

# EVALUATING CHEUNG CHAU AS A CULTURAL TOURISM SPOT DURING THE TIMES OF COVID-19

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## RESEARCH BACKGROUND

- Cheung Chau (CC) is an outlying island with long history of wealth and prosperity (can trace back to 1880s)
- Developed as a tourism spot: Enclave for people to escape from fast pace city life
- Famous for "Taiping Qingjiao", Pak Tai Temple, etc.
- COVID 19: tourism industry significantly declined globally
- To study the situation in CC and the influence of COVID on visitors' tendency



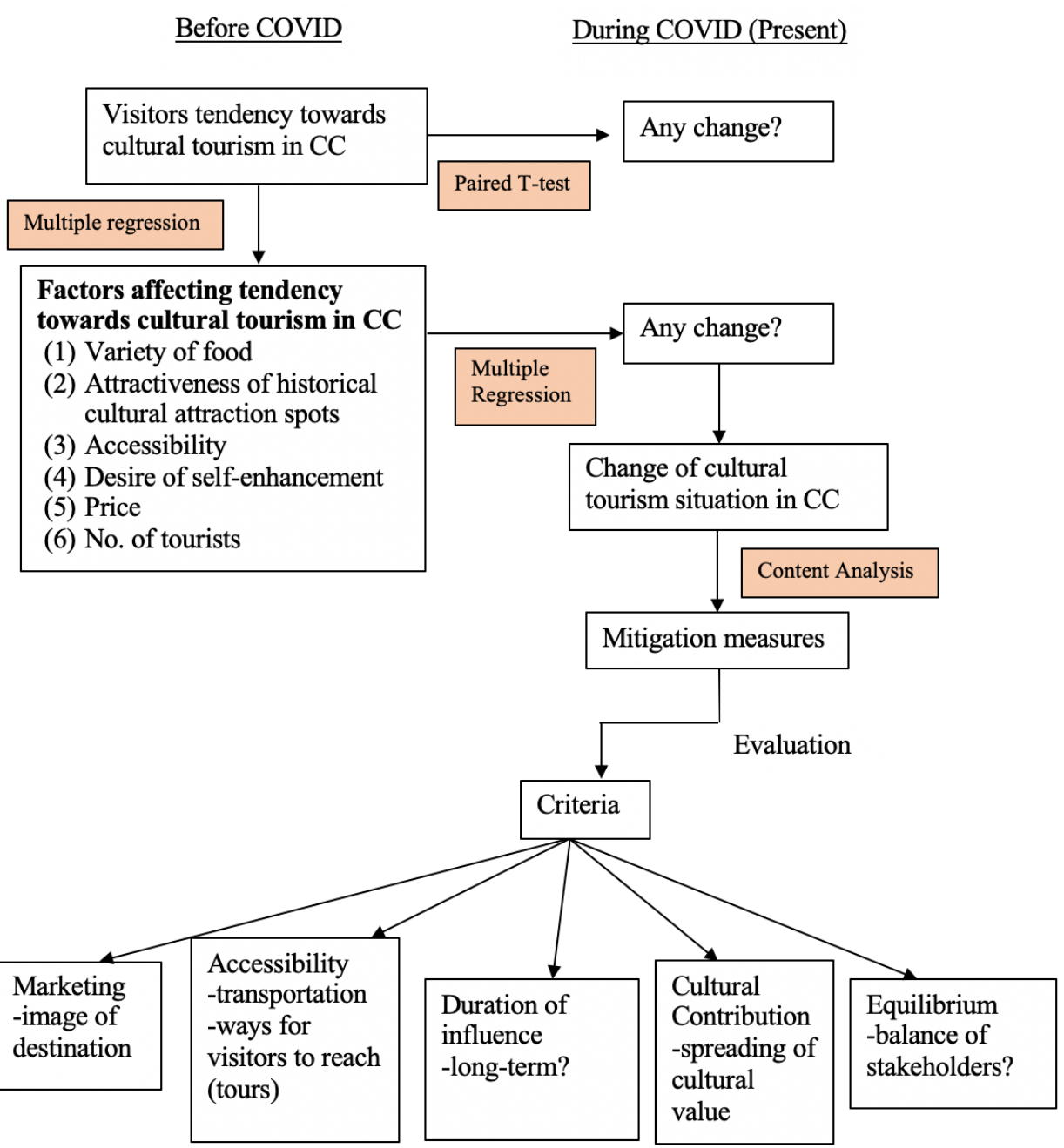
## RESEARCH SIGNIFICANCE

- Rapid growth of island tourism as a global trend (Hong, 2018)
- CC as an symbolic site of island tourism with rich cultural background
- May be generalised to other outlying islands in HK
- Limited overseas travels due to outbreak of COVID-19, rising interest in localised tourism experience as an enclave using cultural resources of islands
- Previous research mainly focus on bun festival, this research provides a overall picture of cultural tourism in CC

