

Tourism: Is Stanley a bigger honeypot site than The Peak?

Introduction

Tourism is a business activity connected with providing services, entertainment and accommodation for people who are visiting a place for pleasure. A honeypot site is an area that can attract tourists visiting there. Some areas such as Hong Kong develop into tourist destinations because of their spectacular sceneries and attractions; and the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. Honeypot sites can have both positive and negative impacts on countryside and coastal areas. For the positive impacts, more people would enjoy the beautiful sceneries and attractions. Moreover local governments will be willing to spend more money on preservation of the sites. However, there may be waste, sound and air pollution; and traffic congestion affecting the environment.

In order to find out whether Stanley is a bigger honeypot site than the Peak, both representing rural honeypot sites, research will be conducted on the two sites.

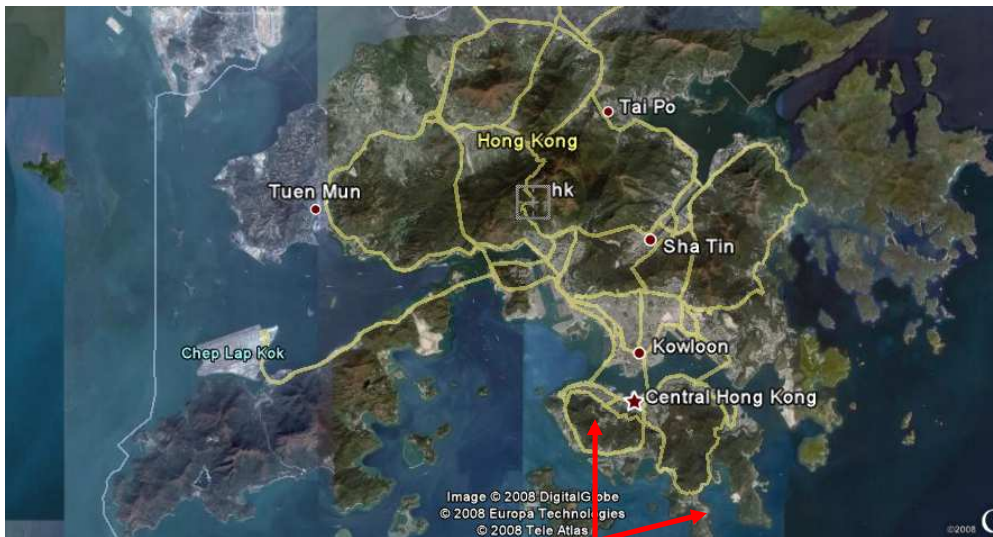


Figure 1 - Map of Hong Kong

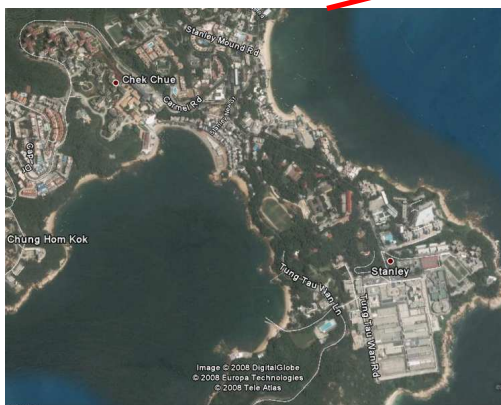


Figure 2 - Map of Stanley



Figure 3 - Map of The peak

Both Stanley and the Peak are on the Hong Kong Island. Stanley is a peninsula on the southeastern part of the Island. It has two famous beaches, Stanley Main Beach and St. Stephen’s Beach. The Peak is on Mount Victoria. It is located in the western half of the Island with a height of 552m.

The aims of the research are to find out:

1. **Which area has the most tourists?**
 It helps to find out which area is a bigger honeypot site.
 Traffic and pedestrian counts will be used to collect the data.

2. **Which area has land use aimed mainly at tourists?**
 It will show which area is a better honeypot site.
 The area will be surveyed to find out the building uses.

3. **What are the environmental and economic impacts of tourism?**
 It would show the impact of tourism environmentally and economically.
 The data will be collected by questionnaire and environmental quality analysis.

