Developing a Tourism Cluster in the Greater Bay Area:
A Dual Branding Perspective

Publication Details

Title: Developing a Tourism Cluster in the Greater Bay Area (GBA): A Dual Branding Perspective
Published by: School of Hotel and Tourism Management, The Hong Kong Polytechnic University
Publication venue: Hong Kong, the Special Administrative Region of the People's Republic of China
Publication Date: February, 2025

Acknowledgments

Key Project Investigators

Kam Hung, Professor and Principal Investigator
School of Hotel and Tourism Management, The Hong Kong
Polytechnic University
kam.hung@polyu.edu.hk

Rob Law, Chair Professor and Co-Investigator
Deputy Director, Asia-Pacific Academy of Economics and
Management
UMDF Chair Professor of Smart Tourism, University of Macau

Shina Li, Professor and Co-Investigator
School of Tourism Management, Sun Yat-sen University

Sze Ming (Tony) Tse, Professor of Practice and Co-Investigator
School of Hotel and Tourism Management, The Hong Kong
Polytechnic University

Research Assistant:

Yue Shuang (Selena) He, Research Assistant
School of Hotel and Tourism Management, The Hong Kong
Polytechnic University

Executive Summary

This report, "Developing a Tourism Cluster in the Greater Bay Area (GBA): A Dual Branding Perspective," explores strategies to create an integrated tourism cluster brand that exploits the strengths of the 11 cities within the GBA. In parallel with each city's brand image and efforts, this research proposes a brand architecture for the GBA that balances cities' identities with the region's overall promise. A distinct cluster brand is recommended for GBA tourism to supplement each city's branding efforts and to draw more visitors from other regions and countries.

Research Objectives

The primary aim of this study was to unlock the GBA's tourism potential by highlighting each city's unique qualities via the cluster brand while promoting regional collaboration. These cities possess their own cultural, natural, and historical attractions. This project reveals how such attributes can be incorporated into a cohesive regional brand.

A key objective was to bridge the gap between local aspirations and tourists' expectations. By examining residents' and visitors' perspectives, this research revealed shared values as well as discrepancies in how destinations are perceived and experienced. In-depth interviews and data-driven analysis uncovered areas for improvement, from service quality to intercity connectivity, ensuring that the region can meet domestic and international travellers' diverse needs.

Ultimately, this project is meant to position the GBA as a world-class tourism cluster. Establishing a brand architecture cluster and collaborative marketing will prime this region to attract more visitors. These efforts will also encourage sustainable tourism development that benefits local communities and enhances the region's global competitiveness.

Methodology

A robust mixed-method approach was employed to ensure comprehensive data collection and analysis; travellers, residents, and industry voices were integrated through big data analysis and in-depth interviews. Site visits were also conducted to gain firsthand insights into the tourism resources and experiences that GBA cities offer. These visits permitted the research team to observe service quality, interactions with tourists, and key attractions' conditions. These encounters provided context for the information gathered through interviews and big data analysis.

Big data analysis was a cornerstone of this project: user-generated content was systematically processed from platforms such as Weibo, Ctrip, YouTube, and TripAdvisor. These websites feature diverse perspectives, enabling a nuanced understanding of visitors' sentiments and preferences. About two hundred thousand of reviews and comments were extracted via web crawlers. This feedback contained key details regarding tourists' experiences, views on attractions, and feelings about services.

To complement the quantitative data, face-to-face and virtual interviews were conducted with 182 participants. This sample comprised local residents, cultural and tourism officials, and business owners. The interviews reflected local perspectives, unearthing attitudes and ideas that quantitative data could not capture alone. The interview process took more than 167 hours (approximately 15 hours per city).

Findings

Cities in the GBA share several tourism features, as indicated by big data and interviews. Family-oriented tourism is currently prominent across most cities; parent–child travellers generally expressed positive sentiments with the exception of Macau. Cultural heritage and architecture stand out in cities like Hong Kong, Macau, Guangzhou, and Zhongshan, with landmarks such as Hong Kong's Clock Tower and Jiangmen's Diaolou towers attracting "Daka tourism." Museums, historical sites, and exhibitions were also frequently mentioned across the region. Food and beverage are highlights, particularly Cantonese cuisine in Hong Kong, Macau, Guangzhou, and Foshan; popular dishes include dim sum and Portuguese egg tarts. Tourists also appreciated natural attractions, such as parks and mountains in Hong Kong, Jiangmen, Huizhou, and Zhaoqing. Discrepancies were observed on matters such as language barriers and service quality, especially in Hong Kong, where tourists reported communication challenges and differential treatment based on their origins. Accessibility is generally better in cities with robust transportation systems like Hong Kong and Shenzhen. Other cities struggle with limited public transport, an issue that affects the tourist experience. Visitors from cities outside Hong Kong, Macau, and Zhuhai are interested in value for money, whereas those in the major cities prioritize other aspects.

Demographically, most tourists in smaller cities come from nearby GBA urban centres. Many travel by private car due to limited metro coverage. The grounded, localized vibe of urban villages offers a relaxed atmosphere in contrast to the fast pace of tier-1 cities. The integration of urban and natural landscapes is a defining feature across the GBA, as many cities blend modernism with natural spaces. Hospitality and cultural openness are also noteworthy; locals have largely been described as friendly and welcoming.

In comparing both datasets, locals and tourists alike appreciated cultural heritage and natural beauty. All GBA cities mix tradition with trends. Yet brand values differ: locals tend to emphasize heritage and community, while travellers favour convenience and leisure. The focus of tourism varies as well, with travellers prioritizing entertainment and locals attending to cultural and historical depth. Meanwhile, travellers seldom fully appreciate unique elements like Lingnan culture.

Strategic Recommendations

To enhance the GBA's position as a top-tier tourism cluster, this report outlines several recommendations that centre on diversifying tourism itineraries, products, and services. Suggestions include to provide a diversified itinerary that combines luxury and cost-effectiveness, covering major cities such as Hong Kong, Macau, Guangzhou and Shenzhen, integrating luxury shopping, high-end dining, luxury accommodation, as well as unique cultural experiences and high-quality local services. A heritage itinerary invites travellers to explore historic landmarks in Hong Kong, Guangzhou, Foshan, and Macau. The nature & adventure itinerary, ideal for outdoor enthusiasts, highlights this region's stunning natural landscapes such as Zhaoqing's karst formations, Huizhou's coastline, and Hong Kong's scenic hiking trails. For visitors interested in education and academia, the educational itinerary includes visits to top universities across Hong Kong, Guangzhou, Shenzhen, and Macau to facilitate intellectual exploration and cultural exchange.

The industrial itinerary showcases the GBA's economic powerhouses, including Hong Kong's financial district and Shenzhen's booming tech industry. The creative arts & design itinerary spotlights the vibrant art scenes in Hong Kong, Shenzhen, and Guangzhou. For travellers seeking dynamic entertainment, the nightlife adventure itinerary explores nightlife hubs and

entertainment options across Hong Kong, Macau, Shenzhen, and Guangzhou and features a range of evening activities.

In addition to these itineraries, initiatives are proposed to promote the GBA as a retirement haven, capitalizing on the region's advanced healthcare services, favourable climate, beautiful surroundings, and comprehensive leisure facilities. For instance, supported by government policies and the growing silver economy, the GBA represents an attractive destination for retirees seeking a peaceful yet active lifestyle. The suggested family- and child-friendly tour amplifies the GBA's appeal by including family-oriented attractions such as Hong Kong Disneyland, Ocean Park, Chimelong Ocean Kingdom, and Chimelong Safari Park; these options, coupled with abundant manmade and natural resources, provide an enriching experience for all ages. Nevertheless, further efforts are needed to enrich the GBA's offerings and reinforce it as a world-class leisure hub for all ages.

Marketing Campaign and Collaborations
The marketing campaign for the GBA aims to raise awareness of its tourism offerings, emphasize seamless travel connections, and illuminate the region's abundant experiences. A multifaceted approach is accordingly recommended.

First, digital and social media marketing should involve platforms such as Instagram, Facebook, and TikTok to reach younger audiences through visually compelling content (e.g., video tours and interactive promotions). Collaborations with influencers will extend campaigns' scope: partnerships with international and domestic spokespersons can showcase the region's activities. Experiential and immersive campaigns should leverage virtual and augmented reality to give potential tourists a taste of the GBA before their visit, such as by engaging viewers through travel fairs or online platforms. Additionally, targeted promotions and travel packages may be developed in collaboration with airlines, travel agencies, and local hospitality providers: discounted multi-destination packages will make it easier for tourists to explore the region.

Cultural and themed events, such as international festivals and art exhibitions, should rotate across cities and encourage tourists to visit multiple destinations. Meanwhile, traditional and offline marketing strategies can complement digital efforts through print advertisements, billboards, and travel brochures at major transportation hubs. Finally, collaborations with famous brands like Mass Transit Railway and Coca-Cola will enhance visibility; special campaigns featuring collectible tickets and branded products, shared through social media, will further promote the region. A cross-regional unit should be formed to initiate, coordinate, and oversee GBA branding.

Conclusion
This project's findings underscore the potential of regional collaboration for tourism branding. Despite remain the city itself tourism brand, the GBA can position itself as a leading global tourism and leisure by incorporating individual cities' strengths into a cluster framework. This approach will boost regional connectivity and cultural appreciation while fostering sustainable growth that benefits all GBA cities.

Table of Contents

1. Introduction

The Greater Bay Area (GBA) comprises nine cities and two special administrative regions, forming a vibrant area of great economic and cultural importance. Tourism is crucial in highlighting these cities' unique strengths and fostering regional integration. However, during visits to various cities and discussions with local stakeholders (including industry professionals and cultural and tourism departments), it became clear that the GBA's branding remains relatively fuzzy. More defined, strategic efforts are needed to better showcase each city's identity and the overall GBA brand to attract a broader audience.

This project addresses this challenge by examining the perceptions of tourists, both domestic and international, and comparing them with the views of residents and other stakeholders. Establishing a unique cluster brand is essential to a successful GBA tourism cluster—one that presents a consistent brand image to draw travellers to the region. This tourism cluster will benefit the travel industry along with locals and other businesses within the value chain given the multiplier effect of tourism economics. Despite having a vision to grow the GBA into an integrated travel hub, few steps have been taken towards this goal. This study thus establishes a tourism cluster brand for the GBA to meaningfully convey places' strengths and complementarities.

In-depth interviews and qualitative insights shed light on each city's tourism resources, cultural values, and potential areas for development. These findings serve as the foundation for clear, cohesive branding strategies that align with local aspirations while fulfilling tourists' expectations. In sum, this work aims to portray each city's strengths and present a unified regional narrative that underlines the GBA's diversity, connectivity, and appeal as a top-tier tourism destination. Recommendations pertaining to the cluster brand, creative product and service design, multi-destination bundling strategies, and marketing campaigns are also provided.

2. Big Data

Online reviews and comments from tourists (on Chinese platforms such as Weibo and Ctrip and on foreign platforms such as YouTube and TripAdvisor) were incorporated into big data analysis to clarify travellers' views on the GBA's offerings.

2.1 Data Collection

Information was acquired from Ctrip and TripAdvisor via several steps. These websites' respective homepages were accessed, after which a search was performed using the name of the target city. The "scenic spot" option was chosen in Ctrip; the "things to do" option was selected in TripAdvisor. A web crawler was used to retrieve all listed scenic spots on the page. During this process, the crawler gathered essential details such as the names, addresses, ratings, total number of reviews, and URLs of attractions on the target page.

Given that a destination's webpage may contain information about attractions in neighbouring cities, the data were refined after initial collection. Relevant content about the target city was extracted, and further data were obtained based on associated attraction URL. User comments constituted the primary information source for each attraction; associated information included the user's name, rating, review content, IP address, and number of likes that each comment received. Attractions that had no tourist comments were filtered and removed from consideration.

Data were obtained from Weibo using the following process. To start, a search was performed based on specific keywords. The original tweets featuring these keywords or corresponding hashtags were collected; all tweets were published after the COVID-19 pandemic, namely between February 2023 and May 2024. The collected tweets were next organized in a spreadsheet. Relevant details included the user ID, user name, tweet, posting location, topic, number of retweets, number of comments, number of likes, posting time, posting medium , and links to images and videos.

Short videos have become a powerful way for creators to connect with an audience, share their passions, and inspire others. YouTube shorts were identified using two main steps: first, the links for short videos pertaining to specific topics were collected; second, the comments under each video were crawled through the video links. Each topic included approximately 100 popular videos on average. The raw data and the amount of valid content collected from each city and platform are outlined below (Table 1).

Table 1. Volume of original and valid data from different cities and platforms

City	Ctrip		Weibo		TripAdvisor		YouTube	
	No. of original samples	No. of valid samples	No. of original samples	No. of valid samples	No. of original samples	No. of valid samples	No. of original samples	No. of valid samples
Hong Kong	16,824	3,684	10,021	6,643	6,712	4,103	3,699	1,158
Macau	21,201	1,674	29,597	9,750	692	555	627	52
Shenzhen	23,578	4,445	11,764	2,492	267	208	2,518	275
Guangzhou	39,952	8,793	5,344	3,996	579	203	1,156	238
Dongguan	7,141	1,468	206	129	39	25	849	220
Zhuhai	15,952	4,505	1,293	995	57	48	369	69
Zhongshan	4,377	747	113	61	23	15	177	21
Foshan	10,432	3,103	9,051	1,859	48	39	196	38
Huizhou	3,200	641	262	162	14	11	59	4
Zhaoqing	2,881	605	215	113	3	2	485	53
Jiangmen	1,356	241	328	181	0	0	49	1
Total	146,894	29,906	78,106	26,048	8,434	5,239	10,184	2, 129

2.2 Data Cleaning & Preprocessing

The data acquired from Weibo posts were cleaned via a manual identification process to detect invalid feature words in the dataset. These words were subsequently organized into a dictionary. Python was used to clean the posts based on users' nicknames and tweets' content. This cleaning process was intended to eliminate irrelevant information (e.g., advertisements, news) and noise in the data. Some tweets mentioned Hong Kong travel, such as noting that Hong Kong residents visit other places; other tweets introduced tourism in another city while citing Hong Kong as a reference point (e.g., "当香港人在东北买水果…", "现在香港电视台正在播映欧洲攻略粤语版"). This information was filtered manually. Some comments that simply asked for travel advice or shared a video without explanation were excluded from the dataset (e.g., "要去趟香港有什么好玩的攻略吗？").

When cleaning data from Ctrip and TripAdvisor, invalid information comprised specific forms, such as text consisting of only punctuation marks or repeated words. Reviews with single

repeated characters were excluded. Any values that either were null or reflected a word count of less than 10 were removed due to having limited information.

During data cleaning for the comments on YouTube shorts, duplicate entries were discarded to ensure content uniqueness. Blank comments and those with fewer than five words were also removed so that only meaningful information would be analyzed.

The retained text was standardized by encoding and processing superfluous elements such as emojis, special characters, and HTML tags. Noise (e.g., extra spaces, line breaks, and unnecessary punctuation) was eliminated using regular expressions. Regarding foreign social media, any comments written in a language other than English were filtered out to maintain consistency; stop words (common but uninformative words like "the" and "is") were removed to focus on the core content. These steps ensured that the cleaned data were reliable and suitable for further analysis.

However, identifying fraudulent reviews remained a challenge during data cleaning. Some fake reviews reported the same content under different user accounts. Bots sometimes used the same review template to modify comments' wording and post highly similar information. Fake reviews were manually checked based on their published content and IP addresses. Invalid information was discarded during this verification process (e.g., posts requesting assistance or short stories unrelated to tourism).

2.3 Term Frequency

All textual data were preprocessed using various Python packages, including pandas, jieba, and nltk, which are common in natural language processing tasks. Customized Chinese dictionaries were constructed during this phase to facilitate data cleaning and the retention of proper names, such as those of cities' attractions. Additionally, several text files were created to improve text-processing accuracy. Frequently used words such as "a," "he," and "that" were excluded based on a stopwords file developed by the Harbin Institute of Technology (hit_stopwords). A synonyms file built during data analysis led to certain terms being merged (e.g., "维多利亚港" is similar to "维港" in Chinese) for the purpose of frequency calculation.

Keywords' frequencies and importance were determined using jieba and term frequency–inverse document frequency (TF–IDF). These techniques identify the most relevant, significant terms within a corpus. Processed data were applied in this project's analysis phase. The frequency and TF–IDF results are reported from Table 2 to Table 12.

Table 2. TF–IDF-Hong Kong

No.	Word	TF‐IDF	No.	Word	TF‐IDF
1	香港	0.20020079	26	美食	0.015296576
2	维多利亚港	0.088381679	27	建筑	0.015157742
3	缆车	0.05836526	28	便宜	0.015048204
4	尖沙咀	0.049852831	29	繁华	0.014903205
5	中环	0.04893145	30	海洋公园	0.014021388
6	夜景	0.045790452	31	携程	0.013666721
7	排队	0.035249173	32	巴士	0.013426588

No.	Word	TF–IDF	No.	Word	TF–IDF
8	景色	0.032847171	33	小朋友	0.013266162
9	风景	0.030110209	34	游玩	0.012653795
10	方便	0.029545878	35	港岛	0.012296804
11	景点	0.022602437	36	大屿山	0.012291163
12	太平山顶	0.022261879	37	地铁	0.012165532
13	星光大道	0.02188084	38	广场	0.01201943
14	维港	0.021661455	39	海港城	0.011996936
15	购物	0.021068199	40	港币	0.011821155
16	天星小轮	0.021014844	41	九龙	0.011376142
17	游客	0.02091924	42	推荐	0.011313258
18	晚上	0.020051705	43	蜡像	0.011171178
19	公园	0.019717822	44	南丫岛	0.010819364
20	码头	0.019613282	45	朋友	0.010549495
21	山顶	0.019565916	46	旺角	0.010502564
22	拍照	0.017585003	47	海鲜	0.010376368
23	打卡	0.017154465	48	门票	0.010371507
24	酒店	0.016739835	49	蜡像馆	0.010370755
25	摩天轮	0.016514093	50	餐厅	0.010215677

Table 3. TF–IDF-Macau

No.	Word	TF–IDF	No.	Word	TF–IDF
1	澳门	0.365979685	26	携程	0.008349932
2	旅游	0.160097025	27	大三巴	0.008045895
3	酒店	0.039596954	28	假期	0.007919706
4	香港	0.038880102	29	威尼斯人	0.007867313
5	打卡	0.030143943	30	大湾区	0.007832557
6	旅行	0.029111386	31	世界	0.007693841
7	美食	0.027156137	32	建筑	0.007604395
8	攻略	0.026124436	33	深圳	0.007572573
9	珠海	0.023363004	34	晚上	0.007447907
10	演唱会	0.020342036	35	推荐	0.007394539
11	城市	0.014375189	36	活动	0.007363795
12	朋友	0.014295161	37	澳门特区政府	0.007138168
13	好吃	0.012717969	38	泰国	0.007039492
14	五一	0.012222981	39	烟花	0.006968313
15	拍照	0.012198354	40	生活	0.006816293
16	广州	0.011950119	41	服务	0.006795884
17	餐厅	0.011102785	42	照片	0.006559409
18	港澳	0.010447362	43	新濠	0.006522051
19	游客	0.009996409	44	大三巴牌坊	0.006498427
20	旅游局	0.009874344	45	机票	0.006407741
21	景点	0.00958671	46	计划	0.006402985
22	特种兵	0.009548264	47	路线	0.006389293
23	文化	0.008990775	48	广东	0.006249555
24	内地	0.008698633	49	永利	0.006213149
25	中国	0.008520338	50	目的地	0.006149302

Table 4. TF–IDF-Zhuhai

No.	Word	TF–IDF	No.	Word	TF–IDF
1	珠海	0.287640946	26	晚上	0.01580353
2	小朋友	0.054733487	27	旅行	0.015797725
3	长隆	0.045146354	28	过山车	0.015296367
4	旅游	0.038060173	29	园区	0.015156053
5	游玩	0.030218654	30	王国	0.015029607
6	孩子	0.030129291	31	环境	0.014641738
7	服务态度	0.029861085	32	乐园	0.014514113
8	澳门	0.028746375	33	草莓	0.01446413
9	海洋	0.028087493	34	情侣	0.014402748
10	表演	0.027617144	35	设施	0.014214771
11	工作人员	0.026723275	36	小姐姐	0.013678641
12	服务	0.026159391	37	横琴	0.013578761
13	温泉	0.026110884	38	朋友	0.012941949
14	排队	0.024253526	39	小孩	0.012890938
15	打卡	0.022906227	40	珠海市	0.012745208
16	酒店	0.021988538	41	拍照	0.012671248
17	广州	0.020605133	42	风景	0.012430908
18	推荐	0.020519761	43	深圳	0.012332583
19	音乐节	0.020059024	44	游乐	0.01230766
20	烟花	0.019487017	45	很棒	0.01185929
21	动物	0.017494395	46	大桥	0.011718537
22	性价比	0.017348519	47	好看	0.011333504
23	景色	0.01645169	48	方便	0.011329048
24	热情	0.016122531	49	门票	0.011229674
25	海泉湾	0.016029572	50	城市	0.010926209

Table 5. TF–IDF-Shenzhen

No.	Word	TF–IDF	No.	Word	TF–IDF
1	深圳	0.18553072	26	很棒	0.023545021
2	旅游	0.0612702	27	朋友	0.02336185
3	景色	0.05141363	28	工作人员	0.023013946
4	欢乐谷	0.048872998	29	景区	0.02215404
5	服务	0.044108078	30	服务态度	0.020588205
6	游玩	0.043866296	31	小姐姐	0.020566764
7	打卡	0.041488702	32	香香	0.018410851
8	小朋友	0.038584826	33	周末	0.017834816
9	拍照	0.036906957	34	观光	0.01693915
10	讲解	0.03552893	35	夜景	0.016694092
11	风景	0.032640342	36	趣味	0.016523094
12	景点	0.032613817	37	游船	0.01635748
13	锦绣	0.032477719	38	设施	0.016312639
14	推荐	0.032419523	39	出海	0.016280873
15	性价比	0.030739669	40	景观	0.016177105
16	世界之窗	0.030352948	41	小孩	0.015981737

No.	Word	TF–IDF	No.	Word	TF–IDF
17	刺激	0.028289276	42	坐船	0.015739484
18	游艇	0.027622203	43	世界	0.015645061
19	船长	0.026997435	44	民俗村	0.015597066
20	公园	0.026015901	45	天气	0.015543458
21	表演	0.025103576	46	晚上	0.015343365
22	好看	0.024145745	47	方便	0.014912455
23	孩子	0.02409271	48	门票	0.014383173
24	中华	0.02402558	49	旅行	0.014184141
25	热情	0.023632562	50	夜场	0.01397801

Table 6. TF–IDF-Guangzhou

No.	Word	TF–IDF	No.	Word	TF–IDF
1	广州	0.232013989	26	沙面	0.019738609
2	旅游	0.113045478	27	摩天轮	0.019659078
3	小朋友	0.046781505	28	景点	0.019367984
4	长隆	0.046048133	29	门票	0.019182304
5	打卡	0.041945755	30	酒店	0.018619484
6	孩子	0.03866415	31	小孩	0.018336555
7	动物	0.035940934	32	乐园	0.017665211
8	性价比	0.033963762	33	精彩	0.017219863
9	排队	0.03292272	34	环境	0.017206466
10	景色	0.032636048	35	攻略	0.016601281
11	游玩	0.032447705	36	好看	0.016414757
12	动物园	0.0317388	37	人太多	0.016382004
13	旅行	0.030183287	38	地铁	0.016099229
14	马戏	0.024582643	39	服务	0.01586113
15	推荐	0.024163682	40	风景	0.015569884
16	缆车	0.024061607	41	夜景	0.015163489
17	拍照	0.024017908	42	建筑	0.015144118
18	广州市	0.023662593	43	朋友	0.015126127
19	表演	0.023107918	44	设施	0.014442427
20	珠江	0.023087945	45	博物馆	0.01427772
21	美食	0.021255177	46	周末	0.014213854
22	公园	0.021237768	47	亲子	0.014108922
23	火车	0.020810217	48	携程	0.013958208
24	方便	0.020395427	49	互动	0.013949666
25	园区	0.019973938	50	景区	0.013395897

Table 7. TF–IDF-Foshan

No.	Word	TF–IDF	No.	Word	TF–IDF
1	佛山	0.148535644	26	推荐	0.012874701
2	旅游	0.077867054	27	公园	0.012577874
3	顺德	0.036253807	28	东莞	0.011944332
4	广州	0.031686676	29	朋友	0.011906752
5	景区	0.026618028	30	深圳	0.011810321
6	游玩	0.025807202	31	游客	0.01146007
7	打卡	0.02559241	32	表演	0.01186628
8	岭南	0.022246051	33	动物	0.011051819
9	祖庙	0.021981014	34	广东省	0.011039979

No.	Word	TF–IDF	No.	Word	TF–IDF
10	酒店	0.021948258	35	博园	0.010784122
11	佛山市	0.021885448	36	西樵山	0.01066496
12	广东	0.021879564	37	露营	0.010277761
13	长鹿	0.021787949	38	活动	0.010219124
14	美食	0.021071011	39	风景	0.009952988
15	旅行	0.020837218	40	攻略	0.009621272
16	小朋友	0.020084971	41	建筑	0.009383599
17	性价比	0.019495786	42	免费	0.009237532
18	景点	0.019373535	43	亲子	0.009091167
19	文化	0.019171607	44	好吃	0.009029092
20	城市	0.018299916	45	方便	0.00901348
21	景色	0.017180081	46	世界	0.009004986
22	周末	0.015273552	47	排队	0.00895483
23	拍照	0.013825526	48	水乡	0.008898764
24	环境	0.013401533	49	文旅	0.008885588
25	门票	0.012999133	50	园区	0.008670573

Table 8.TF–IDF-Zhaoqing

No.	Word	TF–IDF	No.	Word	TF–IDF
1	肇庆	0.201136429	26	氧吧	0.016140333
2	景区	0.089463164	27	排队	0.015643832
3	鼎湖山	0.087623357	28	观光车	0.015332397
4	七星岩	0.086878921	29	环境优美	0.015219665
5	景色	0.0638351	30	蓝带	0.015210549
6	景点	0.058461842	31	风景秀丽	0.014917684
7	旅游	0.055610657	32	坐车	0.01472383
8	肇庆市	0.045303007	33	稍贵	0.014486238
9	门票	0.044796974	34	游客	0.014317086
10	风景	0.042864285	35	周末	0.014302034
11	环境	0.036734059	36	空气	0.014179245
12	游玩	0.03233029	37	啤酒	0.014098441
13	星湖	0.03225379	38	趣味	0.014068614
14	性价比	0.030750178	39	古城墙	0.01375355
15	坐船	0.026540172	40	风景区	0.013464935
16	方便	0.02366847	41	山顶	0.013232962
17	蝴蝶谷	0.023581883	42	山清水秀	0.013141451
18	打卡	0.023085637	43	携程	0.013098619
19	空气清新	0.022892247	44	游船	0.01307115
20	风景优美	0.021735925	45	含丹	0.013037614
21	广东	0.021542028	46	入园	0.013037614
22	公园	0.020956925	47	爬山	0.013027443
23	岭南	0.018766204	48	游览	0.012907165
24	推荐	0.01680098	49	好看	0.012886665
25	庆云寺	0.016383355	50	广东省	0.012729775

Table 9. TF–IDF-Jiangmen

No.	Word	TF–IDF	No.	Word	TF–IDF
1	江门	0.65911702	26	风景	0.016079851
2	周柏豪	0.079083873	27	朋友	0.01579248
3	碉楼	0.052208895	28	录制	0.015353146
4	张韶涵	0.05014798	29	景点	0.014825646
5	广东	0.0446826	30	水乡	0.014824828
6	演唱会	0.040557982	31	建筑	0.014680397
7	打卡	0.038008687	32	好吃	0.014423785
8	江门市	0.036305905	33	游玩	0.014405131
9	广州	0.033339904	34	旅游	0.013567236
10	佛山	0.032678167	35	赤坎	0.01353019
11	Pakho	0.029714946	36	天气	0.012643254
12	开平	0.028486027	37	深圳	0.012280642
13	奔赴	0.026135218	38	杨千嬅	0.011932774
14	狂飙	0.026124755	39	酒店	0.011832879
15	性价比	0.023659298	40	中山	0.011707724
16	景色	0.022636349	41	周末	0.011326489
17	景区	0.022108884	42	顺德	0.011120516
18	全员	0.02185264	43	立园	0.010762894
19	川岛	0.019975577	44	美食	0.01068226
20	门票	0.019687099	45	江門	0.010528918
21	温泉	0.018301705	46	李帝	0.010528918
22	珠海	0.017277952	47	自力村	0.010355971
23	环境	0.016430232	48	方便	0.010112021
24	沙滩	0.016249399	49	出发	0.010014711
25	台山	0.016085862	50	推荐	0.009986149

Table 10. TF–IDF-Zhongshan

No.	Word	TF–IDF	No.	Word	TF–IDF
1	中山	0.188490973	26	趣味	0.026005013
2	讲解	0.063998566	27	孩子	0.025863695
3	中山市	0.05685824	28	广州	0.025271669
4	性价比	0.05450726	29	詹园	0.022875179
5	导游	0.052975355	30	方便	0.022540213
6	公园	0.051093046	31	参观	0.022323078
7	打卡	0.049083154	32	休闲	0.021243609
8	景色	0.048110716	33	服务	0.02044417
9	酒店	0.047903425	34	舒服	0.020048657
10	游玩	0.044393631	35	祠堂	0.019129528
11	旅游	0.043253183	36	陈氏	0.019113066
12	温泉	0.043147334	37	孙中山	0.018988242
13	景点	0.042013398	38	周末	0.017738022
14	建筑	0.039666819	39	小孩	0.017554572
15	环境	0.039231554	40	环境优美	0.017415458
16	小朋友	0.038279599	41	文化	0.017358573
17	门票	0.035762782	42	好看	0.017063076

No.	Word	TF–IDF	No.	Word	TF–IDF
18	推荐	0.035527642	43	艺术	0.016617668
19	岭南	0.034125722	44	夏天	0.016606653
20	陈家祠	0.032963886	45	历史	0.016467507
21	景区	0.032221478	46	设施	0.016257082
22	影视城	0.030766294	47	岐江	0.016190473
23	自助餐	0.02863184	48	摩天轮	0.016190473
24	博物馆	0.027335561	49	园林	0.015585151
25	拍照	0.026128628	50	旅行	0.015237292

Table 11. TF–IDF-Dongguan

No.	Word	TF–IDF	No.	Word	TF–IDF
1	东莞	0.233206555	26	方便	0.027505725
2	景色	0.128036445	27	休闲	0.027425401
3	性价比	0.119892018	28	表演	0.027018348
4	松山湖	0.078020642	29	可园	0.025188165
5	趣味	0.072869021	30	公园	0.024579418
6	观音山	0.067512904	31	好看	0.023291628
7	旅游	0.063044777	32	广东	0.022692121
8	游玩	0.062157034	33	山庄	0.022610395
9	风景	0.050999705	34	环境优美	0.021758009
10	小朋友	0.045789541	35	设施	0.021711536
11	环境	0.045782268	36	孩子	0.021272605
12	东莞市	0.045640507	37	拍照	0.021122466
13	美食	0.044438505	38	百花洲	0.019959566
14	景点	0.044053649	39	名园	0.019686954
15	门票	0.04378664	40	游乐	0.019506104
16	园林	0.042752234	41	虎门	0.01930125
17	打卡	0.042158914	42	服务	0.019156449
18	景区	0.040675249	43	空气清新	0.019105329
19	推荐	0.036604429	44	免费	0.018636444
20	岭南	0.036544272	45	风景区	0.018149482
21	动物	0.035993948	46	亲子	0.018134555
22	周末	0.034428704	47	粤晖园	0.018017267
23	植物园	0.02923223	48	爬山	0.017777467
24	动物园	0.028752437	49	优美	0.017257954
25	小孩	0.028589682	50	很漂亮	0.016734171

Table 12. TF–IDF-Huizhou

No.	Word	TF–IDF	No.	Word	TF–IDF
1	惠州	0.231838662	26	推荐	0.022683466
2	景色	0.074907751	27	惠东县	0.022301646
3	西湖	0.07128098	28	广东	0.021767722
4	旅游	0.070327173	29	小镇	0.021431187
5	风景	0.066509989	30	大亚湾	0.020519843
6	双月湾	0.059661691	31	海滩	0.020354468
7	性价比	0.054016676	32	索道	0.020308177
8	温泉	0.050126365	33	海边	0.019661629
9	景区	0.045112588	34	度假	0.019545231
10	沙滩	0.045108	35	服务	0.018642402

11	惠州市	0.042730786	36	服务态度	0.017537701
12	罗浮山	0.04100429	37	度假区	0.016277647
13	门票	0.035163738	38	好看	0.015962057
14	景点	0.034853328	39	广东省	0.015767726
15	酒店	0.033759332	40	设施	0.015676299
16	环境	0.032861553	41	惠东	0.015370389
17	趣味	0.030495634	42	缆车	0.01536571
18	干净	0.029432065	43	名胜区	0.015103875
19	南昆山	0.028644555	44	海湾	0.015100329
20	游玩	0.027963076	45	文化	0.015085666
21	打卡	0.027211375	46	赞	0.014803277
22	海水	0.024762011	47	爬山	0.014669483
23	环境优美	0.024350274	48	海龟	0.014466038
24	休闲	0.023953863	49	小朋友	0.014326542
25	拍照	0.023223076	50	苏东坡	0.014271541

The TF–IDF comparisons, visualized in word clouds for each city between Figure 1 and Figure 11, show a sizable proportion of words associated with parent–child tourism for most cities in the GBA; however, Hong Kong, Macau, Zhaoqing, Jiangmen, and Huizhou placed less emphasis on this form of tourism than the other cities. The data for Hong Kong highlighted distinctive features such as the Victoria Harbour cityscape, Victoria Peak (otherwise known as "The Peak"), the Avenue of Stars, shopping, and the Ferris wheel. Conversely, data for Macau indicated that Hong Kong held greater significance. Closer inspection of the textual information revealed that many tourists selected Macau as one of their destinations alongside Hong Kong. An increase was also observed in the number of resort names, suggesting that visitors in Macau primarily focus on shopping and gaming as their main tourist activities. By contrast, Zhaoqing, Dongguan, and Huizhou were characterized by vocabulary associated with natural landscapes, whereas Foshan and Zhongshan were distinguished by their cultural heritage. Comparatively, Jiangmen's review data indicated that concerts tied to tourism-related activities were prominent.

The term "value for money" was especially common in reviews from travellers in all 11 cities except for Hong Kong. This pattern implies that a substantial number of visitors in these cities emphasized "value for money" in their feedback. Perhaps this characteristic may not be significant in Hong Kong.

Figure 1. Word Cloud of Hong Kong

Figure 2. Word Cloud of Macau

Figure 3. Word Cloud of Zhuhai

Figure 4. Word Cloud of Shenzhen

Figure 5. Word Cloud of Guangzhou

Figure 6. Word Cloud of Foshan

Figure 7. Word Cloud of Zhaoqing

Figure 8. Word Cloud of Jiangmen

Figure 9. Word Cloud of Zhongshan

Figure 10. Word Cloud of Dongguan

Figure 11. Word Cloud of Huizhou

In summary, the data captured certain destinations' importance. The presence of numerous city names in the results suggests that travellers often mention these locations; that is, the places leave impressions on visitors. These cities also appear to prompt multi-destination travel behaviour.

