**Comparing Mainland Chinese Tourists’ Satisfaction with Hong Kong and the UK Using Tourist Satisfaction Index**

Gang Li

Faculty of Management and Law

University of Surrey

Haiyan Song

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

The aim of the study is to assess mainland Chinese tourists’ satisfaction with the UK and Hong Kong using the Tourist Satisfaction Index (TSI) developed by the research team in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. It evaluates the competitiveness of Hong Kong as an international destination by using the UK as a benchmark. Particular focus of this research is placed on the mainland Chinese tourists, who are the predominant key source market for Hong Kong tourism.

Following the same theoretical framework developed Song et al (2010), this study computes the overall destination TSIs and sectoral TSIs for both Hong Kong and the UK based on a survey of 161 mainland Chinese tourists in the UK, who also visited Hong Kong before their trips to the UK. Overall, the mainland Chinese tourists were more satisfied with Hong Kong than the UK as their travel destinations. With respect to individual service sectors, Mainland Chinese tourists were most satisfied with the transport services and least satisfied with local tour operators in Hong Kong. Visitor attractions in the UK received the highest satisfaction score among the seven sectors and hotels received the lowest score. The comparison between the two destinations suggests that mainland Chinese tourists were more satisfied with six out of seven tourism-related sectors in Hong Kong as compared with the UK. In particular, restaurants, immigration and hotels in Hong Kong all received more than 10 percentage point higher TSIs than their UK counterparts. Among the seven sectors considered, visitor attractions, hotels and local tour operators show the most significant contribution to mainland Chinese tourists’ overall destination satisfaction evaluation.

The above findings suggest that Hong Kong’s tourism industry is overall more competitive than the UK as far as mainland Chinese tourists are concerned. Given its significant contribution to the overall satisfaction assessment, Hong Kong’s hotel operators should continue to improve their service quality and staff training especially on language skills. In addition, regulatory and monitoring attention should be given to the local tour operators. The effectiveness of the discounted tour package business model should be reconsidered by these operators.

**Reference**

Song, H., G. Li, R. Veen and J. Chen (2010). Assessing Mainland Chinese Tourists’ Satisfaction with Hong Kong using the Tourist Satisfaction Index. *International Journal of Tourism Research* (DOI: 10.1002/jtr.801)