The aims will help to answer the big question **“Is Stanley a big honeypot site than the Peak”?**

Plan of Research

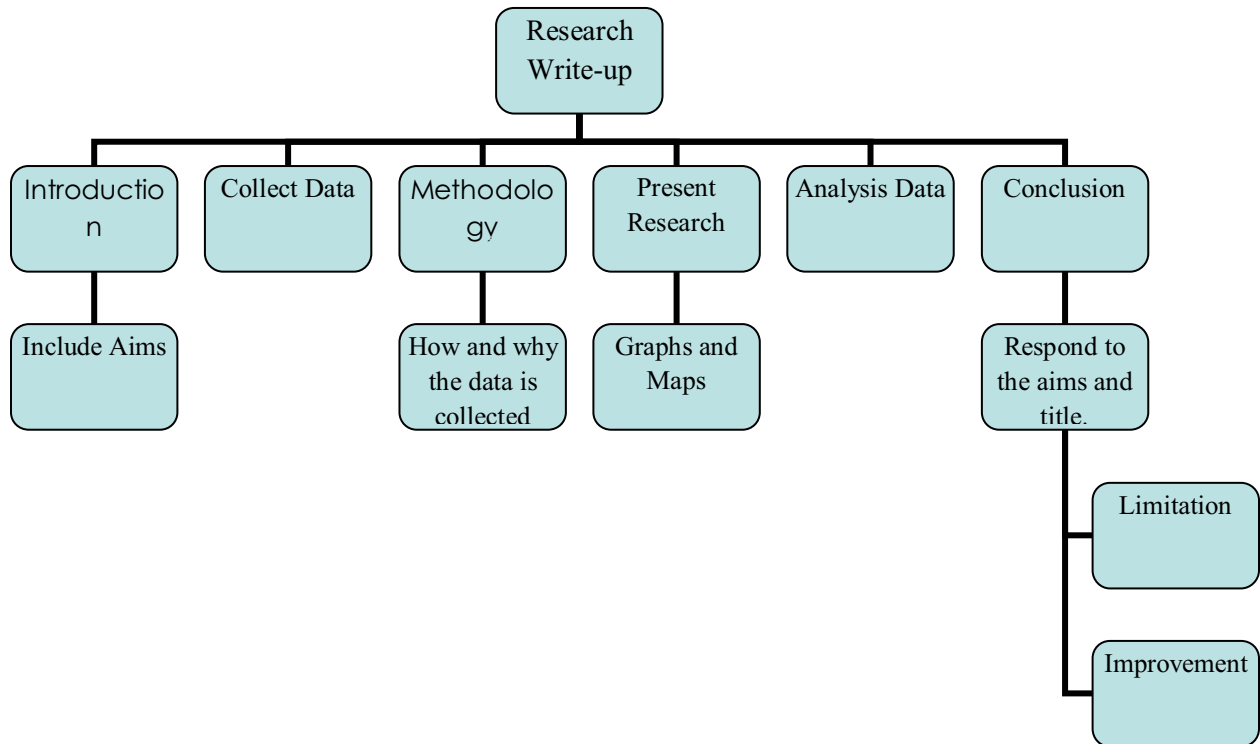


Figure 4 - Plan of Research

Methodology

There are two sets of data, primary and secondary data, which are needed to be collected. Primary data is data that collected by oneself and is unique to the collector and the research. No one has access to it until it is published by the collector. Secondary data is data that has already been collected by someone for a specific purpose. In this case, primary data in terms of traffic and pedestrian counts, land and building uses, questionnaire and environmental quality analysis are collected. For secondary data, photos of the area are taken and maps are collected.

Primary sets of data

Method	Location	Why collect this data	How the data is collected and why the data is collected in this way	Problems and solutions	Limitations
Traffic Counts	It is conducted at all the main roads to the sites in order not to miss any data.	The flow of traffic and the types of vehicles show the popularity of the site and whether people there are tourists, residents or workers.	<p>1. Data is collected twice at each location for 5 minutes each. Comparison of data collected at the two periods could be conducted. The traffic count is conducted for 5 minutes only because of limited time for site visit.</p> <p>2. The counts are recorded on a table showing different types of vehicles by tally. It is the simplest way to record by using table and tally.</p> <p>3. The tallies are added together to find a total which could be used for analysis later.</p>	Vehicles may be going too fast to be counted. Working with a partner can solve this problem.	Data is collected on a weekday and not at rush hours. The results may not accurately project the situation on weekends and holidays.