2.4 Theming and Sentiments

2.4.1 Tourism resources analysis

Latent Dirichlet allocation (LDA) was used to analyze the cleaned data and extract key topics relevant to each city. It helped uncover the core focus areas and aspects frequently discussed in tourists' reviews by deconstructing the textual data into multiple themes. Each topic consisted of a set of high-frequency words and keywords, reflecting visitors' primary areas of interest. This step provided an overview of the topic distribution and laid a foundation for subsequent sentiment analysis along with an in-depth evaluation of tourism resources.

LDA is instrumental in topic modelling and is often used for text categorization. The approach, based on a generative probabilistic model, can efficiently manage large-scale datasets and is thus well suited to big data analysis (Blei et al., 2003; Tirunillai & Tellis, 2014). LDA assumes that the entire corpus (of reviews, in this case) contains a hidden structure comprising a set of dimensions. The model helps identify mixed dimensions (also known as "themes") from a large number of reviews. LDA can infer these themes upon determining the co-occurrence of terms or words in reviews (Blei et al., 2003; Guo et al., 2017; Xiang et al., 2017). Guo et al. (2017) and Tirunillai and Tellis (2014) explained that dimensions represent an underlying structure distributed across the terms or words that tourists use to describe attractions.
This process followed Taecharungroj and Mathayomchan's (2019) steps:
1. Determine the number of dimensions
2. Extract the dimensions
3. Name the dimensions
4. Count the number of reviews in each dimension
5. Draw a chart comparing the dimensions

Only words with lexical properties of nouns, proper nouns, and gerunds were retained after tokenization. This combination ensured a good distance between topics after many trials.

Scikit-learn, a free software machine learning library, was applied to train the LDA topic model. The model's performance was measured using several parameters, including the maximum number of themes, the maximum number of iterations of the expectation–maximization algorithm, and the LDA solution algorithm. Following several trials, the model had a lower perplexity and better topic separation when the number of themes split was 12, the number of iterations was 50, and the LDA solution algorithm was batch. To choose the optimal number of themes, scholars have suggested comparing LDA models' goodness of fit with varying numbers of themes through perplexity (Neishabouri & Desmarais, 2020). Perplexity is a common evaluation index indicating a language model's effectiveness; the lower a test set's perplexity, the better the modelling effect. This value decreases as the number of themes increases. Because lower perplexity indicates a better model, the preferred LDA model would seem to be the one with the largest number of themes. However, having too many topics can lead to substantial overlap and repeated keywords. Topic coherence provides a more reliable measure for making a better decision (Annisa et al., 2019).

The key terms associated with each theme were extracted in this study; these words accounted for a higher percentage under the corresponding theme compared to other themes. Themes' names were proposed based on these words and finalized in consultation with another team researcher (Guo et al., 2017). Data were visualized in LDAvis software; adjusting λ to 0.6 led the topic words to be displayed optimally. Other scholars have also adopted this parameter (Sievert & Shirley, 2014).

2.4.2 Sentiment Analysis

Sentiment analysis was conducted via fine-tuned models for Chinese and English text by using a Bert-based deep learning model trained on huggingface to categorize the emotions contained in reviews. The RoBERTa-wwm-ext-base model, fine-tuned on eight sentiment analysis datasets with a total of 227,347 samples, was used for Chinese-language text to ensure high accuracy across tasks. The SiEBERT model, a fine-tuned version of RoBERTa-large, was utilized for binary sentiment classification of English-language text. SiEBERT was trained on 15 datasets from diverse text sources, enabling reliable predictions across content types (e.g., reviews and tweets).

Sentiment analysis involved two main steps. The first classified tourists' comments into seven basic emotions ("love," "joy," "sadness," "anger," "fear," "surprise" and "disgust") while visualizing the overall sentiment distribution with pie charts showing the proportions of positive, negative, and neutral sentiments. In the second step, the analysis for each topic was refined by generating sentiment trend line charts that illustrated the dynamics of positive, negative, neutral, and overall (overall = positive – negative) sentiments. These visualizations depicted how emotions varied thematically, offering insights into tourists' perceptions. A classification function was applied to the cleaned_content column during sentiment analysis. This function uses probabilities to assign sentiment labels: "negative" for probabilities ≤ 0.2, "positive" for probabilities ≥ 0.8, and "neutral" for intermediate probabilities. The method ensured consistent and accurate sentiment labelling.

2.4.3 Tourism Resource Analysis Based on Tourists' Sentiment

The data from LDA and sentiment analysis were subsequently used to specify the attributes associated with certain emotions. First, categorization was performed by theme. The numbers

of reviews containing notable emotions and sentiment trends under each category were calculated and then converted to a percentage. This conversion enabled comparisons of the proportions of emotions under a given topic and of the differences between emotions and sentiments across topics. This weighted calculation is primarily based on the sentiment label assigned in the previous step. The percentage of each emotion under each theme was next computed, after which the negative emotion percentages were subtracted from the positive emotion percentages to obtain the final sentiment score. Relevant comments were filtered based on the word frequency and TF-IDF values associated with each dimension. The returned text reflected tourists' specific feedback.

Based on the sentiment trend line charts, the tourism resources that travellers appreciated most and least were identified by focusing on themes with the highest and lowest sentiment percentages. The TF–IDF method was used to extract the most relevant keywords (ranked from low to high) for each theme. The keywords were then applied to determine tourists' preferences and aversions, clarifying the factors affecting their experiences in each city.

2.4.4 Findings

2.4.4.1 Chinese social media

2.4.4.1.1 Hong Kong

The themes for Hong Kong (Table 13) are described below.

Companions and Daily Life
This theme reflects tourists' experiences with family, friends, and other companions during their visits. Common terms such as "妈妈 (mother)," "朋友 (friends)," "父母 (parents)," and "同学 (classmates)" convey personal connections. The theme also includes references to daily activities, such as "视频 (videos)," "生活 (life)," and "日记 (diary)," highlighting a mix of leisure and bonding throughout trips.

Transportation and Attractions
This theme highlights Hong Kong's iconic landmarks and transportation. Tourists frequently mentioned attractions including "太平山顶 (Victoria Peak)," "维多利亚港 (Victoria Harbour)," "天星小轮 (Star Ferry)," and "山顶缆车 (Peak Tram)." The theme also contains terms like "排队 (queuing)" and "体验 (experience)," pointing to the obstacles people encountered at popular tourist spots.

Shopping and Service Experience
Tourists described their shopping adventures and interactions with service staff. Terms such as "购物 (shopping)," "服务 (service)," and "态度 (attitude)" connote customer service. The inclusion of "粤语 (Cantonese)" and "普通话 (Mandarin)" suggests that language differences played a role in tourists' experiences. Comments also highlighted "物价 (pricing)" and "印象 (impressions)" in relation to Hong Kong's consumer culture.

Ngong Ping and Lantau Island
This theme focuses on experiences with Ngong Ping and Lantau Island, including "昂坪 (Ngong Ping)," "大屿山 (Lantau Island)," and "缆车 (cable car)." Tourists discussed the area's

scenic beauty ("风景 (scenery)" and "景色 (views)") along with specific attractions such as "大澳 (Tai O)" and "海洋公园 (Ocean Park)." Words like "排队 (queuing)" and "体验 (experience)" emphasize the challenges and joys of visiting these locations.

West Kowloon Cultural District
This theme explores cultural and historical experiences in Hong Kong. Tourists often mentioned "香港故宫文化博物馆 (Hong Kong Palace Museum)" and "西九龙 (West Kowloon)." Terms such as "展品 (exhibits)," "文物 (artifacts)," and "文化 (culture)" suggest emphases on art, history, and exhibitions. Other terms like "合影 (photos)" and "计划 (plans)" imply tourists' participation in cultural activities.

Photography and Documentation
This theme revolves around tourists' efforts to capture their travel experiences. Terms such as "摄影 (photography)," "记录 (recording)," and "机票 (flight tickets)" imply a focus on creating memories. Words like "视频 (videos)" and "照片 (photos)" reflect tourists' interest in visual content, whereas "生活 (life)" and "观光 (sightseeing)" indicate broader environmental engagement.

Arts and Cultural Activities
This theme concerns tourists' participation in art, music, and cultural events. Key terms such as "艺术 (art)," "文化 (culture)," "设计 (design)," and "音乐节 (music festival)" underline visitors' interests in creative and cultural pursuits. Words like "地点 (locations)" and "历史 (history)" suggest that these activities are intertwined with historical and architectural exploration.

Food and Accommodation
This theme addresses tourists' culinary and lodging experiences. Dominant terms such as "美食 (food)," "酒店 (hotels)," and "餐厅 (restaurants)" portray the centrality of dining and hospitality during trips. Locations such as "尖沙咀 (Tsim Sha Tsui)" and "中环 (Central)" were frequently noted, suggesting that these areas are popular for food and accommodation.

Amusement Park Experiences
This theme captures tourists' satisfaction with Hong Kong's amusement parks. Keywords like "香港迪士尼乐园 (Hong Kong Disneyland)," "香港海洋公园 (Ocean Park)," and "排队 (queuing)" correspond to family-friendly attractions. Terms such as "烟花 (fireworks)" and "设施 (facilities)" capture the entertainment and infrastructure that make these parks appealing.

Tourism Experience
This theme highlights tourists' basic perceptions of Hong Kong as a destination. Words like "游客 (tourists)," "消费 (spending)," and "经济 (economy)" reflect on tourism and its impacts. Mentions of "内地 (mainland)" and "国际 (international)" denote the destination's mix of domestic and international visitors.

Peak and Ferris Wheel Viewing Experiences
This theme focuses on popular viewing spots like "太平山顶 (Victoria Peak)" and "香港摩天轮 (Hong Kong Ferris Wheel)." Keywords such as "景色 (views)," "门票 (tickets)," and

"性价比 (value for money)" highlight tourists' evaluations of these attractions. Some terms also describe logistical aspects such as "排队 (queuing)" and "购票 (ticket purchasing)."

Table 13. Latent Dirichlet allocation for Hong Kong

| Theme	Terms
同行成员	美食 朋友 视频 妈妈 生活 工作 世界 事情 日记 姐姐 同学 父母 大学 探店 网红 儿子 照片 家人 女儿 见面 老师 心情 博主 毕业 人生
交通与景点	太平山顶 维多利亚港 山顶缆车 夜景 风景 山顶 缆车 景色 体验 景点 维港 天星小轮 排队 凌霄阁 美景 火车 叮叮车 观景台 民宿 南丫岛 灯光 中环 码头 港岛 天气
购物与服务体验	购物 照片 普通话 粤语 朋友圈 回家 问题 视频 态度 女生 热情 服务 英语 工作人员 服务态度 印象 物价 朋友 内地 大陆 天堂 外国人 能力 服务员 游客
昂坪与大屿山	昂坪 缆车 大屿山 海洋公园 车厢 水晶 排队 风景 天气 香港海洋公园 大澳 景色 全景 体验 海豚 订票 出游 渔村 机场 大雾 票价 时光 工作人员 东涌 普通
西九龙文化区	视频 偶遇 香港故宫文化博物馆 博物馆 故宫 计划 参观 展品 时代少年团 文物 网友 展馆 特展 西九龙 展厅 藏品 港风 海景 曝光 内容 体验 合影 文化 西九文化区 寒假
记录与摄影	摄影 高铁 手机 乐高探索中心 记录 姐妹 搭子 碎片 视频 机票 星光大道 我会 人们 空调 衣服 心动 浅水湾 生活 问问 机会 小伙伴 行程 观光 记忆 扫街
艺术文化活动	艺术 文化 设计 活动 地点 音乐节 电影 时尚 创方 爸妈 中心 建筑 历史 品牌 趣味 音乐 传统 空间 视频 礼物 艺术家 复古 主题 全世界 同胞
美食与住宿	酒店 美食 演唱会 尖沙咀 中环 餐厅 旺角 天际香港观景台 地铁 通行证 味道 朋友 视频 海港城 八达通 商场 港币 坚尼地城 维港 房间 茶餐厅 油麻地 出口 步行 交通
乐园体验	香港迪士尼乐园 香港海洋公园 迪士尼 孩子 排队 烟花 体验 小朋友 港迪 乐园 港澳码头 园区 设施 游玩 奇缘 冰雪 动物 小孩 游乐 过山车 大人 特种兵 迪士尼乐园 世界 整体
旅游体验	内地 杜莎夫人蜡像馆 旅客 游客 消费 大陆 视频 司机 导游 发展 个人 疫情 蜡像 通关 全面 国际 经济 国家 作品 旅游业 港人 宣传 路线 活动 少女
山顶和摩天轮观景体验	香港摩天轮 排队 携程 现场 买票 摩天轮 性价比 价格 购票 港币 山顶缆车 优惠 二维码 扫码 门票 景色 话题 太平山顶 队伍 实惠 换票 出票 电子 体验 日子
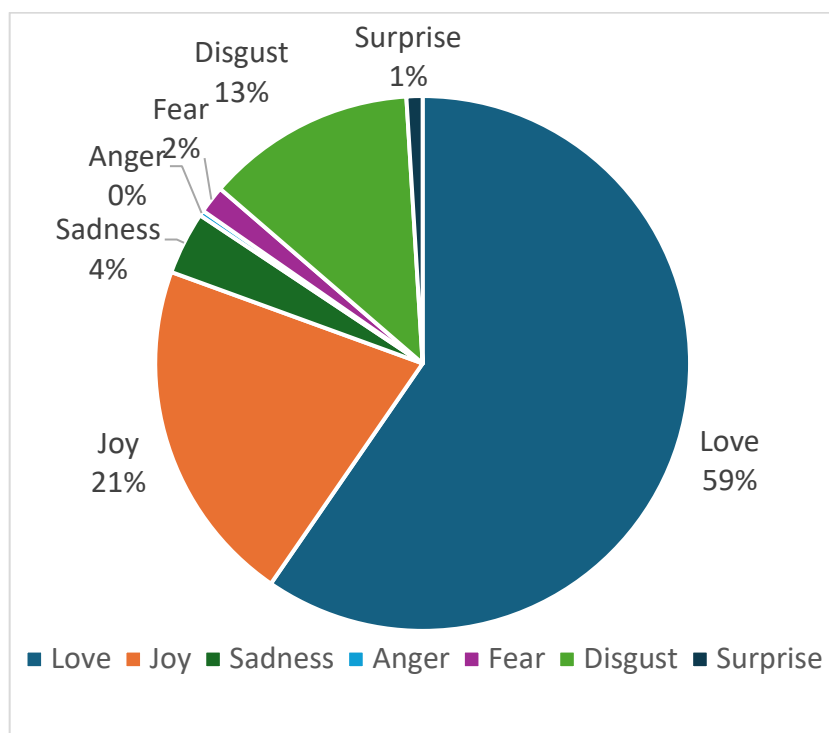
Figure 12 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 59%, followed by "乐" (joy) at 21%. Negative emotions such as "恶" (disgust) made up 13%, with "哀" (sadness) at 4%, "惧" (fear) at 2%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Hong Kong–related discourse.

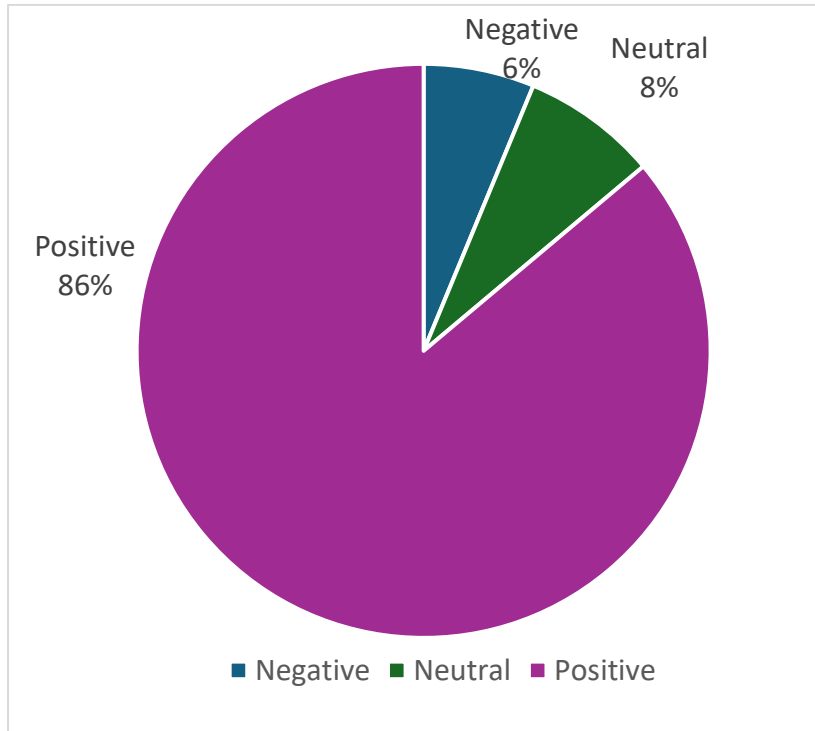Figure 12. Seven basic emotion percentages for Hong Kong

Figure 13 synthesizes the emotions into three core types: positive (86%), neutral (8%), and negative (6%). Tourists' perceptions of Hong Kong were largely positive.

Figure 13. Overall emotion percentages for Hong Kong

Figure 14 depicts the sentiment trends across different themes related to tourism in Hong Kong.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "乐园体验" (Theme Park Experience) theme at 93.29%; the lowest applied to "购物与服务体验" (Shopping and Service Experience) at 50.66%.
- Positive sentiment (green line): This line closely followed the overall sentiment trend, with notable peaks and dips corresponding to the same themes.
- Negative sentiment (blue line): Negative sentiment was relatively low across all themes, with slight fluctuations.
- Neutral sentiment (orange line): Neutral sentiment varied minimally and was consistent across the themes.
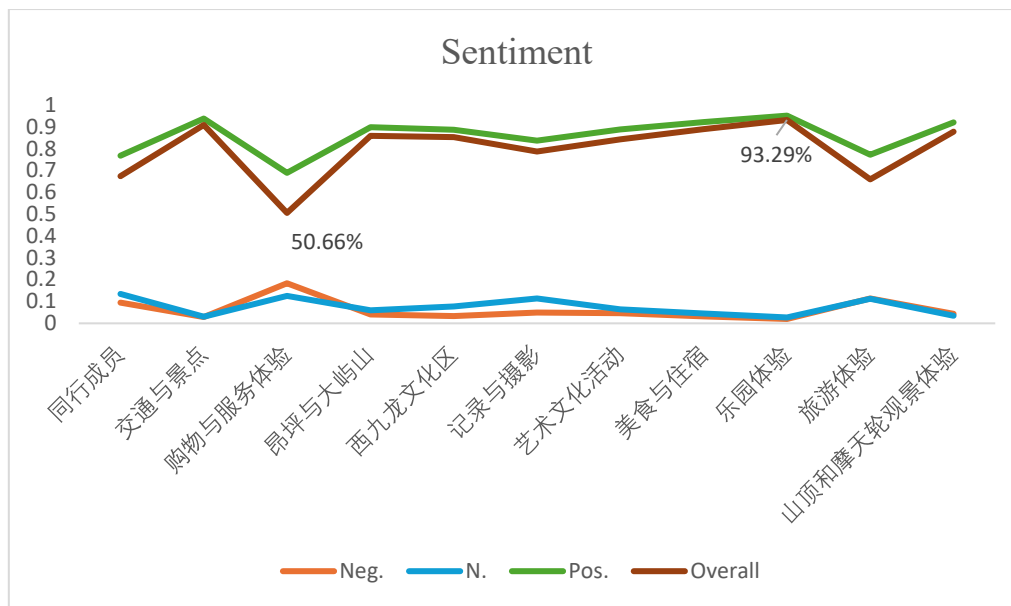
Figure 14. Sentiment trends across different themes in Hong Kong

Amusement Park Experience

This theme highlights the predominantly positive sentiments from TF–IDF shown in Table 14. Key positive feedback included shorter queues at Disneyland's theme parks, the world's first Frozen-themed Park, and spectacular fireworks. Ocean Park received praise for its diverse animal species and beautiful sea views from the cable car. Negative feedback centred on Ocean Park Water Park's limited entertainment facilities and its unsuitability for extended visits with children (Table 15).

Table 14. TF–IDF results for "Amusement Park Experience" theme with positive emotions

Word	迪士尼乐园	海洋公园	排队	冰雪奇缘	乐园	小朋友	烟花	花车	缆车	动物
TF-IDF	0.281	0.186	0.121	0.121	0.071	0.066	0.062	0.031	0.033	0.019

Table 15. TF–IDF results for "Amusement Park Experience" theme with negative emotions

Word	香港	海洋公园	孩子	小朋友	乐园	糟糕
TF-IDF	0.296	0.162	0.070	0.066	0.058	0.056

Transportation and Attractions

The TF–IDF results for positive reviews in Table 16 address iconic transportation experiences such as the Star Ferry, the Peak Tram, and tramways. Victoria Harbour was frequently described as beautiful, romantic, and relaxing. However, visitors expressed dissatisfaction with the Peak Tram's long queues and high ticket prices (Table 17).

Table 16. TF–IDF results for "Transportation and Attractions" theme with positive emotions

Word	太平山顶	维多利亚港	山顶缆车	夜景	山顶	风景	打卡	天星小轮	中环	叮叮车
TF-IDF	0.213	0.168	0.155	0.114	0.095	0.076	0.073	0.058	0.057	0.034

Table 17. TF–IDF results for "Transportation and Attractions" theme with negative emotions

Word	维多利亚港	排队	山顶缆车	看不到	人挤	票价
TF-IDF	0.254	0.185	0.183	0.059	0.046	0.035

Shopping and Service Experience

Negative emotions were more prevalent under this theme. Issues included language barriers; differential treatment based on one's place of origin; and poor customer service, particularly in restaurants (Table 18). Some tourists contrasted Hong Kong's service quality unfavourably with that in Mainland China.

Table 18. TF–IDF results for "Shopping and Service Experience" theme with negative emotions

Word	香港	普通话	歧视	店员	服务员	态度	内地	餐厅	粤语	游客
TF-IDF	0.154	0.064	0.062	0.039	0.036	0.034	0.030	0.026	0.026	0.026

2.4.4.1.2 Macau

The themes for Macau (Table 19) are described below.

Hotel Facilities

This theme highlights tourists' experiences with Macau's luxurious hotels and facilities. Common terms like "酒店 (hotel)," "银河 (Galaxy)," "大堂 (lobby)," and "房间 (rooms)" emphasize a focus on accommodations. Words like "设计 (design)," "娱乐 (entertainment)," "音乐 (music)," and "亲子 (family-friendly)" speak to the variety of experiences, from stylish environments to family-oriented activities.

Amusement Parks and Family Activities

This theme reflects family-friendly attractions and activities in Macau. Terms such as "乐园 (amusement park)," "科学馆 (science centre)," "博物馆 (museum)," and "小朋友 (kids)" indicate children-oriented entertainment. Mentions of "门票 (tickets)," "优惠 (discounts)," and "免费 (free)" specify some practical aspects of planning family trips.

Photography and Check-in Spots

This theme focuses on Macau's photogenic attractions and landmarks. Tourists frequently mentioned "景点 (scenic spots)," "照片 (photos)," "建筑 (architecture)," and "夜景 (night views)," pointing out iconic locations for photography. References to "渔人码头 (Fisherman's Wharf)," "铁塔 (Eiffel Tower)," and "缆车 (cable car)" underline Macau's visual appeal.

Historical and Cultural Attractions

This theme stresses Macau's history and cultural landmarks. Words like "教堂 (church)," "炮台 (fort)," "街道 (streets)," and "博物馆 (museum)" showcase the city's heritage. Mentions of "特色 (specialty)" and "风格 (style)" reflect the charm of historical sites and traditional elements.

Culinary Experiences

This theme revolves around Macau's vibrant food scene, featuring terms such as "美食 (delicacies)," "餐厅 (restaurants)," "奶茶 (milk tea)," and "猪扒包 (pork chop bun)." Tourists appeared interested in local flavours, as evidenced by comments on "甜品 (desserts)" and "地道 (authentic)" dishes. Food enthusiasts should enjoy exploring the city.

Ferris Wheel Experience

This theme highlights the uniqueness of riding Macau's Ferris wheel. Terms such as "摩天轮 (Ferris wheel)," "景色 (scenery)," and "夜景 (night views)" accentuate its appeal. Words like "排队 (queuing)" and "趣味 (fun)" reflect associated pain points and enjoyment.

Shopping and Transportation
This theme focuses on tourists' experiences with shopping in and getting around Macau. Terms like "购物 (shopping)," "机场 (airport)," "公交 (bus)," and "地铁 (metro)" involve transportation logistics. Mentions of "物价 (prices)" and "产品 (products)" highlight tourists' considerations of affordability and convenience.

International Fireworks Festival
This theme captures the excitement of Macau's International Fireworks Festival. Words like "烟花 (fireworks)," "比赛 (competition)," "地点 (location)," and "节目 (program)" describe the event's visual and festive appeal. References to "美食 (food)" and "高空 (aerial views)" reflect a celebratory atmosphere.

Tourism Promotion
This theme revolves around tourism marketing and events in Macau. Terms such as "旅游局 (tourism board)," "活动 (activities)," "见面会 (meet-and-greet)," and "宣传 (promotion)" emphasize efforts to attract visitors. Mentions of "视频 (videos)" and "官方 (official)" connote the use of media and campaigns to showcase Macau.

Culture and Arts
This theme explores Macau's cultural and artistic dimensions. Words like "文化 (culture)," "历史 (history)," "艺术 (arts)," and "传统 (traditions)" convey the city's rich heritage. References to "国际 (international)" and "融合 (integration)" suggest a blend of local and global influences in Macau's cultural identity.

Graduation Trips
This theme reflects the experiences of students visiting Macau for graduation trips. Key terms like "朋友 (friends)," "照片 (photos)," "毕业 (graduation)," and "记录 (memories)" represent sentimental and commemorative aspects.

Mainland Tourists and Services
This theme centres on the experiences of mainland tourists in Macau. Words such as "内地 (mainland)," "游客 (tourists)," "消费 (spending)," and "服务 (services)" highlight travel habits and preferences. Mentions of "疫情 (pandemic)" and "通关 (border crossing)" reflect ravel recovery after the epidemic.

Celebrity Spotting and Concerts
This theme focuses on people travelling to Macau for concerts and celebrity events. Words like "演唱会 (concert)," "追星 (idol-chasing)," "粉丝 (fans)," and "见面 (meeting)" emphasize excitement. Mentions of "舞台 (stage)" and "机会 (opportunity)" capture these events' importance.

Table 19. Latent Dirichlet allocation for Macau

| Theme	Terms
酒店设施	酒店 银河 体验 设计 大堂 房间 皇宫 餐厅 下午茶 娱乐 艺术 早餐 主题 综合 度假村 时尚 亲子 音乐 环境 氛围 花园 晚餐 横琴 中心 梦幻
乐园与亲子活动	现场 乐园 携程 赛车 体验 门票 活动 科学馆 博物馆 孩子 电影 先生 涂鸦 买票 套票 优惠 小朋友 数据 澳门币 工作人员 直播 艺术 免费 设施 朋友
拍照打卡	景点 照片 风景 纸醉金迷 建筑 夜景 横琴 记录 观光 码头 摄影 体验 机位 手机 地标 渔人码头 世界 生活 风情 铁塔 缆车 碎片 故事 漫步 天气
历史文化景点	正文 公园 教堂 炮台 建筑 手信 街道 玫瑰 圣母 路环 旅游景点 交通 马路 博物馆 汇总 特色 斜巷 同款 杏仁 旅游团 手表 议事 灯塔 风格 演唱会
美食探店	美食 餐厅 特种兵 味道 日记 咖啡 粤语 奶茶 探店 美味 口感 朋友 普通话 猪扒包 小吃 牛肉 本地人 甜品 风味 茶餐厅 口味 葡式 尝试 地道 咖喱
摩天轮体验	摩天轮 体验 影汇 话题 字形 空间 性价比 景色 排队 小朋友 小孩 营业 博览会 趣味 度假区 博会 孩子 游玩 很漂亮 综艺 夜景 包厢 免费 风景 产业
购物与交通	酒店 赌场 购物 免费 价格 机场 机票 公交 行程 商场 公交车 行李 大巴 住宿 港币 地铁 物价 景点 高铁 平台 排队 产品 现金 导游 通行证
国际烟花节	路线 烟花 比赛 国际 视频 地点 天气 节目 汇演 体验 精彩 心动 机会 老婆 距离 大马路 美食 地图 上线 盛宴 游戏 风景 高空 莲花 公司
旅游宣传	视频 旅游局 度假区 活动 见面会 风尚 会展 官方 抽奖 燕窝 精彩 小伙伴 爷爷 音乐 地点 信息 天际 宣传 手机 粉丝 个人 专业 全世界 大屏 度假村
文化与艺术	文化 历史 建筑 艺术 活动 魅力 合作 世界 发展 国际 游客 城区 中心 全国 传统 交流 科技 特色 文旅 人们 融合 品牌 国家 管理 产业
毕业旅行	生活 人生 朋友 香港旅游 问题 偶遇 工作 日子 老师 护照 心情 世界 同学 礼物 学校 照片 毕业 事情 娱乐 意义 旅游胜地 衣服 记录 男人 赌城
内地游客与服务	内地 游客 计划 经济 大陆 消费 目的地 世界 旅游业 旅客 国家 入境 疫情 出境 发展 人员 服务 国际 老板 态度 司机 通关 居民 全面 团队
追星及演唱会	演唱会 朋友 搭子 妈妈 事情 姐妹 爸妈 追星 朋友圈 姐姐 见面 回家 出去玩 计划 粉丝 通行证 生活 时代少年团 爸爸 我会 同事 照片 女儿 机会 舞台
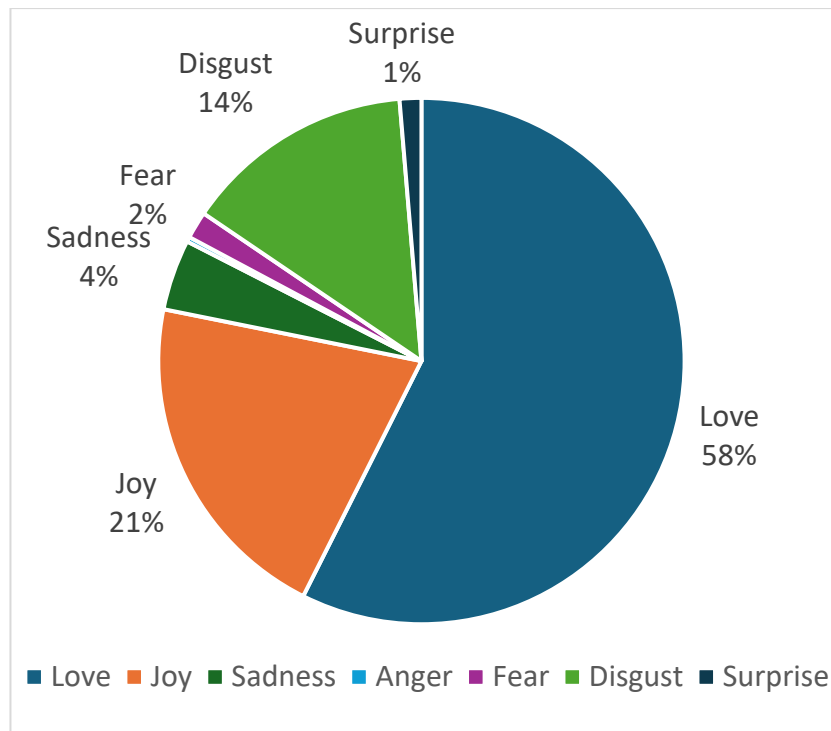
Figure 15 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 58%, followed by "乐" (joy) at 21%. Negative emotions such as "恶" (disgust) made up 14%, with "哀" (sadness) at 4%, "惧" (fear) at 2%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Macau-related discourse.

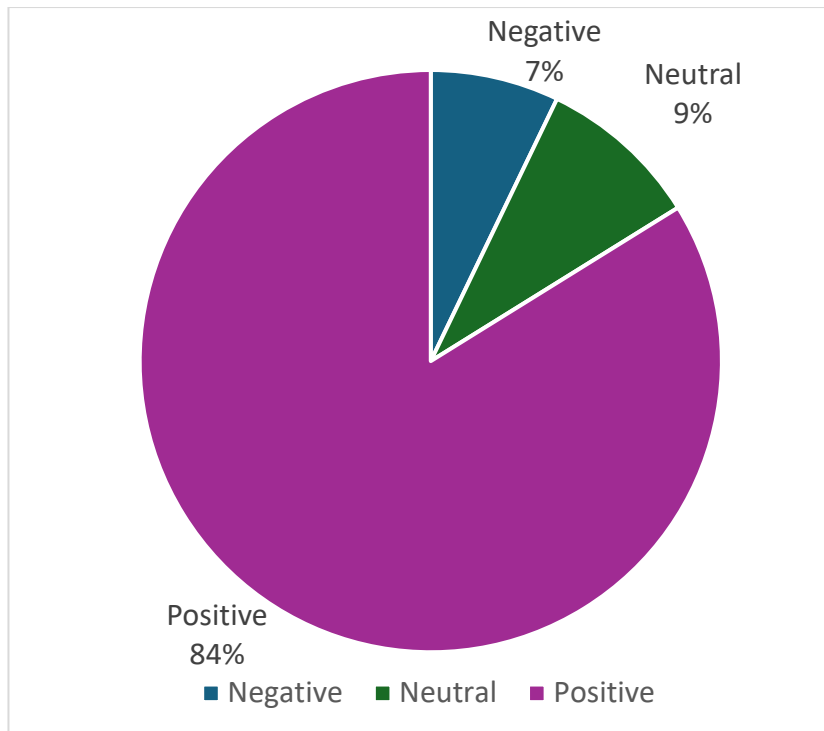Figure 15. Seven basic emotion percentages for Macau

Figure 16 synthesizes the emotions into three core types: positive (84%), neutral (7%), and negative (9%). Tourists' perceptions of Macau were mainly positive.

