

Factors on Tourism Industry in HongKong

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Abstract

As the development of the society, tourism industry in becoming one of the important part of life for human beings, its development influence the increasing the national economic development and also basic on the development of the country. It helps to improve the quality of the people's life, increase the income for the tourist attractions, increase the employment and so on, it occupy a core part of the improvement of a city even a country. The tourism industry development in Hongkong is always a big issue because its important location. even though, the tourism industry in Hongkong is already seems like prosperous, there is still many problems for the development, its necessary to find the key factors that influence the development (Zhang, 2016). The growing tourism exchanges between China and countries along the "One Belt And One Road" route have further strengthened the status of the Hongkong special administrative region as an international tourism distribution center and an urban tourism destination. In 2013, only 9.03 million inbound tourists from countries along the "One Belt And One Road" came to the mainland, while 15.49 million outbound tourists from the mainland came to countries along the "One Belt And One Road". In 2017, the two indicators reached 10.64 million and 27.41 million respectively. Combined with the above data, Dai 2018 said that Hongkong will become a transit station and experience place connecting the mainland and the world, no matter for the exchange of tourists or industrial cooperation, because of its position as a world transportation hub, an important gateway of the maritime silk road, the cultural atmosphere where east meets west and the spirit of rule of law (Adomaitienė and Seyidov, 2017).

Keywords

Tourism industry, Culture, Sharing economy, Infrastructure construction, Hongkong.

1. Chapter 1 Introduction

1.1. Overview

This chapter is an overview of this research. First of all is highlighting the research background. it shows the importance of the research and followed the problem statement of the research. Then it detailly describes the research objectives of the research and the design of the research questions. This chapter also attribute to the significance and period of the research as well as the gap of the research. Lastly, the chapter concludes with the operational definitions and various chapters.

1.2. Background of the Study

With the development of society, tourism has become one of the strongest and largest industries in the global economy, it has become increasingly important in the national economy (Chetthamrongchai, 2017). The development of tourism industry is based on and restricted by the development level of the national economy and promotes the development of relevant departments of the national economy directly or indirectly (Lyons, 2015).

However, tourism industry is not a single industry, it influenced by many other factors, In the future, the tourism market is further refined and differentiated, future tourists' travel purposes are more personalized, travel agencies are also will pay more attention to the deeper development of the tourism consumption demand of people, tourism products become richer and more colorful (Law, 2012). As the development of the world, tourism industry become more and more instability, economy, environment, policy, culture and so on can become the factors that change the tourism industry pattern (Glaser, 2015). The following figure shows the Towards Data Science (2018) data for total tourists arrived in 2015

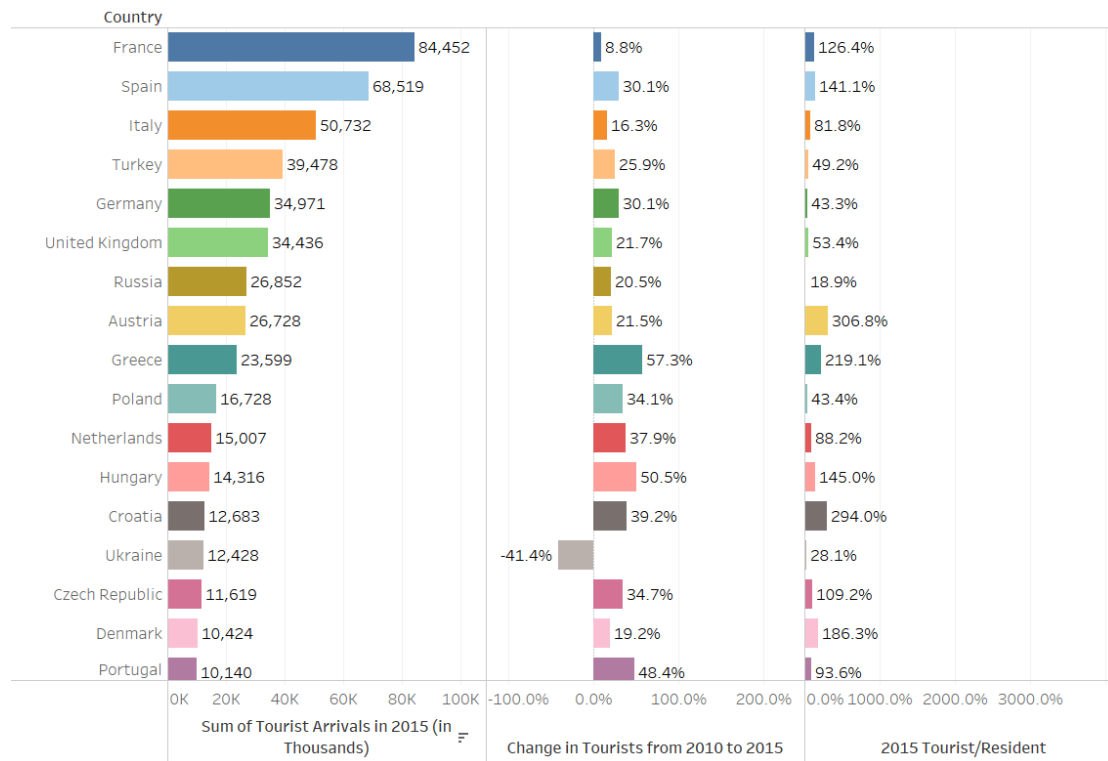


Fig 1. Tourists arrived in 2015, source: Towards Data Science, 2018

This graph shows the different choices for tourism destinations, France is the top one and followed by Spain, these countries are all nearby each other but the data is so different, what is the factors that influence it is a valuable question to the whole tourism industry.

