TOUROMETER: A tool to support social sustainability of tourism

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UNWTO/PATA Forum on Tourism Trends and Outlook
Guilin, China

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Undesirable Social Effects of Tourism

- Cultural conflicts between tourists and locals
- Excessive use of public resources
- Disturbing the ways of life for local residents
- **Social sustainability** requires significant efforts to balance +/- and benefit local communities

Understand multi-stakeholder opinions/sentiments
Support for sustainable tourism development
Hospitable environment for tourists
PolyU SHTM

TOUROMETER

Social Listening Platform for Tourism Public Policy

THE HONG KONG POLYTECHNIC UNIVERSITY

香港理工大學
TOUROMETER

- Module I: Dispositions and ambivalence
- Module II: Triadic balance state of sentiment
- Module III: Statistical modelling (among dispositions, economy, environment, tourism, and quality of life)
- Module IV: Ambivalence Barometer and corresponding policy suggestions

Target users: policymakers, DMOs and industry practitioners
Module I – Ambivalence

April 2023

Social Media

Total:

3,932,416

News:

494,339

Social Media:

3,438,077
Module II -- Triadic balance state

Balance Relationship: Unbalance
Module III – Statistical modelling

**Correlation between HK resident-MCT dispositions**

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<th>Resi_Amb_MCT_News</th>
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**Interpretation:**

1. HK residents' disposition towards MCT

1.1 News: HK residents' sentiment of MCT has strong negative correlation with their ambivalence toward MCT ($r = -.715$, $p < .000$). The more positive the value, the less ambivalent. Similarly, HK residents' sentiment of HK tourism is strongly negatively correlated with their ambivalence toward HK tourism ($r = -.951$, $p < .000$).

1.2 News vs. Social Media: HK residents' sentiment of MCT on news has strong negative correlation with HK residents' sentiment of MCT on social media ($r = .830$, $p < .000$). The more positive HK residents' sentiment of MCT on news, the more negative their sentiment of MCT on social media.

1.3 News: HK residents' sentiment of MCT has strong positive correlation with HK residents' sentiment of HK tourism development ($r = .788$, $p < .000$). The more positive HK residents' sentiment of MCT, the more positive their sentiment of HK tourism development.

1.4 Social Media: HK residents' sentiment of MCT has strong positive correlation with HK residents' ambivalence toward MCT ($r = -.951$, $p < .000$). The more positive HK residents' sentiment of MCT, the more their ambivalence toward MCT.

1.5 Social Media vs. News: HK residents' sentiment of MCT on social media has strong negative correlation with HK residents' sentiment of tourism development on news ($r = .830$, $p < .000$). The more positive HK residents' sentiment of tourism development on news, the more negative their sentiment of MCT on social media.

2. HK residents' sentiment of HK tourism development

2.1 News: HK residents' sentiment of HK tourism development has strong negative correlation with HK residents' sentiment of MCT ($r = -.715$, $p < .000$). The more positive the value, the less ambivalent. Similarly, HK residents' sentiment of HK tourism development is strongly negatively correlated with their ambivalence toward HK tourism ($r = -.951$, $p < .000$).

2.2 News vs. Social Media: HK residents' sentiment of HK tourism development on news has strong negative correlation with HK residents' sentiment of HK tourism development on social media ($r = .830$, $p < .000$). The more positive HK residents' sentiment of HK tourism development on news, the more negative their sentiment of HK tourism development on social media.

2.3 News: HK residents' sentiment of HK tourism development has strong positive correlation with HK residents' sentiment of MCT ($r = .788$, $p < .000$). The more positive HK residents' sentiment of HK tourism development, the more positive their sentiment of MCT.

2.4 Social Media: HK residents' sentiment of HK tourism development has strong positive correlation with HK residents' ambivalence toward HK tourism ($r = -.951$, $p < .000$). The more positive HK residents' sentiment of HK tourism development, the more their ambivalence toward HK tourism.

2.5 Social Media vs. News: HK residents' sentiment of HK tourism development on social media has strong negative correlation with HK residents' sentiment of MCT on news ($r = .830$, $p < .000$). The more positive HK residents' sentiment of HK tourism development on social media, the more negative their sentiment of MCT on news.

2.6 News vs. Social Media: HK residents' sentiment of HK tourism development on news has positively correlated with their ambivalence toward HK tourism development on social media ($r = .756$, $p < .001$). The more HK residents' sentiment of HK tourism development on news, the more their ambivalence toward HK tourism development on social media.

2.7 Residents vs. MCT: HK residents' sentiment of HK tourism development has negative relationship with MCT's ambivalence toward HK tourism ($r = .532$, $p < .05$). The more positive residents' sentiment of HK tourism, the less MCT's ambivalence toward HK tourism.
Module IV – Strategy advice

Ambivalence Barometer

A: the ambivalence value

Green: Activities can be organized to attract MCTs and facilitate the healthy interaction between residents and visitors.

Yellow: Improve the quality of tourism product offerings, better organize tourist activities, and facilitate residents’ understanding of the importance of tourism to encourage more positive expressions.

Amber: Address residents’ concerns through tourism policies or communication campaigns to avoid potential conflicts between residents and tourists.

Red: Take immediate actions to address social tensions.

A < 0.25
0.25 ≤ A ≤ 0.34
0.35 ≤ A ≤ 0.44
A ≥ 0.45

Social media: 0.43

April 2023
Thank you!

Tourometer.org