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**Featured
Research:**

**Resident Sentiment toward a Dominant
Tourist Market: Scale Development and Validation**

From: Chen, Hsu & Li



OVERVIEW

In a study published in 2021, researchers defined resident sentiment as “local residents’ overall perceptions of and emotional dispositions toward a dominant tourist market” (p. 1408). The following five (5) dimensions of resident sentiment were examined in this study:

1. Cognitive attitudes toward dominant tourist market
2. Affective attitudes toward dominant tourist market
3. Identification with dominant tourist market
4. Sense of superiority
5. Feeling of relative deprivation

SURVEY ITEMS

Although this study focused on Hong Kong (HK) residents’ sentiment towards Mainland Chinese tourists (MCTs), you can adapt the following survey items for your destination:

Cognitive Attitudes	Affective Attitudes	Identification with DTM	Sense of Superiority	Feeling of Relative Deprivation
Positive Impressions	Negative–Positive	I feel a bond with MCTs	HK residents are more civilized than MCTs	I feel the purchasing power of MCTs is greater than that of HK residents
Negative Impressions	Unpleasant–Pleasant	I think that MCTs have a lot to be proud of	HK residents are more international than MCTs	I feel the discretionary income of MCTs is higher than that of HK residents
	Awful–Nice	I have a lot in common with the average MCTs	HK residents have a stronger sense of public morality than MCTs	I feel MCTs are better off than HK residents economically
		I have a lot of respect for MCTs	HK people receive better education than MCTs	I feel deprived when I see how prosperous MCTs seem to be
			HK people deserve better things in life than MCTs	
			HK people deserve better quality of life than MCTs	

indicate the extent to which they believed certain aspects were superior to MCTs” (p. 1413). To measure relative deprivation, participants were “asked to compare the current pecuniary situation of HK with that of MCTs and indicate the extent to which they felt being deprived as a community” (p. 1413). Seven-point scales were used.

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