1.3. Problem Statement

Commerce and development director Su(2017)said that in the past 11 months, general visitors down about 5.4%, but decline has been reduced as last month, the overall passenger passengers fell 2.1% in Hong Kong, the mainland passengers fell by 3.5%, As for Ocean Park, it posted a loss of more than 200 million yuan this year.

The Hongkong government already noticed the significance of the tourism depression and there are many previous researches focus on the influencing factors on the tourism industry, while, the researches focus on Hongkong still are limited, it is meaningful to find the influencing factors on the tourism industry in Hongkong.

1.4. Research Objectives

The main aim of this research is to determine the relationship between influencing factors and tourism industry in Hongkong. Two main objects are chosen to achieve the research goal as following:

- To determine whether Sharing economy influence the tourism industry in HongKong.

- To determine whether Culture influence the tourism industry in HongKong
- To determine whether infrastructure construction the tourism industry in HongKong

According Cooper and Schindler (2011) said that when the researcher clearly ascertain objectives should offer related and constructive questions for the development of the research (Cooper and Schindler, 2011).

1.5. Research Questions

Research question is used to give evidence to the research objects, according to the objects above, the research design two questions as below:

- Will sharing economy influence the tourism industry in Hongkong?
- Will culture influence he tourism industry in Hongkong?

2. Chapter 2 Literature Review

2.1. Chapter Overview

The aim of this literature review is to provide the reader with a general overview on tourism industry from both global perspective and Hongkong perspective. This chapter will explain the researches on the relationship between sharing economy and tourism, and the relationship between culture and tourism. In addition, this chapter will provide a literature gap to show the contribute of this study and use conceptual framework as well as the hypothesis to do the research.

2.2. Tourism Industry

According to The World Tourism Organization (2004) doubled between 1995 and 2005 for some small and medium-sized countries and become the export industry leader, made a great contribution to the national economic growth (Lopez, 2017). When comes to "tourists", actually many of us in our lifetime are tourists, because we always leave to another place, so defining travel is very difficult, tourism is the leisure, business, or other purpose for people who travel and live outside their normal environment, no more than year (go2hr, 2018).

Mieczkowski (1990), points out that the first definition of tourists has emerged in the 1876 volume of 19 century encyclopedia dictionary, it defines tourists as travellers because of curiosity and boring.

2.2.1. Global Perspective of Tourism Industry

As Guyer –Feuler defined the tourism “ the phenomenon is occurred because of on the needs of the people’s increasing change and relax , people can see the beauty of nature and art, it also and can help countries and communities close to each other”(Esen, 2013).

While UNWTO said that Tourism is an activity service that includes transportation, accommodation, food, drinking, entertainment, shopping and so on for individuals or groups who travel (Long,2012).

Nowadays, when comes to tourism, we all realized it as a dynamic need and full of a lot of competition all over the world, it requires the skill for satisfy the customers' changing demand which consist of safety, enjoyment, leisure and so on (Lucas,2017).

In addition, tourism is not only the activity for people, but also influence the economy for the whole country (Long, 2012).

UNWTO (2016) declared that using the global tourism day to Improve the public and private sector decision-makers and make international community understand the sustainable of

tourism's contribution to the development, at the same time to mobilize all stakeholders work together to make tourism positive catalysts of change (Akintoye, 2012).

2.2.2. Location Perspective of Tourism Industry

Hong Kong back to mainland China let especially the pearl river delta facing the world, which is an international port city of economy, the Hong Kong mediation location in the medium term rather than reduced, it will further strengthen (Gang, Zhou, Liu et al., 2013). Hong Kong is Asia's largest financial center and a platform for China to enter the international market and a window for foreign companies to enter the mainland market, which provides a very favorable environment for the development of Hong Kong's tourism industry (Chon, 2016).

Hong Kong is a highly prosperous international metropolis, one of the " Four Asian Tigers", where Chinese and western cultures mingle with each other and are deeply loved by young people (Akintoye, 2016).

According to the Census and Statistics Department of Hong Kong Government (2011), there were 37.77 million people visited Hong Kong from January to November 2011, including 25.27 million visitors from China mainland, occupy 67% of the total.

2.3. Factors Influencing in Tourism Industry

According to Sandeep Patil (2013) reported that there are five key factors influence the development of tourism as follow: Social-economic factors, cultural and historical factors, religious factors, environmental factors and other factors. There is a new report said by Victoria (2012) that as is known to all, tourism is the industry that needs peace, terrorist incidents and tourism are as incompatible as fire and water.

While the frequency of terrorist attacks in recent years has made the two events, which should have been unrelated, often linked, such as "9 • 11" terrorist attacks, India, the world trade center in New York, west to Bali, a series of explosions, Moscow theater hostage situation and the London smoke not scattered (Cohen, 2016).

As a third industry, sharing economy is also in constant growth and expansion, at the request of the new economy, service industry has been unprecedented attention, Hongkong is in the social calls endeavoring to invest and construct tourism (Marton, 2017).

2.4. Gaps in Literature

Researches on the tourism industry has been done largely either on the influence to economy or influenced by the infrastructure in Hongkong, actually, the economic and culture influence makes a big contribution to the development of the tourism industry, however, only few of the previous literatures have analysis the economic and culture issue to tourism industry in Hongkong, the rationale of the study is to find how the tourism industry influenced by economy and culture in Hongkong.