## RESEARCH OBJECTIVES

- To identified and evaluate the cultural tourism assets in Cheung Chau
- To investigate visitors' tendency towards going cultural tourism in Cheung Chau
- 3a.** To examine the change of cultural tourism in Cheung Chau after the outbreak of COVID-19
- 3b.** To evaluate mitigation measures of cultural tourism during COVID-19
- To suggest ways to further develop cultural tourism in Cheung Chau

## CONCEPTUAL FRAMEWORK



## DATA COLLECTION

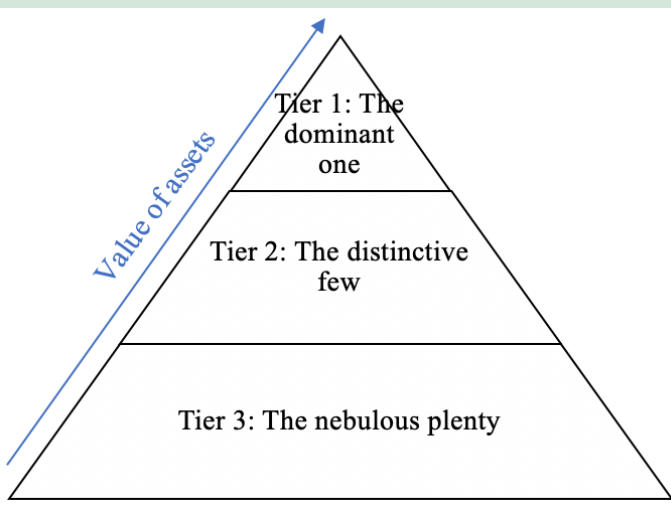
- Questionnaire (n= 204)
- In-depth Interview (n=8)
- On-site Data Collection (n=140)
- On-Site Observation

## DATA ANALYSIS

- Evaluation of Cultural Assets  
Average score of cultural asset= $\{ (CA1+CA2)/2 + (TP1+TP2)/2 + (TC1+TC2+TC3)/3 \}/3$
- Descriptive Statistics
- Paired T-test
- Multiple Regression
- Content Analysis

## MAJOR FINDINGS

- Use **tripartite analytical framework** to form a tier structure of cultural assets in CC:

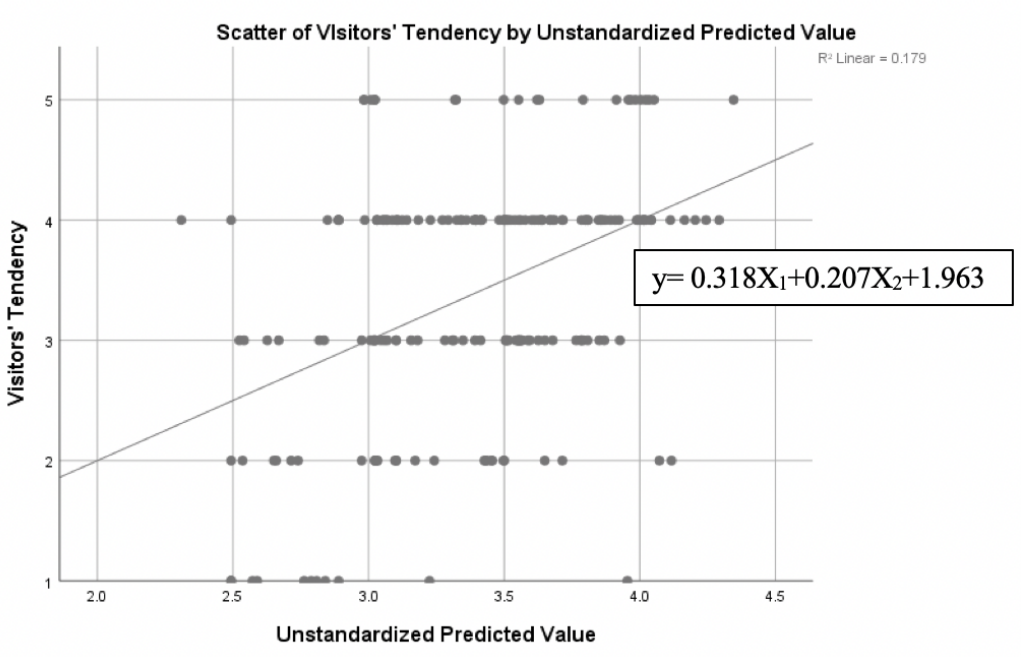


Tier 1: The dominant one	Bun Festival
Tier 2: The distinctive few	Cuisines Cheung Po Tsai Cave
Tier 3: The nebulous plenty	Temples Lock of Love Ancient Rock Carving Sampan Boat