Method	Location	Why collect this data	How the data is collected and why the data is collected in this way	Problems and solutions	Limitations
Pedestrian Count	It is conducted at all the main roads to the site in order not to miss any data.	It helps to find out the gender and age of people visit the site.	<p>1. Data is collected twice at each location for 5 minutes each. Comparison of data collected at the two periods could be conducted. Data is conducted for 5 minutes only because of limited time for site visit.</p> <p>2. Record the gender and age of passers-by on a table by tally. It is the simplest method of collecting the data quickly.</p> <p>3. The tallies are added together to find a total which could be used for analysis later.</p>	Since people may come from all directions, working with a partner can help solve this problem.	Data is collected on a weekday and not at rush hours. The results may not accurately project the situation on weekends and holidays.
Building Use	Data is collected around the site so that a clear picture could be drawn.	It helps to find out the types of buildings and facilities that the sites include.	<p>1. Data at each location is noted to understand the facilities there.</p> <p>2. They are labeled on a map by different colours to make data presentation easier.</p>	Mixed use of a building is difficult to be labeled on the map. It could be described by a note as well.	Data of the site before it became a tourist hot spot is not available. It is impossible to tell whether there are great changes in building use afterwards.

Method	Location	Why collect this data	How the data is collected and why the data is collected in this way	Problems and solutions	Limitations
Questionnaire	Data is collected around the site so that people from all walks of life can be interviewed.	It tells the impact of tourism both environmentally and economically.	Same set of questions on the questionnaire is asked and noted. This helps to make analysis more realistic.	Some people do not want to be interviewed. Find other people to be interviewed.	There is a lack of time for conducting more interviews.
Environmental Quality Analysis	Data is collected all around the sites so that a clear picture could be drawn.	It helps to find out the impact of tourism environmentally	<p>1. Data on noise, litter, pollution, crowdedness, vandalism, access, traffic and scenery are collected at each location so that the environmental qualities in different aspects can be noted for analysis later.</p> <p>2. Data from each location is noted down on a table with a number from a scale of 1 to 4, 1 is bad and 4 is good. A small scale can facilitate analysis more easily.</p> <p>3. Data for each quality is generalized to get an overall view of the environment and make data presentation easier.</p>	Interpretation of the quality of the sites may be subjective. Comparing the data with others to get an objective view.	Data of the site before it became a tourist hot spot is not available. It is impossible to tell whether tourism has a negative or positive impact on the environment.

Figure 5 – Collection method for primary sets of data

A sample of the data collection sheets are shown below.

1. Traffic Count

Modes of Transport	Tally	Frequency
Private Cars		
Taxis		
Buses		
Coaches		
Trucks/Vans		
Motorbikes/Bikes		
Other_____		

Figure 6 - Table for Traffic Count

To record by tally for easy calculation

2. Pedestrian Count

Types of Pedestrian	Tally	Frequency
Children		
 Males		
 Females		
Adults		
 Males		
 Females		
O.A.P (Old Age Pensioner)		
 Males		
 Females		