Figure 16. Overall emotion percentages for Macau

Figure 17 depicts the sentiment trends across different themes related to tourism in Macau.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "文化与艺术" (Culture and Art) theme at 92.31%. The lowest overall sentiment accompanied "摩天轮体验" (Ferris Wheel Experience) at 63.10%.
- Positive sentiment (green line): This line closely followed the overall sentiment trend, with peaks and troughs aligning with the same themes.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, indicating minimal dissatisfaction.
- Neutral sentiment (orange line): Neutral sentiment varied slightly but remained stable across different themes.
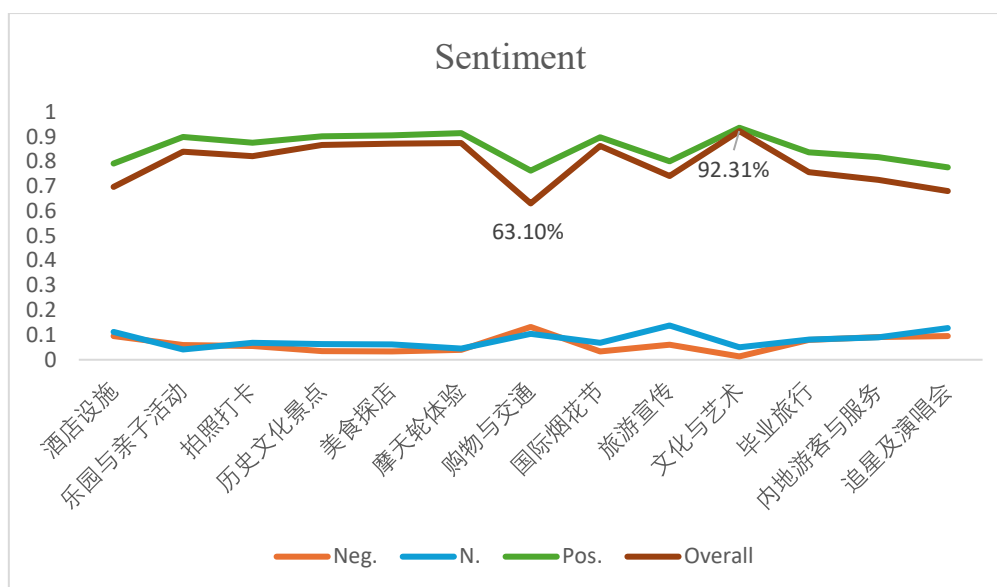
Figure 17. Sentiment trends across different themes in Macau

Culture and Art

Tourists expressed positive sentiments towards Macau's rich cultural heritage and historical landmarks in Table 20, such as the Ruins of St. Paul's. The city's vibrant arts scene, numerous museums, and frequent exhibitions further enriched visitors' experiences.

Table 20. TF–IDF results for "Culture and Art" theme with positive emotions

Word	澳门	旅游	文化	历史	建筑	大三巴牌坊	艺术	博物馆	举办	展示
TF-IDF	0.373	0.126	0.062	0.064	0.026	0.022	0.018	0.014	0.012	0.012

Ferris Wheel Experience

Negative feedback concerned service quality in hotels and communication issues within the tourism sector (Table 21). Frustration arose from poor customer service and inadequate hospitality experiences.

Table 21. TF–IDF results for "Ferris Wheel Experience" theme with negative emotions

Word	澳门	酒店	旅游	客服	联系	消费者	赌场	沟通
TF-IDF	0.320	0.228	0.151	0.069	0.030	0.029	0.026	0.016

2.3.4.1.3 Guangzhou

The themes for Guangzhou (Table 22) are described below.

Museums

This theme emphasizes tourists' experiences with museums and cultural sites. Common terms such as "博物馆 (museum)," "艺术 (art)," "历史 (history)," and "文化 (culture)" underscore heritage and education. Words like "参观 (visit)," "文物 (relics)," "展品 (exhibits)," and "讲解员 (tour guide)" highlight museum visits' interactive and immersive aspects. Topics such as "人生 (life)," "故事 (stories)," and "记录 (records)" suggest deeper connections to personal and historical narratives.

Parks and Architecture
This theme revolves around scenic parks and architectural landmarks. Key terms such as "公园 (park)," "建筑 (architecture)," "植物园 (botanical garden)," and "教堂 (church)" indicate a focus on nature and cultural sites. Descriptive words like "设计 (design)," "特色 (features)," and "很漂亮 (very beautiful)" highlight aesthetic appreciation, whereas terms like "地标 (landmark)" and "景点 (attraction)" reinforce sights' iconic status.

Zoo and Family Trips
This theme highlights family-friendly experiences at zoos and similar attractions. Terms like "动物园 (zoo)," "小朋友 (kids)," "野生动物 (wild animals)," and "孩子 (children)" emphasize wildlife and children's engagement. Words such as "过山车 (roller coaster)," "缆车 (cable car)," and "体验 (experience)" showcase interactive and fun activities. Mentions of "大熊猫 (giant panda)" and "企鹅 (penguin)" suggest popular animal exhibits.

Culture and Art
This theme explores cultural and artistic attractions. Terms like "风景 (scenery)," "纪念馆 (memorial)," "名胜区 (famous site)," and "景色 (view)" convey visual and historical appeal. Mentions of "活动 (activities)," "体验 (experience)," and "小朋友 (kids)" imply a family-friendly environment for all ages.

Circus Performances
This theme captures tourists' experiences with circus shows and entertainment. Words like "马戏 (circus)," "节目 (performance)," "夜景 (night view)," and "奇迹 (miracle)" underline the excitement and spectacle associated with these events. Terms such as "排队 (queue)," "座位 (seating)," and "全程 (whole process)" suggest practical aspects of attending performances.

History and Pedestrian Streets
This theme involves historical sites and walking tours. Words like "步行街 (pedestrian street)," "建筑 (architecture)," "历史 (history)," and "文化 (culture)" stress heritage and exploration. Terms such as "风情 (local flavour)" and "传统 (tradition)" speak to these locations' charm and authenticity.

Amusement Parks and Night Tours
This theme features nighttime activities and theme parks. Key terms like "乐园 (amusement park)," "夜游 (night tour)," "体验 (experience)," and "景色 (scenery)" underscore fun and a scenic appeal. Words such as "夜景 (night view)," "设施 (facilities)," and "游玩 (play)" highlight these attractions' diverse offerings.

Hotels and Cuisine
This theme combines luxurious accommodations and culinary delights. Words like "酒店 (hotel)," "美食 (food)," "房间 (room)," and "餐厅 (restaurant)" are linked to comfort and gastronomy. Mentions of "早餐 (breakfast)," "特色 (specialties)," and "甜品 (desserts)" emphasize the variety and quality of food experiences.

Taking Photos and Checking in at Popular Spots
This theme focuses on photo-worthy spots and social activities. Terms such as "摄影 (photography)," "照片 (photo)," and "手机 (mobile phone)" connote tourists' keenness to

record and share their experiences. Words like "星球 (planet)," "电影 (movie)," and "计划 (plan)" suggest creativity and personalization.

Service and Experience
This theme captures service quality and the overall visitor experience. Common terms like "服务 (service)," "环境 (environment)," "体验 (experience)," and "设施 (facilities)" speak to hospitality and infrastructure. Words such as "免费 (free)," "优惠 (discount)," and "工作人员 (staff)" reflect promotion attracts people.

Table 22. Latent Dirichlet allocation for Guangzhou

| Theme	Terms
博物馆	博物馆 艺术 生活 历史 博物院 展区 文化 参观 导游 天人 大地 话题 粤剧 宇通 文物 记录 人生 故事 旅遊 讲解员 体验 足迹 展品 行程 展馆
公园与建筑	公园 教堂 国家 植物园 建筑 圣心 石室 园林 植物 很漂亮 设计 山房 生态 特色 五羊 先生 景点 地标 文化公园 参观 环境 文化馆 大厦 面积 哥特式
动物园亲子游	世界 动物 动物园 小朋友 野生动物 孩子 火车 园区 排队 度假区 极地 融创 缆车 体验 过山车 小孩 森林公园 企鹅 游玩 冰雪 游戏 小孩子 性价比 种类 大熊猫
文化与艺术	风景 中心 水寨 孩子 科学 名胜区 瀑布 空气 服务态度 体验 环境 山顶 爬山 环境优美 小朋友 父母 纪念馆 景色 活动 景区 小孩 老人 水库 司机 氧吧
马戏表演	马戏 体验 国际 排队 天气 摩天轮 奇迹 热雪 精彩 孩子 夜景 座位 节目 电动车 小朋友 演员 迪士尼 影响 衣服 平台 机会 日落 教练 全程 普通
历史与步行街	沙面 步行街 建筑 景点 广场 游客 特色 文化 历史 大佛寺 风情 花园 风格 海心 荔枝 氛围 旅游景点 图书馆 传统 魅力 中心 博物馆 夜景 购物 游览
乐园夜游	乐园 夜游 景色 性价比 码头 飞鸟 融创 森林 孩子 趣味 天字 小朋友 探险 夜景 体验 游乐 小孩 文旅 设施 游船 大人 鸟类 效果 游玩 百鸟
酒店与美食	酒店 美食 地铁 海珠 早茶 号线 交通 湿地公园 地址 味道 广场 地铁站 餐厅 探店 出口 朋友 房间 国家 咖啡 步行 路线 肠粉 早餐 特色 甜品
拍照打卡	朋友 摄影 视频 手机 照片 葵园 前台 工作 星球 妈妈 气温 回家 演唱会 学校 计划 电影 同学 事情 太太 天气 心情 老板 姐妹 公司 特种兵
服务与体验	服务 环境 门票 游玩 景区 免费 价格 携程 热情 亲子 工作人员 体验 设施 印象 旅游区 买票 景点 收费 停车场 园区 优惠 人员 现场 出游 整体
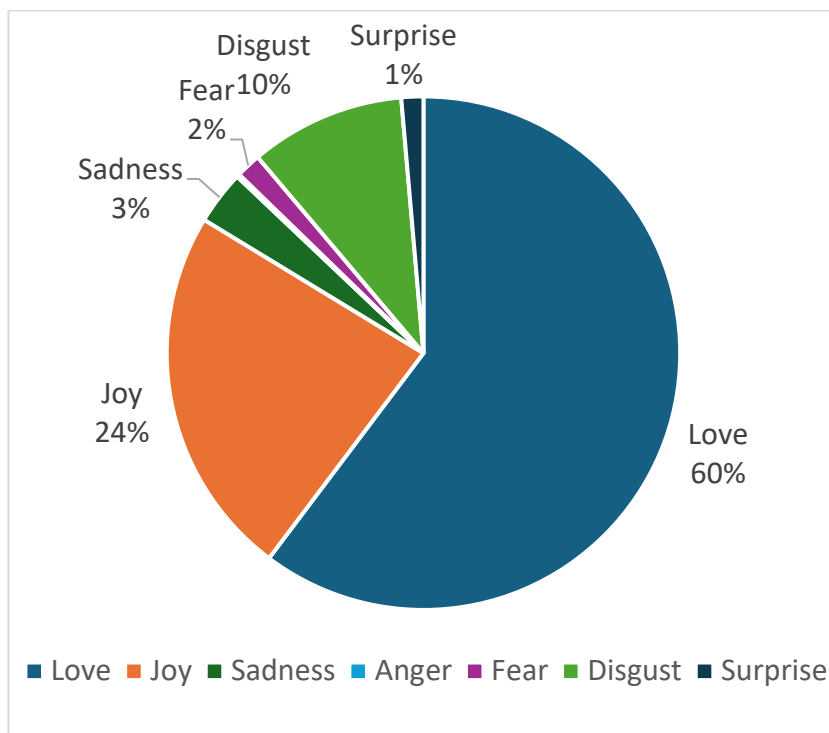
Figure 18 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 60%, followed by "乐" (joy) at 24%. Negative emotions such as "恶" (disgust) made up 10%, with "哀" (sadness) at 3%, "惧" (fear) at 2%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Guangzhou-related discourse.

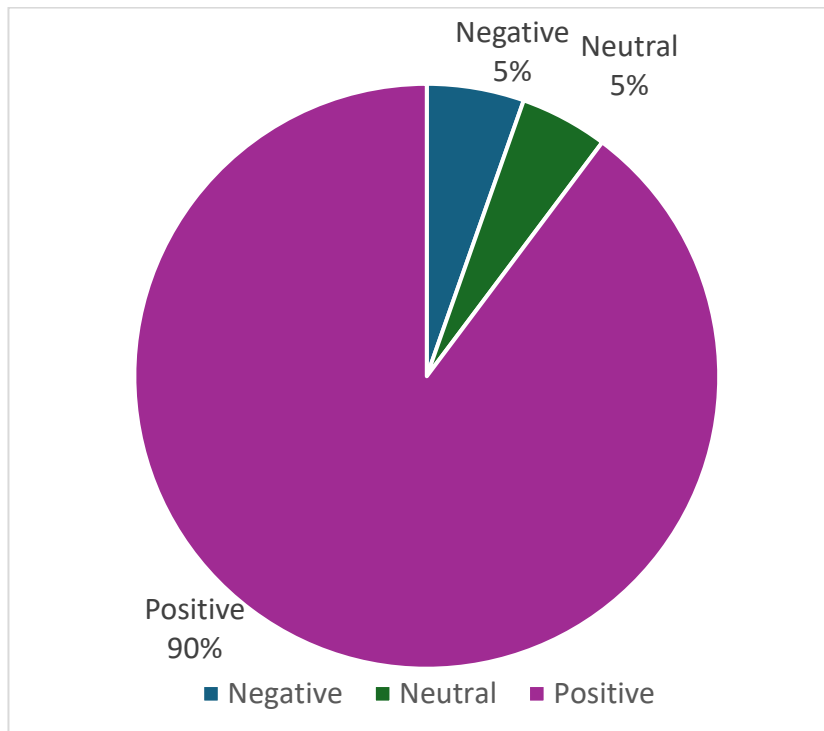Figure 18. Seven basic emotion percentages for Guangzhou

Figure 19 synthesizes the emotions into three core types: positive (90%), neutral (5%), and negative (5%). Tourists' perceptions of Guangzhou were overwhelmingly positive.

Figure 19. Overall emotion percentages for Guangzhou

Figure 20 depicts the sentiment trends across different themes related to tourism in Guangzhou.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "历史与步行街" (History and Pedestrian Streets) theme at 93.51%, showcasing tourists' positive impressions of these attractions. The lowest overall sentiment accompanied "拍照打卡" (Taking Photos and Checking in at Popular Spots) at 73.23%, indicating relatively lower satisfaction in this category.
- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
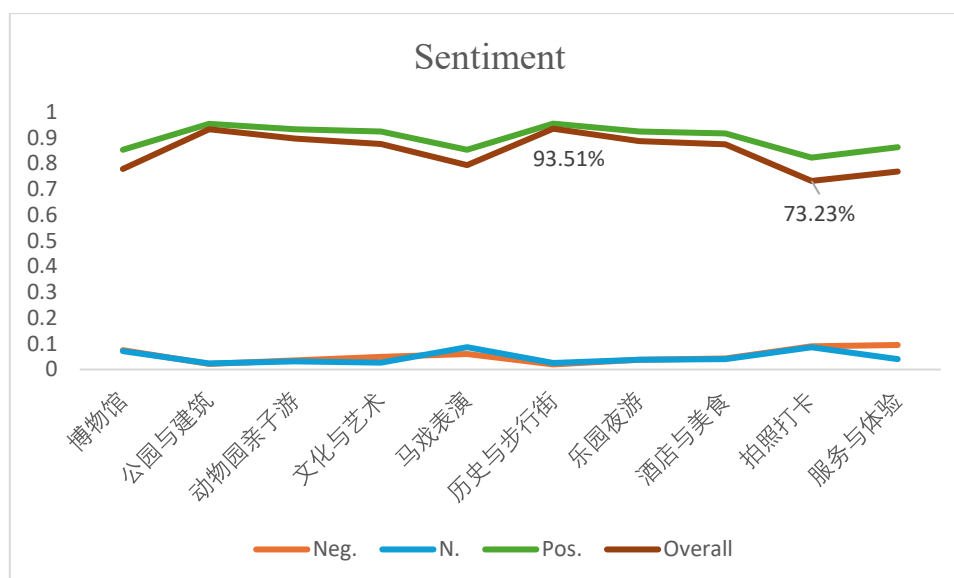- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

Figure 20. Sentiment trends across different themes in Guangzhou

History and Pedestrian Streets
Positive feedback (Table 23) celebrated Shamian Island's historical architecture, European-style buildings, and blend of Lingnan and colonial influences. Tourists also appreciated the Chen Clan Ancestral Hall and Shamian's glass pavement, which reveals historical relics underneath.

Table 23. TF–IDF results for "History and Pedestrian Streets" theme with positive emotions

Word	广州	沙面	步行街	打卡	北京路	建筑	珠江	永庆	大佛寺	岭南
TF-IDF	0.357	0.138	0.104	0.076	0.053	0.050	0.042	0.034	0.030	0.029

Taking Photos and Checking in at Popular Spots
Negative feedback (Table 24) concerned Guangzhou's unpredictable weather, which complicated tourists' plans for outdoor activities and photography. Frequent thunderstorms and cloudy skies posed challenges, especially for visitors aiming to visit multiple attractions in a single day.

Table 24. TF–IDF results for "Taking Photos and Checking in at Popular Spots" theme with negative emotions

Word	广州	气温	雷阵雨	下雨	特种兵	演唱会	不能	多云
TF-IDF	0.283	0.040	0.028	0.019	0.018	0.018	0.018	0.016

2.4.4.1.4 Zhuhai
The themes for Zhuhai (Table 25) are described below.

Parent–Child Experience
This theme highlights family-friendly attractions and activities, with a focus on creating enjoyable experiences for both children and parents. Key terms such as "横琴 (Hengqin)," "国家地理探险家 (National Geographic Explorer)," and "娱乐 (entertainment)" suggest a mix of educational and fun activities. Words like "小朋友 (kids)," "孩子 (children)," "游玩 (play)," and "游戏 (games)" emphasize child-centric elements; "套餐 (package)" and "优惠 (discount)"

reflect family-oriented planning and affordability. Topics such as "亲子 (parent–child)" and "乐园 (amusement park)" imply bonding and shared enjoyment.

Hot Spring Experience
This theme revolves around relaxation and rejuvenation, often shared with friends or family. Terms like "御温泉 (Royal Hot Springs)," "泡池 (soaking pool)," and "庙会 (temple fair)" convey cultural and traditional elements. Words such as "朋友 (friends)," "小孩 (children)," and "老人 (elderly)" highlight this activity's inclusive nature. Descriptive terms like "梦幻 (dreamlike)," "精彩 (wonderful)," and "机会 (opportunity)" evoke a sense of delight and exclusivity. Additional keywords like "烟火 (fireworks)" and "海水 (seawater)" portray a rich sensory experience.

Hotel and Culinary Experience
This theme focuses on luxury and gastronomy, with key terms such as "酒店 (hotel)," "美食 (delicacies)," and "餐厅 (restaurant)" reflecting high-quality accommodations and dining. Words like "环境 (environment)," "设计 (design)," and "氛围 (ambiance)" suggest atmospheric appeal. Keywords such as "文化 (culture)," "艺术 (art)," and "时光 (time)" imply an immersive experience that bridges heritage and modernity. Phrases like "美味 (delicious)" and "国际 (international)" underscore diverse culinary offerings.

Marine Park
This theme emphasizes the excitement of marine-themed attractions. Key terms include "景色 (scenery)," "海豚 (dolphin)," "鲸鲨 (whale shark)," and "企鹅 (penguin)," which indicate a focus on marine life. Words like "过山车 (roller coaster)," "剧场 (theatre)," and "趣味 (fun)" suggest an adventurous and entertaining experience. Descriptions such as "性价比 (value for money)" and "很漂亮 (very beautiful)" highlight affordability and visual appeal. Attractions like "灯塔 (lighthouse)" and "雕像 (statue)" reinforce iconic landmarks within these parks.

Romantic Promenade
This theme captures the romantic and scenic appeal of "情侣路 (Lovers' Road)." Key terms like "公园 (park)," "海风 (sea breeze)," and "散步 (stroll)" point to leisurely activities in a picturesque environment. Words such as "心情 (mood)," "艺术馆 (art gallery)," and "博物馆 (museum)" imply cultural and emotional enrichment. Topics like "天气 (weather)" and "星空 (starry sky)" evoke a dreamy and serene atmosphere, ideal for couples and families alike.

Hengqin Star Resort
This theme highlights the recreational offerings of the "横琴星乐度 (Hengqin Star Resort)." Terms like "设施 (facilities)," "乐园 (amusement park)," and "游乐 (recreation)" underscore its range of activities. Words such as "亲子 (parent–child)," "体验 (experience)," and "活动 (activities)" accentuate its appeal to families. Keywords like "度假区 (resort)" and "性价比 (value for money)" suggest a comprehensive and worthwhile vacation destination.

Chimelong Spaceship
This theme focuses on adventure and entertainment at the Chimelong theme park. Key terms such as "乐园 (amusement park)," "宇宙飞船 (spaceship)," and "夜游 (night tour)" evoke excitement and novelty. Words like "飞鸟 (birds)," "探险 (exploration)," and "森林 (forest)"

suggest diverse attractions catering to nature enthusiasts and thrill seekers. Descriptions like "夜景 (night view)" and "文旅 (culture and tourism)" highlight the theme park's multifaceted offerings.

Sightseeing Experience
This theme revolves around iconic attractions and scenic tours. Key terms like "风景 (scenery)," "环岛游 (island tour)," and "观光 (sightseeing)" underline opportunities with visual and experiential appeal. Words like "夜景 (night view)," "缆车 (cable car)," and "游船 (cruise)" suggest dynamic ways of exploring the city. Terms such as "价格 (price)" and "服务 (service)" place emphasis on accessibility and quality.

Table 25. Latent Dirichlet allocation for Zhuhai

| Theme	Terms
亲子体验	横琴 中心 国家 地理 探险家 娱乐 排队 体验 狮门 天地 小朋友 孩子 套餐 门票 游玩 游戏 内容 乐园 双人 电影 亲子 优惠 场馆 小孩子 太空
温泉体验	御温泉 精彩 朋友 节目 老人 小孩 孩子 斗门 横琴 马戏 海水 免费 体验 庙会 座位 梦幻 祖国 泡池 普通 机会 水果 门票 水城 事情 烟火
酒店与美食体验	酒店 美食 视频 餐厅 剧院 体验 房间 味道 环境 住宿 风格 氛围 文化 设计 美味 生活 艺术 时光 国际 广场 客房 建筑 泳池 朋友 音乐
海洋乐园	景色 烟花 渔女 性价比 海豚 过山车 景点 鲸鲨 情侣路 企鹅 趣味 剧场 巡游 动物 爱情 雕像 排队 交通 游玩 公交车 园区 邮局 很漂亮 海狮 灯塔
情侣路打卡	情侣路 公园 游客 天气 生活 女儿 情侣 海风 圆明 星空 心情 梵高 散步 景点 艺术馆 博物馆 朋友 野狸岛 回家 漫步 计划 海天 妈妈 手机 景区
横琴星乐度	孩子 星乐度 设施 世界 横琴 动力 游玩 小朋友 亲子 体验 设备 游乐 活动 乐园 度假区 游戏 园区 大人 主题 虎鲸 免费 机动 小孩 朋友 性价比
长隆宇宙飞船	乐园 夜游 景色 性价比 码头 飞鸟 融创 森林 孩子 趣味 天字 小朋友 探险 夜景 体验 游乐 小孩 文旅 设施 游船 大人 鸟类 效果 游玩 百鸟 服务 工作人员
观光体验	风景 环岛游 观光 码头 体验 夜景 携程 景色 游船 缆车 建筑 营养 海风 价格 排队 服务 买票 全程 船票 工厂 山顶 夜游 甲板 工作 现场
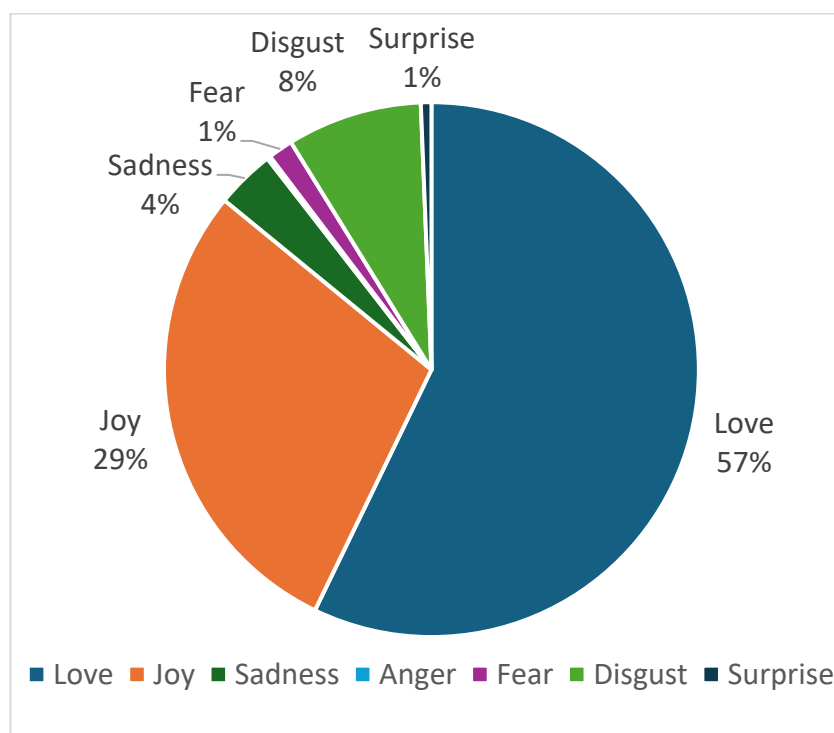
Figure 21 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 57%, followed by "乐" (joy) at 29%. Negative emotions such as "恶" (disgust) made up 8%, with "哀" (sadness) at 4%, "惧" (fear) at 1%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Zhuhai-related discourse.

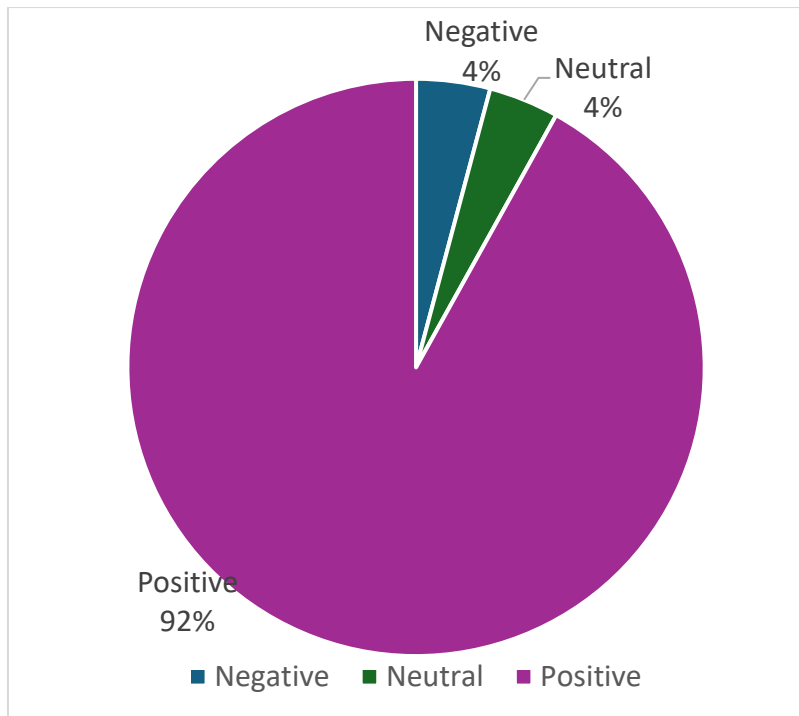Figure 21. Seven basic emotion percentages for Zhuhai

Figure 22 synthesizes the emotions into three core types: positive (92%), neutral (4%), and negative (4%). Tourists' perceptions of Zhuhai were overwhelmingly positive.

Figure 22. Overall emotion percentages for Zhuhai

Figure 23 depicts the sentiment trends across different themes related to tourism in Zhuhai.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "长隆宇宙飞船" (Chimelong Spaceship) theme at 96.58%, showcasing tourists' positive impressions of this theme park's attractions. The lowest overall sentiment accompanied "观光体验" (Sightseeing Experience) at 78.27%, indicating relatively lower satisfaction in this category.
- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
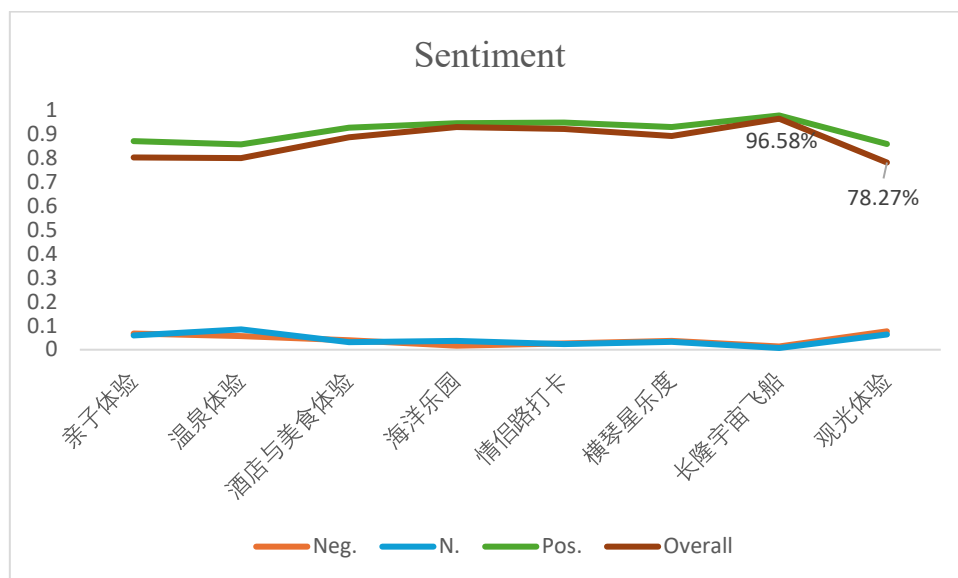- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

Figure 23. Sentiment trends across different themes in Zhuhai

Chimelong Spaceship

The discussions in this topic were mainly driven by parent-child tourists, who expressed a positive sentiment towards the service attitude of staff members (Table 26).

Table 26. TF–IDF results for "Chimelong Spaceship" theme with positive emotions

Word	海泉湾	珠海	温泉	神秘岛	萌宠	服务态度	乐园	工作人员	小朋友	热情
TF-IDF	0.786	0.415	0.244	0.225	0.200	0.176	0.174	0.042	0.151	0.100

Sightseeing Experience

As displayed in Table 27, negative sentiments were linked to high ticket prices and poor service quality at various attractions. Many tourists were dissatisfied with the discrepancies between advertised and actual experiences.

Table 27. TF–IDF results for "Sightseeing Experience" theme with negative emotions

Word	珠海	港珠澳	大桥	索道	船票	旅游	澳门	环岛游	差评	东澳岛
TF-IDF	0.158	0.125	0.106	0.103	0.089	0.081	0.070	0.068	0.058	0.042

2.4.4.1.5 Foshan

The themes for Foshan (Table 28) are described below.

Changlu Amusement Park

This theme focuses on family-friendly activities and amusement at "长鹿乐园 (Changlu Amusement Park)." Key terms like "长鹿 (Changlu)," "游玩 (play)," and "乐园 (amusement park)" underscore the park's appeal to families with children. Words such as "小朋友 (kids)," "孩子 (children)," and "亲子 (parent–child)" highlight its suitability for young visitors. Attractions like "舞狮 (lion dance)," "动物 (animals)," and "古灶 (ancient stove)" reflect a blend of cultural and recreational activities. Additional terms like "设施 (facilities)" and "性价比 (value for money)" suggest well-maintained amenities and affordability.

Hotel and Culinary Experience

This theme combines luxury accommodations with local and international cuisine. Terms like "酒店 (hotel)," "美食 (delicacies)," and "餐厅 (restaurant)" emphasize high-quality dining and lodging. Words such as "生态园 (ecological garden)," "森林 (forest)," and "荷花 (lotus)" connote natural aesthetics. Keywords including "影视城 (movie city)," "音乐节 (music festival)," and "朋友 (friends)" indicate cultural and social experiences. Practical aspects like "停车场 (parking lot)" and "地铁 (subway)" offer convenience for visitors.

Event Experience

This theme revolves around dynamic activities and events. Key terms like "风景 (scenery)," "演唱会 (concert)," and "活动 (event)" imply vibrant and diverse experiences. Words such as "现场 (on-site)," "比赛 (competition)," and "音乐 (music)" stress live entertainment and communal participation. Descriptive terms like "文化 (culture)," "主题 (theme)," and "机会 (opportunity)" highlight a mix of creativity and significance. Additional keywords such as "视频 (video)" and "照片 (photos)" point to memorable moments worth capturing.

Cultural and Historical Sites

This theme concentrates on Foshan's rich cultural heritage and historical landmarks. Key terms such as "文化 (culture)," "历史 (history)," and "传统 (tradition)" reflect connections to the city's past. Words like "博物馆 (museum)," "建筑 (architecture)," and "陶瓷 (ceramics)" portray cultural appreciation. Descriptions like "公园 (park)," "水乡 (water village)," and "园林 (gardens)" specify scenic and peaceful locations. Topics such as "文旅 (cultural tourism)" and "品味 (taste)" underscore chances to immerse oneself in the city's local history and aesthetics.

Table 28. Latent Dirichlet allocation for Foshan

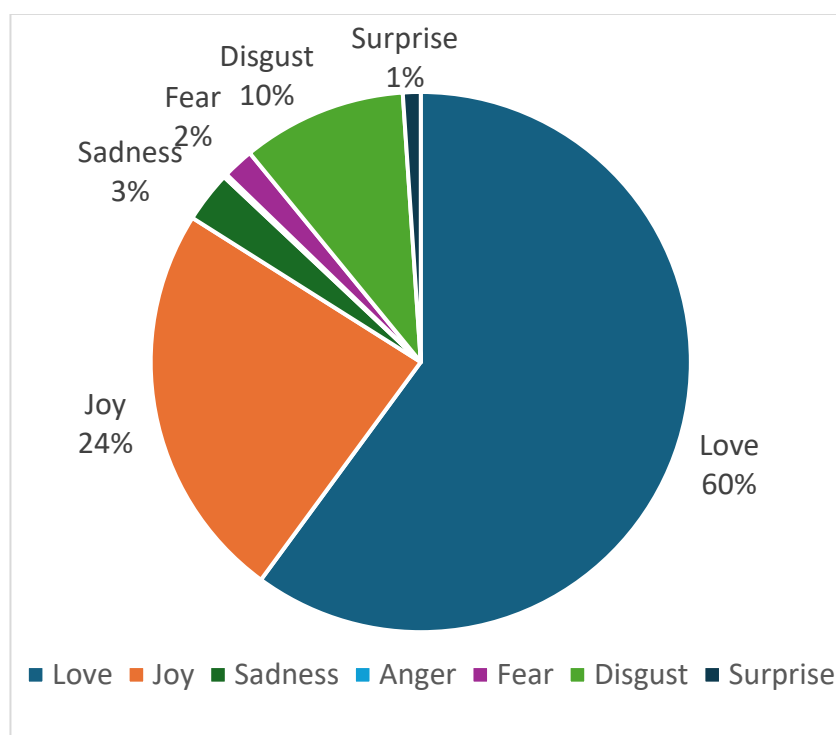| Theme	Terms
长鹿乐园	长鹿 祖庙 休博园 小朋友 游玩 世界 景色 性价比 古灶 孩子 园区 游戏 乐园 动物 设施 小孩 亲子 体验 视频 排队 舞狮 机动 景区 门票 环境
酒店与美食体验	酒店 美食 影视城 生态园 地铁 免费 盈香 环境 森林 体验 餐厅 游玩 三水 玻璃 营地 味道 停车场 价格 房间 交通 朋友 音乐节 设计 荷花 广场
活动体验	风景 朋友 创产 名胜区 景区 生活 工作 服务 现场 体验 问题 视频 照片 演唱会 活动 回家 文化 世界 产业园 比赛 主题 机会 音乐 天气 手机
文化古迹	文化 公园 历史 水乡 建筑 博物馆 特色 活动 游客 景区 传统 艺术 美食 景点 发展 体验 文旅 峰山 陶瓷 参观 园林 品味 国家 生活 步行街

Figure 24 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 60%, followed by "乐" (joy) at 24%. Negative emotions such as "恶" (disgust) made up 10%, with "哀" (sadness) at 3%, "惧" (fear) at 2%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Foshan-related discourse.