2.5. Conceptual Framework

Based on the literature review and grounded theories, this research will measure the influencing factors on tourism industry. The theoretical framework was formulated and contains two independent variables which are sharing economy and culture. The conceptual framework is shown in graph 1 as below:

2.6. Hypotheses

Hypotheses is a form a statement which we made reasonable guesses (Walliman, 2011). Based on the literature review, the hypotheses are followed:

H1: Sharing economy has a significant influence on the tourism industry in Hongkong.

H2: Culture has a significant influence on the tourism industry in Hongkong.

H2: Culture has a significant influence on the tourism industry in Hongkong.

H3: infrastructure construction has a significant influence on the tourism industry in Hongkong.

3. Chapter 3 Research Methodology

3.1. Overview

This chapter stated the research methodology used for this research. First of all, the research design will define and explain the research design, connect with framework that the chapter 2 mentioned. Secondly, unit analysis and time horizon are take into consideration to make suit for the research, choose the sampling design which is suit for this research population and then collect the data. finally, the instrument development, testing and data analysis approach will be discussed as well.

3.2. Research Design

Research design is a part that provides an outline of how the researcher will operate the research and provide the structure of the research study to get the objectives of the it (Saunders, Lewis and Thornhill, 2012).

Research design is a guild for the whole method of the research and give the structure of the procedure for the data collection and analysis, the descriptive research is used for the study to describe a characteristic or distinctive phenomenon of population and to establish a relationship between selected variables (Bryman and Bell, 2013). This research is quantitative, descriptive, correlation design, focus on the establishing the relationship between sharing economy and culture and the tourism industry in Hongkong. The figure 2 is the elaboration for how the research design going.

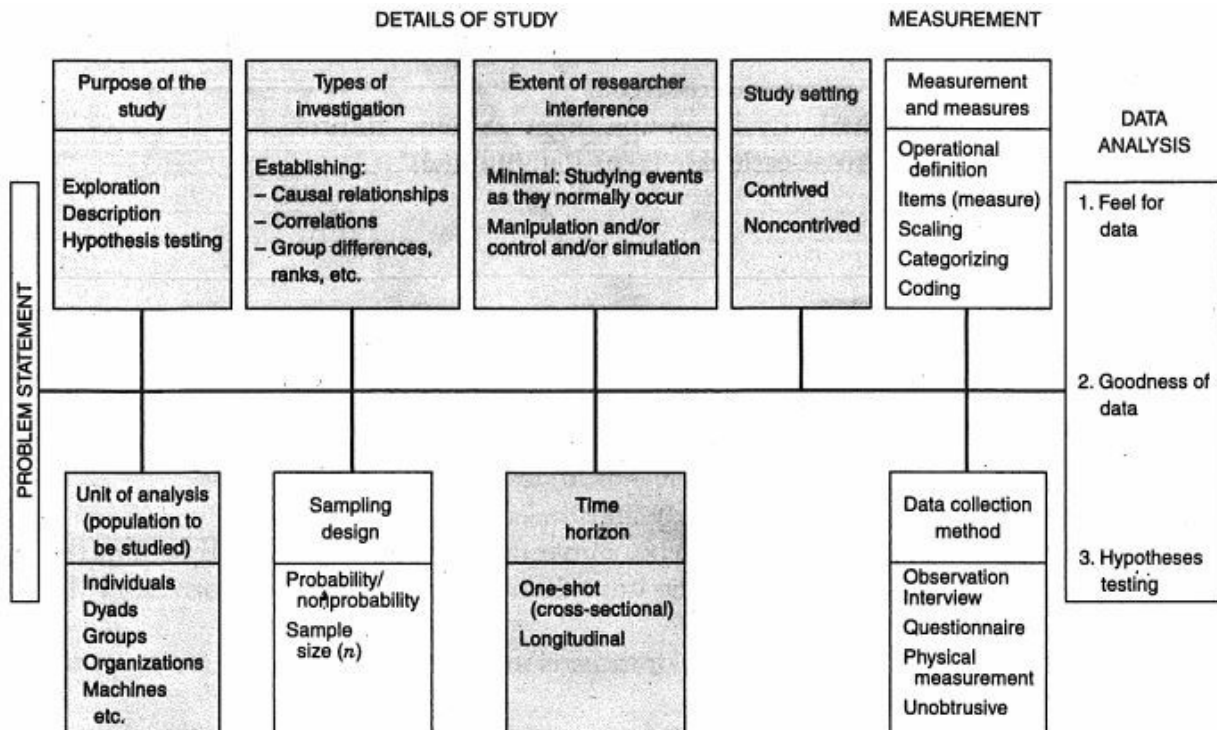


Fig 2. Research Design Framework (Source: Sekaran and Bougie, 2011).

Through questionnaire, the choices and basic information from the respondents can be collected accurately (Leung, 2011). In this study, the researcher used questionnaires distribute to the respondents to collect the data accurately and the extent of the inference is minimum.

3.3. Unit of Analysis and Time Horizon

Research project requires the unit of analysis which is the major entity that researchers are investigating and analyzing in their study (Sekaran and Bougie, 2016). Unit of analysis in research can be either individual or organization.

