

Why Many Hong Kong Residents Like to Visit Japan?

An Exploratory Study

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Abstract: Few researchers have examined Japan's inbound tourism and the important sources of visitors. This study examines factors that drive tourist traffic from Hong Kong to Japan. Focus group interviews is the methodology used and the findings indicate that Hong Kong people are motivated to travel to Japan mainly because of some "trip-related features and push factors", Japan's "natural wonders" and "traditional culture," "tourism attractions" and "the hospitality and shopping opportunities," as well as various events. These findings pave the way for more effective marketing strategies Japan can use to target Hong Kong as an important market for its tourism industry.

Keywords: Travel Motivations, Japan, Hong Kong, Push Factors