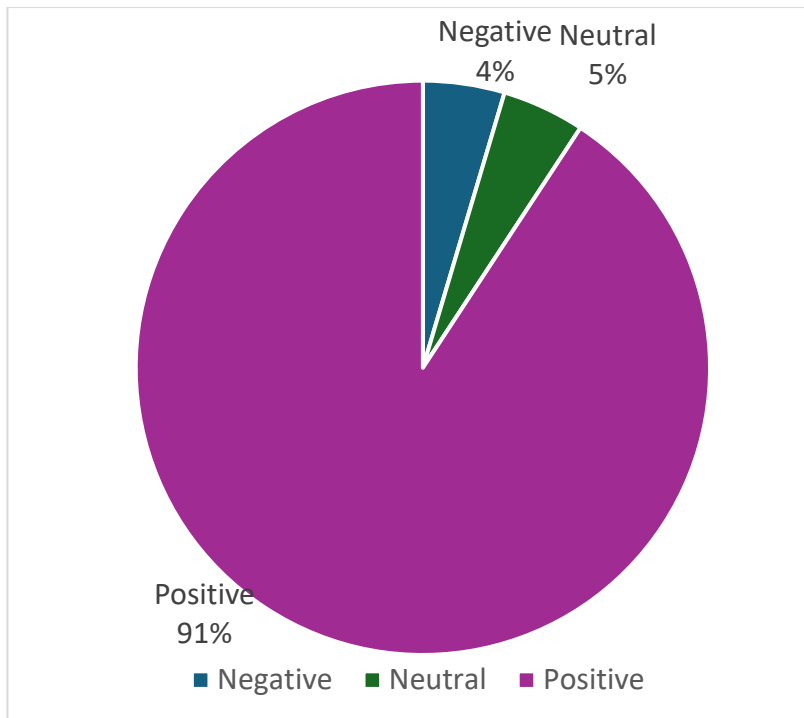Figure 24. Seven basic emotion percentages for Foshan

Figure 25 synthesizes the emotions into three core types: positive (91%), neutral (5%), and negative (4%). Tourists' perceptions of Foshan were overwhelmingly positive.

Figure 25. Overall emotion percentages for Foshan

Figure 26 depicts the sentiment trends across different themes related to tourism in Foshan.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "文化古迹" (Event Experience) theme at 91.47%, showcasing tourists' positive impressions of these attractions. The lowest overall sentiment "活动体验" (Cultural and Historical Sites) accompanied "at 80.28%, indicating relatively lower satisfaction in this category.
- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.
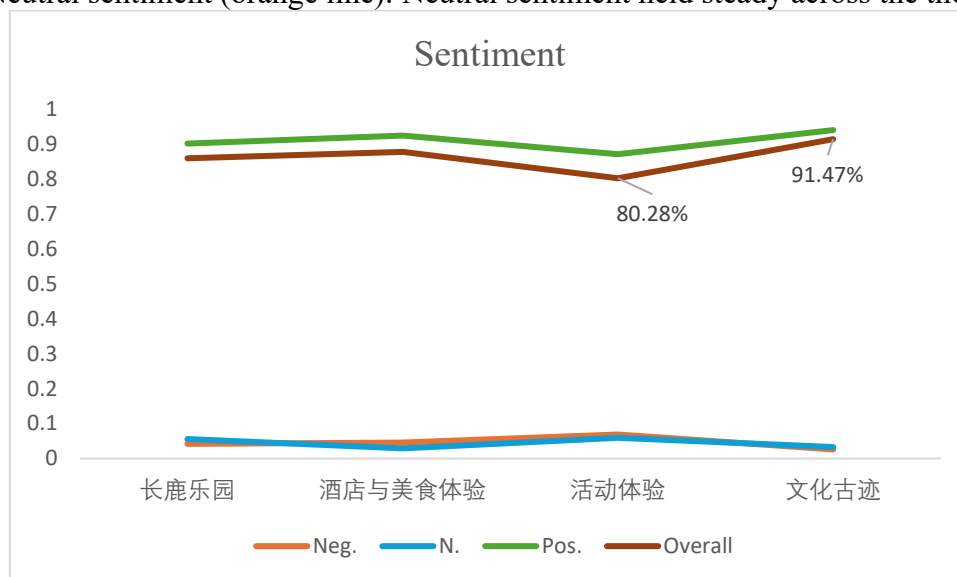

Figure 26. Sentiment trends across different themes in Foshan

Cultural and Historical Sites

Foshan's cultural heritage garnered much praise, with attractions such as Qinghui Garden and Nanfeng Ancient Kiln drawing attention (Table 29). Visitors valued the city's Lingnan-style architecture and historical depth.

Table 29. TF–IDF results for "Cultural and Historical Sites" theme with positive emotions

Word	佛山	顺德	文化	岭南	清晖园	公园	景区	博物馆	古灶	祖庙
TF-IDF	0.176	0.057	0.050	0.039	0.037	0.032	0.027	0.025	0.022	0.021

Event Experience

Tourists expressed dissatisfaction (Table 30) with high prices and underwhelming experiences at events like the Guangdong Eternal Love show. Overcrowding and disappointing VIP seating also contributed to negative sentiments.

Table 30. TF–IDF results for "Event Experience" theme with negative emotions

Word	佛山	旅游	千古情	风景	景区	门票	表演	不好	收费	问题
TF-IDF	0.125	0.083	0.040	0.023	0.022	0.021	0.015	0.014	0.013	0.013

2.4.4.1.6 Shenzhen

The themes for Shenzhen (Table 31) are described below.

Window of the World

This theme revolves around "世界之窗 (Window of the World)," a popular theme park known for its miniature global landmarks and attractions. Keywords such as "世界 (world)," "微缩 (miniature)," and "精彩 (exciting)" highlight its iconic offerings. Terms like "动物园 (zoo)," "建筑 (architecture)," and "冰雪 (ice and snow)" emphasize diverse entertainment options. Practical notes like "门票 (ticket)" and "排队 (queue)" reflect the visitor experience, while "烟花 (fireworks)" and "剧场 (theatre)" signify vibrant performances.

Shekou Cruise Home Port Tours

This theme focuses on cruising experiences at "蛇口邮轮母港 (Shekou Cruise Home Port)." Terms such as "邮轮 (cruise)," "母港 (home port)," and "航线 (route)" underscore options' maritime appeal. Words such as "行程 (itinerary)," "视频 (video)," and "暴雨 (heavy rain)" reflect visitor impressions and environmental conditions. Mentions of "爷爷 (grandfather)," "唱歌 (singing)," and "魔术 (magic)" suggest family-friendly and cultural experiences.

Parks and Metro Transport

This theme combines urban exploration with transportation convenience. Keywords like "公园 (park)," "地铁 (metro)," and "路线 (route)" highlight accessibility to recreational spaces. Terms such as "地铁站 (metro station)," "旅游景点 (tourist attraction)," and "免费 (free)" emphasize the ease of travel. Remarks about "步行 (walking)," "爬山 (hiking)," and "图书馆 (library)" indicate active and educational activities.

Historical and Cultural Sites

This theme features Shenzhen's historical and cultural attractions. Keywords such as "文化 (culture)," "游艇 (yacht)," and "帆船 (sailboat)" suggest sophisticated leisure activities. Words

like "风景 (scenery)," "俱乐部 (club)," and "老街 (old street)" reflect historical and social charm. Mentions of "服务 (service)" and "导游 (guide)" emphasize quality in visitors' experiences.

Scenery and Value for Money
This theme emphasizes scenic beauty and cost-effective travel. Keywords like "景色 (scenery)," "性价比 (value for money)," and "实惠 (affordability)" convey a focus on practical yet enjoyable visits. Terms such as "农场 (farm)," "大观园 (Grand View Garden)," and "地标 (landmark)" signal diverse attractions. Words like "服务态度 (service attitude)" and "收费 (fees)" reflect visitors' evaluations of quality and pricing.

Happy Valley
This theme pertains to Shenzhen's amusement park, "欢乐谷 (Happy Valley)." Keywords such as "过山车 (roller coaster)," "游乐园 (amusement park)," and "大峡谷 (Grand Canyon)" describe thrilling attractions. Words like "排队 (queue)," "门票 (ticket)," and "现场 (on-site)" reflect logistical aspects of the visitor experience. Mentions of "玫瑰 (rose)" and "摄影 (photography)" suggest opportunities for scenic and memorable moments.

Hotels and Seaside Resorts
This theme focuses on luxury and relaxation. Keywords such as "酒店 (hotel)," "海景 (seaside view)," and "度假村 (resort)" underscore premium accommodations. Words like "日落 (sunset)," "栈道 (boardwalk)," and "晚霞 (evening glow)" convey scenic experiences. Mentions of "盐田 (Yantian)" and "文化园 (cultural park)" capture a blend of natural and cultural elements.

Museums
This theme explores Shenzhen's rich cultural offerings through museums. Keywords such as "博物馆 (museum)," "历史 (history)," and "艺术 (art)" accentuate educational and cultural attractions. Words like "客家 (Hakka)," "特色 (characteristics)," and "展厅 (exhibition hall)" reveal exhibitions' diversity. Mentions of "市民 (citizens)" and "风情 (local customs)" emphasize local engagement.

Family Tourism
This theme is based on family-oriented travel. Keywords like "小朋友 (kids)," "亲子 (parent–child)," and "游乐 (play)" speak to activities for children and families. Words such as "设施 (facilities)," "乐园 (amusement park)," and "滑梯 (slides)" suggest kid-friendly attractions. Mentions of "老人 (elderly)" and "家庭 (family)" imply inclusivity for all ages.

Food and Shopping Experience
This theme combines culinary delights with retail therapy. Keywords like "美食 (delicacies)," "购物 (shopping)," and "餐厅 (restaurant)" underscore diverse offerings. Words such as "商场 (mall)," "小吃 (snacks)," and "植物园 (botanical garden)" indicate varied experiences. Mentions of "味道 (taste)" and "探店 (store exploration)" signify the sensory enjoyment of food and shopping.

Splendid China

This theme revolves around "锦绣中华 (Splendid China)," a cultural theme park. Keywords such as "民俗村 (folk village)," "民族 (ethnic group)," and "景点 (attraction)" are associated with cultural heritage. Words like "船长 (captain)" and "游船 (boat ride)" point out interactive experiences. Notes about "家人 (family)" and "歌声 (singing)" coincide with familial and festive atmospheres.

City Sightseeing

This theme captures urban exploration and architectural marvels. Keywords like "观光 (sightseeing)," "高楼 (skyscrapers)," and "全景 (panorama)" are tied to cityscapes. Words such as "金融中心 (financial centre)" and "阻尼器 (damper)" reflect innovative designs. Mentions of "电梯 (elevator)" and "泳池 (pool)" portray modern, luxurious experiences.

Bay Lights Ferris Wheel

This theme describes the "湾区之光摩天轮 (Bay Lights Ferris Wheel)." Keywords such as "摩天轮 (Ferris wheel)," "夜景 (night view)," and "灯光 (lights)" capture its iconic appeal. Words like "生态 (ecology)," "空气 (air)," and "运动 (exercise)" suggest an eco-friendly environment. Mentions of "家人 (family)" and "小朋友 (kids)" signal its family-friendly nature.

Table 31. Latent Dirichlet allocation for Shenzhen

| Theme	Terms
世界之窗	世界, 世界之窗, 动物园, 动物, 建筑, 冰雪, 孩子, 园区, 景区, 景点, 气温, 烟花, 景观, 观澜, 设施, 体验, 环境, 门票, 排队, 剧场, 活动, 万象, 微缩, 精彩, 天地
蛇口邮轮母港游览	手机, 视频, 天气, 蛇口, 游览, 邮轮, 招商, 母港, 航线, 游轮, 行程, 样子, 印象, 微信, 暴雨, 读书, 问题, 意思, 爷爷, 网友, 唱歌, 魔术, 港人, 电瓶车, 携程
公园与地铁交通	公园, 地铁, 广场, 地铁站, 号线, 路线, 中心, 步行, 山顶, 景点, 旅游景点, 交通, 老街, 出口, 免费, 风景, 市民, 所城, 游玩, 机场, 爬山, 人才, 书店, 笔架山, 图书馆
历史文化景点	游艇, 体验, 半岛, 话题, 俱乐部, 中心, 航海, 心情, 朋友, 服务, 导游, 海风, 风景, 全程, 教练, 帆船, 姐妹, 热情, 游玩, 金色, 天气, 老板, 空调, 雄鹰, 雪域
景色及性价比	景色, 性价比, 趣味, 地王, 光明, 价格, 观光, 态度, 农场, 大观园, 服务态度, 收费, 日军, 门票, 携程, 碉堡, 不值, 实惠, 景点, 优惠, 票价, 商务, 夜色, 地标, 块钱
欢乐谷	欢乐谷, 朋友, 排队, 门票, 火车, 环境, 免费, 玫瑰, 照片, 工作人员, 过山车, 体验, 游客, 摄影, 书院, 日记, 二十四史, 缆车, 景区, 大峡谷, 风景, 买票, 现场, 游乐园, 时光
酒店与海景度假	酒店, 海水, 日落, 栈道, 观澜, 视频, 度假村, 海景, 摄影, 美景, 天气, 海岸线, 游泳, 生活, 风光, 记录, 海风, 风景, 玫瑰, 沙子, 盐田, 网红, 文化园, 散步, 晚霞
博物馆	博物馆, 文化, 生活, 历史, 艺术, 客家, 主题, 游客, 工作, 中心, 全国, 油画, 发展, 特色, 魅力, 消费, 展厅, 娱乐, 平台, 体验, 市民, 风情, 人们, 电影, 记录
亲子旅游	小朋友, 孩子, 游玩, 世界, 小孩, 体验, 亲子, 设施, 中信, 乐园, 活动, 老人, 出游, 共创, 家庭, 游乐, 大人, 演唱会, 儿童, 工作人员, 景点, 玩水, 滑梯, 整体, 园区
美食与购物体验	美食, 酒店, 餐厅, 景点, 商场, 味道, 房间, 妈妈, 朋友, 生活, 咖啡, 探店, 小吃, 植物园, 高铁, 购物, 风格, 回家, 计划, 设计, 牛肉, 景区, 花卉, 植物, 同学
锦绣中华	锦绣, 中华, 民俗村, 服务, 热情, 船长, 土家, 游船, 度假区, 游玩, 景色, 家人, 回家, 二姐, 节目, 歌声, 体验, 景区, 景点, 民族, 姐姐, 太太, 旅游, 三妹, 一家人
城市观光	观光, 金融中心, 云际, 服务, 民宿, 风景, 高楼, 阻尼器, 专业, 参观, 电梯, 体验, 景色, 老师, 天气, 工作人员, 全景, 热情, 讲解员, 速度, 泳池, 视野, 家人, 景观, 别墅
湾区之光摩天轮	摩天轮, 生态, 运动, 公社, 夜景, 交通, 很漂亮, 体验, 小孩子, 风景, 环境优美, 游戏, 空气, 小朋友, 灯光, 排队, 轿厢, 环境, 游玩, 家人, 国家, 孩子, 天气, 自行车, 景观
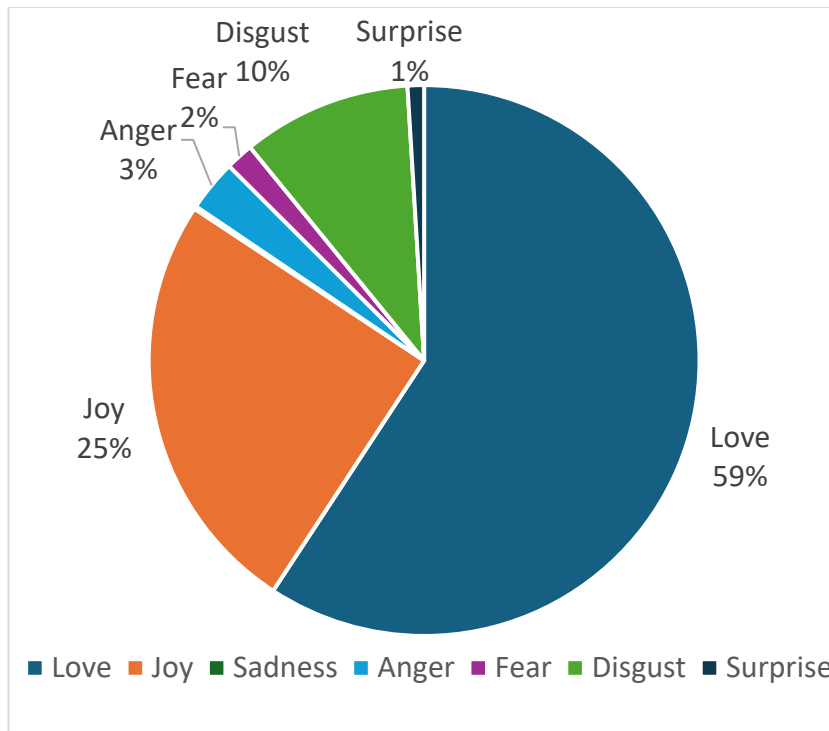
Figure 27 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 59%, followed by "乐" (joy) at 25%. Negative emotions such as "恶" (disgust) made up 10%, with "哀" (sadness) at 3%, "惧" (fear) at 2%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Shenzhen-related discourse.

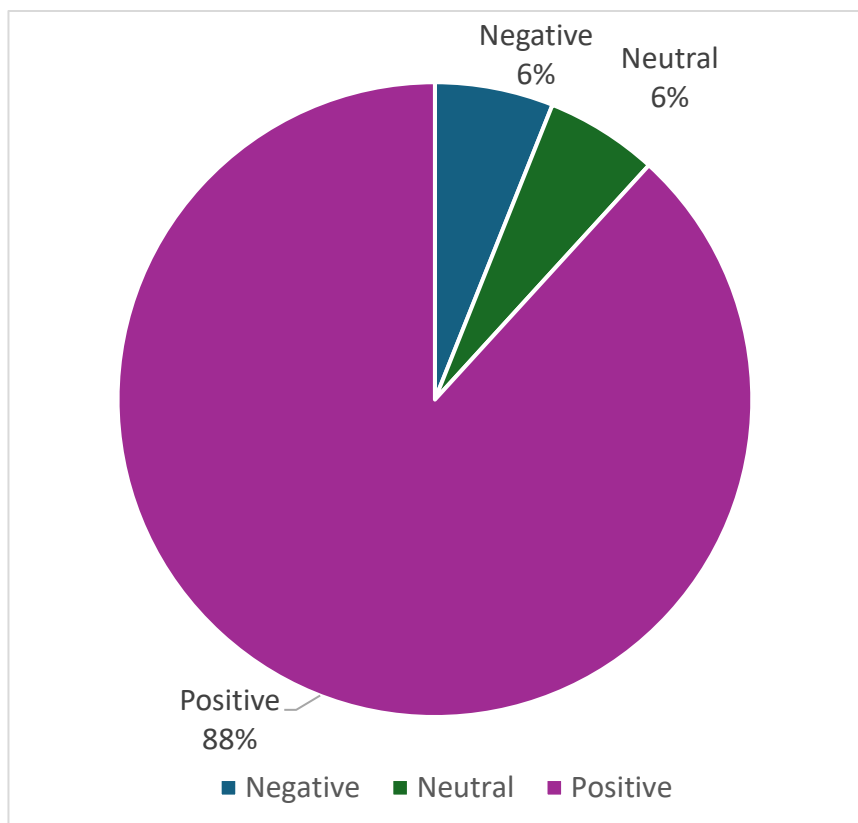Figure 27. Seven basic emotion percentages for Shenzhen

Figure 28 synthesizes the emotions into three core types: positive (88%), neutral (6%), and negative (6%). Tourists' perceptions of Shenzhen were mostly positive.

Figure 28. Overall emotion percentages for Shenzhen

Figure 29 depicts the sentiment trends across different themes related to tourism in Shenzhen.
- Overall sentiment (brown line): The highest overall sentiment corresponded to the "湾区之光摩天轮" (Bay Lights Ferris Wheel) theme at 96.85%, showcasing tourists' positive impressions of this attraction. The lowest overall sentiment accompanied "世

界之窗" (Window of the World) at 67.89%, indicating relatively lower satisfaction with this theme park.

- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
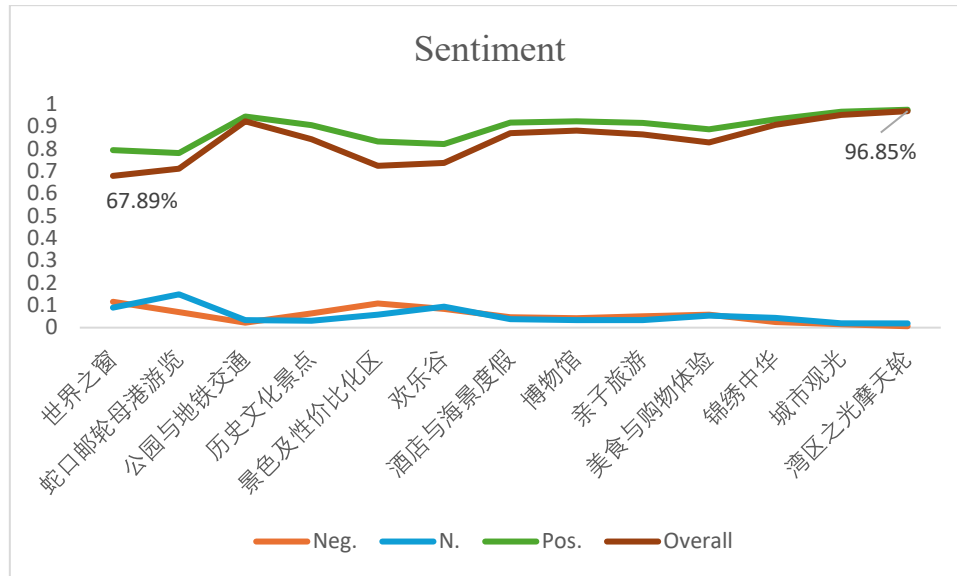- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

Figure 29. Sentiment trends across different themes in Shenzhen

Bay Lights Ferris Wheel
Tourists' positive feedback (Table 32) emphasized the Ferris wheel's beautiful views, especially at night. Convenient transportation and nearby amenities made it an attractive option for family outings.

Table 32. TF–IDF results for "Bay Lights Ferris Wheel" theme with positive emotions

Word	摩天轮	湾区	之光	深圳	夜景	交通	港湾	小朋友	很漂亮	打卡
TF-IDF	0.552	0.273	0.216	0.155	0.119	0.058	0.057	0.054	0.046	0.030

Window of the World
Negative sentiments (Table 33) reflected outdated facilities, poor maintenance, and high ticket prices. Visitors were also critical of unhelpful staff and inadequate service quality.

Table 33. TF–IDF results for "Window of the World" theme with negative emotions

Word	深圳	世界之窗	打卡	孩子	太小	糟糕
TF-IDF	0.514	0.058	0.034	0.025	0.023	0.023

2.4.4.1.7 Zhaoqing
The themes for Zhaoqing (Table 34) are described below.

Qixingyan Scenic Area
This theme highlights the "七星岩风景区 (Qixingyan Scenic Area)" with its natural beauty and family-friendly attractions. Keywords like "景区 (scenic area)," "星湖 (Xing Lake)," and "湿地公园 (wetland park)" emphasize the area's picturesque landscapes and eco-friendly

setting. Words such as "门票 (admission)," "空气 (air quality)," and "优惠 (discounts)" reflect visitors' feedback on pricing and accessibility. Mentions of "亲子 (family-friendly)" and "湖光山色 (lakes and mountains)" showcase the area's appeal to families and nature lovers.

Famous Mountains and Caves
This theme focuses on "名山景点与溶洞 (famous mountains and caves)," which are renowned for their natural and cultural significance. Keywords such as "蝴蝶谷 (Butterfly Valley)," "溶洞 (caves)," and "名山 (famous mountains)" highlight popular attractions and unique geological features. Words like "步行 (walking)," "交通 (transportation)," and "石灰岩 (limestone)" emphasize exploration. Notes about "朋友 (friends)" and "性价比 (value for money)" indicate the sites' suitability for group visits and cost-effective trips.

Xing Lake Wetland Park
This theme centres on "星湖湿地公园 (Xing Lake Wetland Park)," known for its serene setting and engaging activities. Keywords such as "体验 (experience)," "游船 (boat ride)," and "园区 (park area)" convey an interactive and scenic attraction. Words like "活动 (activities)," "亲子 (family-friendly)," and "文化 (culture)" emphasize the park's suitability for families and cultural enthusiasts. Mentions of "服务 (service)" and "朋友 (friends)" underline its welcoming atmosphere and group-friendly nature.

Historical Culture and Cuisine
This theme revolves around "历史文化与美食 (historical culture and cuisine)" and thus marries heritage with gastronomy. Keywords like "文化 (culture)," "历史 (history)," and "牌坊 (archway)" speak to cultural landmarks. Words such as "美食 (food)," "味道 (taste)," and "特色 (specialties)" reflect the city's culinary richness. Mentions of "夜景 (night view)" and "免费 (free admission)" refer to atmospheric experiences and attractions' accessibility.

Table 34. Latent Dirichlet allocation for Zhaoqing

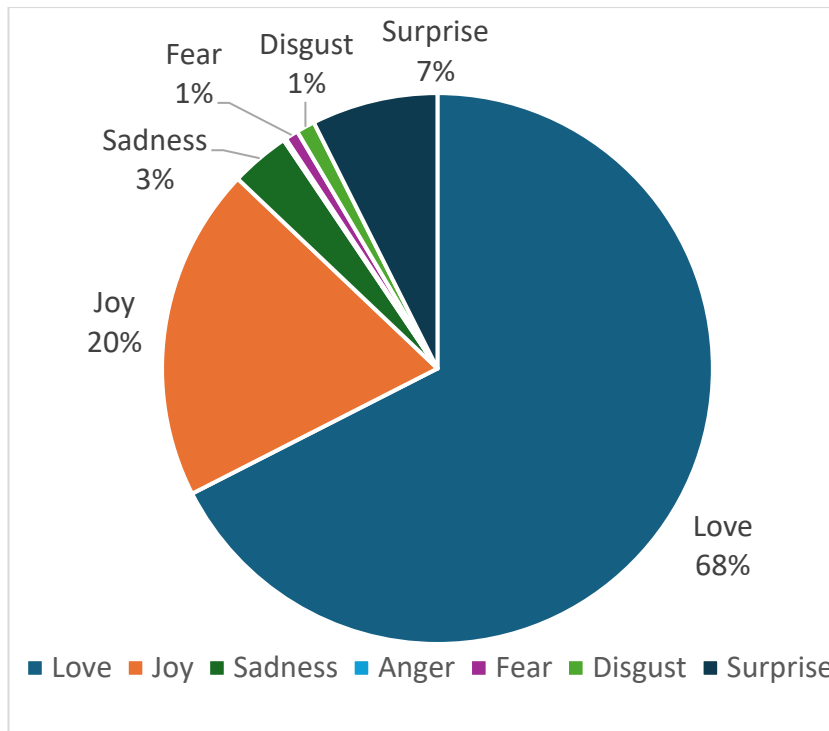| Theme	Terms
七星岩风景区	景区 星湖 门票 湿地公园 景色 游玩 公园 空气 收费 优惠 孩子 价格 游客 天气 小孩 观光车 免费 不值 个人 票价 年票 爬山 负离子 亲子 湖光山色
名山景点与溶洞	景区 风景 蝴蝶谷 景点 山顶 性价比 溶洞 名山 游览 景观 步行 北斗七星 交通 风景区 天柱 市区 水潭 石刻 面积 整体 石灰岩 朋友 票价 环境优美 观光车
星湖湿地公园	星湖 湿地公园 体验 环境 嘉年华 风景 游船 环星 排队 出游 生活 岩洞 很漂亮 小朋友 工作人员 视频 园区 湖光山色 环境优美 朋友 文化 买票 服务 活动 亲子
历史文化与美食	景点 酒店 景色 牌坊 美食 城墙 广场 美景 文化 历史 风光 携程 夜景 特色 活动 味道 建筑 爬山 服务 游客 买票 环境优美 风景区 朋友 免费

Figure 30 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 68%, followed by "乐" (joy) at 20%. Negative emotions such as "恶" (disgust) made up 7%, with "哀" (sadness) at 3%, "惧" (fear) at 1%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Zhaoqing-related discourse.

Figure 30. Seven basic emotion percentages for Zhaoqing
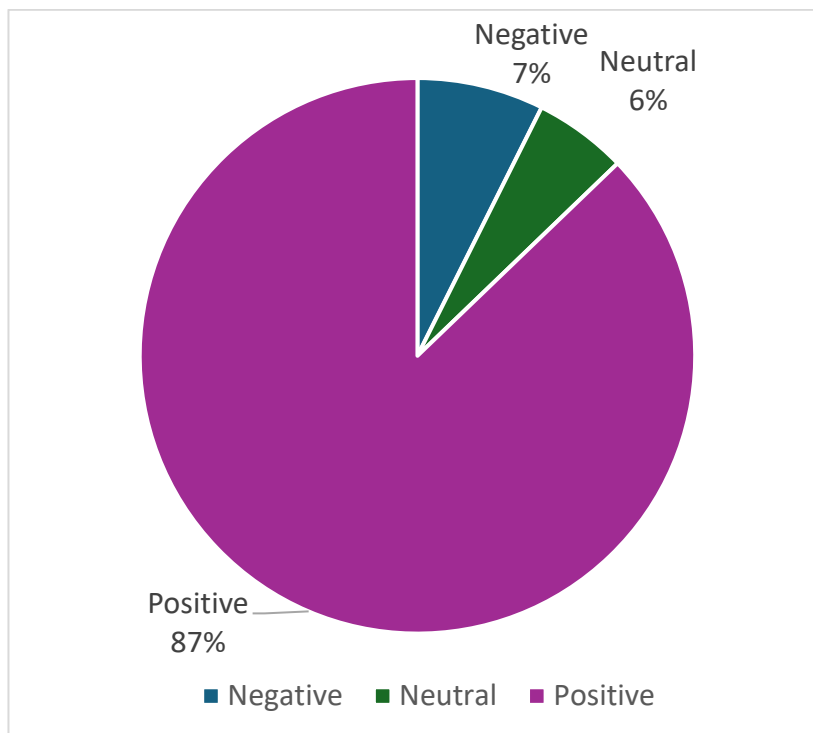
Figure 31 synthesizes the emotions into three core types: positive (87%), neutral (6%), and negative (7%). Tourists' perceptions of Zhaoqing were largely positive.

Figure 31. Overall emotion percentages for Zhaoqing

Figure 32 depicts the sentiment trends across different themes related to tourism in Zhaoqing.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "名山景点与溶洞" (Famous Mountain Attractions and Caves) theme at 92.66%,

showcasing tourists' positive impressions of these attractions. The lowest overall sentiment accompanied "七星岩风景区" (Qixingyan Scenic Area) at 69.97%, indicating relatively lower satisfaction in this category.

- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
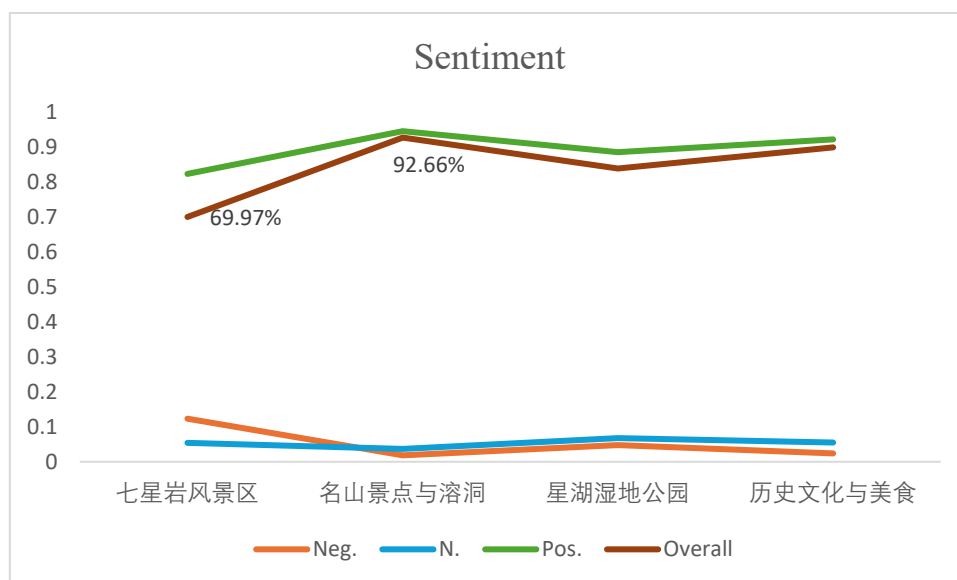- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

Figure 32. Sentiment trends across different themes in Zhaoqing

Famous Mountain Attractions and Caves

As shown in Table 35, tourists praised the natural beauty of Dinghu Mountain, Butterfly Valley, and unique cave formations. Zhaoqing's pristine natural environment was noted as a major draw. The prevalence of nature-oriented terms in this city's data suggests that natural environments evoke positive emotions for tourists. Zhaoqing therefore seems defined by its nature-related activities.

Table 35. TF–IDF results for "Famous Mountain Attractions and Caves" theme with positive emotions

Word	鼎湖	肇庆	景区	庆云寺	岭南	蝴蝶谷	风景	名山	山顶	溶洞
TF-IDF	0.305	0.189	0.127	0.087	0.078	0.077	0.073	0.055	0.051	0.041

Qixingyan Scenic Area

Table 36 indicates that negative tourist sentiments arose from high fees, poor cleanliness, and poor service quality. Long wait times for sightseeing buses added to visitor frustration.

Table 36. TF–IDF results for "Qixingyan Scenic Area" theme with negative emotions

Word	景区	门票	观光车	七星岩	垃圾	门票	后悔	很差	人多	服务态度
TF-IDF	0.498	0.274	0.137	0.125	0.080	0.021	0.073	0.056	0.050	0.044

2.4.4.1.8 Jiangmen

The themes for Jiangmen (Table 37) are described below.

Children's Park

This theme revolves around "儿童公园 (Children's Park)," highlighting family-oriented leisure spaces. Keywords like "古兜 (Gutan)," "儿童公园 (Children's Park)," and "游乐区 (play area)" emphasize recreational activities and facilities. Words such as "新会 (Xinhui)," "环境 (environment)," and "设施 (amenities)" indicate visitors' appreciation for the city's scenic and well-equipped areas. Mentions of "民宿 (homestay)" and "探店 (store exploration)" suggest a blend of tourism and accommodation options.

