

# **Unveiling post-pandemic tourism perspectives: A bilingual sentiment analysis relating to Hong Kong's global appeal**

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## **Abstract**

This presentation explores the tourism domain in Hong Kong, particularly emphasizing the impact of linguistic variation among visitors after the COVID-19 pandemic. The study integrates computational linguistics methods, including transformer models such as BERT, to perform an extensive sentiment analysis of bilingual online comments.

The dataset consists of English comments sourced from TripAdvisor and Chinese comments drawn from Xiaohongshu, both leading platforms for tourism feedback. These platforms provide rich and diverse sources of bilingual visitor feedback, offering a unique opportunity to study visitor sentiment through the lens of two different languages.

From a linguistic perspective, the core aim of this research is to shed light on the principal areas of interest and value for tourists visiting Hong Kong in the post-COVID era of 2023. The study uses different visualizations to present its findings, making it easy to understand how language use can reveal different areas of interest and concern among visitors. By identifying the different keywords in the comments, the localization of tourist websites can be improved, presenting tailored experiences to international tourists.

## **Biography**

Mr. Max Tik Fan LEE is a Lecturer in the Department of Translation, Interpreting and Intercultural Studies, the Hong Kong Baptist University (HKBU). He holds an MA from the HKBU, and an MPhil from The University of Hong Kong. His research primarily focuses on translanguaging, multilingualism and linguistic landscapes, reflecting his keen interest in the complexities of language interaction.