



DIGITAL
BEHAVIOUR

IN

CULINARY TOURISM

What are the new pre- and post-purchase behaviors
in culinary tourism?

Group 2

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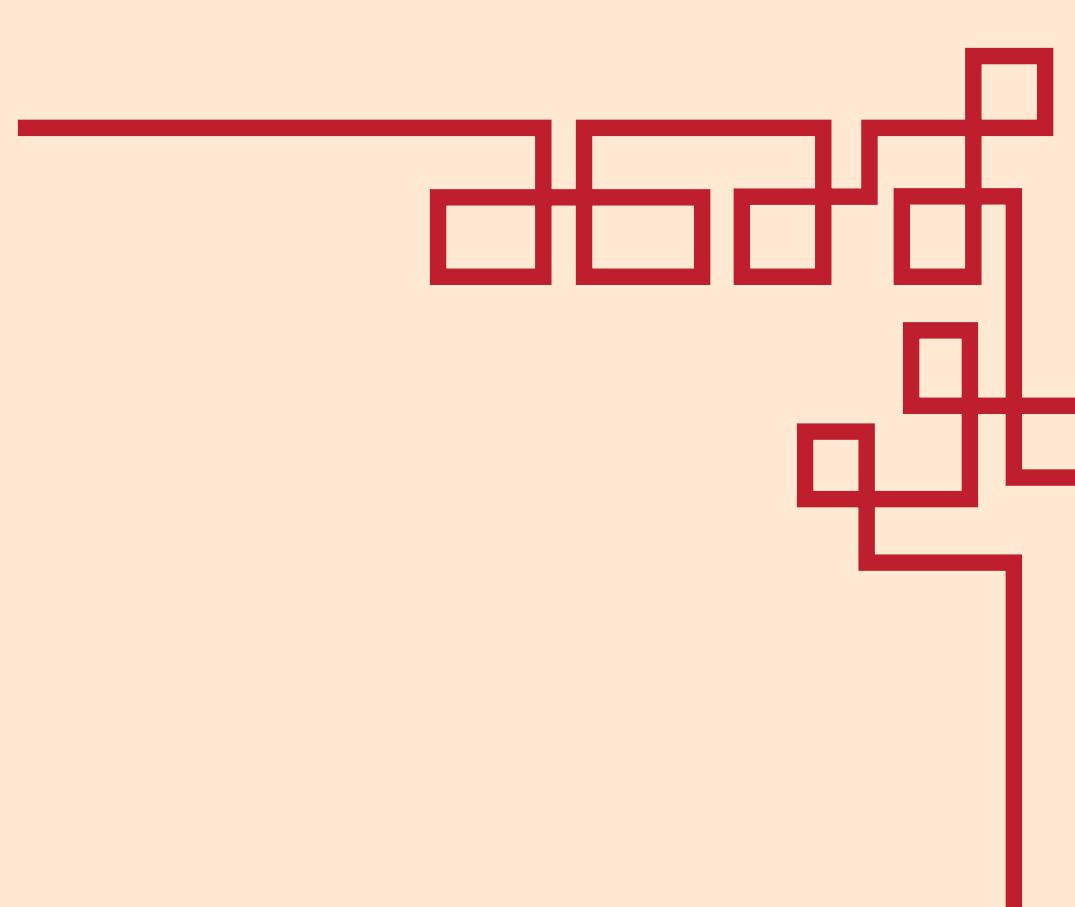
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Agenda