Chikan Culture

This theme centres on "赤坎文化 (Chikan culture)," reflecting the rich historical and architectural heritage of the area. Keywords such as "赤坎 (Chikan)," "华侨 (overseas Chinese)," and "碉楼 (watchtower)" highlight its cultural significance. Words like "美食 (cuisine)," "骑楼 (arcade building)," and "广场 (square)" showcase local landmarks and attractions. Mentions of "门票 (admission)" and "朋友 (friends)" suggest its appeal to both history enthusiasts and social visitors.

Filming Locations

This theme captures "打卡影视取景地 (filming locations)," focusing on scenic spots featured in popular media. Keywords like "狂飙 (The Knockout)," "取景 (filming)," and "电视剧 (TV series)" imply a backdrop for visual storytelling. Words such as "老街 (old street)," "民宿 (homestay)," and "咖啡 (coffee)" capture local charm and hospitality. Mentions of "网友 (netizens)" and "视频 (video)" highlight sites' online popularity and influence.

Scenic Spots and Value for Money

This theme explores "景点与性价比 (scenic spots and value for money)," emphasizing attractions with high visitor satisfaction. Keywords like "性价比 (value for money)," "峰山 (Fengshan)," and "故居 (former residence)" reflect popular and affordable destinations. Words such as "新会区 (Xinhui District)," "纪念馆 (memorial hall)," and "建筑 (architecture)" reflect historical and cultural richness. Mentions of "游乐区 (play area)" and "住宿 (accommodation)" suggest well-rounded travel experiences.

Paradise for Birds

This theme focuses on "小鸟天堂 (Paradise for Birds)," a haven for birdwatching and eco-tourism. Keywords such as "江门 (Jiangmen)," "小鸟 (birds)," and "天堂 (paradise)" emphasize its natural charm. Words like "市场 (market)," "文化 (culture)," and "收费 (admission)" reflect visitor experiences and local engagement. Mentions of "微博 (Weibo)" and "价格 (pricing)" highlight public discussions and accessibility concerns.

Table 37. Latent Dirichlet allocation for Jiangmen

Theme	Terms
儿童公园	古兜 酒店 儿童公园 环境 设施 主题 新会 风景 服务 游玩 风景区 肠粉 游乐区 交通 世界 景区 体验 新会区 出游 门票 特色 住宿 民宿 游船 探店
赤坎文化	美食 文化 赤坎 历史 景区 建筑 华侨 碉楼 侨乡 公园 骑楼 景点 游客 体验 门票 广场 探店 朋友 游玩 店铺 酒店 特色 游船 出游
打卡影视取景地	狂飙 取景 电视剧 视频 剧中 民宿 热度 特色 老街 肠粉 住宿 旧厂 咖啡 景点 历史 店铺 新会 探店 朋友 骑楼 侨乡 体验 世界 游客 网友
景点与性价比	性价比 景色 峰山 趣味 故居 纪念馆 新会区 环境 先生 小鸟天堂 世界 建筑 肠

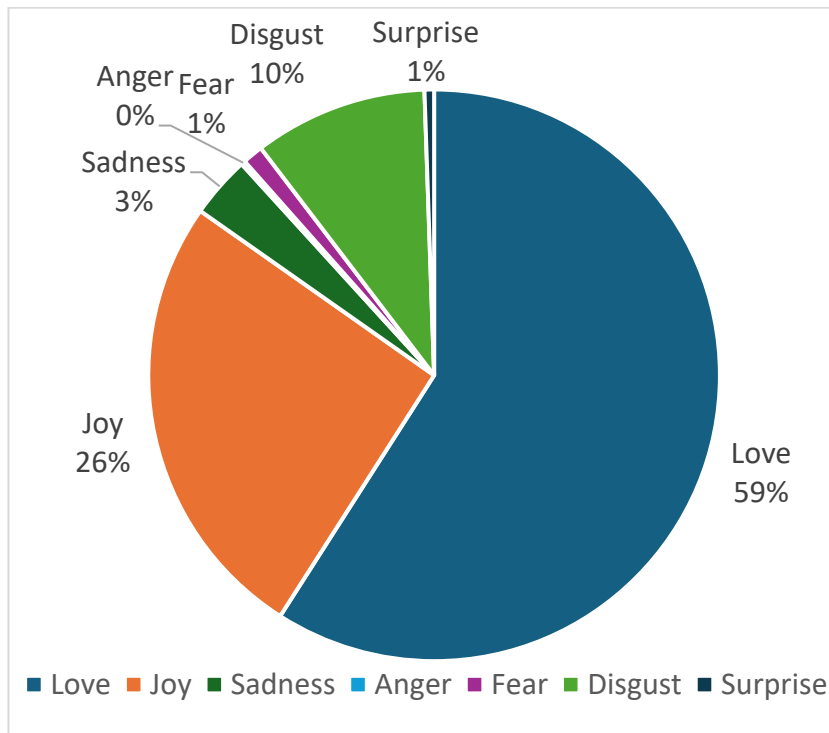|	
	粉 儿童公园 侨乡 老街 风景区 风景 古兜 景点 住宿 游乐区 新会 广场 出游
小鸟天堂	江门 天堂 小鸟 市场 收费 游客 视频 拍照 旅游 当地 文化 广东 门票 目前 网友 影响 表示 上午 回应 工作人员 部门 进行 欢迎 微博 价格

Figure 33 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 59%, followed by "乐" (joy) at 26%. Negative emotions such as "恶" (disgust) made up 10%, with "哀" (sadness) at 3%, "惧" (fear) at 1%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Jiangmen-related discourse.

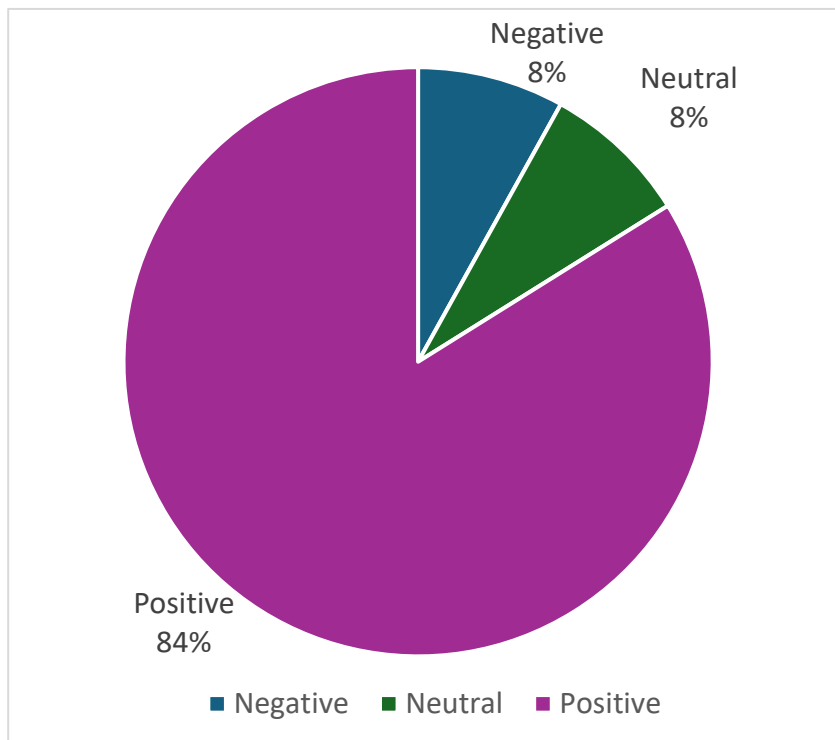Figure 33. Seven basic emotion percentages for Jiangmen

Figure 34 synthesizes the emotions into three core types: positive (84%), neutral (8%), and negative (8%). Tourists' perceptions of Jiangmen were mainly positive.

Figure 34. Overall emotion percentages for Jiangmen

Figure 35 depicts the sentiment trends across different themes related to tourism in Jiangmen.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "赤坎文化" (Chikan Culture) theme at 98.21%, showcasing tourists' positive impressions of these attractions. The lowest overall sentiment accompanied "小鸟天堂" (Paradise for Birds) at 40.00%, indicating relatively lower satisfaction in this category.
- Positive sentiment (green line): The positive sentiment wavered across topics, particularly deviating from the overall sentiment. For instance, while "赤坎文化" maintained a high overall sentiment, the positive sentiment curve fluctuated considerably, reflecting varying levels of favourable feedback. Some topics evoked mixed positive experiences, with certain aspects of attractions earning praise whereas others had room for improvement.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

(**Note:** The significant differences between positive and overall sentiment trends, especially in Jiangmen, could be linked to the relatively smaller sample. It is necessary to consider sample size when interpreting sentiment trends; smaller datasets can generate more volatile representations. In this case, having fewer responses could make the positive sentiment data more sensitive to variation, leading to larger shifts. Topics with fewer data points could then exhibit sharp contrasts between positive and overall sentiment trends.)
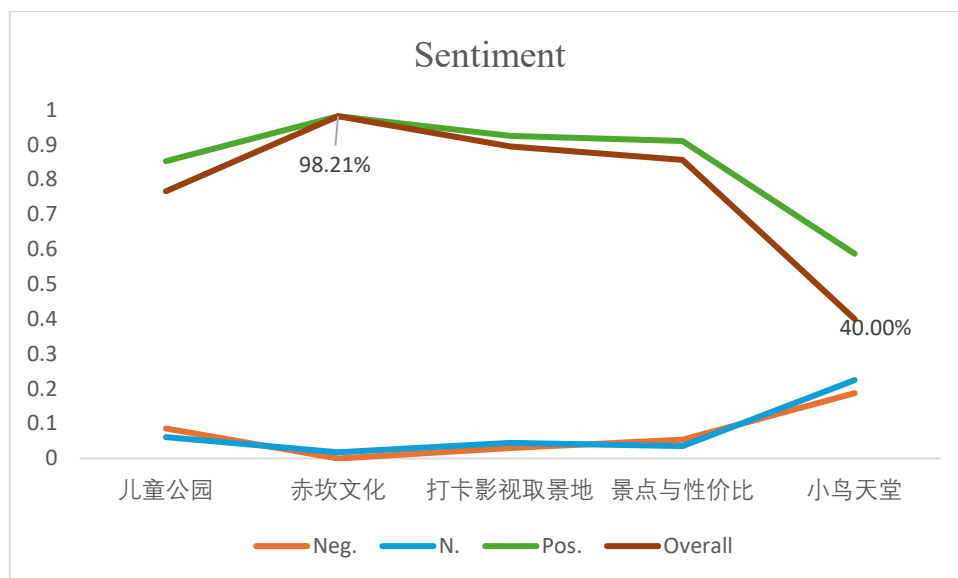

Figure 35. Sentiment trends across different themes in Jiangmen

Chikan Culture
Positive feedback (Table 38) highlighted the preservation of historical sites like Kaiping Diaolou and Chikan's authentic atmosphere.

Table 38. TF–IDF results for "Chikan Culture" theme with positive emotions

Word	江门	赤坎	古镇	拍照	开平	骑楼	台山	碉楼	侨乡	建筑
TF-IDF	0.456	0.119	0.102	0.069	0.068	0.055	0.054	0.045	0.030	0.031

Paradise for Birds

Tourists were drawn to this location because of the text in a primary school textbook, which describes this scenic spot as beautiful. They nonetheless had critiques (Table 39). Online tickets need to be exchanged for paper versions at the ticket window, which is cumbersome and involves long queues. Ticket prices are high, but the attraction's experience and services do not match the cost, resulting in low value for money.

Table 39. TF–IDF results for "Paradise for Birds" theme with negative emotions

Word	小鸟天堂	收费	游客	游客	门票	平台
TF-IDF	0.139	0.108	0.092	0.167	0.062	0.039

Film and TV Shooting Locations

Table 40 summarizes positive feedback for this theme. Jiangmen has become a popular destination due to its association with the TV series "狂飙." Fans of the show are eager to visit and take photos where memorable scenes were filmed. This connection to the series is especially alluring. Visitors are also drawn to Jiangmen for its food specialties that appeared in the TV series, such as rice noodle rolls (肠粉) and pig's trotters noodles (猪脚面). However, negative reviews (Table 41) indicated that some stalls charge tourists for taking pictures and checking in.

Table 40. TF–IDF results for "Film and TV Shooting Locations" theme with positive emotions

Word	江门	狂飙	打卡	取景	电视剧	肠粉	老街	强盛	消费	猪脚面
TF-IDF	0.648	0.474	0.171	0.166	0.100	0.046	0.045	0.025	0.022	0.018

Table 41. TF–IDF results for "Film and TV Shooting Locations" theme with negative emotions

Word	收费	狂飙	拍照	游客	行为	收钱
TF-IDF	0.270	0.263	0.234	0.167	0.103	0.035

2.4.4.1.9 Huizhou

The themes for Huizhou (Table 42) are described below.

Scenery and History

This theme revolves around "风景与历史 (scenery and history)," highlighting the linkages between natural beauty and historical significance. Keywords such as "红花 (red flower)," "名胜区 (scenic area)," and "历史 (history)" emphasize cultural and natural heritage. Words like "水域 (water area)" and "文化底蕴 (cultural richness)" reflect the city's depth and appeal. Mentions of "度假区 (resort)" and "美誉 (reputation)" underline its attractiveness for relaxation and sightseeing purposes.

Coastal Scenery

This theme captures "海滨风景 (coastal scenery)," focusing on picturesque seaside experiences. Keywords like "海景 (sea view)," "散步 (strolling)," and "空气 (air)" highlight a serene environment. Words such as "乐园 (amusement park)" and "孩子 (children)" reflect

family-friendly activities. Notes about "摄影 (photography)" and "世界 (world)" stress the area's allure for locals and tourists seeking scenic beauty.

Attractions and Supporting Facilities
This theme explores "景点与配套设施 (attractions and facilities)," namely based on visitors' satisfaction with amenities and infrastructure. Keywords like "博物馆 (museum)," "设施 (facilities)," and "海景 (sea view)" describe the overall experience. Words such as "环境优美 (beautiful environment)" and "价格 (pricing)" reflect a balance between quality and affordability. Mentions of "住宿 (accommodation)" and "服务 (services)" suggest a well-rounded experience.

Scenery and Value for Money
This theme concerns "景色与性价比 (scenery and value for money)" and largely addresses the affordable enjoyment of stunning views. Keywords like "性价比 (value for money)," "酒店 (hotel)," and "亲子 (family)" underline the city's appropriateness for budget-conscious travellers. Words such as "摄影 (photography)" and "交通 (transportation)" convey convenience and memorable experiences. Mentions of "美食 (cuisine)" and "服务 (service)" showcase Huizhou's general appeal.

Culture and Leisure
This theme, which focuses on "文化与休闲 (culture and leisure)," blends cultural exploration with relaxing activities. Keywords such as "景色 (scenery)," "文化 (culture)," and "狮子 (lion)" refer to unique attractions. Words like "生活 (lifestyle)" and "亲子 (family)" allude to diverse leisure opportunities. Mentions of "民宿 (homestay)" and "建筑 (architecture)" reflect traditional and modern charms.

Ecological Attractions
This theme captures "生态景区 (ecological attractions)," particularly in terms of natural and sustainable tourism. Keywords like "生态 (ecology)," "景区 (scenic area)," and "小径 (trail)" describe environmental awareness. Words such as "免费 (free)" and "华润 (China Resources)" reflect accessibility and involvement in eco-friendly initiatives. Mentions of "民宿 (homestay)" and "摄影 (photography)" emphasize the city's appeal to nature lovers.

Coastal Activities
This theme addresses "海滨活动 (coastal activities)," mainly seaside fun and adventure. Keywords such as "海水 (sea water)," "海龟 (sea turtle)," and "海浪 (waves)" reference marine life and activities. Words like "沙质 (sand quality)" and "美景 (beautiful scenery)" reflect the area's natural allure. Mentions of "半岛 (peninsula)" and "港口 (port)" underscore its strategic location and popularity among visitors.

Table 42. Latent Dirichlet allocation for Huizhou

Theme	Terms
风景与历史	红花 风景 名胜区 景区 国家 视频 历史 功能 面积 观光 特征 水域 文化 底蕴 总面积 计划 朋友 美誉 景点 度假区
海滨风景	风景 活动 孩子 建筑 家人 环境优美 网红 乐园 空气 朋友 门票 海景 半岛 散步 计划 红花 摄影 世界 游玩 体验
景点与配套设施	环境 博物馆 历史 设施 水质 很漂亮 世界 半岛 服务 海景 体验 建筑 空气 乐园 特色 环境优美 价格 国家 天气 住宿
景色与性价比	酒店 性价比 景色 趣味 体验 美食 游玩 朋友 服务 海景 视频 亲子 摄影 住宿 门票 计划 交通 景点 环境优美 特色
文化与休闲	景色 文化 狮子 游玩 特色 民宿 建筑 门票 天气 体验 公园 住宿 生活 交通 服务 亲子 朋友 水质 计划 世界
生态景区	景区 生活 小径 免费 生态 华润 价格 环境 历史 交通 服务 游玩 游客 世界 民宿 朋友 体验 摄影 景点 网红
海滨活动	海水 景点 海龟 美景 度假区 港口 沙子 沙质 空气 游客 天赐 海浪 散步 海岸线 美誉 半岛 特色 天气 世界 景区

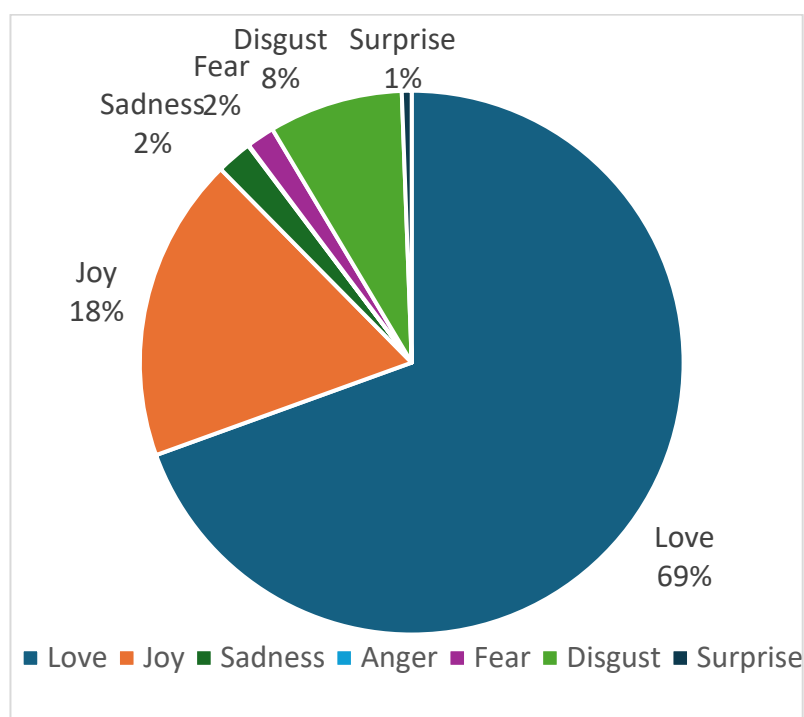Figure 36. Seven basic emotion percentages for Huizhou

Figure 36 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 69%, followed by "乐" (joy) at 18%. Negative emotions such as "恶" (disgust) made up 8%, with "哀" (sadness) at 2%, "惧" (fear) at 2%, and "惊" (surprise) at 1%. Thus, positive emotions dominated the Huizhou-related discourse.
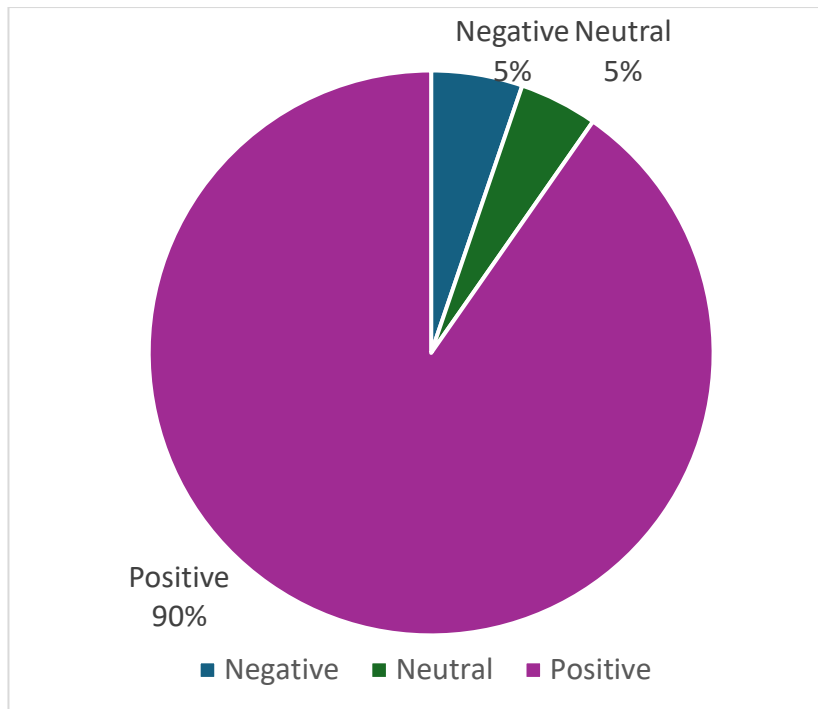
Figure 37 synthesizes the emotions into three core types: positive (90%), neutral (5%), and negative (5%). Tourists' perceptions of Huizhou were overwhelmingly positive.

Figure 37. Overall emotion percentages for Huizhou

Figure 38 depicts the sentiment trends across different themes related to tourism in Huizhou.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "景点与配套设施" (Attractions and Supporting Facilities) theme at 90.91%, showcasing tourists' positive impressions of these attractions. The lowest overall sentiment accompanied "生态景区" (Ecological Scenic Area) at 79.63%.
- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, the peak is "生态景区" (Ecological Scenic Area).
- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.
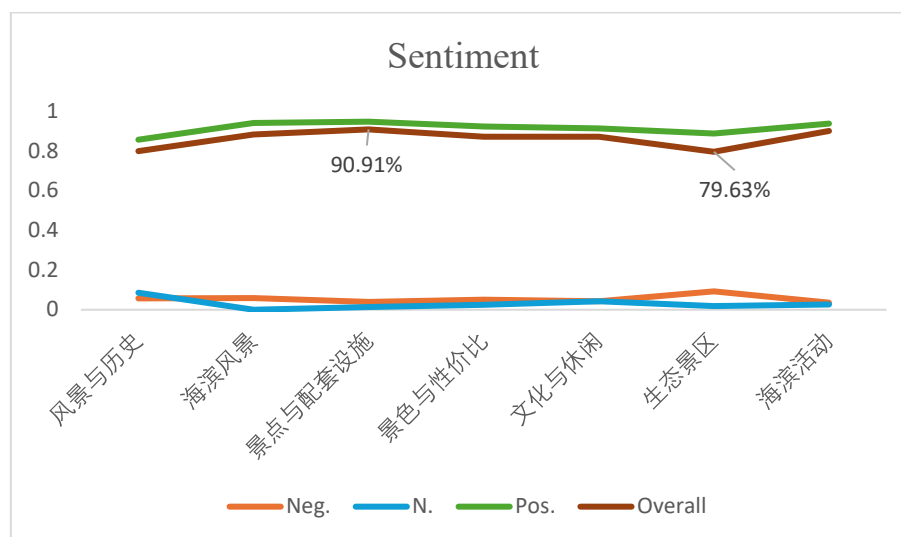

Figure 38. Sentiment trends across different themes in Huizhou

Attractions and Supporting Facilities

Huizhou's well-maintained facilities and a combination of cultural heritage and scenic beauty earned it positive feedback (Table 43). Key attractions included Shuangyue Bay and Xunliao Bay.

Table 43. TF–IDF results for "Attractions and Supporting Facilities" theme with positive emotions

Word	惠州	博物馆	双月湾	大亚湾	很漂亮	沙滩	书院	历史	设施	配套
TF-IDF	0.646	0.363	0.135	0.133	0.099	0.078	0.073	0.073	0.061	0.040

Ecological Scenic Area

Negative feedback (Table 44) stemmed from poor trash management and high food prices in Shuangyue Bay, with some reports of deceptive practices.

Table 44. TF–IDF results for "Ecological Scenic Area" theme with positive emotions

Word	景区	垃圾	沙滩	太脏	小径	华润
TF-IDF	0.203	0.201	0.163	0.150	0.119	0.113

2.4.4.1.10 Dongguan

The themes for Dongguan (Table 45) are described below.

Historical Culture and Museums

Dongguan's "history (历史)" and "culture (文化)" are showcased in its "museums (博物馆)" and "parks (公园)". Attractions such as the "Opium War (鸦片战争)" site and "Ke Garden (可园)" preserve significant historical records, making them ideal for "photography (摄影)" and "educational (教育)" visits. Many venues offer "free admission (免费)", with an "eco-friendly (生态)" environment and "parking facilities (停车场)", providing a leisurely sightseeing experience.

Yinxian Resort

"Yinxian Resort (隐贤山庄)" is a "tourist attraction (旅游景点)" that integrates a "hotel (酒店)", "amusement park (乐园)", and "wetland park (湿地公园)". It is suitable for "family-friendly (亲子)" trips, offering a "beautiful environment (环境优美)" and "attentive service (服务热情)". Ideal for "families (家庭)", "couples (情侣)", or "friends (朋友)", the resort features special facilities such as a "glass bridge (玻璃桥)". Visitors should expect "queues (排队)" during holidays.

Ocean Park

"Ocean Park (海洋公园)" highlights "polar animals (极地动物)" and "entertainment facilities (游乐设施)", making it a great destination for "families (家人)" and "friends (朋友)". Visitors can "hike (爬山)" to the "mountain top (山顶)" for a stunning "view (风景)" while enjoying the "fresh air (空气清新)". The park offers a well-rounded "experience (体验)", especially for "children (小朋友, 孩子)".

Family-Friendly Travel

Dongguan offers a variety of "family-friendly (亲子)" "attractions (景点)", including the "Opium War Museum (鸦片战争博物馆)", "Songshan Lake (松山湖)", "amusement parks (乐园)", and "public parks (公园)". Visitors can enjoy "local cuisine (美食)", explore "history

(历史)", and experience "themed attractions (主题游乐区)", catering to the needs of both "children (孩子)" and "tourists (游客)".

Longfeng Villa Film Resort
"Longfeng Villa (龙凤山庄)" is a "film and TV resort (影视度假村)" combining "landscaped gardens (园林)", "movie sets (影城)", and diverse "activities (活动)". It is ideal for "families (家庭)" and "children (孩子)", offering a charming "night view (夜景)". Some areas require "tickets (门票)" or "package deals (套票)" for entry.

Botanical Garden
The "Botanical Garden (植物园)" features a wide variety of "plants (植物)" and "animals (动物)", making it a great destination for "children (孩子)", "adults (大人)", and "seniors (老人)". The "park (园区)" offers "games (游戏)" and "recreational facilities (游乐设施)", promoting "parent-child interaction (亲子互动)". The overall "value for money (性价比)" is high.

Mountain Sightseeing
Dongguan has several "scenic areas (风景区)", such as "Guanyin Mountain (观音山)" and "Songshan Lake (松山湖)", ideal for "forest walks (森林漫步)", "mountaintop views (山顶观景)", or taking a "sightseeing bus (观光车)". Visitors can enjoy the "fresh air (空气清新)" and "engaging environment (环境趣味十足)", making it perfect for "strolling (散步)" and "sightseeing (游览)".

Table 45. Latent Dirichlet allocation for Dongguan

| Theme	Terms
历史文化与博物馆	历史 文化 摄影 炮台 公园 博物馆 森林公园 免费 建筑 教育 传统 记录 可园 景区 门票 生态 氛围 鸦片战争 面积 意义 基地 计划 停车场 漫游 原创
隐贤山庄	隐贤山庄 酒店 梦幻 环境 服务 景区 亲子 乐园 小朋友 视频 环境优美 排队 出游 工作人员 世界 湿地公园 玻璃 收费 朋友 服务态度 家庭 情侣 交通 热情 旅游景点
海洋公园	极地 海洋公园 风景 游玩 朋友 体验 家人 设施 爬山 小朋友 孩子 味道 观音 山顶 门票 整体 环境 价格 小孩 设计 精彩 游乐 娱乐 世界 空气
亲子出行	美食 景点 体验 鸦片战争博物馆 特色 松山湖 探店 区域 乐园 公园 中心 水库 花园 风格 历史 孩子 部分 态度 游客 棕榈 水城 美景 主题 设施 一体
龙凤山庄影视度假村	龙凤山庄 影视 度假村 园林 万达 艺术 门票 广场 影城 景色 景观 代表 孩子 问题 风格 活动 趣味 生活 排队 套票 价格 夜景 出游 主题 节目
植物园	动物园 动物 植物园 小孩 小朋友 园区 孩子 种类 小孩子 植物 游玩 大人 品种 活动 设施 游戏 景观设计 机动 水质 游乐 收费 套票 内容 老人 性价比
山景游览	风景区 观音山 松山湖 景色 性价比 趣味 景区 环境 游玩 森林 观光车 体验 管理 樟木头 姻缘 人员 很漂亮 游客 空气 山顶 散步 停车场 交通 国家 游览
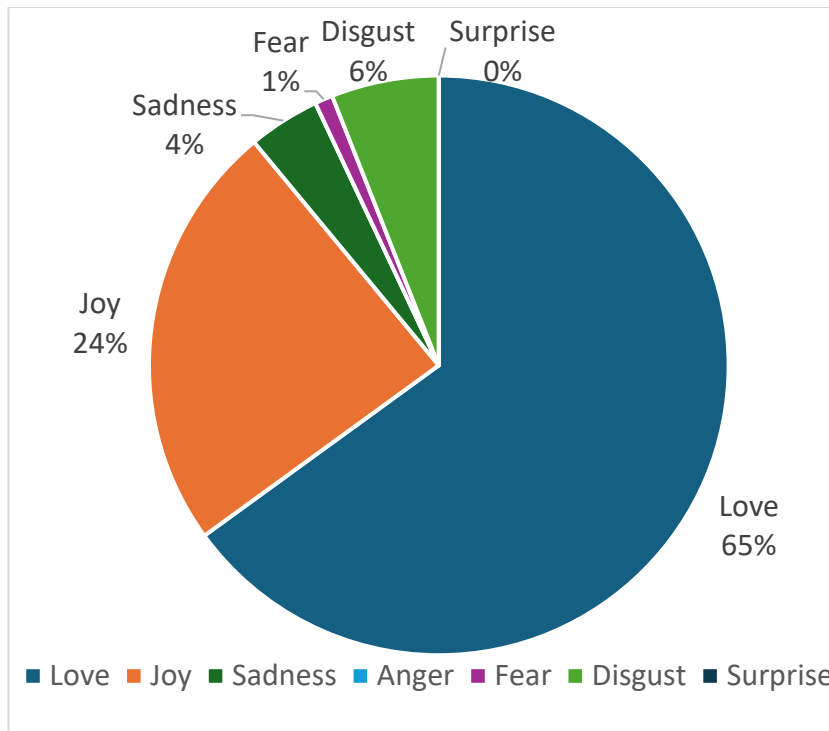
Figure 39 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 65%, followed by "乐" (joy) at 24%. Negative emotions such as "恶" (disgust) made up 6%, with "哀" (sadness) at 4%, "惧" (fear) at 1%, and "惊" (surprise) at 0%. Thus, positive emotions dominated the Dongguan-related discourse.

Figure 39. Seven basic emotion percentages for Dongguan
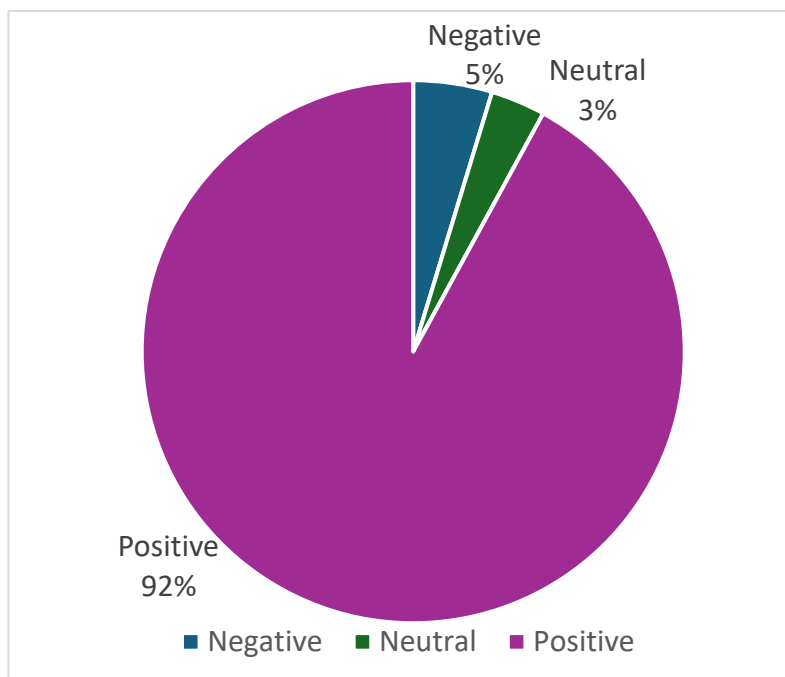
Figure 40 synthesizes the emotions into three core types: positive (92%), neutral (3%), and negative (5%). Tourists' perceptions of Dongguan were overwhelmingly positive.

Figure 40. Overall emotion percentages for Dongguan

Figure 41 depicts the sentiment trends across different themes related to tourism in Dongguan.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "植物园" (Botanical Gardens) theme at 96.49%, showcasing tourists' positive impressions of these attractions. The lowest overall sentiment accompanied "龙凤山庄影视度假村" (Longfeng Villa Film Resort) at 75.37%.

- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

Figure 41. Sentiment trends across different themes in Dongguan

Botanical Gardens
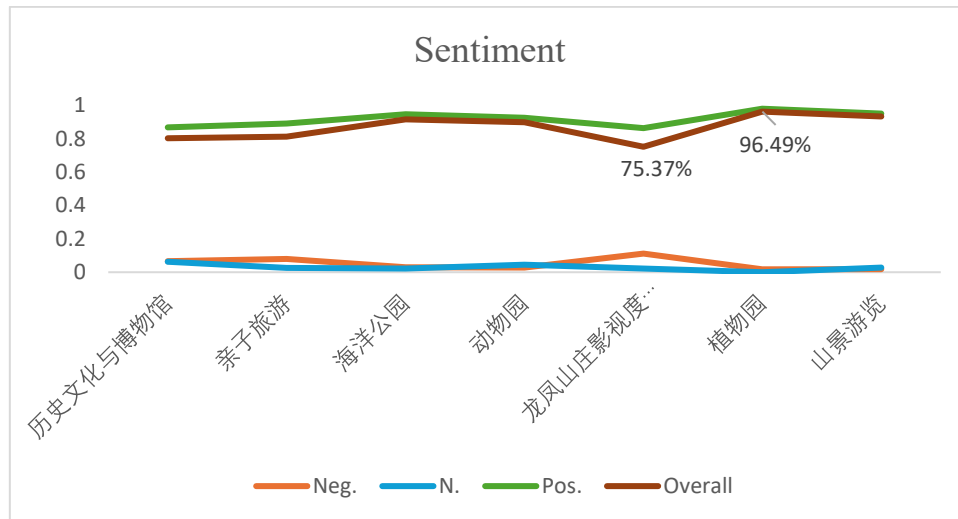Tourists appreciated Dongguan's affordability, family-friendly atmosphere, and scenic attractions (Table 46).