In this research, the unit of analysis is individual, because the tourism industry is individual, the questionnaire is distributed to the tourists who come to Hongkong to visit. The respondents are chosen from different scenic spots in terms of getting the common data.

Cross-sectional studies are observational in nature and are known as descriptive research, it allows researchers collect a great deal of data in a short time and can collect information on different variables (Linnertová, 2015). This research is Cross sectional study, because the data collected once only from respondents.

3.4. Sampling Design

3.4.1. Sampling Plan

A sample design is the framework or a guider, which can be the basic for the selection of a survey sample as well as affect many other important aspects of a survey. (Haq, Brown and Moltchanova et.al., 2013). The sampling scale can be the same with population or only part of it, so it can be influence by some undercover age or have an indirect relationship to the population (Simone, Giustolisi and Laucelli, 2016). A sample design is made up of two elements: Sampling method and estimation. Sampling method include some elements of the population. The estimation is the process for calculating sample statistics (Haq et.al., 2013). Different sampling methods may use different estimators (Simone et.al., 2016).

This research determines to use the non-probability method because the tourists are all from the several hotels around Hongkong which is convenient for researchers just go to some famous hotel to deliver the questionnaires to the tourists. By using convenience sampling method, it allows researcher easier to collect a great deal of data within a short time, it is an efficient method. (Sekaran and Bougie, 2012). This sampling time solved the problem for doing a research in the limited time.

3.4.2. Sampling Size

This research is focusing on the tourists who are visiting to Hongkong as is mentioned above. According to the data from the Hong Kong Tourism Board (2015), the population of visiting to Hongkong in 2018 is approximately 70 million.

Deciding an appropriate sample size for a research is significant, because the sample size affects the feasibility of the research influence the validity of the results and its power (Meysamie, Tae and Mohammadi, 2014).

In this research, the sample size is determined by the guidelines created by Krejcie and Morgan in 1970, according to this guideline, the population of tourists to Hongkong is 70 million, so the minimum sample size for it should be 384 respondents (Kenpro, 2012). As an assumption of 95 percent responds, the researcher should deliver approximately 410 questionnaires among the tourists who are having a journey in Hongkong. The Krejcie and Morgan's size sample is as figure 3 below:

JADUAL PENENTUAN SAIZ SAMPEL KREJCIE & MORGAN (1970)

Populasi	Sampel	Populasi	Sampel	Populasi	Sampel	Populasi	Sampel	Populasi	Sampel	Populasi	Sampel
10	10	85	70	220	140	440	205	1200	291	4000	351
15	14	90	73	230	144	460	210	1300	297	4500	354
20	19	95	76	240	148	480	214	1400	302	5000	357
25	24	100	80	250	152	500	217	1500	306	6000	361
30	28	110	86	260	155	550	226	1600	310	7000	364
35	32	120	92	270	159	600	234	1700	313	8000	367
40	36	130	97	280	162	650	242	1800	317	9000	368
45	40	140	103	290	165	700	248	1900	320	10000	370
50	44	150	108	300	169	750	254	2000	322	15000	375
55	48	160	113	320	175	800	260	2200	327	20000	377
60	52	170	118	340	181	850	265	2400	331	30000	379
65	56	180	123	360	186	900	269	2600	335	40000	380
70	59	190	127	380	191	950	274	2800	338	50000	381
75	63	200	132	400	196	1000	278	3000	341	75000	382
80	66	210	136	420	201	1100	285	3500	346	1000000	384

Fig 3. Size Sample (Krejcie and Morgan, 1970)

3.5. Questionnaire Design

questionnaire design is a very important part for research design, as it offers all information from participants for different researches. The questionnaire includes three factors. Factor 1 is focuses on respondents' demographic factors, part 2 is related to tourism industry (dependent variable), while part 3 relate to the different dimensions of influencing factors (independent variable). Except part 1, other questions' constructs are measured using five-point Likert scales (from strongly disagree =1 to strongly agree =5).

The questionnaire will be drafted in English and all questions should be simple, easy to understand for respondents (Krosnick and Presser, 2010). The researcher will ask an expert, supervisor to check whether the design of these questions is appropriate and effective for respondents. the questionnaires will be given a plenty of time to answer. The main purpose of conducting a pilot study is to evaluate all the items and scale, to check the content of the instrument and the operational process of data collection. The questionnaire for this research is design and adapt as following Table 1.

Table 1. Questionnaire design

NO	Factor	No. of questions	Reference
1	Demographic	3	Henson, Guy and Dotson (2015)
2 (DV)	Tourism industry	4	May, Chee and Mohamad (2016) Grobelna and Marciszewska (2016)
3(IV)	Sharing economy	4	Hong (2014) Ramanauskienė (2010)
	Culture	4	NISKALA (2015) Omerzel (2016)
	Infrastructure construction	4	Schade (2018) Sekaran (2017)

3.6. Pilot Test

Pilot test is a trial run or small-scale version of try out preparation for a major study (Schade,2015). While According to De Vaus (1993) pilot test could be used to reduce the risk and to warn the researcher in the special parts where the research might fail. Pilot testing helps fine-tune usability studies, leading to more reliable results where it provides an opportunity to validate the wording of the tasks, understand the time necessary for the session and, if all goes well, may even supply an additional data point for research (Schade, 2015).

3.6.1. Factor Analysis

The data collected will be run under factor analysis according to the KMO Bartlett's test of Sphericity (Kumar, 2010), which is used to determine whether the data collected and the items within the constructs are relevant and appropriate for further analyses. Adequacy (MSA) is One of the factor analysis measures for the Measure of Sampling, it ranges from 0 to 1, the higher the value of MSA, the more appropriate is the item for subsequent measurement (Hair, Black and Babin et.al, 2010).