01 Theoretical Background

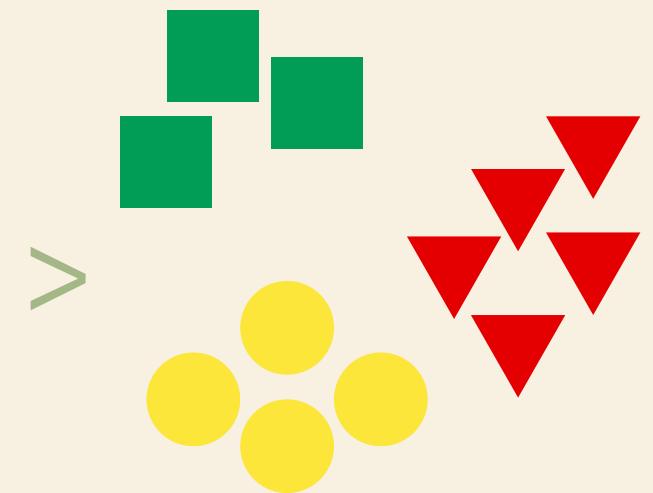
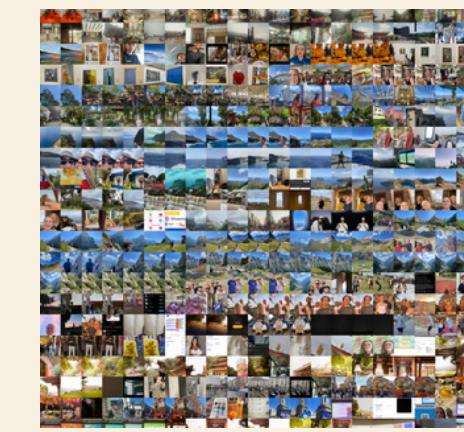
02 Methodology

03 Analysis and Results

04 Managerial Implications

05 Critique

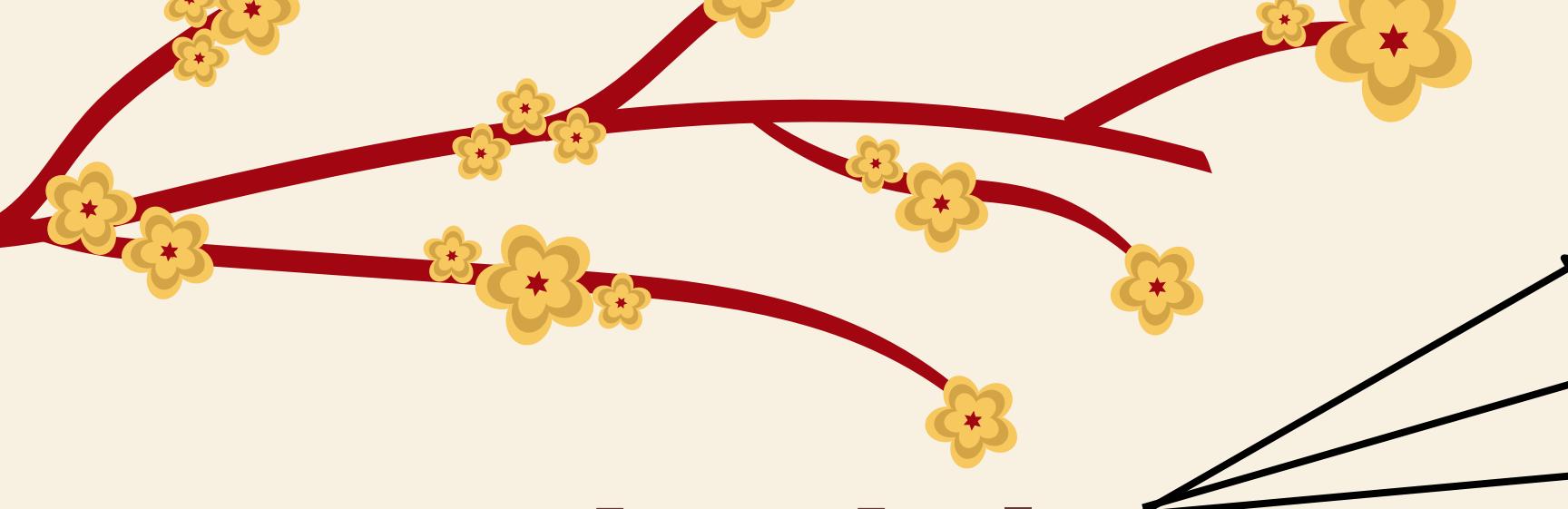
Theoretical Background



Deep learning
techniques

To identify:

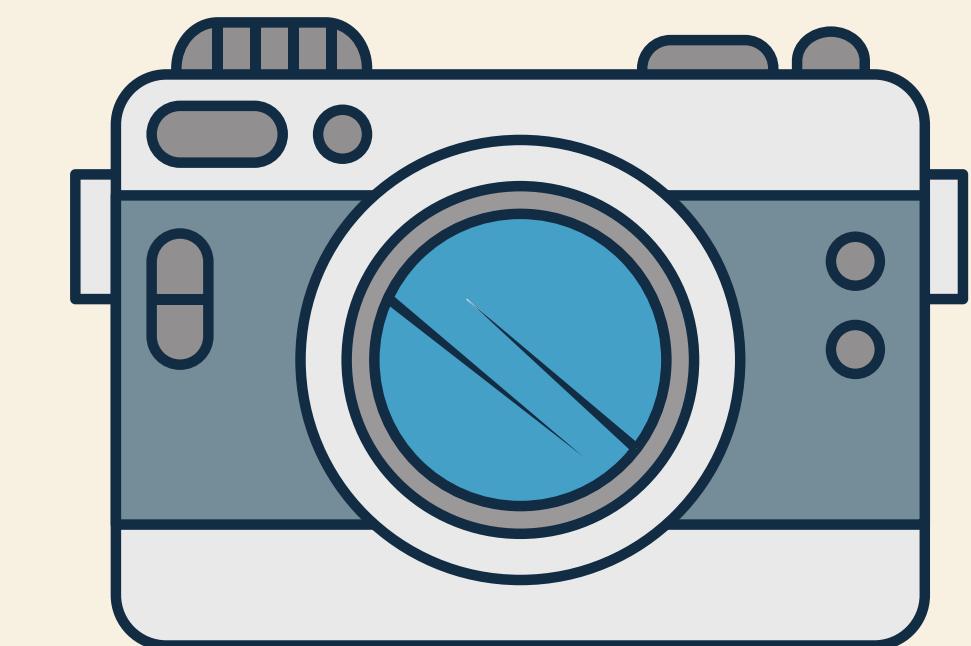
- Topics of interest
- Customers' behavior