Table 46. TF–IDF results for "Botanical Gardens" theme with positive emotions

Word	景色	性价比	趣味	植物园	东莞	粤晖园	松山湖	植物	优美	小孩
TF-IDF	0.581	0.554	0.440	0.396	0.363	0.227	0.149	0.070	0.049	0.033

Longfeng Villa Film Resort
Negative reviews criticized poorly maintained facilities, dirty environments, and inadequate staff service (Table 47).

Table 47. TF–IDF results for "Longfeng Villa Film Resort" theme with negative emotions

Word	东莞	度假村	景区	垃圾	设施	工作人员	太烂	服务态度
TF-IDF	0.177	0.126	0.116	0.115	0.097	0.096	0.095	0.080

2.4.4.1.11 Zhongshan
The themes for Zhongshan (Table 48) are described below.

Family Hot Spring Experience
This theme concerns "亲子温泉体验 (family hot spring experience)," which entails relaxation, recreation, and family bonding. Keywords such as "泉眼 (spring source)," "设施 (facilities)," and "泳池 (pool)" highlight comfort and amenities. Words like "服务 (service)" and "小朋友 (children)" reflect a family-friendly atmosphere. Mentions of "艺术 (art)" and "性价比 (value for money)" emphasize an aesthetically pleasing and affordable experience.

Parks and Garden Landscapes

This theme captures "公园与园林景观 (parks and garden landscapes)," specifically natural beauty and urban escapes. Keywords such as "园林 (gardens)," "景观 (landscape)," and "文化 (culture)" suggest tranquil and visually appealing environments. Words like "交通 (transportation)" and "美食 (delicious food)" reflect accessibility and culinary delights. Mentions of "环境优美 (beautiful surroundings)" and "特色 (unique features)" stress these locations' appeal to families and nature lovers.

Historical Residences

This theme describes "历史故居 (historical residences)," namely in terms of cultural heritage and education. Keywords such as "故居 (residence)," "纪念馆 (memorial hall)," and "历史 (history)" speak to historical landmarks' significance. Words like "革命 (revolution)" and "教育 (education)" reflect these sites' educational value. Mentions of "免费 (free)" and "文化 (culture)" convey accessibility and historical richness.

Film Studios

This theme focuses on "影视城 (film studios)," combining cinematic elements with tourism. Keywords such as "摩天轮 (Ferris wheel)," "风景 (scenery)," and "建筑 (architecture)" point out studios' scenic and iconic features. Words like "风情 (style)" and "网红 (internet-famous)" reflect their trendy and photogenic nature. Mentions of "参观 (visit)" and "特色 (unique features)" accentuate these studios' roles as cultural and recreational destinations.

Table 48. Latent Dirichlet allocation for Zhongshan

Theme	Terms
亲子温泉体验	泉眼 世界 环境 小朋友 体验 孩子 服务 小孩 设施 游玩 价格 工作人员 大人 态度 池子 泳池 面积 整体 朋友 泡温泉 游客 天气 家人 艺术 性价比
公园与园林景观	公园 酒店 景色 性价比 美食 园林 趣味 特色 交通 游玩 艺术 体验 文化 环境优美 设计 景观 市区 天气 气息 泡温泉 家人 风格 泳池 区域 设施
历史故居	故居 纪念馆 伟人 博物馆 先生 历史 参观 纪念 意义 革命 教育 故里 游览 游客 家人 气息 免费 交通 游玩 景点 孩子 文化 面积 环境 小朋友
影视城	影视城 景区 景点 摩天轮 建筑 幻彩 门票 免费 风格 历史 步行街 园区 风景 文化 特色 活动 参观 游玩 风情 网红 游览 游客 朋友 设计 艺术
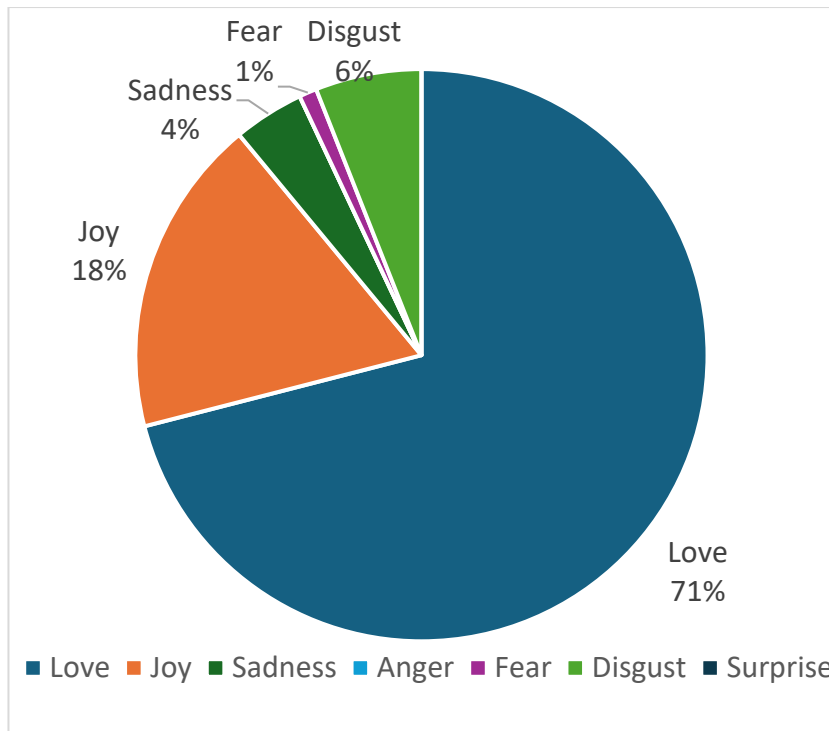
Figure 42 shows the proportions of seven emotion-related categories: "喜" (love) accounted for 71%, followed by "乐" (joy) at 18%. Negative emotions such as "恶" (disgust) made up 6%, with "哀" (sadness) at 4%, "惧" (fear) at 1%, and "惊" (surprise) at 0%. Thus, positive emotions dominated the Zhongshan-related discourse.

Figure 42. Seven basic emotion percentages for Zhongshan
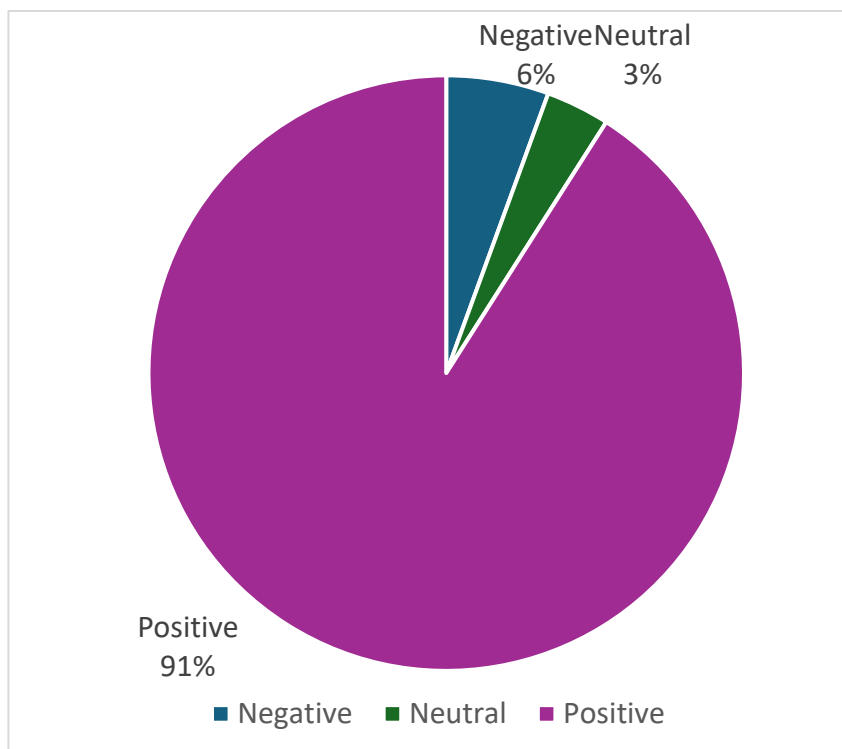
Figure 43 synthesizes the emotions into three core types: positive (91%), neutral (3%), and negative (6%). Tourists' perceptions of Zhongshan were overwhelmingly positive.

Figure 43. Overall emotion percentages for Zhongshan

Figure 44 depicts the sentiment trends across different themes related to tourism in Zhongshan.

- Overall sentiment (brown line): The highest overall sentiment corresponded to the "历史故居" (Historical Residences) theme at 98.41%, showcasing tourists' positive

impressions of these attractions. The lowest overall sentiment accompanied "亲子温泉体验" (Family Hot Spring Experience) at 74.46%, indicating relatively lower satisfaction in this category.

- Positive sentiment (green line): This line followed a similar trend to the overall sentiment.
- Negative sentiment (blue line): Negative sentiment remained consistently low across all themes, with minimal fluctuations.
- Neutral sentiment (orange line): Neutral sentiment held steady across the themes.

Figure 44. Sentiment trends across different themes in Zhongshan

Historical Residences

Tourists are drawn to Zhongshan for its rich historical significance and the opportunity to explore the legacy of great leaders like Sun Yat-sen. The city is home to well-preserved historic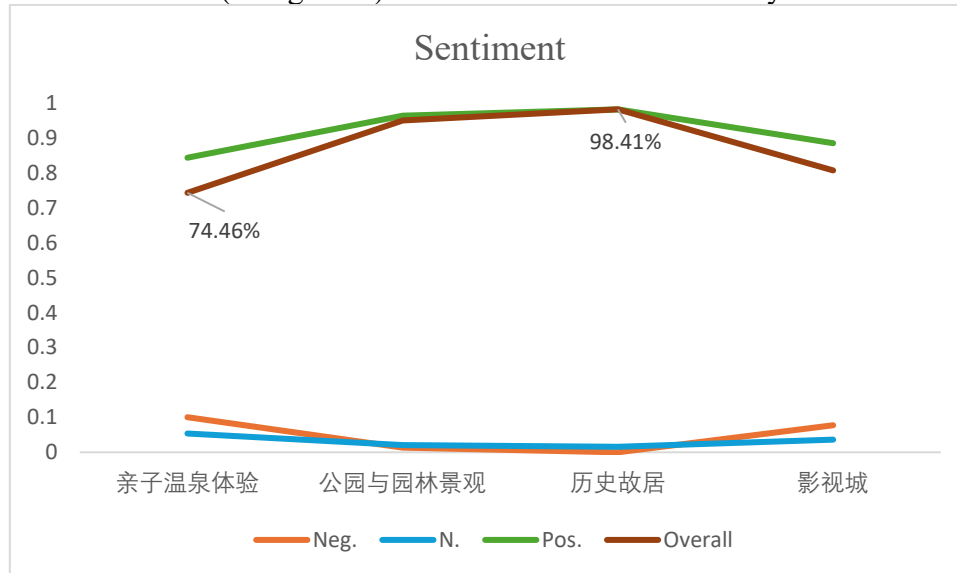al residences and museums dedicated to his memory, offering deep insights into his life and revolutionary contributions (Table 49).

Table 49. TF–IDF results for "historical residences" theme with positive emotions

Word	故居	孙中山	纪念馆	伟人	博物馆	历史	纪念	革命	意义	小朋友
TF-IDF	0.794	0.754	0.639	0.195	0.070	0.059	0.052	0.041	0.039	0.028

Family Hot Spring Experience

Visitors' negative feedback referenced outdated facilities, poor food quality, and hygiene concerns at hot spring resorts (Table 50).

Table 50. TF–IDF results for "family hot spring experience" theme with negative emotions

Word	中山	温泉	自助餐	泳池	设施	态度	服务	太旧	难吃	浑浊
TF-IDF	0.318	0.293	0.065	0.064	0.060	0.052	0.047	0.041	0.038	0.033

2.4.4.2 English social media

Tourism-related content was also analyzed from two major English-language platforms: TripAdvisor and YouTube Shorts. A total of 5,239 effective data points were extracted from TripAdvisor in addition to 2,129 from YouTube Shorts. Far fewer data were obtained from these platforms compared with Chinese social media sites, which limited the scope of analysis.

Notably, about 71.40% of the data related to Hong Kong while 8.17% pertained to Macau; information about other cities in the GBA was too sparse to allow for meaningful analysis. This data disparity is likely due to the stronger global appeal and online presence of Hong Kong and Macau as tourism destinations in comparison to other GBA cities.

In light of these constraints, the analysis focused solely on Hong Kong and Macau. The methodology was similar to that used for Chinese social media platforms.

Step 1: Topic Extraction via Latent Dirichlet Allocation
The first step involved analyzing the cleaned data using LDA to extract key themes related to each city. This process identified the main topics of interest discussed by users on these platforms.

Step 2: Sentiment Analysis
The second step refined the topic analysis by focusing on the overall sentiment score (i.e., overall = positive – negative). Due to the minimal presence of negative and neutral sentiments in the data, only the overall sentiment was considered in subsequent analysis. This approach provided a clearer understanding of tourists' attitudes towards each topic while simplifying the interpretation of results.

Step 3: Keyword Analysis with TF–IDF
The final step focused on themes with the highest and lowest sentiment percentages. The most relevant keywords for each theme were extracted and ranked via the TF–IDF method, highlighting these terms' importance in the order of low to high.

2.4.4.2.1 Hong Kong

The themes for Hong Kong (Table 51) are described below.

Shopping
This theme encompasses visitor activities related to shopping and commuting. It highlights a wide range of shopping centres, bustling markets, and the ease of access to tourist spots through efficient transportation systems. Feedback often described convenience, general satisfaction with Hong Kong's extensive public transit, and the network's connectivity to key shopping areas.

Service Experience
This theme emphasizes tourists' personal interactions and recommendations based on their visits. It includes recollections of exceptional customer service; interactions with staff in hotels, shops, or restaurants; and advice for future travellers.

Transportation
This theme covers aspects related to movement and accessibility. It includes tourists' remarks about airport services, the efficiency of public transport such as the Mass Transit Railway (MTR) and buses, and ferry rides to and from Hong Kong's neighbouring regions. Visitors tended to appreciate smooth and timely travel.

Food

This theme focuses on Hong Kong's culinary landscape. From street food to high-end restaurants, tourists shared their dining experiences, spoke of specific dishes, and reflected on the overall atmosphere and food quality.

Tailoring Experience
This theme revolves around Hong Kong's renowned tailoring industry. Tourists mentioned tailored suits' precision, personalized service, and being satisfied with the local tailors' professionalism.

Disneyland
This theme highlights experiences at Hong Kong's iconic attractions like Disneyland. It captures tourists' excitement about amusement parks, popular rides, and family-friendly destinations.

Museums & Cityscapes
This theme dives into Hong Kong's cultural and historical offerings, such as visits to museums and iconic cityscapes. Reviews often mentioned stunning urban views, historical landmarks, and cultural sites, emphasizing Hong Kong's striking blend of tradition and modernity.

Local Culture
This theme pertains to guided tours and local interactions. Tourists usually shared insights about experiences' authenticity, tour guides' knowledge, and connecting more deeply with Hong Kong's culture and traditions.

Boating & Outdoor Activities
This theme covers outdoor and water-based activities, including boat trips, island-hopping, hiking, and nature exploration. Reviews frequently highlighted the scenic beauty and refreshing experiences available in Hong Kong's outdoors.

Table 51. Latent Dirichlet allocation and overall sentiment for Hong Kong

Topic	Overall
Shopping	0.6662636
Service Experience	0.8530466
Transportation	0.544335
food	0.7962963
Tailoring Experience	0.8394737
Disneyland	0.4774194
Museums & Cityscapes	0.7223001
Local Culture	0.9325211
Boating & Outdoor Activities	0.5207254

Note: Green is the lowest score, yellow is the highest score

Among all themes, the highest overall sentiment corresponded to "Local Culture" at 93.25%, showcasing tourists' positive impressions of related attractions. The lowest overall sentiment

accompanied "Disneyland" at 47.74%, indicating relatively lower satisfaction with this location.

Local Culture
Regarding cultural experiences, many tourists valued the chance to engage with Hong Kong's heritage (Table 52). They particularly enjoyed visiting temples, participating in local festivals, and discovering neighbourhoods' distinctive characteristics. Visitors reminisced about the affordability and extensive array of food options as well.

Table 52. TF–IDF results for "Local Culture" theme with positive emotions

Word	tour	very	guide	great	experience	recommend	food	local	history	knowledgeable
TF-IDF	0.165	0.088	0.071	0.069	0.061	0.052	0.049	0.032	0.029	0.026

Disneyland
Visitors mainly expressed concerns about waiting times, particularly during peak periods (Table 53).

Table 53. TF–IDF results for "Disneyland" theme with negative emotions

Word	many	time	tour	day	visit	HK	experience	lot
TF-IDF	0.045	0.044	0.043	0.042	0.038	0.036	0.035	0.031

2.4.4.2.2 Macau

The themes for Macau (Table 54) are described below.

Historical Architecture
This theme highlights Macau's rich historical heritage and architectural landmarks. It addresses iconic colonial-style buildings, UNESCO World Heritage sites, and the preservation of historical areas. Tourists appreciated the fusion of Portuguese and Chinese architecture, which exemplifies Macau's unique cultural identity.

Shopping
This theme concentrates on shopping experiences in Macau, namely luxury brands, local markets, and souvenir shops. Tourists shared their impressions of shopping options' variety and quality, often comparing Macau with other destinations.

Service Experience
This theme centres on the quality of customer service across sectors such as hotels, restaurants, and casinos. Tourists frequently spoke of professionalism, attentiveness, and hospitality in Macau's service industry, all of which contributed to a positive experience.

Hotels and Casinos
This theme reflects tourists' experiences with Macau's renowned hotel and casino industries. It includes reviews of accommodations, gambling facilities, and entertainment offerings. Tourists primarily described luxurious amenities, the vibrant casino scene, and the appeal of integrated resorts.

Cultural and Museum

This theme emphasizes Macau's cultural and museum experiences. Visitors tended to explore museums, art exhibitions, and cultural events. Tourists especially appreciated the merging of traditional Chinese culture with Portuguese influence. This category reflects Macau's efforts to preserve and showcase its heritage.

Table 54. Latent Dirichlet allocation and overall sentiment for Macau

Topic	Overall
Historical Architecture	0.824
Shopping	0.7592593
Service Experience	0.9834711
Hotels and Casino	0.6240602
Cultural and Museum	0.9

Note: Green is the lowest score, yellow is the highest score

Among all themes, the highest overall sentiment corresponded to "Service Experience" at 98.34%, conveying tourists' positive impressions. The lowest overall sentiment accompanied "Hotel and Casino" at 62.24%, indicating relatively lower satisfaction in this category.

Service Experience
Quality is one of the most important factors in service. Visitors to Macau particularly valued staff members' professional skills, most notably at spas and wellness centres. Travellers valued excellent customer service, characterized by friendly and helpful employees who work hard to ensure that visitors enjoy a pleasant stay (Table 55).

Table 55. TF–IDF results for "Service Experience" theme with positive emotions

Word	spa	massage	experience	macau	great	amazing	service	staff	nice	professional
TF-IDF	0.319	0.189	0.185	0.185	0.141	0.131	0.106	0.100	0.096	0.089

Hotels and Casino
Macau's casinos and hotels are nearly identical to those in Las Vegas, which disappointed some visitors. Furthermore, because many of Macau's attractions are casinos, this destination is not the most suitable for children (Table 56).

Table 56. TF–IDF results for "Hotel and Casino" theme with negative emotions

Word	hotel	time	casino	money	pay	worth	kids	nothing
TF-IDF	0.172	0.098	0.098	0.074	0.061	0.049	0.049	0.049

2.5 Commonalities Across Cities

Family-Oriented Tourism
Family-oriented tourism is prominent in the GBA. Parent–child and family travellers largely expressed positive sentiments towards these destinations.

Cultural Heritage and Architecture
Several cities in the GBA, including Hong Kong, Macau, Zhongshan, Foshan, Jiangmen, and Guangzhou, possess remarkable cultural heritage and architectural features. Distinctive aspects

of Hong Kong's architecture include residential structures with local characteristics (e.g., *tong lau*), contemporary buildings with artistic styles (e.g., Hong Kong Palace Museum), and iconic landmarks (e.g., Hong Kong Clock Tower). Historical monuments (e.g., buildings related to Buddhism or Christianity) and interesting bridges also abound (e.g., Tsing Ma Bridge and the Hong Kong–Zhuhai–Macau Bridge).

Zhongshan's and Jiangmen's historical and cultural buildings bear strong ties to modern film and television dramas and variety shows. Visitors are thus drawn to these cities to engage in "Daka tourism"; this phenomenon of visiting popular filming locations is also apparent in Hong Kong. Museums, historical sites, and exhibitions represent other common cultural attractions across the sampled cities, highlighting this region's abundant cultural heritage.

Food and Beverage
Food and beverage topics were prominent in the data for Hong Kong, Macau, Guangzhou, and Foshan. The relevant terms extracted for these destinations convey the popularity of Cantonese cuisine and snacks. Tea restaurants and Michelin-starred eateries were frequently mentioned for Hong Kong, whereas Macau earned praise for its Portuguese egg tarts. Tourists in Guangzhou and Foshan tended to comment on local Cantonese cuisine.

Natural Resources
Natural attractions in Hong Kong, Jiangmen, Huizhou, and Zhaoqing received positive feedback from tourists. These destinations have similar natural resources. Nature-related keywords pertaining to the sea, mountains, lakes, parks, and green spaces were prevalent in comments about all cities, indicating a widespread appreciation for the region's natural beauty.

2.6 Discrepancies Across Cities

Language Barriers and Service
Hong Kong was somewhat a site of conflict due to language barriers between tourists, residents, and service staff. Visitors expressed concerns about differential treatment based on their place of origin. Hong Kong's e-payment services also need to be improved for tourism purposes.

Accessibility
Cities such as Hong Kong and Shenzhen, with their well-developed transportation networks, enable tourists to easily travel between various attractions. Other cities may compromise the visitor experience due to having less extensive public transport.

Evaluation Factors
Visitors from cities other than Hong Kong, Macau, and Zhuhai prioritized attractions' value for money when evaluating destinations. Tourists in these three cities may also be more interested in destination aspects apart from cost effectiveness or financial value.

3. Face-to-Face Interviews

3.1 Designing the Interview Framework

The interview framework was designed to capture local perspectives on city branding, cultural identity, and tourism potential. A semi-structured guide was created with open-ended questions to encourage participants to share their views freely while ensuring that key themes were covered. Questions focused on how residents perceived their city's tourism brand, what they saw as unique or valuable about their city, their concerns about tourism growth, and their views on GBA branding.

Some challenges emerged during pilot testing. It became clear that certain questions were too technical or difficult for participants without a professional background in tourism to answer comfortably. Photo interviews were therefore introduced to make the discussions more engaging and accessible. Using images enabled participants to express their ideas more effectively, as visuals often help people communicate ideas that are hard to convey verbally. Research has shown that nonverbal communication significantly affects how people share information (Hung, 2018; Knapp, 1980; Mehrabian, 1971). Furthermore, pictures can be a powerful tool for eliciting more detailed responses (Hung, Yang, & Hsu, 2024; Zaltman, 1997).

Incorporating photos allowed participants to better reflect on a city's identity and tourism potential, providing more nuanced insights. This adjustment not only addressed initial challenges but also enriched the quality of data. Photo interviews ultimately yielded a more comprehensive understanding of the research themes.

3.2 Recruitment and Interview Setup

Interviews were performed using a meticulous, structured approach to generate high-quality data. Participants included local residents who had been born and/or raised in the focal city (or who had been long-term residents for at least seven years); those who had visited at least three GBA cities in the past 12 months; cultural and tourism officials; and local tourism-related business owners. Snowball sampling was used to identify and recruit qualified informants, leveraging existing networks to find participants with relevant knowledge. Recruitment included demographic considerations to ensure a varied sample: in each city, participants were selected to reflect a broad age range (18–70 years old) and different professional backgrounds. This diversity allowed for numerous views on tourism development and local identity.

The principal investigator and/or designated team members conducted face-to-face interviews in the GBA cities whenever feasible. These visits often involved exposure to tourism resources, which offered useful contextual information. Virtual interviews were arranged when in-person interviews were not possible in order to maintain consistency and inclusivity in data collection. Semi-structured interviews, as the primary method, offered a flexible yet focused conversational framework. Questions were designed to elicit insights into local identity, tourism policies, and attitudes towards tourism growth while permitting participants to express their thoughts freely. The interview environment was crafted to be open and comfortable, encouraging honest and detailed responses.

The final sample size for interviews in each city was determined based on data saturation to make sure all meaningful insights were captured. A total of 182 people (128 residents and 54 cultural and tourism officials, including business owners) took part in interviews. Among these, 155 interviews were conducted face-to-face, while 27 were conducted virtually to accommodate participants' availability and logistical considerations. The entire interview process spanned 183 days, allowing for thorough exploration of each city's characteristics. The interviews totalled 166.83 hours were and lasted 0.92 hours on average. Site visits supplemented these in-depth discussions by showcasing cities' tourism attractions.

3.3 Analysis of Interview Data

The interview data were rigorously analyzed to ensure comprehensive findings. Each interview was transcribed verbatim to preserve conversations' authenticity and richness. The transcriptions were then imported into NVivo, a qualitative data analysis software, to facilitate systematic coding and thematic processing.

The analytic procedure began with open coding; the data were reviewed multiple times to identify initial patterns, concepts, and themes. This phase involved memo writing to record reflections, which helped with grouping related information and creating preliminary categories. Axial coding was next completed to examine the relationships among open codes (i.e., by identifying connections and interdependencies). Finally, selective coding was used to highlight the most significant results, focusing on those that addressed the research objectives.

The findings were then analyzed at two levels. Within-city comparisons highlighted each city's unique tourism resources, cultural values, and challenges. This approach illuminated locations' place-based meanings and tourism potential. Cross-city comparisons were also performed to explore broader trends and connections across the GBA. Doing so uncovered shared opportunities and obstacles as well as distinctive attributes that could contribute to a regional tourism strategy.

3.4 Findings

3.4.1 Hong Kong

Hong Kong residents considered the city's defining characteristics to be its fusion of Eastern and Western cultures, culinary diversity, and natural scenery.

Fusion of Eastern and Western Cultures
Residents frequently emphasized Hong Kong's identity as a place where Eastern traditions meet Western influences. They pointed to its dual heritage as a Chinese city embedded in Eastern culture while also bearing the marks of British colonial rule. Many residents noted the abundance of English-style architecture, particularly on Hong Kong Island. One resident explained, *"Hong Kong is a place where Eastern and Western cultures converge. It was under British rule for a long time, making it very different from other cities in the GBA. As a result, you can see a blend of Chinese and Western cultures here, with historical remnants from the British colonial period—something you can't find elsewhere in the GBA."*

Residents also reflected on Hong Kong's Christmas celebrations, which are more vibrant than in mainland China. This festive atmosphere represented a selling point for the city (Figure 45).

Additionally, many residents mentioned Hong Kong's higher English proficiency compared to mainland cities, making it a more convenient destination for international tourists.

Figure 45. Christmas decorations in Hong Kong

Culinary Diversity

Hong Kong's reputation as a "food paradise" stems from its cosmopolitan nature. Residents discussed the availability of international cuisines as well as local specialties such as iconic Hong Kong–style tea restaurants. The city's coastal location enhances its appeal with fresh seafood available in areas like Tai O and Sai Kung. One resident remarked on the richness of the food culture, saying, *"Thanks to Hong Kong's internationalization, you can enjoy dishes from all over the world here, while also experiencing local favourites like dim sum and fresh seafood."*

Natural Scenery

While natural scenery was not a main focus for tourists, residents expressed pride in Hong Kong's accessible outdoor spaces. The city's compact size and efficient public transportation provide access to hiking trails and scenic spots within an hour from urban areas. Hong Kong's islands were also highlighted as a major draw, with ferry rides offering convenient access. One resident stated, *"This image aims to show that Hong Kong, beyond being known as a shopping and food paradise, has another side: a place where you can enjoy scenic views and experience the life of fishermen. You'll find many fish houses, and if you're lucky, you might even see a white dolphin."*

Tourists who explored Hong Kong's natural attractions occasionally compared them favourably to renowned global destinations. One tourist shared, *"I've been to Switzerland and seen the mountains, and I don't think Hong Kong's mountains are any less impressive. Hiking in Sai Kung, I felt like I was in a foreign country. The scenery was peaceful and calming."* （Figure 46）

Figure 46. Hiking trails in Hong Kong

Challenges in Hong Kong
Residents echoed many of tourists' concerns, such as poor service quality, high living costs, and limited space. These issues were seen as ongoing challenges for both locals and visitors.

3.4.2 Macau

Macau residents frequently mentioned cultural and historical tourism, the enthusiasm of local people, and performance tourism resources as defining features of their city.

Cultural and Historical Tourism
Many residents felt that tourists often misunderstand Macau's cultural and historical identity, mostly perceiving the city as a gambling hub. They expressed a desire for visitors to recognize Macau's cultural heritage. One resident explained, *"The Venetian isn't truly part of Macau. Many people might think it represents the city, but it's just a replica of Venice in Italy, not a reflection of our local culture. The art inside isn't authentically Macanese either. Travel agencies and online media often guide tourists to these places, reinforcing this misconception. Visitors come to take photos and leave, without really understanding what Macau is about."*

Residents also took pride in Macau's harmonious blend of Eastern and Western cultures, a legacy of its time as a Portuguese colony. Iconic landmarks such as the Ruins of St. Paul's symbolize this fusion, with Chinese characters on the façade and the neighbouring traditional Chinese Na Zha Temple. One resident remarked, *"You won't find this kind of integration anywhere else in the world. This is a unique representation of the East meeting the West—a cathedral beside a Chinese temple."* (Figure 47)

Figure 47. Ruins of St. Paul's and Na Tcha Temple in Macau

Macau's culinary heritage also reflects Portuguese influences, with Portuguese restaurants and tea houses offering distinctive flavours (Figure 48). However, residents noted that tourists usually gravitate towards foods that are not representative of Macau's culture. As one resident said, *"On Cunha Street, there are lots of street food stalls, but beef offal isn't part of Macau's culinary heritage. These chain stores are mass-produced and have nothing to do with authentic Macanese food. Tourists queue up for these, thinking they're a must-try in Macau, but it's a misunderstanding of our culture."*

Figure 48. Portuguese restaurants in Macau

The Enthusiasm of Local People
When asked what they appreciated most about Macau, many residents spoke of the local community's warmth and friendliness. One resident shared, *"Macau people are more laid-back compared to those in Hong Kong. Everything here moves at a slower pace, even the*

escalators! Unlike Hong Kong, where people can be aggressive or tense, Macau feels more relaxed. That's what I love most about this city."

Performance Tourism Resources
Macau has developed its performance tourism sector in recent years, with concerts, musicals, and other large-scale productions being hosted by major corporations and government-sponsored venues. These events have attracted many visitors from the GBA. One resident noted, *"Many people from the GBA come to Macau specifically for these performances. Ticket prices are comparable to those in mainland China and sometimes even cheaper for certain shows. Plus, these world-class performances are available year-round, making Macau a destination for top-tier entertainment."*

Challenges in Macau
Despite its many strengths, residents pointed out a few challenges. Frequent road construction and difficulty finding taxis were common frustrations.

3.4.3 Guangzhou

Guangzhou residents routinely cited approachable urban living, culinary excellence, and Lingnan culture as their city's standout features.

Approachable Urban Living
Residents emphasized Guangzhou's unique ability to blend modernity with a grounded and accessible lifestyle. The city is home to iconic landmarks such as the Canton Tower and Zhujiang New Town, showcasing its cosmopolitan side. At the same time, Guangzhou's relatively affordable cost of living and chill atmosphere make it approachable and inclusive for locals and visitors alike. One resident commented, *"Guangzhou integrates everyday life into a bustling urban environment. Unlike Shanghai or Beijing, where the focus is on grandeur, Guangzhou retains its charm by embedding ordinary living into the city's fabric. Just a short walk from Zhujiang New Town, you'll find vibrant neighbourhoods filled with casual entertainment and community gatherings."*

This unpretentious lifestyle is also reflected in the way people dress and interact, with residents often seen wearing flip-flops or engaging in leisurely activities. This sense of "down-to-earth" living is a point of pride for many locals. It also differentiates Guangzhou from other major cities in China.

Culinary Experience
Guangzhou's reputation as a culinary capital is ingrained in its culture, with food being a central aspect of daily life. From traditional dim sum to open-air food stalls, the city offers a range of gastronomic experiences. One resident remarked, *"What sets Guangzhou's food apart is its accessibility. You don't have to visit fancy restaurants to enjoy high-quality dishes. Even small, family-run restaurants put incredible care and craftsmanship into their food. It's this dedication to quality that makes Guangzhou's food scene truly unique."*

Locals typically mentioned the ritual of morning tea, with its array of dim sum dishes in Figure 49, as a cherished tradition that brings families and friends together. Residents also highlighted Guangzhou's ability to balance tradition with creativity, likening local chefs to Japanese culinary artisans. As one interviewee said, *"Pre-made ingredients won't survive here because*

locals have such refined tastes. It's a city where even simple dishes are prepared with heart and innovation."

Figure 49. Dim sum dishes in Guangzhou

Lingnan Culture

As the provincial capital, Guangzhou's rich heritage is a source of pride for its residents. Lingnan culture—with its unique architectural styles, art, and traditions—is prominently displayed in museums such as the Nanyue King Museum, the Maritime Silk Road Museum, and the Guangdong Museum. Residents cited Yongqing Fang, a revitalized cultural district, as a prime example of how the city bridges history and modernity. One resident described it as *"A vibrant spot in Liwan District that combines traditional architecture with trendy markets and cultural events. It's a place where young people and tourists can connect with Guangzhou's past while enjoying contemporary experiences."*

Challenges in Guangzhou

Despite the city's strengths, residents acknowledged several hurdles facing Guangzhou's tourism sector. A lack of natural resources and the distance between attractions were frequently presented as limitations. Many residents also lamented that few innovative activities or events are available to attract repeat visitors.

One resident compared Guangzhou to Macau, saying, *"Macau hosts events like the Grand Prix and food festivals every year, which keep tourists coming back. Guangzhou, on the other hand, relies on traditional attractions like dim sum and historic landmarks. Once visitors have seen these, there's little reason for them to return because there's nothing new to experience."* This sentiment highlights the need for Guangzhou to invest in creative, dynamic tourism offerings to stay competitive.

3.4.4 Zhuhai

Zhuhai residents regularly specified Chimelong Ocean Kingdom, proximity to Macau, and coastal resources as prominent features of their city.