3.6.2. Reliability Analysis

Cronbach's alpha is a measurement for how effectively a set of variables measure a unidimensional construct. Its values can vary "between 0 and 1", when the value above 0.7, it means being reliable (Andrew et al, 2011). Which means in the Cronbach's alpha values for each of variable in this study must above the 0.7, and if not, the variable should be removed from the analysis.

3.6.3. Correlation Matrix

Correlational matrix aims to determine how variables in a data set are associated with each other. When correlation coefficients are above +0.7 to below -0.7 as a rule of thumb, it indicates an increasing association between two variables (Crouch and Housden, 2013). Bivariate correlation is the most basic form of correlation between two variables and the multivariate

correlation is between more than two variables, significant correlations or associations are present when $p < 0.05$, when the Pearson Correlation coefficient is closer to 1, there is a positive correlation while it is closer to 0, no correlation exists (Singh, 2007). Correlational matrix is clearly to show the relationship between DV and IVs.

3.7. Measurements

Measurement can be defined as a tool to check whether the data and information that had been collected from the respondents is reliable or not, from this step, the researcher can make sure whether there is a relationship between the influencing factors and tourism industry (Sekaran, 2016). Then, put the data of the survey to SPSS 22.0 to analysis.

3.7.1. Descriptive Information

Descriptive information includes the demographic profile and will be adopted by using SPSS where it supports to evaluate the data skills. summarizing the data as expressed by Saunders, Lewis and Thornhill (2012).

3.7.2. Preliminary Test

Preliminary test is used for test the reliability and the integrity of the data collected from the respondents. In most of the research studies, the Factor Analysis is normally used for data/variable (Sekaran, 2016). One of the reasons to conduct this test is to provide construct validity evidence. KMO & Bartlett's Test is One of the most important analysis in Factor Analysis. It measures the sampling suitability, Verifies that the variables are independent (Kumar, 2010).

3.7.3. Hypotheses Testing

Hypothesis testing is a statistical inference method used to determine whether the difference between sample and population is caused by sampling error or essential difference (Preuss, Vetter and Dette, 2012)

Besides that the Hierarchical Regression test also will be conducted as a framework model for comparison. One of the purposes to conduct this test is to show if the independent variables or intervening variables are statistically significant variance in the dependent variables after considered all other variables.

3.8. Ethical Consideration

The researchers first must consider whether their research might inconvenience or hurt potential third parties who did not participate in the study. In addition, researchers cannot avoid publishing observations that are not relevant to the study (Gordis, 1991).

In Belmont report (2013) summarized that there are three basic ethical principles (respect beneficence, and justice) are referring to research involving human subjects. So, the results gathered from the respondents are anonymity and confidentiality, and will only be used for educational purpose.

4. Chapter 4 – Data Analysis

This chapter will demonstrate how to analysis the data collected from the tourists who are visiting Hongkong China as well as the research finding. The analysis will use SPSS and Excel functions to analysis the data which extract from the online questionnaire. To explain detailedly the results that acquired from the participants, researcher use tables, charts together to express. This will be more clearly to get more information between the dependent variable and independent variable for a further study.

4.1. Pilot Test

A pilot test needed to be done before the distribution of the online questionnaire, according to De Vaus (1993) that pilot test can help to reduce the risk that may happen in some wrong areas,

it can remind the researchers to find an appropriate area to do the research and avoid the failure. In this research, there are 50 participants from the Hongkong hotel take part in the pilot test, because the number of the sample size should be 10 to 20 percent of the real study amount and our real survey amount is 384. After getting the data, it will be calculated by SPSS software.

4.1.1. Factor Analysis

Based on Table 2, the data is extracted from the raw data, sample size is 25, according to the KMO and Bartlett’s test, all the extraction in components are more than 0.6, which means that the questions as the factors are valid. According to Williams et al. (2012), when the index is more than 0.6, the factors can be considered valid and acceptable, as because all indicators in this study shows values more than 0.6, it is appropriate to be used for further analysis.

Table 2. Component Analysis for pilot test
Communalities

	Initial	Extraction
sharing economy 1	.626	.664
sharing economy 2	.750	.631
sharing economy 3	.713	.666
sharing economy 4	.792	.670
culture1	.956	.756
culture2	.975	.894
culture3	.864	.789
culture4	.965	.716
infrastructure1	.736	.762
infrastructure2	.950	.713
infrastructure3	.967	.742
infrastructure4	.579	.690
tourism1	.973	.873
tourism2	.920	.820
tourism3	.909	.802

Extraction Method: Alpha Factoring.

From Table 3, the result of factor analysis for pilot test is 0.861, as KMO test is used to check the correlation and partial correlation between variables, and the value is before 0 to 1. The closer the KMO statistic is to 1, the stronger the correlation between variables, the weaker the bias correlation, and the better the effect of factor analysis. In the actual analysis, the KMO statistics were more effective when above 0.7 and if the sig value is less than 0.05, the data is spherical distribution. Hence, the factor analysis is effective and data is spherical distribution.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.742
Bartlett's Test of Sphericity	Approx. Chi-Square
	5372.620
	df
	102
	Sig.
	.000

4.1.2. Reliability Analysis

As the research of Sekaran and Bougie (2010), 0.7 of Cronbach's Alpha was acceptable and the closer Cronbach's alpha was to 1, the higher the internal consistency reliability. In general, the higher the coefficient, the higher the reliability of the tool. In basic research, the reliability should be at least 0.80 to be acceptable. In exploratory research, the reliability should be acceptable as long as 0.70 is acceptable, and those between 0.70 and 0.98 are high reliability, while those below 0.35 are low reliability and must be rejected (Hair et al.,2010).