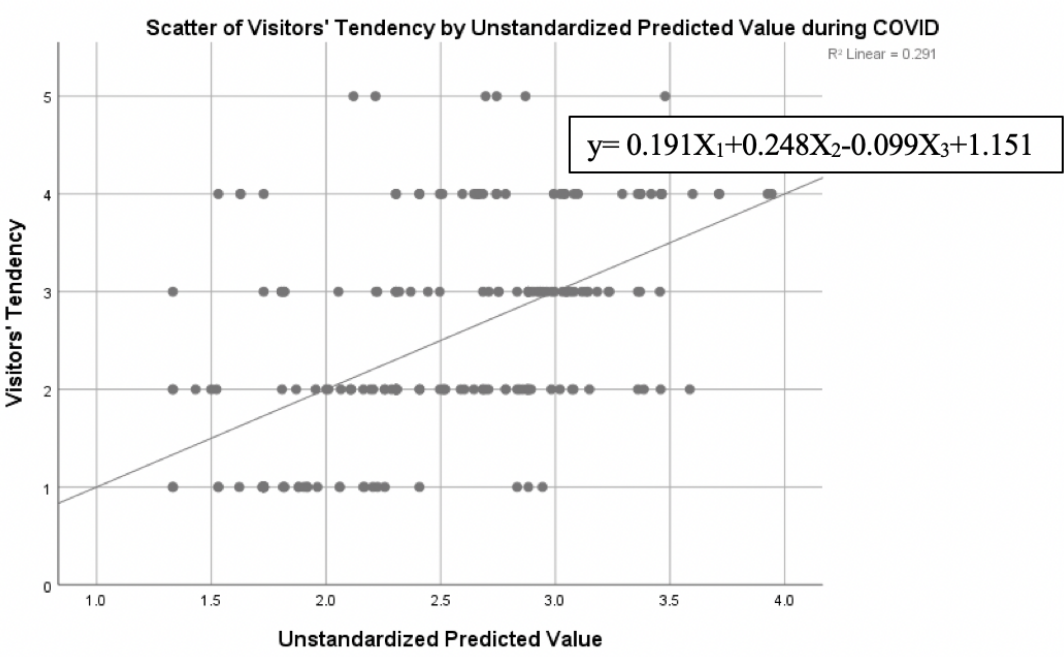
- Descriptive Statistics:** The mean of visitors' tendency towards cultural tourism in Cheung Chau has decreased during COVID
- T-test:** COVID-19 has significant effect on changing visitors' tendency level towards cultural tourism in Cheung Chau.

## MAJOR FINDINGS

### Multiple Regression:



\*\* = largest standardised coefficient



### Factors having significant effects on visitors' tendency:

#### Before COVID

- (2) Attractiveness of historical cultural attraction spots\*\*
- (5) Price

#### During COVID

- (1) Variety of food
- (3) Accessibility\*\*
- (6) Number of tourists

### Change of cultural tourism situation in Cheung Chau during the outbreak of COVID

1. Number of tourists
2. Revenue of restaurants and shops
3. Prevention measures against COVID
4. Travel pattern of tourists

## IMPLICATIONS

- Cultural tourism assets in CC mainly can be classified into tradition, historical & modern attractions. The reason of the popularity is they are **distinctive culture** that are different from the mainstream attractions in HK
- Price competitiveness:** average spending of \$126.7 per capita in CC is lower than other tourism activities in HK→ selling point of CC
- Accessibility:** Visitor aiming for islandness→ during COVID: minimise travel time to lower chance of infection
- Variety of food:** cannot travel overseas→ more local trips, try different food to have the feeling of novelty
- Number of tourists:** more visitors would lower the quality of experience & increase risk of transmission during COVID

- Number of visitors is highly depending on the current situation of COVID
- Tragedy of common?
- Obstacles** created by COVID:
  - Economic recession (Closure of small shops)
  - Extra measures enforced to some attractions
  - Hygienic concern
- Opportunities** created by COVID:
  - Boosting local cultural tourism
  - Shifting the type of tourism in CC towards cultural tourism
  - Rise of new culture



## SUGGESTIONS

### 1. The use of technology

- Online platform sharing historical materials or old photos of Cheung Chau
- Online virtual tours & technology of Virtual Reality (VR)

### 2. Collaboration with the local NGOs to organise workshops or tours

- "Peace bun"-making workshop
- Art jamming after a talk delivered by boat dwellers