Chimelong Ocean Kingdom

Chimelong Ocean Kingdom is a major attraction in Zhuhai (Figure 50). Locals appreciated its versatility and appeal to all age groups. The park combines entertainment and education through its wide variety of marine species, interactive exhibits, and amusement rides. One resident described its allure, saying, *"Chimelong has significant educational value, with many different types of fish and marine life on display. It's a place suitable for all ages—whether you're bringing elderly family members to enjoy the atmosphere, kids to see the animals and performances, or teenagers and young adults to try the rides, everyone can find something they enjoy."* This inclusivity has made the park a popular destination for locals and tourists, solidifying its position as a mainstay of Zhuhai's tourism landscape.

Figure 50. Chimelong Ocean Kingdom in Zhuhai

Proximity to Macau

Residents also valued Zhuhai's location relative to Macau. The two cities are well-connected through multiple border crossings and the iconic Hong Kong–Zhuhai–Macau Bridge, making travel seamless. Many locals stated that visitors to Zhuhai often visit Macau in the same trip, thus enjoying a dynamic and intertwined tourism experience. One resident remarked, *"Zhuhai has a unique charm—you can stand on Zhuhai soil and see Macau just across the water. It's fascinating to be in one city and look into another, experiencing such contrasting urban landscapes within a short distance."* This geographical closeness affords tourists a chance to explore distinct cultural settings in a single trip. The experience of crossing the border into Macau provides a sense of novelty, enabling visitors to easily transition between Zhuhai's coastal tranquillity and Macau's vibrant urban life.

Coastal Resources

Zhuhai's coastal resources are among its most cherished features, with popular attractions like Lover's Road and numerous islands drawing both residents and visitors. Despite these assets, residents pointed out some challenges in maximizing the resources' potential. The islands' infrastructure is underdeveloped, and the cost of visiting them can be prohibitive. One local explained, *"Zhuhai has so many islands, but the accessibility and infrastructure for them are*

not well-developed. Even if you spend two days trying to visit, the costs can be very high. For example, a round-trip ferry ticket is expensive, and once you're there, the facilities are limited."

Challenges in Zhuhai
Several obstacles temper Zhuhai's tourism development. Primary concerns among locals include the cost and inconvenience associated with visiting the city's islands and coastal attractions. Residents noted that transportation options are limited, and ferry tickets are pricy, making it difficult for locals and tourists to take full advantage of Zhuhai's natural resources. One resident said, *"Zhuhai has many islands, but their accessibility and infrastructure are underdeveloped. Even if you dedicate two days to exploring, the costs are high, and the facilities are inadequate."*

Another challenge is the lack of historical and cultural depth, which limits Zhuhai's appeal as a heritage destination. As a relatively new city, having seen population growth only after China's reform and opening up, Zhuhai has a thin cultural foundation to draw upon. One resident observed, *"Zhuhai lacks cultural depth because it's such a young city. It wasn't until the reform era that the population grew, so there's little historical or cultural heritage to showcase."*

Lastly, residents highlighted Zhuhai's struggles retaining tourists. Many visitors view the city as a transit point—a place to stop briefly before continuing on to Macau or Hong Kong. This perception partly impedes Zhuhai from attracting long-term visitors or encouraging repeat visits. As one resident put it, *"Most tourists come to Zhuhai as a stopover before heading to Macau or Hong Kong. There aren't enough unique attractions to make them want to stay longer."*

3.4.5 Foshan

Foshan residents highlighted culinary delights and historical heritage as the city's exceptional features.

Culinary Delights
Foshan's reputation as a food haven has been boosted by the documentary *A Bite of Shunde*, which introduced audiences to the culinary treasures of the city's Shunde district. The show, produced in collaboration with local tourism authorities, followed a format similar to *A Bite of China* and spotlighted delicacies such as double-skin milk pudding and fish sashimi. One resident explained, *"The documentary was a collaboration between Shunde's tourism bureau, media companies, and TV stations. It wasn't very long, but it showcased many Shunde dishes. Since then, people have started visiting Shunde specifically because of the show, just to try the food."*

Historical Heritage
Foshan is rich in historical landmarks that portray its cultural depth and Lingnan heritage. Residents frequently mentioned three iconic sites.

The Ancestral Temple (Zumiao): A well-preserved complex showcasing traditional Lingnan architecture, the Ancestral Temple is dedicated to the worship of Beidi, a Taoist deity. It is also a cultural hub, hosting martial arts performances and other traditional arts (Figure 51).

Figure 51. The Ancestral Temple (Zumiao) in Foshan

Lingnan Gardens: These classical gardens epitomize the elegance of Lingnan landscaping, combining intricate architecture, water features, and lush greenery to create tranquil retreats. Nanfeng Ancient Kiln: This site offers a glimpse into Foshan's long history of pottery making. As one of the oldest functioning kilns in China, it grants visitors an opportunity to learn about traditional ceramics and even try their hand at pottery.

Revitalized Historic Sites
Foshan has embraced urban renewal by transforming old districts into modern cultural spaces that appeal to younger audiences. One popular example is Lingnan Tiandi in Figure 52, a revitalized area where historic architecture has been preserved and integrated with contemporary shops and cafes. A visitor remarked, *"Lingnan Tiandi combines old and new in a way that's really appealing to young people. The buildings retain their historic charm, but the space has been modernized with trendy stores and restaurants."*

Figure 52. Lingnan Tiandi in Foshan

Another notable redevelopment is Shunde Fisherman's Wharf, which has become a picturesque spot for tourists to take photos and enjoy the waterfront. Originally part of a new urban project, the area now blends scenic views with tourist-friendly amenities, making it a must-visit for social media enthusiasts.

Challenges in Foshan
Residents expressed concerns about the city's limited innovation in terms of cultural and tourism offerings. One resident shared, *"Foshan has been promoting its cultural and intangible heritage, but there's very little innovation. The designs for cultural products often feel outdated and unappealing. If Foshan wants to compete with tourism hotspots like Chengdu or Xi'an, it needs to do more. Even if it can't build massive scenic areas like those cities, it should at least focus on improving the design and appeal of its cultural products."*

Foshan also relies heavily on visitors from nearby cities, particularly Guangzhou. Many tourists visit Foshan as a side trip during a stay in Guangzhou. One resident stated, *"Most visitors come to Foshan after visiting Guangzhou. For example, colleagues or friends travelling for business in Guangzhou often use the weekend to explore nearby places, and Foshan is a convenient option."*

3.4.6 Shenzhen

Shenzhen residents frequently spoke of the city's connection with Deng Xiaoping; its opportunities and high-tech development; and its modern, inclusive atmosphere.

Connection with Deng Xiaoping
Residents, particularly older ones, regularly mentioned Deng Xiaoping as the visionary leader who transformed Shenzhen from a small fishing village into a thriving metropolis. Many expressed gratitude for his pivotal role in establishing Shenzhen as the forefront of China's

reform and opening-up era. The city honours his contributions through various commemorative sites, which residents consider meaningful landmarks.

One resident shared, *"It's because of Deng Xiaoping that Shenzhen became a pioneer in reform and opening up. His leadership was critical to the city's development, and he's recognized and respected not only by Shenzhen residents but by people across the country. When friends from other places visit, I always take them to see these memorial sites."*
Deng Xiaoping's influence remains gratifying for residents; it symbolizes Shenzhen's journey from a small village to a world-class city.

Opportunities and High-Tech Development
China's reform and opening-up policy brought Shenzhen immense opportunities, attracting talent from across the country. This influx of professionals and entrepreneurs has fostered a culture of inclusivity and innovation. Shenzhen has thus flourished into a dynamic, modern city: the skyline is dotted with skyscrapers, bustling commercial hubs, and the headquarters of leading technology companies.

One resident explained, *"Shenzhen is a city full of opportunities. The reform era brought people here from all over China, creating a diverse and inclusive environment. Today, it's known for its modern infrastructure, tech companies, and business-friendly atmosphere. It's no longer just a city for locals; it's a place where people from everywhere come to build their future."*

Shenzhen's reputation as a hub for technological innovation and entrepreneurship has solidified its status as a global city.

Challenges in Shenzhen
Despite its rapid development, residents acknowledged several challenges in relation to Shenzhen's tourism appeal. Many noted that Shenzhen feels more like a city for work than a destination for leisure. One resident commented, *"Most people come to Shenzhen to work and earn money rather than to visit for tourism. It's a city where you can witness rapid modernization, but it lacks the charm of a traditional tourist destination."*

Residents also pointed out the city's lack of historical and cultural depth. As a relatively new city, Shenzhen has few historical landmarks or distinct local culinary traditions. Some attractions, such as Window of the World and OCT East, were described as outdated; their aging facilities may fail to meet modern tourist expectations. One resident said, *"These early attractions were impressive when they first opened, but now they feel old-fashioned and haven't kept up with the times."*

To address these shortcomings, one resident suggested, *"Shenzhen could benefit from creating artificial attractions, like large theme parks similar to Guangzhou's Chimelong or Hong Kong's Disneyland. These could help draw more tourists and give the city a stronger identity as a travel destination."*

3.4.7 Zhaoqing

Zhaoqing residents tended to view natural resources and historical and cultural heritage as the city's most impressive features.

Natural Resources
Zhaoqing is renowned for its stunning natural scenery, with two iconic attractions standing out: Seven Star Crags (Qixing Yan) and Dinghu Mountain.

Seven Star Crags in Figure 53 is uniquely positioned in the city centre, making it easily accessible for locals and visitors. The site is surrounded by scenic lakes and is home to distinctive boutique inns that offer tourists a charming stay. The park is home to multiple attractions, including temples and limestone caves. Each autumn, the sun's angle creates the extraordinary sight of "the Reclining Buddha Holding a Pearl," a rare and breathtaking visual experience that brings in photography enthusiasts and nature lovers alike.

Figure 53. Seven Star Crags in Zhaoqing

Dinghu Mountain is another major draw, with its most famous spot being Baoding Garden. This site gained popularity online due to viral videos showing visitors tossing items into a cauldron, which has come to symbolize luck and prosperity. Many students take part in this ritual in hopes of finding academic success in Figure 54. The mountain also boasts other attractions, such as Feishui Pool, Qingyun Temple, and Butterfly Valley, which offer diverse natural and cultural experiences.
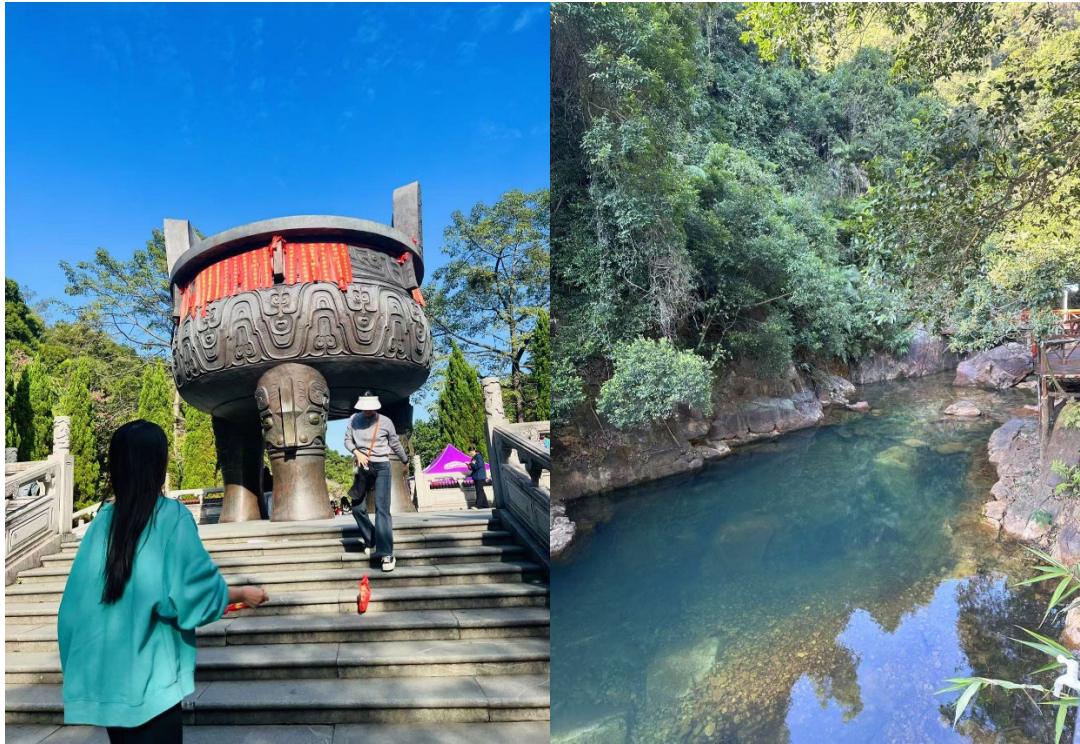
Figure 54. Dinghu Mountain in Zhaoqing

Historical and Cultural Heritage
While Zhaoqing's natural attractions are well-known, tourists acknowledge its historical and cultural sites less frequently. However, residents take pride in the city's heritage; attractions include Duan Inkstones, the Song Dynasty City Wall, and sites associated with Bao Zheng.

Duan Inkstones are one of the "Four Famous Inkstones" in Chinese calligraphy and are prized for their fine texture and exquisite craftsmanship. These inkstones are a testament to Zhaoqing's long-standing traditions of artistry and culture.

The Song Dynasty City Wall is a well-preserved relic that reflects the city's historical significance during the Song Dynasty. Visitors can explore the ancient walls and imagine Zhaoqing's bustling life during this era.

Bao Zheng, a historical figure known for his integrity and fairness during the Song Dynasty, is also linked to Zhaoqing. Sites commemorating Bao Zheng highlight his contributions to Chinese justice and governance, providing educational and cultural value for visitors.

Challenges in Zhaoqing
Despite its strengths, Zhaoqing has difficulty attracting tourists from outside Guangdong Province. Most visitors come from nearby cities such as Shenzhen, Guangzhou, Foshan, Hong Kong, and Macau. A hotel industry professional explained, *"We see very few visitors from outside the province. Most of our guests are from nearby cities. The only exception is Guangxi, as its proximity to Zhaoqing brings in more tourists from there."* This limited national recognition makes it difficult for Zhaoqing to compete with more prominent destinations, underscoring the need for enhanced promotion and strategic development to attract visitors.

3.4.8 Jiangmen

Jiangmen residents frequently described overseas Chinese culture, film-driven tourism, and *chenpi* (dried tangerine peel) as the city's most compelling attributes.

Overseas Chinese Culture
Jiangmen is a renowned hub of overseas Chinese culture, with landmarks such as the Overseas Chinese Museum, the Kaiping Diaolou, and Chikan Old Town offering rich historical and cultural exposure. The Kaiping Diaolou, a UNESCO World Heritage site, consists of fortified multi-story towers that blend Chinese and Western architectural styles. These structures were built by Chinese emigrants returning from abroad and are emblematic of both natural beauty and cultural heritage. Chikan Old Town further enhances this narrative, with its well-preserved streets and buildings that evoke stories of Chinese emigrants and their legacies (Figure 55).

Figure 55. Chikan Old Town in Jiangmen

One resident emphasized these cultural resources' importance, saying, *"In places like Kaiping Diaolou(*Figure 56*) and Chikan, you can feel the strong cultural atmosphere. It's a blend of nature and history, filled with stories of overseas Chinese. These are truly valuable assets."*

Figure 56. Kaiping Diaolou in Jiangmen

Film-Driven Tourism

In recent years, Jiangmen has gained nationwide attention as a filming location for the hit TV series *The Knockout* (*Kuang Biao*). Large numbers of tourists are eager to visit the show's iconic sites, such as the filming location known as Qimingli. This village features a renovated commercial street with a mix of early 20th-century architecture and modern attractions. It is a visually striking destination, especially at night.

One resident described the show's impact as follows: *"The most popular attraction right now is the filming location of The Knockout. Nearby, there's Qimingli, which has been developed into a tourism project. They've transformed old buildings with a Republic-era architectural style into a commercial street with shops and other businesses. It looks beautiful, especially in the evening."*(Figure 57)

Figure 57. Qimingli in Jiangmen

87

Chenpi *(Dried Tangerine Peel)*

Jiangmen's Xinhui district is famous for its production of *chenpi*, a traditional Chinese ingredient made from aged tangerine peel. This food has grown in popularity over the past decade, partly due to its promotion as a health product. The COVID-19 pandemic further boosted interest in *chenpi* as people became more health-conscious. Additionally, *The Knockout* introduced it to a wider audience through scenes featuring the actor enjoying *chenpi*-infused water. One resident remarked, *"Chenpi's popularity has grown over the last 10 years, thanks to promotions and the involvement of commercial companies. After the pandemic, interest in health products surged, and* chenpi *benefited from this trend. Now, it's become an even bigger symbol of Jiangmen."*

Challenges in Jiangmen

While Jiangmen boasts unique cultural and tourism resources, residents identified several stumbling blocks that hinder the city's potential as a tourist destination. One issue is that overseas Chinese culture holds little significance for tourists unfamiliar with its history. Although sites like the Kaiping Diaolou and Chikan Old Town symbolize Chinese emigrants and their legacies, these stories may not resonate with a broader audience. This lack of relatability restricts the appeal of Jiangmen's cultural attractions, making it difficult for the city to engage a diverse range of visitors.

Another concern is sustaining tourism momentum after the popularity of *The Knockout*. The show's success has brought a temporary influx of tourists eager to visit filming locations like Qimingli, but residents worry about the long-term viability of this trend. As one resident pointed out, *"I'm not sure what they plan to do with all these tourists after they take a few photos. Beyond the filming locations, there doesn't seem to be much else for them to do. They could develop museums, cultural exhibitions, or other supporting tourism activities, but we haven't seen much progress yet."* Without additional attractions, Jiangmen risks losing the interest of visitors once this hype fades.

Lastly, infrastructure and planning deficiencies were frequently cited as barriers to sustainable tourism growth. Even though some progress has been made, residents noted that Jiangmen lacks the comprehensive planning necessary to create a cohesive, alluring tourism experience. Many were apprehensive that the city might miss this opportunity to capitalize on its popularity and build an enduring tourism industry. These challenges underline the need for Jiangmen to develop more relatable cultural products, invest in complementary attractions, and prioritize strategic planning to ensure long-term success as a tourism destination.

3.4.9 Huizhou

Huizhou residents discussed natural resources and cultural and historical heritage as defining features of their city.

Natural Resources

Huizhou is known for its abundant natural resources and landscapes, ranging from mountains to lakes and coastlines. The city is home to Luofu Mountain, the highest peak in Guangdong, which stands as a natural and cultural landmark.

Huizhou also has extensive coastal resources, including the unique Double Moon Bay. This rare spectacle, where two crescent-shaped bays meet, is said to exist only in Cancún, Mexico,

and Huizhou, making it globally significant. One resident noted, *"For me, Huizhou stands out as a major coastal tourism city. Guangdong's coastline stretches over 270 kilometres, and Huizhou's share, including areas like Daya Bay, has immense potential for coastal tourism development. That's my strongest impression of the city."*

Huizhou's natural attractions also include its lakes, particularly the picturesque West Lake. This site, famous for its serene beauty, is a treasured spot for both locals and visitors; it serves as a tranquil escape in the heart of the city.

Cultural and Historical Heritage
Huizhou's historical landmarks and traditions reflect its cultural depth. Luofu Mountain, in addition to possessing natural beauty, is a centre of Taoism and traditional Chinese medicine. The mountain is associated with Ge Hong, a renowned Taoist practitioner and herbal medicine pioneer; his influence carries on through local practices and lore.

West Lake, another iconic site, is tied to the legacy of Su Dongpo, a famous poet and statesman of the Song Dynasty (Figure 58). He spent part of his exile in Huizhou, and his writings often celebrated the city's natural beauty. Su Dongpo's presence has left a cultural imprint: numerous monuments and stories commemorate his connection to the city.

Figure 58. West Lake in Huizhou

Challenges in Huizhou
Although Huizhou's natural and cultural resources are celebrated, residents expressed concerns about the city's coastal management and tourism services. Many reported that disputes and complaints often arise at the beaches during peak holiday periods, signalling inadequate oversight and service quality. One resident remarked, *"Over the past few years, the service quality and management at the beaches have not kept pace. During holidays, there are frequent conflicts and issues with shop services, showing that improvements are still needed."* These challenges point to the need for better infrastructure and service management to support Huizhou's reputation as a coastal tourism destination.

3.4.10 Dongguan

Dongguan residents frequently mentioned Opium War-related historical sites and Ke Yuan Garden as the city's most notable tourism resources. While these attractions reflect Dongguan's cultural and historical significance, residents acknowledged challenges in the city's tourism appeal due to the limited number of standout destinations.

Opium War-Related Historical Sites
The Opium War Museum and associated sites in Dongguan are among the city's most well-known landmarks in Figure 59. These locations commemorate First Opium War (1839–1842), particularly the Humen Opium Destruction. Led by Lin Zexu, the destruction of opium at Humen marked a turning point in China's resistance against foreign trade domination during the Qing Dynasty. The museum provides an in-depth look at this critical period, with artifacts, historical documents, and multimedia exhibits that educate visitors about China's struggle against colonial forces.
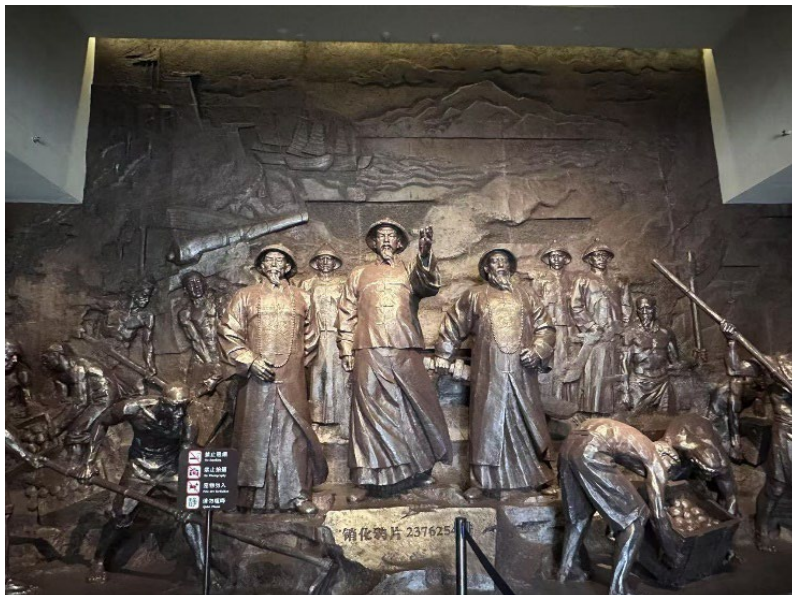

Figure 59. Opium War Museum in Dongguan

These sites hold profound historical importance. However, residents noted that the appeal is more educational than entertaining, limiting the sites' ability to attract a wide audience. One resident commented, *"While the museum is significant, its ability to draw in the general public isn't very strong. People don't feel like it's a must-visit attraction that would compel them to come to Dongguan specifically for it."*

Ke Yuan Garden
Ke Yuan, one of the Four Great Gardens of Lingnan, is another highlight of Dongguan's tourism landscape. Known for its classical Chinese architecture and intricate landscaping, Ke Yuan represents the elegance and artistry of Lingnan garden design. The location features traditional pavilions, rock formations, ponds, and pathways that provide a reprieve for visitors. As a well-preserved example of Lingnan cultural heritage, Ke Yuan is both a historical and aesthetic attraction. However, its niche appeal may not apply to all tourists.

Challenges in Dongguan's Tourism Development

Despite these assets, Dongguan residents acknowledged a lack of compelling attractions overall. One resident explained, *"The disadvantage of Dongguan's tourism is that there aren't many particularly attractive places. There's nothing that stands out as a must-visit destination, something that would make people feel it's worth coming here just for that."*

This perception reflects a broader challenge for Dongguan: while its historical and cultural sites are valuable, they struggle to capture widespread attention or generate strong tourism demand. Residents emphasized the need for more innovative attractions to enhance the city's appeal and diversify its tourism offerings.

3.4.11 Zhongshan

Zhongshan residents frequently mentioned Sun Yat-sen's former residence, culinary delights, and rural tourism as the city's most intriguing characteristics.

Sun Yat-sen's former residence

Sun Yat-sen's former residence holds great historical and cultural significance for Zhongshan, making it one of the city's most notable attractions. Many residents take pride in this landmark, as it represents Zhongshan's deep connection to modern Chinese history.

Visitors are drawn to the residence not only for its well-preserved architecture but also for the insights it provides into Sun Yat-sen's life and revolutionary contributions. A resident remarked, *"This place is more than just a historical site—it embodies the ideals and aspirations of Sun Yat-sen. It's an essential destination for those wanting to understand China's path to modernization."*

Beyond its historical value, the surrounding area also enhances the experience. The tranquil environment and carefully curated exhibitions allow visitors to step back in time and immerse themselves in Sun Yat-sen's legacy. As one local noted, *"Walking through the residence, you can almost feel the revolutionary spirit that shaped China's future."*

Culinary Delights

Zhongshan bears a distinctive food culture, which many residents see as the city's primary draw for visitors. Local specialties include Shiqi pigeon, Xiaolan deep-fried fish balls, Dongsheng crispy grass carp, and Shenwan pineapples. A resident proposed, *"Zhongshan could really enhance its reputation through its culinary culture. Each town has its own signature dish. While there may not be many attractions here, the food is certainly worth a visit."*

The stories and unique preparation methods behind Zhongshan's dishes add to their charm. For example, crispy grass carp in Figure 60 has a fascinating origin. A resident explained: *"This fish is one of Zhongshan's highlights. Many people are amazed by the texture when they first try it. The secret lies in the feeding process—the fish are fed broad beans once they reach a certain size, which gives the meat its distinctive crunchiness."*

Figure 60. crispy grass carp in Zhongshan

Shenwan pineapples are celebrated for their exceptional sweetness. A local described, *"The unique flavour comes from the sandy soil where they're grown. The soil doesn't retain water or nutrients well, so the pineapples take longer to grow, accumulating more sugars and resulting in a sweeter taste."*

Rural Tourism
Zhongshan has positioned itself as a destination for relaxing rural getaways, standing in contrast to the bustling urban life of nearby cities. The city's countryside provides an ideal escape for visitors seeking calm. A resident stated, *"Some villages, like Yakou*(Figure 61)*, are worth visiting. They're perfect for people from big cities who are looking to take a break from the noise and pace of urban life."*

To complement this rural charm, Zhongshan has developed upscale boutique inns with modern amenities, making the city an attractive option for short, relaxing trips. These accommodations blend rustic appeal with contemporary comfort, enhancing the rural tourism experience.

Figure 61. Yakou in Zhongshan

Challenges in Zhongshan
Zhongshan struggles to draw overnight tourists in spite of its strengths. While the city's culinary offerings are a major attraction, they seldom prompt extended stays. One resident observed, *"Tourists come here mainly for the food, which is undoubtedly a strong draw, but there aren't enough other elements to make them stay longer."*

The opening of the Shenzhen–Zhongshan Bridge has made Zhongshan even more accessible, with nearby cities just an hour's drive away. This convenience has spurred a day-trip trend, such that visitors depart after dining without exploring more of what the city has to offer.

3.5 Commonalities Across Cities

Visitor Demographics
Many visitors hail from neighbouring cities within the GBA. For non-tier-1 cities such as Zhongshan, Foshan, Zhaoqing, Huizhou, Dongguan, and Jiangmen, local residents reported that area tourists are mostly weekend travellers from nearby urban centres; few travellers come from outside the province or abroad. Due to limited metro coverage in these cities, public transport mainly consists of buses or taxis. Private car travel has become the dominant mode of transportation, especially with the opening of the Hong Kong–Zhuhai–Macau Bridge and the Shenzhen–Zhongshan Corridor.

Grounded and Localized Vibe
Just next to bustling central business districts, one can often find "urban villages" with open-air food stalls and local eateries. These spaces contribute to a relaxed and grounded lifestyle. Life in these areas is less fast-paced and high-pressure than in tier-1 cities like Beijing and Shanghai, fostering a sense of inclusivity and community. This unassuming vibe typifies the region's cultural diversity and acceptance. It also creates a laid-back yet vibrant atmosphere.

Integration of Urban and Natural Landscapes
Visitors across the GBA routinely referenced the seamless integration of urban developments with natural attractions. Scenic parks, waterfront promenades, and mountainous retreats are often within easy reach even in highly urbanized areas. Thus, both residents and visitors can enjoy a balance of city life and nature.

Hospitality and Cultural Openness
The people in these cities are generally described as friendly, welcoming, and culturally inclusive. This openness, combined with the region's traditional and modern influences, makes the GBA a uniquely inviting destination.

3.6 Discrepancies Across Cities

Culinary Offerings
While the entire GBA is known for Cantonese cuisine, some cities stand out with local specialties that reflect their respective cultural identities.
Macau: Fusion dishes combining Portuguese and Chinese influences, such as Portuguese egg tarts and African chicken
Zhongshan: Roasted pigeon, a highly regarded local delicacy
Foshan: Double-skin milk, a creamy dessert made from milk and egg whites
These dishes challenge the stereotype that dim sum is the defining feature of Guangdong cuisine and offer visitors a more varied culinary experience.

Transportation Infrastructure
Cities such as Guangzhou, Shenzhen, Macau, and Hong Kong have well-developed transportation systems, including international airports, extensive metro networks, and high-speed rail connections. These systems make travel efficient for locals and tourists. Other cities in the GBA, such as Zhongshan, Zhaoqing, and Jiangmen, have less developed transport infrastructure. Limited metro coverage, a reliance on buses, and the absence of major transportation hubs make it less convenient for visitors to explore these areas.

Tourism Marketing and Recognition
Tier-1 cities like Hong Kong and Macau benefit from strong international branding, making them globally recognized tourist destinations. Meanwhile, smaller cities like Dongguan or Huizhou lack the same degree of promotion despite having attractions that could appeal to niche audiences.

4. City Brand Architecture Construction

Based on the findings from big data analysis and face-to-face interviews, each city's brand architecture is analyzed in this section via four dimensions:

1. Tourism Resources
2. Place Meanings
3. Brand Values
4. Brand

Each dimension is compared from locals' and travellers' perspectives to identify matches and mismatches as well as shared strengths and unique challenges.

4.1 Hong Kong

Table 57. Comparison of Perspectives on Hong Kong's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Peak Tram, Victoria Harbour, local eateries	Blend of East and West, vibrant urban life, cultural	Innovation, diversity	Global metropolis, financial hub, gateway to the world
Travellers	Similar to locals but more emphasis on nightlife and amusement park	Iconic skyline, bustling markets, dim sum culture	Fusion of East and West, iconic Hong Kong style (港风)	Modern city with traditional roots, luxury destination

Commonalities: Both groups believe Hong Kong offers a dynamic mix of modernity and tradition.

Discrepancies: Locals highlight resilience and urban vibrancy; travellers emphasize amusement parks and iconic experiences.

4.2 Macau

Table 58. Comparison of Perspectives on Macau's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Ruins of St. Paul's, Senado Square, authentic Macanese cuisine	Colonial architecture, mixed cultural culinary	Historical sites preservation, pride in history, community	Heritage city, cultural melting pot
Travellers	Casinos, luxury resorts, historic sites	Casinos and shopping overshadow historical elements	Luxury, golden	Entertainment and gambling hub

Commonalities: Locals and visitors both recognize the city's historical value.

Discrepancies: Travellers focus more on entertainment, whereas locals appreciate cultural heritage.

4.3 Guangzhou

Table 59. Comparison of Perspectives on Guangzhou's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Canton Tower, Yongqing Fang, local dim sum	Lingnan culture, Cantonese opera, ancient temples	Tradition, innovation, pragmatism	Historical trade centre, culinary capital
Travellers	Similar to locals but focus on modern attractions like revitalized old sites with new shops	Modern skyline, diverse cuisine, Historical sites elements	Accessibility, richness of experiences	Emerging urban destination

Commonalities: Residents and tourists attend to food and cultural richness.

Discrepancies: Travellers are more inclined to explore modern attractions; the locals cherish cultural heritage.

4.4 Shenzhen

Table 60. Comparison of Perspectives on Shenzhen's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	OCT, Shenzhen Bay, theme parks	Rapid development, cultural integration	Technology, entrepreneurship, youthfulness	Innovation hub, "City of Dreams"
Travellers	Similar to locals but more focus on shopping and entertainment	Urban innovation, thriving tech scene	Technology progress, accessibility	Modern and futuristic city

Commonalities: Both groups highlight innovation and modernity.

Discrepancies: Locals enjoy cultural integration; travellers seek out shopping and entertainment.

4.5 Foshan

Table 61. Comparison of Perspectives on Foshan's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Ancestral Temple, Nanfeng Ancient Kiln, Lion Dance culture	Martial arts heritage, Lingnan gardens	Tradition, craftsmanship, culinary	Historical and cultural city
Travellers	Similar to locals but with less emphasis on niche cultural elements	Traditional architecture, immersive cultural experiences	Culinary enrichment, historical site	Culinary paradise, history

Commonalities: Both groups appreciate the city's cultural richness.

Discrepancies: Travellers are interested in culinary experiences, while locals treasure cultural elements such as Kung Fu and Lion Dance traditions.

4.6 Zhuhai

Table 62. Comparison of Perspectives on Zhuhai's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Chimelong Ocean Kingdom, Zhuhai Fisher Girl, Lovers' Road	Scenic coastal views, islands, and greenery	Relaxation, eco-friendliness, harmony	Coastal city, leisure destination
Travellers	Similar to locals but with added emphasis on family-oriented attractions	Beaches, theme parks, and proximity to Macau	Convenience to go to Macau, recreation	Gateway to Macau, family-friendly vacation spot

Commonalities: Locals and tourists see Zhuhai as a scenic and relaxing destination.

Discrepancies: Residents emphasize eco-friendliness and natural beauty; travellers focus more on recreational facilities.

4.7 Zhaoqing

Table 63. Comparison of Perspectives on Zhaoqing's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Seven Star Crags, Dinghu Mountain, ancient city walls	Karst landscapes, historical landmarks	Heritage, tranquillity, preservation	Ancient city with natural wonders
Travellers	Focused on natural attractions, less on historical significance	Mountains, lakes, and outdoor exploration	Scenic beauty, serenity	Picturesque getaway

Commonalities: Both groups admire Zhaoqing's natural beauty.

Discrepancies: Residents value historical landmarks more, whereas travellers principally engage in scenic outdoor activities.

4.8 Dongguan

Table 64. Comparison of Perspectives on Dongguan's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Opium War Museum, Keyuan Garden, Songshan Lake	Cultural relics, emerging urban development	Innovation, resilience, craftsmanship	Industrial hub with cultural undertones
Travellers	Similar to locals but more emphasis on urban exploration	Balance of industrial modernity and cultural experiences	Accessibility	Emerging cultural-industrial city

Commonalities: Both groups acknowledge Dongguan's dual industrial–cultural identity.

Discrepancies: Locals highlight the city's historical and community-driven aspects, while travellers lean towards its modern urban features.

