



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Faculty of Business Administration
SEMINAR SERIES No. 02/1617
Hospitality and Gaming Management

Resident Sentiment Analysis: Application of Multi-Method Approach

Prof. Cathy HSU
Chair Professor at School of Hotel and Tourism Management
The Hong Kong Polytechnic University, Hong Kong

Abstract

A fundamental argument in tourism planning studies is that collaboration among all tourism stakeholders is a critical determinant of the success and sustainability of the development efforts. Residents in the host community did not receive much attention in the tourism literature until the 1970s when “tourism impact” began to attract interests. Benefits as well as damages brought by tourism have been investigated at the local level where most of the impacts are felt. Extensive studies concerning local residents were thus carried out, almost unanimously aiming at identifying their perceptions and attitudes towards the outcomes caused by tourism development.

Drawing from psychology and marketing literature, the research team proposed the concept of “resident sentiment” to describe local residents’ overall perceptions, views, and emotional dispositions underlying their responses to tourism development. While people have their own individual sentiment, they also share certain sentiment (actually a large part) with others. There appears to be at least two levels of sentiment: individual sentiment and public sentiment. Correspondingly, a conceptual model on resident sentiment is structured, and innovative approaches of analyzing mass media/social media sentiment is proposed to generate supplementary insights to traditional survey approach.

Date: 19 September, 2016 (Monday)
Time: 15:00~16:30
Venue: Faculty of Business Administration, E22-1009

A Short Biography of Prof. Cathy HSU

Prof. Cathy HSU is the Chair Professor of Hospitality and Tourism Marketing in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Prior to joining PolyU in July 2001, she was teaching in the USA for 12 years in two different state universities.

Her most recent co-authored book, *Tourism: The Business of Hospitality and Travel*. (5th ed.), was published by Prentice Hall in 2013. She is the lead author of the books *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd., and *Marketing Hospitality*, published in 2001 by John Wiley and Sons. She also authored two Chinese textbooks on tourism marketing, one published in 2009 by Renmin University Press, Beijing and one published in 2011 by Yang-Chih Book Co. Ltd., Taiwan. She has co-edited a book, *Tourism and Demography*, published by Goodfellow Publishers Ltd. in 2011. She is the editor and chapter author of the book, *Legalized Casino Gaming in the US: The Economic and Social Impact*, published in 1999, and of the book, *Casino Industry in Asia Pacific: Development, Operations, and Impact*, published in 2006, both by The Haworth Hospitality Press. The latter has been translated into Chinese and published in Taiwan in 2010.

ALL ARE WELCOME!