Table 4. Results of Reliability Analysis

variables	Cronbach's Alpha	Number of Items
Sharing economy	0.855	4
Culture	0.736	4
Infrastructure	0.734	4
Tourism industry	0.783	3
All variables	0.896	15

According to table 4, the Alpha coefficient is higher than 0.7, so the reliability can be accepted.

4.2. Full Scale for Data Collection

The population in this research is choose from the tourists in the Hongkong hotel. The real sample size in this research was 384 according to Krejcie & Morgan (1970) which corresponding a 100000's population size. The total number of 400 questionnaires were distributed via online (using Google Forms). With a distribution of 400 online questionnaires, only 387 were received and only 365 questionnaires were valid in this research. Table 5 shows the summary of research responses:

Table 5. The summary of research responses

Total Questionnaire Distributed	Valid Questionnaire	Response Rate
400	365	91%

4.3. Preliminary Data Analysis

The aim of preliminary data analysis is to edit the data for the further analysis, it explained the key character of the data and demonstrate the results. In this research, two kinds of preliminary tests were used (Factor analysis and Reliability analysis).

4.3.1. Factor Analysis

Factor analysis is a statistical method used to describe variability when researcher observed the data, used to reduce a large number of variables into fewer numbers of factors. As an index of all variables, we can use this score for further analysis.

Table 6. Extraction Method: Principal Component Analysis

Communalities		
	Initial	Extraction
sharing economy 1	1.000	.618
sharing economy 2	1.000	.715
sharing economy 3	1.000	.713
sharing economy 4	1.000	.729
culture1	1.000	.771
culture2	1.000	.899
culture3	1.000	.822
culture4	1.000	.780
infrastructure1	1.000	.813
infrastructure2	1.000	.738
infrastructure3	1.000	.792
infrastructure4	1.000	.702
tourism1	1.000	.889
tourism2	1.000	.845
tourism3	1.000	.832

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.861
Approx. Chi-Square	7275.630
Bartlett's Test of Sphericity	df
	105
	Sig.
	.000

From this Table 6 and KMO & Bartlett's Test table, the extraction for every variable is above 0.6, the KMO result is 0.861, which means the data for the research is appropriate and can reflex the real situation.

4.3.2. Factor Analysis for Sharing Economy

Table 7. Total Variance Explained (1)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.540	63.512	63.512	2.540	63.512	63.512
2	.674	16.846	80.358			
3	.473	11.835	92.193			
4	.312	7.807	100.000			

Extraction Method: Principal Component Analysis.

According to Pallant (2011) that the component whose eigenvalue is more than 1 are taken as the most relevant components, which determine the viable of following statistical analysis. In this data, the first factor's eigenvalues is greater than 1 and the variance percentage of the total variance of the sharing economy is 63.5, which means the factors extracted from the sharing economy are relative to each other, and they are appropriate to use all of them to analysis the research.

4.3.3. Factor Analysis for Culture

Table 8. Total Variance Explained (2)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.517	62.930	62.930	2.517	62.930	62.930
2	.832	20.799	83.729			
3	.354	8.852	92.581			
4	.297	7.419	100.000			

Extraction Method: Principal Component Analysis.

The table shows that the first factor’s eigenvalue is more than 1, and it shows a 62.9 percentage of the total variance, as KMO and Bartlett’s test of Sphericity criteria have all been satisfied, so the four component of the culture all can be used for further study.

4.3.4. Factor Analysis for Infrastructure Construction

Table 9. Total Variance Explained (3)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.449	61.223	61.223	2.449	61.223	61.223
2	.907	22.673	83.896			
3	.354	8.859	92.755			
4	.290	7.245	100.000			

Extraction Method: Principal Component Analysis.

The same situation as the first two factors, the initial eigenvalue is 2.449 which is more than 1, it shows a 61 percentage of the total variance and the KMO and Bartlett’s test of Sphericity criteria have all been satisfied, all the components can be appropriate for the research.

4.4. Reliability Analysis

Reliability analysis is one of the most important analysis used to analysis the consistent of the variables (Bryman and Bell, 2011). when Cronbach’s Alpha is greater than 0.7 means that there is a good internal consistency. In addition, Gliem and Gliem (2003) emphasized that if the value ranged between 0.70 and 0.80 is considered as acceptable, if it between 0.80 and 0.90 means the reliability is good and when it above 0.90 means they have excellent consistency.

Table 10. Cronbach’s Alpha exhibition

variables	Cronbach’s Alpha	Number of Items
Sharing economy (IV)	0.805	4
Culture (IV)	0.801	4
Infrastructure (IV)	0.780	4
Tourism industry (DV)	0.793	3
All variables	0.929	15

According to this table, the items shows good results, the total variables' Cronbach's Alpha is 0.929, which is excellent and all of these items are appropriate for further analyses.

4.5. Hypothesis Analysis

In this study, three hypothesizes included in Table 11 (Research Hypotheses) as below.