4.9 Jiangmen

Table 65. Comparison of Perspectives on Jiangmen's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Kaiping Diaolou, Chikan Old Town, hot springs	Diaspora culture, traditional architecture	Heritage, community, nostalgia	Hometown of overseas Chinese
Travellers	Focused on iconic Diaolou and heritage towns	Diaolou towers, unique cultural elements	Cultural immersion	Historical and architectural gem

Commonalities: Both groups celebrate Jiangmen's rich history and diaspora culture.

Discrepancies: Locals stress community ties; travellers are drawn to the city's architectural nuances.

4.10 Huizhou

Table 66. Comparison of Perspectives on Huizhou's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Huizhou West Lake, Luofu Mountain, Xunliao Bay	West Lake, ancient poetry culture	Serenity, tradition, literary legacy	City of mountains, rivers, and poetry
Travellers	Focused more on natural landscapes and coastal areas	Lakes, mountains, and beach resorts	Relaxation, beauty	Nature and leisure destination

Commonalities: Both groups appreciate Huizhou's natural beauty.

Discrepancies: Locals highlight its cultural and literary heritage, while travellers prioritize leisure and relaxation.

4.11 Zhongshan

Table 67. Comparison of Perspectives on Zhongshan's Tourism Branding

Perspective	Tourism Resources	Place Meanings	Brand Values	Brand
Locals	Sun Yat-sen's Former Residence, traditional villages, roasted pigeon	Historical sites, Lingnan culture	Patriotism, tradition, culinary	Birthplace of Sun Yat-sen, culturally rich, culinary diversity
Travellers	Similar to locals but more emphasis on leisure and tranquillity	Historical landmarks, serene environment	Cultural enrichment	Historical and tranquil getaway

Commonalities: Both groups recognize Zhongshan's historical significance.

Discrepancies: Locals emphasize culinary diversity, while travellers pursue historical discovery.

4.12 Commonalities Across Cities

1) Cultural Heritage: All cities are celebrated for their rich culture, with locals consistently emphasizing this dimension as a strength.
2) Natural Beauty: Scenic attractions such as mountains, lakes, and parks are universally appreciated by locals and tourists.
3) Blend of Tradition and Modernity: Each city strikes a balance between its traditional roots and modern developments.

4.13 Discrepancies Across Cities

1) Brand Values: Locals often highlight heritage and community, whereas travellers favour convenience, accessibility, and leisure.
2) Tourism Focus: Travellers tend to focus on entertainment, iconic attractions, and leisure; locals are generally attuned to deeper cultural and historical aspects.
3) Communication Gap: Unique elements such as Lingnan culture or literary traditions are sometimes underappreciated by travellers.

5. Cluster Brand Recommendations

The Greater Bay Area (GBA) has the potential to become a world-class tourism destination by unifying the unique strengths of its 11 cities under a cohesive brand identity. By emphasizing the region's cultural diversity, urban-natural synergy, and seamless connectivity, the GBA can position itself as a multifaceted destination that appeals to a wide range of travelers—from international tourists seeking cultural immersion to domestic visitors looking for leisure and adventure. This section outlines recommended brand images, tourism itineraries, and innovative products and services designed to elevate the GBA's global appeal and enhance the visitor experience.

5.1 Recommended Brand Image

The GBA should position itself as a unified, multifaceted tourism destination that leverages the distinctive strengths of its 11 cities. Brand names to consider include the following:
1) **"Greater Bay Area: Diverse Cities, One Destination"** (targeting Chinese travellers)
2) **"Greater Bay Area: Where Every City Tells Its Tale"** (targeting Chinese travellers)
3) **"Greater Bay Area: The Leisure Hub of China"** (targeting Chinese travellers)
4) **"Greater Bay Area: The World's Gateway to China"** (targeting international tourists)
5) **"Greater Bay Area: The World's Leisure Hub"** (targeting international tourists)
6) **"Greater Bay Area: The Impressive China (or *The Impression of China*)"** (targeting international tourists)
7) **"Greater Bay Area: The Fun (or *Heavenly*) South"** (targeting the northern part of China)

This brand would highlight the region's diversity and interconnectedness, focusing on four main aspects.

> ➤ **Cultural Fusion:** Combining heritage and modernity with inspiration from Cantonese, Portuguese, and global cultures. The GBA's cultural tapestry includes Hong Kong's East-meets-West charm, Macau's Portuguese–Chinese heritage, and Guangdong's Lingnan traditions. These characteristics afford visitors opportunities to experience global and local influences in one region.
> ➤ **Urban and Natural Synergy:** Offering a blend of bustling cityscapes and serene natural retreats, visitors can explore the futuristic skyline of Shenzhen, the scenery of Zhaoqing's Seven Star Crags, and the coastal charm of Zhuhai. This juxtaposition ensures that every traveller, whether seeking luxury or tranquillity, finds something remarkable.
> ➤ **Seamless Connectivity:** Multi-destination itineraries are possible thanks to the region's expanding transportation network, such as the Hong Kong–Zhuhai–Macau Bridge, high-speed rail, and efficient ferry systems. Such connectivity enables visitors to explore several cities within a single trip, highlighting the GBA's accessibility and integration as a tourism cluster.
> ➤ **Unity and Collaboration:** The GBA thrives on a harmonious blend of histories, cultures, and traditions, contributing to its inclusive atmosphere. The region promotes collaboration across diverse communities—whether through cultural exchange or economic collaboration to achieve sustainable development and

prosperity for all. This spirit of unity and collective success resonates across the GBA. Visitors can thus bear witness to its dynamic local heritage and culture.

The cluster brand can emphasize diversity and fusion at once, targeting international tourists (seeking a mix of cultures and experiences), domestic travellers (Chinese citizens from northern China), and regional travellers (looking for accessible weekend getaways). Marketing campaigns should showcase the GBA's unique mix of modernity, heritage, and natural beauty while accentuating its ease of travel.

5.2 Recommended Tourism Itineraries, Products, and Services

5.2.1 Itineraries

Luxury Itinerary

Route: Begin in Hong Kong with luxury shopping in Central, meals at Michelin-starred restaurants, and world-class accommodations. Continue to Macau's renowned casino resorts and fine dining establishments. Extend the journey to Guangzhou and Shenzhen to explore their metropolitan skylines, featuring architectural marvels and luxury urban experiences, such as Zhujiang New Town and Shenzhen's Nanshan District.

Route: Begin in Shenzhen with luxury shopping at MixC Mall and fine dining in Nanshan District. Continue to Hong Kong for world-class accommodations, Michelin-starred dining, and luxury shopping in Central. Conclude in Macau, enjoying its iconic casino resorts, spa treatments, and gourmet dining experiences at casino resorts.

Heritage Itinerary

Route: Start with Hong Kong's historical landmarks, such as Man Mo Temple and Tai Kwun. Travel to Guangzhou to become immersed in Cantonese culture at the Chen Clan Ancestral Hall and the Cantonese Opera Art Museum. Continue to Foshan to visit ancient temples and Lingnan architecture. Include Jiangmen's iconic Diaolou towers for a glimpse of overseas Chinese heritage, and conclude with Macau's Portuguese colonial buildings.

Route: Start in Guangzhou to explore Cantonese culture at the Chen Clan Ancestral Hall and Shamian Island. Visit the Cantonese Opera Art Museum for an in-depth cultural experience. Travel to Foshan to see ancestral temples and Lingnan architecture. Continue to Macau for its Portuguese colonial buildings and historic landmarks such as Senado Square and Ruins of St. Paul's. Conclude in Hong Kong, exploring British- and Hong Kong–style architecture.

Nature & Adventure Itinerary

Route: Begin with Hong Kong's scenic hiking trails, such as Dragon's Back and Tai Mo Shan. Travel to Huizhou to explore its serene lakes and enjoy the coastal beauty of Double Moon Bay. Head to Zhaoqing for its spectacular karst landscapes at Seven Star Crags and Dinghu Mountain. Include Huizhou's vibrant seaside resorts for a well-rounded nature-focused journey.

Route: Begin in Shenzhen with a hike at Wutong Mountain or an exploration of Mangrove Nature Reserve. Head to Huizhou to enjoy Double Moon Bay and the scenic West Lake.

Continue to Zhaoqing to visit the stunning Seven Star Crags and Dinghu Mountain. Finish in Guangzhou with a relaxing boat ride along the Pearl River.

Educational Itinerary

Route: Highlight academic and intellectual exploration by visiting top universities in the region. Include the University of Hong Kong, the Chinese University of Hong Kong, and Hong Kong University of Science and Technology. Extend to Shenzhen University and Sun Yat-sen University in Guangzhou, offering opportunities for cultural exchange and learning.

Route: Start in Guangzhou with a visit to Sun Yat-sen University and its beautiful campus. Continue to Shenzhen University for insights into innovation and technology. Travel to Hong Kong to visit top-tier universities such as the University of Hong Kong, Hong Kong University of Science and Technology, the Chinese University of Hong Kong, and the Polytechnic University of Hong Kong. End in Macau with the University of Macau to experience cross-cultural academic exchange.

Industrial Itinerary

Route: Showcase the region's economic powerhouses, beginning with Hong Kong's financial district and international business hubs. Visit Shenzhen's thriving tech industry, including Huawei headquarters and Tencent. Continue to Dongguan, known as the "World's Factory," for exposure to advanced manufacturing and industrial innovation.

Route: Start in Shenzhen by exploring its thriving tech ecosystem at Huawei headquarters and Tencent. Visit Dongguan, the "World's Factory," for a firsthand look at advanced manufacturing processes. Travel to Guangzhou for insights into international trade and business hubs like Pazhou International Convention and Exhibition Center. Conclude in Macau by learning about its casino-driven economic model.

Creative Arts & Design Itinerary

Route: Start in Hong Kong by visiting the West Kowloon Cultural District, including M+ Museum and Hong Kong Palace Museum. Explore Police Married Quarters (PMQ) for local designer works and art exhibitions. Travel to Shenzhen, visiting OCT Loft Creative Culture Park and Dafen Oil Painting Village. End in Guangzhou, exploring Redtory Art and Design Factory and admiring the architectural beauty of the Guangzhou Opera House.

Route: Start in Shenzhen, known as China's creative city, with visits to OCT Loft Creative Culture Park and Dafen Oil Painting Village. Continue to Guangzhou to explore Redtory Art and Design Factory and the Guangzhou Opera House for architectural marvels. End in Hong Kong with visits to PMQ, M+ Museum, and the Hong Kong Museum of Art for a deep dive into contemporary and traditional art.

Nightlife Adventure Itinerary

Route: Start in Hong Kong, enjoying rooftop bars in Central, live music in Lan Kwai Fong, and a Symphony of Lights cruise at Victoria Harbour. Travel to Macau for its glamorous casino nightlife and live performances at The Venetian or City of Dreams. Head to Shenzhen to

explore vibrant clubs at Coco Park and enjoy late-night eats at Dongmen. Conclude in Guangzhou with a Pearl River night cruise and a visit to bustling nightlife hubs like Party Pier.

Route: Begin in Macau, exploring its dazzling casino nightlife and live performances at The Venetian or City of Dreams. Travel to Shenzhen to enjoy rooftop bars in Nanshan and the electrifying clubbing scene in Coco Park. End in Guangzhou, taking a Pearl River night cruise and enjoying late-night street food at Shangxiajiu Pedestrian Street.

5.2.2 Products and Services

Unified Cross-City Travel Pass

Develop an integrated GBA travel pass that covers public transportation across all major cities, including Hong Kong, Macau, Shenzhen, Guangzhou, and beyond. The pass should account for metro systems, ferries, buses, and high-speed rail, providing seamless multi-modal connectivity. Offer digital payment integration via popular platforms like Alipay and WeChat for added convenience.

Themed Tours

Create customized tours that link cultural and natural attractions across cities. Examples include the following:
1. Cantonese Cuisine Trail: A gastronomic journey through Hong Kong's dim sum culture, Guangzhou's authentic Cantonese dishes, and Foshan's famous double-skin milk dessert.
2. Historic Pearl River Delta Tour: Explore iconic heritage sites like Hong Kong's colonial architecture, Guangzhou's Qingping Market, Foshan's ancestral halls, Jiangmen's Diaolou towers, and Macau's historic squares.
3. Eco-Tourism Adventure: Highlight the region's natural beauty with visits to Zhaoqing's karst landscapes, Huizhou's coastline, and Hong Kong's country parks.
4. Greater Bay Area as a Retirement Haven: The GBA offers a combination of advanced healthcare, a favourable climate, beautiful landscapes, and excellent leisure facilities, making it an ideal destination for retirees. For instance, Zhaoqing's Seven Star Crags provides a tranquil environment with stunning scenery, perfect for those seeking peace and natural beauty. Huizhou's Nankun Mountain Hot Springs offers a relaxing wellness experience in a serene setting. Zhongshan's Xiaolan area offers a blend of rich cultural and culinary experiences, optimal for long-term stays. With the rise of the silver economy and government support, this area is well-positioned to attract retirees seeking an active and healthy lifestyle. Tour packages for older travellers should emphasize wellness, relaxation, and access to top-tier medical services.
5. Family and Child-Friendly Tour: The GBA offers numerous theme parks, marine resources, and other family-oriented attractions. Curate packages for family and child-friendly tourism. Hong Kong Disneyland, Hong Kong Ocean Park, Chimelong Ocean Kingdom in Zhuhai, Chimelong Paradise, and Chimelong Safari Park in Guangzhou are central to such tours, offering entertainment and excitement for all ages. However, further improvements are needed in areas like transportation accessibility, child-friendly accommodations, and enhanced safety measures to fully tap into this growing market.

Smart Tourism Platforms

Launch/redevelop a comprehensive digital platform offering real-time travel information, booking services, and personalized itinerary recommendations. Features should include the following:

1. AI-Powered Planning: Tailor itineraries to travellers' preferences, such as family-friendly activities, adventure, or cultural exploration.
2. Integrated Booking System: Allow seamless reservations for transportation, accommodations, attractions, and dining.
3. Interactive Maps: Highlight key attractions, local events, and hidden gems, with options for augmented reality–based guided tours to enhance the travel experience.

6. Strategic Development

The GBA is uniquely positioned to become a world-class tourism destination, offering a robust blend of cultural, historical, and natural attractions across its 11 cities and two special administrative regions. However, realizing this potential requires a well-coordinated strategy that reinforces individual cities' identities and fosters regional cohesion. Through collaborative branding and integration efforts, the GBA can present itself as a unified, dynamic tourism cluster that appeals to both domestic and international travellers.

6.1 Leveraging Opportunities in Multi-Destination Tourism Development

Improved Connectivity

Maximizing Infrastructure Advantages: The GBA's strategic infrastructure, including the Hong Kong–Zhuhai–Macau Bridge and high-speed rail, should be leveraged to promote multi-city travel. These connections enable tourists to explore several cities within a single trip, elevating the region's standing as a cohesive tourism cluster.

Enhancing Local Transport Options: To support less accessible cities such as Jiangmen, Zhaoqing, and Huizhou, ferry and bus services should be expanded and modernized. Reliable, affordable transportation will encourage more visitors to explore these destinations. For instance, introducing dedicated tourist shuttle buses connecting major GBA cities with smaller hubs can greatly improve accessibility.

Joint Events and Festivals

Rotating Regional Festivals: Organizing regional events, such as a "GBA Food Festival" or a "GBA Cultural Week," can showcase the region's diverse heritage. These festivals could rotate among cities, offering each location an opportunity to highlight its cultural offerings while contributing to a collective regional identity.

Seasonal Attractions: Seasonal events, like lantern festivals or spring flower fairs, can be synchronized across the GBA to draw visitors year-round. For example, a collaborative culinary series could feature regional specialties, enticing food enthusiasts to visit multiple cities.

Stamp Collection Passport

Introduce a "GBA Travel Passport," a collectible booklet that encourages visitors to explore the region. Each city in the GBA can have unique stamps available at key attractions, such as historical landmarks, cultural sites, or natural wonders. A city's stamps can combine to form a distinctive design representing that city's identity. Collecting all 11 cities' stamps will reveal a larger, unified design symbolizing the GBA. This initiative will promote tourism and engage travellers through an entertaining activity, all while promoting regional exploration and connectivity.

Target Markets

International Tourists: Highlight Hong Kong as the entry point for exploring the GBA's dynamic mix of urban luxury and cultural authenticity. Campaigns can emphasize cities' interconnectivity, encouraging longer stays and multi-destination itineraries.

Domestic Tourists: By drawing inspiration from Harbin's successful marketing strategies geared towards southern Chinese tourists (affectionately nicknamed "南方小土豆"), the GBA can position itself as a destination that fulfils northern Chinese visitors' dreams about the South. Campaigns can highlight unique regional elements, such as a warm climate, rich culinary offerings, diverse cultural heritage, and vibrant coastal cities. These facets present an alluring contrast to the northern lifestyle.

GBA Residents: Focus on promoting brief getaways and themed travel experiences within the region. Highlight the convenience of intra-GBA travel, with quick connections via high-speed rail and ferry. Showcase hidden gems, cultural festivals, and lesser-known attractions to persuade residents to explore neighbouring cities. Such exposure will foster a sense of regional pride and strengthen the GBA's identity as a cohesive yet dynamic destination.

Strategic Partnerships

Collaborations with Travel Operators: Work with airlines, cruise operators, and tour agencies to create bundled packages such as "Fly to Hong Kong, Explore the GBA." These packages can simplify travel planning and attract tourists by offering cost-effective options for multi-city trips.

Innovative Media Projects: Develop media content set in the GBA, such as video games or television shows, to create subtle but impactful cultural impressions. For example, producing a game similar to "Black Myth: Wukong" that integrates real GBA locations can engage global audiences and spark interest in the region.

Cultural Storytelling Through Entertainment: Produce films, dramas, or variety shows set in the GBA to promote the region's landscapes and heritage. Shows like *The Knockout*, which gained widespread attention, demonstrate the media's potential to attract tourists to filming locations. Collaborative storytelling across cities can further elevate this region's profile as a cohesive tourism cluster.

Tailored Strategies for Smaller Cities

Nature-Focused Cities: Cities such as Zhaoqing and Huizhou, known for their natural beauty and slower pace of life, lend themselves to wellness tourism and eco-tourism. These destinations can attract "snowbird" tourists from northern China who are seeking a tranquil retreat during the colder months. By publicizing activities like hiking, hot springs therapy, and mindfulness retreats, these cities can carve out a niche in the wellness tourism market. Enhancing infrastructure and promoting accessibility to these areas will further enhance their appeal.

Complementary Itineraries with Larger Hubs: Smaller cities can benefit from integrating their offerings with the attractions of larger hubs.
Shenzhen–Zhongshan Cultural Route: Highlight Shenzhen's innovation and Zhongshan's historical significance as the birthplace of Sun Yat-sen.

Guangzhou–Foshan–Dongguan Heritage Tour: Feature Guangzhou's Lingnan culture, Foshan's martial arts traditions, and Dongguan's Opium War heritage.
Itineraries such as these offer visitors a mix of urban and cultural experiences while fostering intercity collaboration. This approach ensures that smaller cities gain visibility and foot traffic as part of the broader GBA tourism network.

Expanding Niche Tourism: Promote niche tourism experiences tailored to specific interests, such as culinary tours in Foshan, architectural tours in Jiangmen, or outdoor adventures in Huizhou. By diversifying tourism products, smaller cities can attract a wider range of visitors and enjoy greater appeal within the GBA cluster.

6.2 Comprehensive Development of Land, Sea, and Air Tourism

Currently, most tourism development strategies in the Greater Bay Area (GBA) focus primarily on land-based attractions and infrastructure. However, given the region's extensive coastline, well-developed port network, and emerging low-altitude economy, there is significant potential to expand tourism offerings into maritime and aerial sectors. By leveraging these resources, the GBA can enhance its appeal as a world-class multi-dimensional tourism destination.

Enhancing coastal Tourism

The GBA's strategic location along the Pearl River Delta makes it an ideal hub for maritime tourism. Short-haul cruises between GBA cities, along with extended routes to Southeast Asia, could attract both domestic and international tourists.

In addition, luxury yacht tourism can be promoted by developing a marine tourism economy in the Greater Bay Area and establishing dedicated yacht tourism routes connecting major coastal destinations. Coastal cities such as Zhuhai, Zhongshan, and Shenzhen could offer themed yacht experiences, including gourmet dining cruises, private island tours, and eco-marine excursions. Integrating these services with existing tourism hubs can create seamless travel experiences that appeal to high-end travelers.

To further capitalize on the region's water resources, river cruises along the Pearl River and its tributaries can be expanded. These could include heritage-themed tours exploring historical sites, night cruises showcasing city skylines, and eco-tourism experiences in protected wetlands and nature reserves. Strengthening ferry connectivity across the region, with improved ticketing systems and upgraded vessels, can also enhance accessibility and convenience for tourists.

Developing Low-Altitude Economy Tourism

The rise of the low-altitude economy presents new opportunities for aerial tourism in the GBA. Helicopter sightseeing tours can provide visitors with unique perspectives of the region's most iconic landmarks, such as Victoria Harbour in Hong Kong, the Macau skyline, and the Hong Kong-Zhuhai-Macau Bridge. Establishing dedicated aerial tourism routes can offer an exclusive and immersive travel experience.

Beyond sightseeing, air mobility solutions can enhance regional connectivity. Short-haul air travel via helicopters or small aircraft can provide quick transfers between key destinations, making multi-city travel within the GBA more efficient. Luxury air tours combining aerial

views with high-end experiences—such as private resort access, vineyard visits, and island getaways—can appeal to premium travelers.

Moreover, integrating air tourism with cultural and adventure experiences can add further value. Hot air balloon rides over scenic landscapes, skydiving experiences, and aerial photography tours can attract adventure-seeking tourists. Encouraging investment in aerodromes, heliports, and supporting infrastructure will be crucial for developing this sector.

Building a Multi-Dimensional Tourism Ecosystem

By incorporating land, sea, and air tourism, the GBA can create a comprehensive and interconnected tourism ecosystem that caters to diverse traveler preferences. Developing seamless multimodal transportation networks—including integrated ticketing systems for ferries, cruises, and aerial transport—can improve accessibility and convenience.

Collaboration among cities in the region will be key to realizing this vision. Joint initiatives, such as cross-border tourism packages, shared promotional campaigns, and coordinated investment in infrastructure, can position the GBA as a leading global tourism hub. By embracing innovation and expanding its tourism offerings beyond traditional land-based attractions, the region can attract a broader range of visitors and enhance its international competitiveness.

6.3 Cross-Regional Unit for GBA Tourism

A neutral and dedicated cross-regional unit is integral for addressing these limitations. This unit would serve as an impartial body to coordinate efforts, ensuring that all cities have a voice in shaping broader strategies and priorities. By organizing annual forums and regular meetings, this unit would foster open communication and provide a platform for sharing ideas, dealing with concerns, and fortifying stakeholder relationships. These events would create opportunities for cities to jointly discuss issues such as shared branding strategies, cross-border connectivity, and sustainable tourism development.

A central role of the unit can be to design and oversee cohesive marketing campaigns that highlight each city's unique offerings while promoting the GBA as a unified destination. This approach would ensure consistency across promotional channels, reduce competition between cities, and enhance the region's appeal among international and domestic tourists. Furthermore, the unit could facilitate resource sharing and joint initiatives, such as cross-city cultural festivals, coordinated transportation services, and collaborative digital platforms for travellers.

Through such collaboration, the GBA can move beyond the current structure's fragmented and inconsistent efforts. This approach would enable cities to learn from one another, align their strategies, and work together more effectively. Over time, a coordinated framework will strengthen the region's position as a global tourism destination, delivering long-term benefits for local communities and the overall economy.

7. Marketing Campaign

To effectively market the GBA as a premier tourism destination, it is essential to develop a strategic marketing campaign that highlights the region's unique mix of modernity, cultural heritage, and natural beauty. The campaign should appeal to a wide range of tourists, both international and domestic, by promoting the GBA as an interconnected region that features experiences ranging from high-end luxury to immersive local cultures. The campaign's success relies on emphasizing the ease of regional travel and showcasing each city's attractions.

7.1 Campaign Objectives

7.1.1 Raise Awareness of the GBA's Tourism Offerings

The marketing campaign's key goal should be to raise awareness of the GBA as a multi-destination tourism hub. Each city's unique features should be highlighted, from Hong Kong's cosmopolitan lifestyle to Guangzhou's cultural richness, Shenzhen's cutting-edge technology, and Macau's vibrant entertainment scene.

7.1.2 Showcase Regional Connectivity

Tourists should be made aware of the GBA's seamless travel connections, with short travel times between cities through modern transportation options such as high-speed trains, ferries, and buses. By promoting the ease of travel in this region, tourists will be encouraged to explore multiple cities during their stay, thus increasing their trip length.

7.1.3 Highlight Unique Experiences

The GBA offers diverse experiences, from luxury shopping in Hong Kong to traditional Chinese architecture in Guangzhou. The campaign should emphasize this variety and demonstrate how the GBA has something for every type of traveller—be it those seeking adventure, culture, shopping, or relaxation.

7.2 Effective Marketing Strategy

7.2.1 Digital and Social Media Marketing

In today's digital age, social media is crucial for reaching global audiences. Platforms such as Instagram, Facebook, and TikTok can be used to share compelling content, such as stunning visuals, video tours, and travel vlogs, to promote the GBA's attractions. By showcasing the region's rich cultural heritage, world-class shopping, and beautiful landscapes, social media campaigns can build excitement around the idea of visiting several GBA cities. Interactive content (e.g., Instagram stories, TikTok challenges, and Facebook contests) can also engage younger audiences and raise awareness of the GBA.

7.2.2 Collaborations with Influencers

Partnering with well-known travel influencers and bloggers from international and domestic markets can greatly amplify the campaign's reach. Influencers who have a strong following in

key markets such as the United States, Europe, Southeast Asia, and mainland China should be prioritized for partnerships. These influencers can share their travel experiences in the GBA, showcasing the numerous activities available—from checking out high-end malls and restaurants to discovering historical sites and natural wonders.

7.2.3 Experiential and Immersive Campaigns

Rather than focusing solely on traditional advertising, experiential marketing should be harnessed to create immersive travel experiences for potential tourists. Virtual reality and augmented reality experiences could give viewers a taste of what it's like to travel throughout the GBA. For instance, virtual reality promotions can simulate a journey within GBA cities, showcasing local attractions and providing a glimpse of what people can expect when they visit. These types of immersive campaigns can be presented at travel fairs, airports, or online to engage tourists before they even set foot in the region.

7.2.4 Targeted Promotions and Travel Packages

Collaborating with airlines, travel agencies, and local hospitality providers to offer discounted travel packages can help encourage multi-destination trips. Special promotions that include discounts on cross-city transportation, hotel stays, and multi-attraction passes can be marketed to international and domestic visitors. By offering packages that allow travellers to explore multiple cities with ease, the GBA will become a more appealing destination for people who wish to maximize their travel time within a single region.

7.2.5 Cultural and Themed Events

Organizing signature events across the GBA, such as international music festivals, food and wine events, and art exhibitions, can attract tourists to the region and motivate them to visit several cities. Events like these also afford GBA cities the opportunity to showcase their unique offerings and establish themselves as cultural hubs within the tourism industry. Additionally, by holding events that rotate between cities, tourists may be inspired to plan visits to multiple destinations within the GBA.

7.2.6 Traditional and Offline Marketing Strategies

Although digital marketing is essential, offline strategies such as print advertisements in magazines, billboards, and TV commercials remain valuable—particularly for capturing the attention of older travellers and those who might not be as active on social media. Travel brochures, flyers, and information packets should also be made available at key transportation hubs such as airports, railway stations, and hotels. These materials can feature information about the GBA's different attractions to help tourists plan more enriching trips.

7.2.7 Collaborations with Famous Brands

Partnering with renowned brands such as MTR or Coca-Cola can boost public awareness of the GBA. For instance, MTR could issue collectible tickets featuring images and names of GBA cities, while Coca-Cola could print city icons on cans or bottles. These creative endeavours would spark interest and promote the GBA's attractions to domestic and international audiences. Such campaigns can be amplified through social media, encouraging users to share photos of the products with hashtags like #DiscoverGBA. By associating the

GBA with globally recognized brands, these initiatives will create excitement and position the region as a must-visit destination.

8. The Essentials of GBA Tourism Collaboration

For the GBA to realize its potential as a leading tourism destination, cities in the region must collaborate in areas such as infrastructure development, marketing, event coordination, and policy formulation. However, the GBA's current tourism collaboration scheme brings challenges. Cities often work independently on promotional efforts, resulting in inconsistent messaging that fails to showcase the region's unified strengths. Additionally, opportunities for meaningful dialogue and exchange between cities are limited, leaving common obstacles in place and collaborative potential untapped.

8.1 Key Areas of Collaboration

8.1.1 Integrated Transportation and Infrastructure

One of the most important aspects of GBA tourism collaboration is ensuring that the region's transportation infrastructure is both efficient and accessible. Cities within the GBA must work together to improve transportation connectivity between cities, allowing tourists to easily move between destinations. This aim calls for enhancing rail networks, linking ferry systems, and improving flight connections. By providing integrated ticketing systems and streamlined travel routes, GBA cities can make it easier for tourists to visit multiple destinations in a single trip.

8.1.2 Unified Branding and Marketing Efforts

To create a cohesive image for the GBA, all cities within the region must collaborate on a unified branding strategy. Messaging thus needs to match across all marketing platforms, including digital channels, print materials, and travel trade promotions. A clear, consistent GBA brand will reinforce the region's appeal as a multi-destination tourism hub. Joint marketing campaigns should highlight the diverse range of experiences available.

8.1.3 Cross-City Events and Cultural Exchange

Hosting cross-city events and festivals that rotate between GBA cities can create a sense of shared identity and draw more tourists. Options include international sporting events, art exhibitions, or cultural celebrations that are held in different locations, such that visitors can discover each city's cultural heritage and attractions. By organizing collaborative events, the GBA can establish itself as a cultural and entertainment hub that speaks to tourists from around the world.

8.1.4 Joint Tourism Platforms

A unified online platform where tourists can access information, book services, and plan multi-city trips will be an essential part of the GBA tourism experience. This platform could integrate accommodation bookings, event tickets, transportation schedules, and more within one intuitive interface. A centralized platform will ensure that tourists can learn about the full range of GBA tourism offerings, creating a seamless and user-friendly travel experience.

8.2 The Roles of Local Communities and Businesses

8.2.1 Community Involvement in Tourism

Local communities need to take an active role for GBA tourism collaboration to be truly successful. The GBA can offer travellers more authentic and diverse experiences by engaging local businesses, residents, and cultural organizations in the tourism process. Local businesses, such as independent tour operators, small hotels, and shops, should be encouraged to participate in tourism initiatives. These efforts will provide visitors with more personal and immersive experiences.

8.2.2 Support for Local Entrepreneurs

Small businesses in the GBA should be supported through training programs, funding, and marketing assistance to help them thrive in a growing tourism market. For example, promoting local food experiences, handicrafts, and boutique hotels can help bring tourists closer to the local culture. By empowering local entrepreneurs, the GBA can create a tourism ecosystem that benefits all sectors of the economy—from large corporations to small businesses.

9. Conclusion

The GBA is poised to become one of the world's most exciting and diverse tourism destinations. With its 11 cities, each offering a unique mix of modern innovation, deep cultural heritage, and breathtaking natural beauty, the GBA can captivate travellers from every corner of the globe. This report has shown that while there are shared strengths—a vibrant city life, cultural richness, and natural wonders—there are also opportunities to enhance connectivity, expand culinary offerings, and further diversify the region's tourism appeal.

The GBA can unlock its immense potential by embracing collaboration between its cities, crafting seamless multi-destination itineraries, and launching bold marketing campaigns. Strategic improvements in infrastructure and a commitment to sustainable tourism will further help the GBA flourish into an interconnected region where visitors experience world-class urban sophistication and serene nature.

In conclusion, the GBA is more than just a place to visit—it embodies what the future of tourism can look like. With its inimitable mix of vibrant cities, storied culture, and stunning landscapes, the region is ready to assume its place as a leading global destination. By building on its strengths and offering unforgettable experiences, the GBA has everything it needs to become a must-visit region that will redefine the future of tourism in Asia and beyond.

References

Annisa, R., Surjandari, I., and Zulkarnain. (2019). Opinion Mining on Mandalika Hotel Reviews Using Latent Dirichlet Allocation. *Fifth Information Systems International conference*, 161, 739–746. July 23-24, 2019, Surabaya, Indonesia. Institut Teknologi Sepuluh Nopember (ITS) & Universitas Internasional Semen Indonesia.

Blei, D. M., Ng, A. Y., and Jordan, M. I. (2003). Latent dirichlet allocation. *Journal of Machine Learning Research*, 3 (Jan), 993-1022.

Guo, Y., Barnes, S. J., and Jia, Q. (2017). Mining meaning from online ratings and reviews: Tourist satisfaction analysis using latent dirichlet allocation. *Tourism Management*, *59*, 467-483.

Hung, K. (2018). Understanding the cruising experience of Chinese travelers through photo-interviewing technique and hierarchical experience model. *Tourism Management, 69*, 88-96.

Hung, K., Yang, X. T., and Hsu, H. C. (2024). Constructing a sensory model of Chinese luxury hotel experiences from mental imagery perspective. *Journal of Travel and Tourism Marketing*, 41 (6), 791-810.

Knapp, M. L. (1980). *Essentials of nonverbal communication*. N.Y: Holt, Rinehart and Winston.

Mehrabian, A. (2009). *" Silent Messages"*-A Wealth of Information About Nonverbal Communication (Body Language). Retrieved on April 25, 2024, from the World Wide Web http://www. kaaj. com/psych/smorder. html.

Neishabouri, A., and Desmarais, M. C. (2020). Reliability of perplexity to find number of latent topics. In *Proceedings of the Thirty-Third International Florida Artificial Intelligence Research Society Conference (FLAIRS 2020)*. May 17-20, 2020, North Miami Beach, Florida, USA. Association for the Advancement of Artificial Intelligence.

Huang, L., Ma, J., & Chen, C. (2017). Topic detection from microblogs using T-LDA and perplexity. In *2017 24th Asia-Pacific software engineering conference workshops (APSECW) (pp. 71-77)*. IEEE. 4-8 December 2017, Nanjing, Jiangsu, China. Nanjing University.

Sievert, C., and Shirley, K. (2014, June). LDAvis: A method for visualizing and interpreting topics. In *Proceedings of the workshop on interactive language learning, visualization, and interfaces* (pp. 63-70) June 27, 2014. Baltimore, Maryland, USA. Association for Computational Linguistics.

Tirunillai, S., and Tellis, G. J. (2014). Mining marketing meaning from online chatter: Strategic brand analysis of big data using latent dirichlet allocation. *Journal of Marketing Research*, *51* (4), 463-479.

Xiang, Z., Du, Q., Ma, Y., and Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, *58*, 51-65.

Zaltman, G. (1997). Rethinking market research: Putting people back in. *Journal of Marketing Research*, 34(4), 424-437.

徐琳宏,林鸿飞,潘宇任惠,陈建美 (2008). 情感词汇本体的构造. *情报学报, 27* (2), 180-185.

Zaltman, G. (1997). Rethinking market research: Putting people back in. *Journal of Marketing Research*, 34(4), 424-437.

徐琳宏,林鸿飞,潘宇任惠,陈建美 (2008). 情感词汇本体的构造. *情报学报, 27* (2), 180-185.