This thesis was conducted as a commission for Toolbox–travel marketing & consulting. With the results of this research, the Nordic customers of Toolbox–travel marketing & consulting can get familiar with the Hong Kong outbound travel market and get an idea on how to best target Hongkongese travelers.

The actual research was carried out as a quantitative online survey that was aimed at Hong Kong residents. Conducting an online survey was a clear choice as it was the easiest way to reach the target group that is located in a different country. The survey was designed in English and translated into traditional Chinese. The translation was produced by a Hongkongese translator. The survey was filled by 120 respondents that all lived in Hong Kong.

From the beginning, it was clear for the author that the thesis topic should be related to Hongkongese travelers. It was great to find a commission company that could benefit from a Hong Kong outbound tourism market analysis. The topic of the thesis was really broad and when designing the thesis one of the hardest parts was to define the angle of the research. The actual research was set to focus on Hong Kong outbound tourism market but from a Nordic perspective. Finland, Sweden, and Norway were defined as the Nordic countries for this research, while Denmark and Iceland were left out for geographical and cultural reasons.

One difficulty during the writing process was finding relevant references for some of the topics. There are some interesting researches on Hong Kong outbound tourism, but most of them are over ten years old. Also, there are not statistics or previous research of Hongkongese travelers in the Nordic countries as most of the statistics are combined with statistics of mainland Chinese travelers.

The number of answers for the survey could have been larger considering the population size of Hong Kong. However, with the time and resources in hand 120 survey answers was quite a fair amount. The collection of respondents could not have been possible without the use of Facebook and the Facebook

ad. These tools made the collection of survey respondents and targeting Hong Kong residents easier.

Also, the demographics of the respondents could have been more diverse. Now there was clearly less under 20 years old respondents and over 64 years old respondents than 20-64 years old respondents. In an ideal scenario, there would have been at least 30 respondents from each age group.

This research can benefit Nordic travel companies that are aiming for the Hong Kong outbound travel market by helping them get familiar with Hongkongese travelers and their consumer behavior. For a travel company that is targeting the Hong Kong outbound travel market, it is important to recognize what is happening in the macro-environment of Hong Kong. This way the company can prepare itself for different positive and negative changes that could happen in the future. Especially nowadays when there are a lot of political and economic unknowns between China and the rest of the world, there is a possibility for some rapid changes.

In my opinion, the Hong Kong outbound travel market should be examined more both in the Nordic countries and in the rest of the world. This research could be developed further by studying the consumer behavior of Hongkongese travelers in the Nordic countries by using qualitative research to get more profound results in order to recognize the reasons behind Hongkongese travelers' consumer behavior.



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## Appendices

### Appendix 1. English Survey Form

#### Nordic countries' attractiveness as travel destinations



This survey is made to research Nordic countries (Finland, Sweden, and Norway) attractiveness as destinations for Hong Kongese travelers. The survey is conducted for thesis purposes of a student studying Tourism Management in Finland at JAMK University of Applied Sciences. Survey results are used only for research purposes and will be handled strictly confidential. Filling in the survey will take approximately 5 minutes. After filling the survey you can participate in the lucky draw with a Nordic design price. Thank you for your effort!

#### 1. Have you traveled abroad? \*

- Never
- 1-2 times
- 3-4 times
- 5 or more times

**2. What features do you consider important when choosing a travel destination?**

- Budget
- Transportation
- Visa matters
- Weather
- Interesting sights
- Nature/scenery
- Shopping possibilities
- Cultural activities
- Reputation of the destination
- Safety of the destination
- Other, please specify: \_\_\_\_\_

**3. Which of these Nordic countries have you visited?**

- Finland
- Sweden
- Norway
- None of the above

**4. How many times have you visited Nordic countries?**

- Once
- 2-3 times
- 4-5 times
- Over 5 times



**5. What was the length of your most recent trip to Nordic countries?**

- 1-3 days
- 4-6 days
- 7-10 days
- Over 10 days
- Over one month

**6. What was your main purpose to visit Nordic countries on your most recent trip?**

- Holiday
- Business
- Study
- Visiting friends/relatives

**7. Who did you travel with on your most recent trip to Nordic countries?**

- Alone
- With family/relatives
- With friends
- With colleagues
- Other, please specify: \_\_\_\_\_

**8. How was your most recent trip to Nordic countries planned?**

- Independently planned
- By tour operator/travel agent

**9. How did you get the idea to travel to Nordic countries?**

- Internet
- Own experience
- Family/friends
- Tour operator
- Travel guide
- Tourism board
- Tourism fair
- Media (TV, radio, magazines)
- Other, please specify: \_\_\_\_\_