Figure 7 - Table for Pedestrian Count

To record by tally for easy calculation

3. Building Use

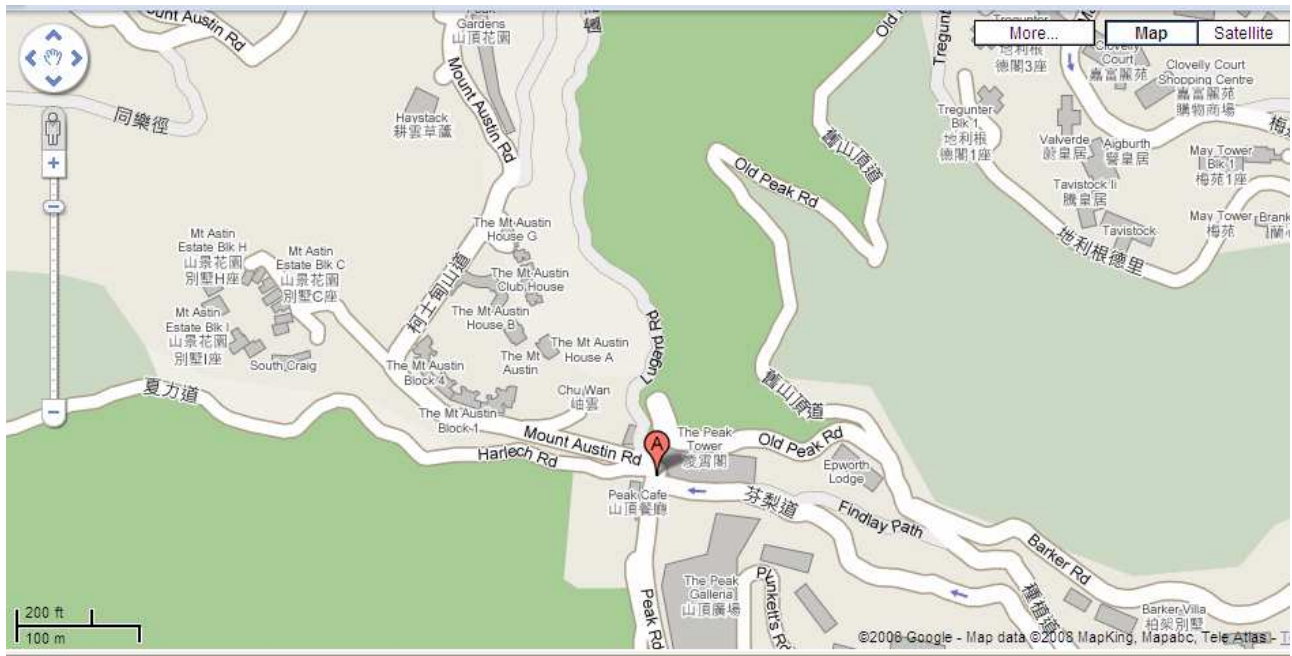


Figure 8 - Map of The Peak

Mark the buildings with colours to show the building use



Stanley Hong - Dreamstime.com - Create a Free Account and Download High Resolution Images for Free.

Figure 9 - Map of Stanley

Mark the buildings with colours to show the building use

4. Questionnaire

TOURIST QUESTIONNAIRE (STANLEY)

1. Age Group Below 20 21 – 40 41-60
2. Is this your first visit to Stanley? Yes No
(If no, go to question 4)
3. What are your first impressions of this tourist destination?

4. Where did you travel from today? _____
5. Which mode of transport did you take? _____
6. Please rank in order of preference, your favourite aspects of Stanley
 - The Market
 - The Beach
 - The Restaurants
 - Other (please specify)
7. Do you think the environment has been damaged in Stanley due to its popularity with tourists? (If so, how)

8. Do you think the HK Gov needs to protect Stanley and its environment from further destruction? (If so, how)

9. Would you come back and visit Stanley again? Yes No
(If no, why not.....)

Figure 10 - Questionnaire for tourist

Put a √ for multiple choice and answer all questions for analysis

Residential Questionnaire

1. How long have you lived in Stanley? _____
2. What changes have you noticed during this time in terms of
 - Numbers of tourists _____
 - Amount of development _____
 - Level of damage/ pollution _____
3. Which are/is the busiest tourist day(s) in Stanley? _____
4. What is the best part about living in a tourist destination?

5. What is the worst part about living in a tourist destination?

Figure 11 - Questionnaire for resident

Put a √ for multiple choice and answer all questions for analysis

Shopkeeper Questionnaire

1. What does your shop sell? _____
2. How long have you have a business in Stanley? _____
3. What is your busiest
 - Day _____
 - Season _____
4. Have you noticed an increase/ decrease in tourist numbers over the years? Increase Decrease
4. Have you noticed a change in the nationality of tourists? Which Nationality is your biggest spender?

5. Environmental Quality Analysis

Environmental Factors	Scale: Bad (1) \longleftrightarrow Good (4)
Noise	
Litter	
Pollution	
Crowded	
Vandalism	
Traffic	
Access	
Scenery	

Figure 12 - Table for Environmental Factors

Mark from a scale 1 to 4 at each location for generalization of the qualities

Secondary sets of data

Method	Why collect this data	How the data is collected and why the data is collected this way	Problems and solutions	Limitations
Photo	It gives a real image of the sites which reminds the photo-taker of the site visit and helps with data presentation.	A digital camera is used to take photos of the sites which are relevant to the research. It is the simplest and easiest way of capturing images of the sites.	A photo can only show part of the site in detail so I have to take more photos.	It is hard to take photos of some parts of the sites because they are crowded or dangerous to be close by.
Map	It helps to locate the site and present the data.	It can be print screened from Google map or Google Earth on the internet. They give a very accurate map because the image is updated regularly.	It cannot show the sites in details. The photos taking at the sites can help to solve this problem.	It does not show the altitude of the site so it is hard to know the site is hilly or flat.

Figure 13 – Collection method for secondary sets of data