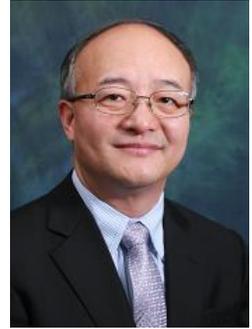


# 报告

从 Instagram 照片分享香港游客的季节及空间分布规律

## Seasonal and Spatial Patterns of Inbound Tourists in Hong Kong from Analysing Instagram Geotagged Photos

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### 讲者介绍 Biography

Prof. X.L. Ding is Chair Professor of Geomatics and Associate Dean of Faculty of Construction and Environment, The Hong Kong Polytechnic University.

Prof. Ding obtained B.Eng. from Central South University, China in 1983 and Ph.D. from the University of Sydney, Australia in 1993. He lectured at Curtin University, Australia, between 1992 and 1996 and has been with The Hong Kong Polytechnic University since 1996.

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### 报告摘要 Abstract

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The digital clues that tourists intentionally leave behind via social media platforms while traveling to cities disclose their spatial patterns. Such information is very useful for strategic planning and decision making to develop and maintain a sustainable tourism industry. This research aims at investigating the seasonal and spatial patterns of inbound tourists using exploratory spatial data analysis. Our case study focuses on Hong Kong inbound tourists using 1,093,271 geotagged photos from 203,922 international tourists collected over a period of one year from Instagram. This exploited approach is a collection of GIS spatial statistical techniques that focuses mainly on the distinguishing characteristics of geographical data and is useful to describe and visualize spatial patterns and hot spots in data. The global Moran's I statistics for inbound tourist patterns reveals strong positive and significant spatial autocorrelation. Furthermore, the Moran significant maps indicate some significant inbound tourism hot-spot areas in the spring and the winter, including e.g., Mong Kok, Tsim Sha Tsui, Victoria Peak, the Big Buddha statue, Hong Kong Disneyland, Hong Kong Airport, and some significant hot-spot regions in the fall and the summer. Based on the results, we show that tourism patterns are polarized into clusters and remain very stable throughout the period. Hot-spot areas in Hong Kong tend to be in insular and urbanized areas. These areas consist of shopping centers and major tourist attractions. However, there were some different attractions during different seasons.