**10. Would you recommend Nordic countries as a travel destination to your family or friends?**

- Yes
- No

**11. Do you plan to visit Nordic countries again in the future?**

- Yes
- No
- I am not sure

**12. Would you like to visit Nordic countries in the future?**

- Yes
- No
- I am not sure

13. What would be your main purpose to visit Nordic countries?

- Holiday
- Business
- Study
- Visiting friends/relatives
- I am not sure

14. During which season would you prefer to travel to Nordic countries?

- Summer
- Spring
- Autumn
- Winter

15. Which activities would you find interesting to do in Nordic countries?

- Shopping
- Nature
- Summer activities
- Winter activities
- Cultural attractions
- Culinary experiences
- Spa/wellness services
- Other, please specify: \_\_\_\_\_

16. My overall image of Nordic countries (Finland, Sweden, and Norway) is...



**17. Your age \***

- Under 20
- 20-34
- 35-49
- 50-64
- Over 64

**18. Male or female? \***

- Male
- Female

**19. Which part of Hong Kong do you live in? \***

- Hong Kong Island
- Kowloon
- The New Territories (including outlying islands)
- Other country, please specify: \_\_\_\_\_

**20. If you want to participate in the lucky draw, please write down your contact info:**

First name:	
Last name:	
E-mail:	
Address:	

## Appendix 2. Traditional Chinese Survey Form

### 北歐國家作為旅遊目的地的吸引之處問卷調查



本問卷是由一名於芬蘭JAMK應用科技大學修讀旅遊管理的學生設計，用意在於研究香港旅客對北歐國家（包括芬蘭、瑞典及挪威）作為旅遊目的地吸引之處的看法。所有問卷答案將絕對保密，只供撰寫論文研究之用。

填寫此問卷只需約5分鐘。

完成後，受訪者可參與大抽獎，贏取北歐特色禮物一份。

衷心感謝您的參與！

#### 1. 你是否曾到海外旅遊？ \*

- 從未
- 1至2次
- 3至4次
- 5次或以上

2. 當揀選旅遊目的地時，您認為以下哪些考慮因素最為重要？

- 消費水平
- 交通安排
- 簽證事宜
- 地方氣候
- 有趣景點
- 自然景觀
- 購物機會
- 文化活動
- 地方聲譽
- 地方安全
- 其他(請註明) \_\_\_\_\_

3. 您曾到過以下哪些北歐國家？

- 芬蘭
- 瑞典
- 挪威
- 三者皆沒有

4. 您曾到訪北歐國家的次數是？

- 1次
- 2至3次
- 4至5次
- 超過5次

5. 您最近一次到北歐為期多久？

- 1至3天
- 4至6天
- 7至10天
- 超過10天
- 超過1個月

6. 您最近一次到北歐的目的是什麼？

- 度假
- 工作
- 升學
- 探望親友

7. 您最近一次到北歐與誰同行？

- 單獨前往
- 家人/親戚
- 朋友
- 同事
- 其他（請註明）\_\_\_\_\_

8. 您最近一次到北歐的行程由什麼人編排？

- 自己或同行人士
- 旅行團/旅行社

**9. 什麼因素驅使您選擇到北歐？**

- 網上資訊
- 個人經歷
- 親友介紹
- 旅行社推銷
- 旅遊指南推薦
- 地方旅遊局推介
- 地方旅遊展銷
- 媒體（電視、電台、雜誌等等）資訊
- 其他（請註明）\_\_\_\_\_

**10. 您會否向親友推薦北歐作旅遊目的地？**

- 會
- 不會

**11. 您希望再次到訪北歐嗎？**

- 是
- 否
- 不知道

**12. 您希望到訪北歐嗎？**

- 是
- 否
- 不知道



13. 如您到訪北歐，此行的目的是什麼？

- 度假
- 工作
- 升學
- 探望親友
- 不知道

14. 您比較傾向於哪個季節前往北歐？

- 夏季
- 春季
- 秋季
- 冬季

15. 您比較有興趣於北歐進行以下哪一項活動？

- 購物
- 親近大自然
- 夏日活動
- 冬季活動
- 文化景點
- 品嚐美食
- 水療美容
- 其他（請註明）\_\_\_\_\_

16. 您對北歐各國（芬蘭、瑞典及挪威）的整體印象是？



17. 您屬於以下哪個年齡組別？ \*

- 20歲以下
- 20-34歲
- 35-49歲
- 50-64歲
- 64歲以上

18. 您的性別是？ \*

- 男
- 女

19. 您在香港哪一區居住？ \*

- 香港島
- 九龍
- 新界（包括離島區）
- 香港境外（請註明）\_\_\_\_\_

20. 如欲參加大抽獎，請填寫姓名及聯絡資料：

姓名：	
姓氏：	
電郵：	
地址：	

### Appendix 3. Facebook Ad

大家好，想拜託香港居民幫幫忙，用幾分鐘做一份問卷。所有問卷答案將絕對保密，只供撰寫論文研究之用。

多謝各位!

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北歐國家作為旅遊目的地的吸引之處問卷調查

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