

Article Title

Exploring Tourist Dining Preferences Based on Restaurant Reviews

Citation

Vu, H. Q., Li, G., Law, R., & Zhang, Y. (2019). Exploring Tourist Dining Preferences Based on Restaurant Reviews. *Journal of Travel Research*, 58(1), 149–167.
<https://doi.org/10.1177/0047287517744672>

Abstract

Dining is an essential tourism component that attracts significant expenditure from tourists. Tourism practitioners need insights into the dining behaviors of tourists to support their strategic planning and decision making. Traditional surveys and questionnaires are time consuming and inefficient in capturing the complex dining behaviors of tourists at a large scale. Thus far, the understanding about the dining preferences and opinions of different tourist groups is limited. This article aims to fill the void by presenting a method that utilizes online restaurant reviews and text processing techniques in analyzing the dining behaviors of tourists. The effectiveness of the proposed method is demonstrated in a case study on international tourists visiting Australia using a large-scale data set of more than 40,000 restaurant reviews made by tourists on 2,265 restaurants. The proposed method can help researchers gain comprehensive insights into the dining preferences of tourists.

Conclusion

According to the research result, there are several lessons that tour practitioners and restaurant management should pay attention to. Certain nationality tourism groups like Indian, Italian, and French have a strong preference for their own foods during the trip. Western tourists tend to prefer to go to the pub so this can be applied for tour planning for the group. Also, it is reconfirmed the former studies that wine is the key component of the tourism dining experience in Australia. While western tourist concern restaurant features more than Asian tourists who care about food quality more than that, restaurant managers and operators should be careful when they set up their strategy. However, those are only derived from limited sources – TripAdvisor’s reviews about Australian restaurants so these might have some limited applications in limited literature.

Invent the Future

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

An equal opportunity, affirmative action institution