

The Chinese University of Hong Kong Department of Geography and Resource Management

will present a seminar

by

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How do university students in Hong Kong perceive the image of Greater Bay Area cities?

Abstract:

The promulgation and implementation of the development plan for Guangdong-Hong Kong-Macao Greater Bay Area ("Greater Bay Area") provide opportunities for university students in the region. This study uses "familiarity-favourability" analysis to compare the image of each city in the Greater Bay Area from the perspective of Hong Kong university students. Through the combination of questionnaire-based survey and follow-up interviews, the study reveals the levels of familiarity and favourability of the students, their perceived city image, and their locational decisions on tourism, education, employment and migration. The results found that Hong Kong is the most familiar and favourite cities in the Greater Bay Area, followed by Macau, Shenzhen and Guangzhou. Students are less willing to move to Greater Bay Area cities outside Hong Kong. Cultural background, social and demographic characteristics, personal characteristics and psychological characteristics are potential factors influencing the decision of Hong Kong university students' mobility intention in the region.

About the Speaker:

CHAN, Chung-Shing is a Research Assistant Professor in the Department of Geography and Resource Management at the Chinese University of Hong Kong. His teaching and research interests include place branding and marketing, sustainable tourism and ecotourism. Over the past years, he has conducted research projects on various areas such as city branding of Hong Kong, tourist destination recovery from disasters, visiting-friends-and-relatives tourism, accessible tourism, and public park management.

Language: English

Date: 16 April 2020 (Thursday)

Time: 4:30-5:30pm

ZOOM Meeting Link:

<https://cuhk.zoom.us/j/631231983>

(No password is required)

~All are Welcome~

For any inquiries, please contact Prof. Harry Lee (Tel. 3943 8478 or Email: harrylee@cuhk.edu.hk).