Table 11. Research Hypotheses

Hypothesis 1	Sharing economy has a significant influence in tourism industry in Hongkong
Hypothesis 2	Culture has a significant influence in tourism industry in Hongkong.
Hypothesis 3	Infrastructure construction has a significant influence in tourism industry in Hongkong

4.5.1. Hypothesis Testing for Direct Relationship

This step used the multiple regression to analysis the relationship between IVs and DV, first of all, use SPSS to get the means of every IV and DV and then get the result as below.

Table 12. The result
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.822 ^a	.750	.549	.12110	2.112

a. Predictors: (Constant), sharing economy, culture, infrastructure construction

b. Dependent Variable: tourism industry

From this table, the R value is 0.822, which means the correlation very high, and with a 0.75 R square, its shows that the variance of the tourism industry can be 75 percentage decided and explained by the listed independent variables in this research, and other 25 percentage of the variance of the tourism industry is influenced by other factors that have not been included in this research. Even more, the Durbin-Watson value verified that the variables are independent with each other because 2.112 is within the range of 1.5 to 2.5 as Alam stated in 2013 in his research, thus the multicollinearity assumption have been achieve.

4.5.2. ANOVA

Table 13. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	211.239	3	70.413	682.941	.000 ^b
Residual	37.220	361	.103		
Total	248.458	364			

a. Predictors: (Constant), sharing economy, culture, infrastructure construction

b. Dependent Variable: tourism industry

From the ANOVA table, the result for P value is 0, which means the regression model is significant.

Table 14. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.264	.102		2.593	.010		
IV1	.069	.025	.070	2.754	.006	.646	1.548
IV2	.904	.056	1.122	21.596	.000	.154	6.504
IV3	.119	.060	.271	5.298	.000	.158	6.310

a. Predictors: (Constant), sharing economy, culture, infrastructure construction

b. Dependent Variable: tourism industry

From the above table, it shows that the multiple regression has been achieved, and from the coefficients table, it illustrated that sharing economy ($P = 0.006$, significant at 0.001 level), culture ($P = 0.000$, significant at 0.001 level) and infrastructure construction ($P = 0.000$, significant at 0.001 level) were the predictor for tourism industry development. In addition, the highest standard coefficient of 0.904, which belongs to culture, explained that culture is the most dominant predictor for the tourism industry development in Hongkong. And then followed by the infrastructure construction with a coefficient of 0.319, and the last one is sharing economy which with coefficient of 0.069, thus sharing economy is has less but still positive relationship with tourism industry development in Hongkong.

According to the research findings, a summary of the hypotheses results is listed in Table 15, it illustrated that the three hypothesis are all accepted after the data analysis, which means the three independent variables (the sharing economy, culture and the Infrastructure construction) are all showing positive significant relationship with the development of the tourism industry in Hongkong, especially culture as the hypotheses 2 explained, has the highest influence on tourism industry in Hongkong. The last hypotheses (Infrastructure construction) shows a weak influence on tourism industry in Hongkong. According to the research above, the hypotheses result shown below:

Table 15. Hypotheses Analysis Summary

Hypotheses	Status
Hypothesis1: Sharing economy has a significant influence in tourism industry in Hongkong	Accept
Hypothesis2: Culture has a significant influence in tourism industry in Hongkong	Accept
Hypothesis3: Infrastructure construction has a significant influence in tourism industry in Hongkong	Accept

4.6. Conclusion

This chapter demonstrate the research findings according to the data analysis. SPSS statistical software with a version of 22.0 was used to measure the data analysis. The result indicated that among the 3 factors (Sharing economy, Culture, Infrastructure construction especially for culture have high effect on tourism industry development in Hongkong. The next chapter will explain the detailly findings, contributions, and recommendations of this research.

5. Chapter - 5: Conclusion and Recommendation

5.1. Overview

This chapter presented a detailed discussion on the research findings based on the hypotheses' analysis in the previous chapter. The contributions, recommendations, and future research were discussed in this chapter following the personal reflection of the researcher.

5.2. Discussion of Findings

The main objective of this research is to analysis the relationship between the sharing economy, culture and infrastructure construction with the tourism industry development in Hongkong. To achieve this aim, three specific objectives were developed:

To investigate the relationship between the three kinds of independent variable and the tourism industry development in Hongkong.

To identify the most significant factor that influence the tourism industry development in Hongkong.

To achieve this aim, the research distributed 400 questionnaires to the participants to collect the data for the further study, the participants are almost the tourist in the Hongkong hotels.

5.2.1. Objective 1 (Hypotheses 1 - 3)

Objective 1: To investigate the relationship between the three kinds of independent variable and the tourism industry development in Hongkong.

According to Vaiman (2010), tourism industry development has become a major issue for the business world as its already influence the development of the whole economy. The factors that influence the tourism industry development have been researched for several times from long time ago by the professionals, while, as the development of the technology, there appears many others kinds of factors which affect it significantly, as with the research of Yang et al in 2016 and the report from Li (2015), there are three important factors appeared as listed in the below: sharing economy, culture, infrastructure construction.

To investigate the relationship between the three independent variables (sharing economy, culture, infrastructure construction) and dependent variable (tourism industry development), multiple regression analysis was used to check the hypothesis results. From the chapter 4, the research got the result of hypothesis testing as below.

Hypothesis 1: There is a significant relationship between sharing economy and tourism industry development in Hongkong.

As the literature review explained that a market platform created by a third party and based on information technology and individuals use these platforms to exchange unused goods, share their knowledge and experience, or raise money from enterprises or an innovative project. As a link connecting supply and demand, sharing economy platform enables supply and demand parties to conduct transactions through sharing economy platform through the establishment of a series of mechanisms such as mobile LBS application, dynamic algorithm and pricing, mutual evaluation system of both parties, etc. these platforms give the tourists a ways to evaluate the whole things relative to their tourism, it become a recommendation system and monitoring system for the tourism industry that can recommend good services and monitor the bad ones for the tourists to have better tourism.

Hypothesis 2: There is a significant relationship between culture and tourism industry development in Hongkong.

As the researches explained before, the culture always has a significant influence to the tourism industry development. as the Dickinson said in 2016, the Along with the increasing of the national economy, tourism has become the present an indispensable part of people life, tourism, as a fashion event, outward flow of space, and its essence is to reflect the various cultural

exchanges and integration and collision of "tourism is the carrier of culture and route of transmission, culture is the soul and root of tourism.

Hypothesis 3: There is a significant relationship between infrastructure construction and tourism industry development in Hongkong.

In the choice of tourist destination, the convenience of transportation is an important factor that affects the decision of tourists. The accessibility of regional tourism is very important in the process of tourists' evaluation and selection until the final destination is determined. At the same time, the convenient conditions of transportation also affect the travel radius of tourists. Under the action of certain gravity and external thrust, tourist flow is inversely proportional to the influence of distance (He, 2017).

5.2.2. Objective 2

To identify the most significant factor that influence the tourism industry development in Hongkong.

As the analysis from the chapter 4, it explained that the most significant factor that influence the tourism industry development in Hongkong is culture, as the coefficient number is more than 0.9, according to the previous research, it is a normally. First important culture is the food culture as Han 2016 said in this research that China is a vast country, due to the differences in geographical environment, climatic products, political economy, national habits and religious beliefs, the food characteristics of various regions and ethnic groups are various and colorful, Since food tourists live in different cultural backgrounds, their tourism needs to be naturally affected by cultural factors, which also affects the value judgment of food tourists on tourism resources. Tourists living in different regions have different understandings and pursuits of food. Food tourism is a complex of culture and diet, because food and culture are mutually integrated and permeated, inseparable. Different countries and nationalities have very different food cultures. Therefore, many scholars classify food tourism into folk customs and ethnic cultural tourism resources, which are often summarized as an important part of humanistic tourism resources. Hongkong 's food is form all over the world because of its culture complexity. In addition, the location and its history created Hongkong a central of the economy, it owns amounts of top designed building which shows the prosperous to the world which attract people to visit (Shields, 2016).

As what we see, in the coming years, culture still control the first place for the tourism industry development in Hongkong, as the development of technology, Hongkong has more and more new culture appear, attract more tourists to come.

5.3. Contribution

5.3.1. Contribution to the Academia

After reviewing the literature, most of the studies before were talking about the tourism industry development for global perspective, there was very limited English research focusing on the tourism industry in Hongkong and the findings of this study contribute to the academia a useful data to certify the factors and the tourism industry in Hongkong. Furthermore, the findings and data are also significant to other researchers for future study.

5.2.2 Contribution to the industry

The result of this research can be used directly to the relevant apartment for the tourism industry, according to the findings, they can put some new methods into efforts to improve the tourism industry, especially for the relevant apartment for culture, they should try to explore and protect the attractive culture in Hongkong, build more culture exhibition, make more advertisements, help the heritage of the old culture and make them prosperous. In addition, increasing the convenient for the tourists to come and enjoy Hongkong especially use the infrastructure.

5.4. Recommendations

As the culture to be the most significant factor that influence the tourism industry development, the culture can include the food, history, building, custom, environment and so on. The foods are from all over the world as its inclusion in Hongkong, people come can enjoy different kinds of food with local test. Hongkong has a long and especial history as its been occupied by England and Japan for many years, it left a lot of buildings that can shows the issues of the history, and also because of the fast development of Hongkong, it attracts a lot of professional architects to come and design the building which attract endless tourists.

5.5. Further Study

Based on the findings in this research, the culture has the most significant influence to tourism industry development in Hongkong. Thus, the next research could focus on how to explore and protect culture. There are so many little points included into the factor of culture. Culture is the sum total of the existence, inheritance, creation and development of all social phenomena and internal spirits of intelligent groups. History, geography, local customs, traditional customs, tools, appendages, lifestyles, religious beliefs, literature and art, laws, systems, ways of thinking, values, aesthetic tastes, spiritual totems and so on are all involved in culture. There still need a further study to explore the most important points.

5.6. Personal Reflection

This research is meaningful for me personally expect for the academia and industry.

Being a person who love Hongkong very much, through this investigation and data analysis, I almost understand why Hongkong attract me so much, according to the research, I get to know how to help the relevant department to develop the tourism industry, Even though the research is limited, I did this research by heart and enjoy this process, I try to explore more points that influence the tourism industry and use the data to support, it gives me a chance to see Hongkong clearly, and love it more now. it's a great pleasure for me to have this chance to analysis it with the help of my supervisor Dr Francis Wong, who give me a lot of suggestions on how to get the reliable data and encourage me when I meet some problems.

5.7. Conclusion

This is the final chapter of this research which explained the key findings. This research gets 2 points as its key findings and also give the necessary recommendations for further study and concluded by the self-reflection to show the appreciate of the researcher.

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