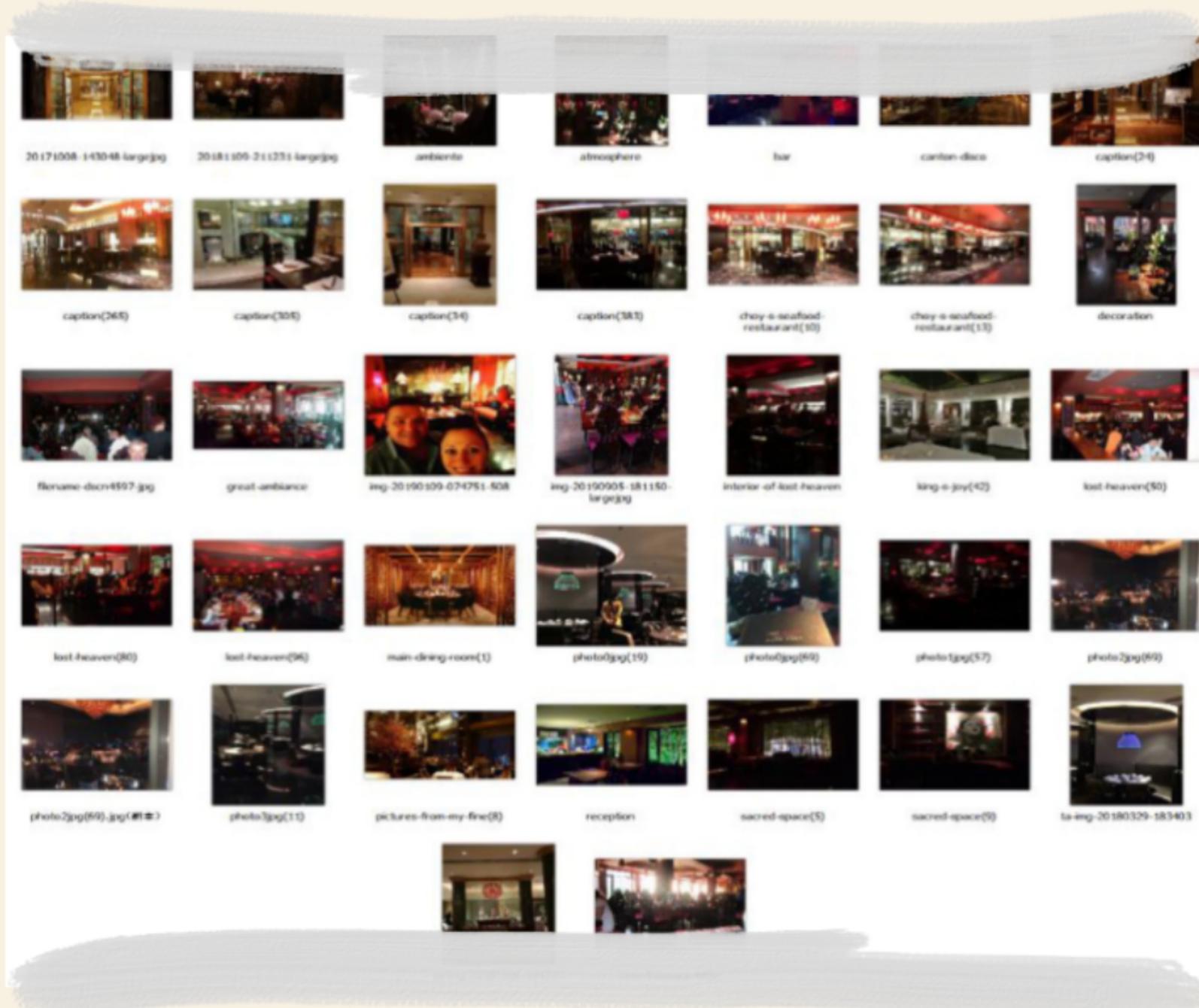
Methodology

- DEEP LEARNING
- IMAGE CLUSTERING / CNN
- TEXT MINING / WORD CLOUD ANALYSIS

- Collected 4000 images from 9 Chinese restaurants from Tripadvisor
- Inception V3 and deep neural network
- Collected open-ended text responses from 125 respondents



ANALYSIS AND RESULTS



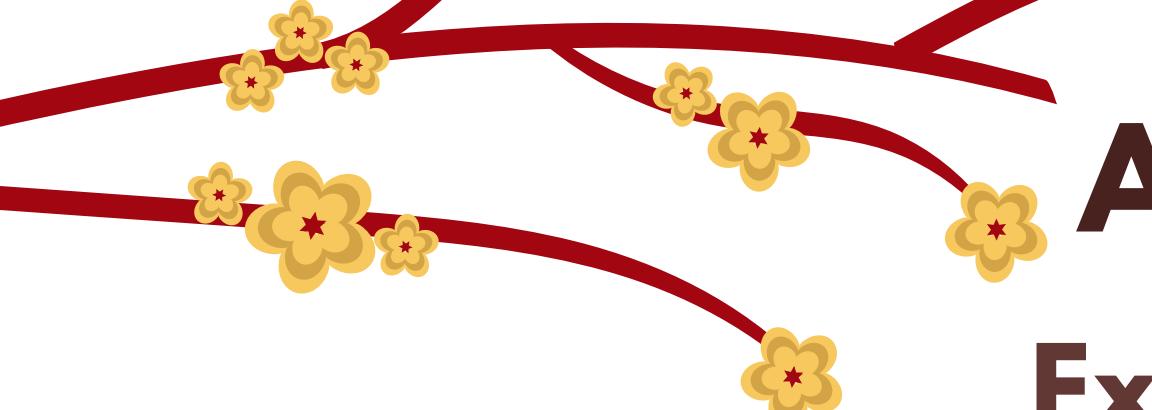
Example of images of atmospheric images

Image clustering

- 12 clusters

atmospheric table decorations decorative lighting decorative plants interior designs award photos views from the restaurant consumers having fun in the restaurant consumers promoting food consumer testimonials menus food and drink presentations

ANALYSIS AND RESULTS



Extracting information from text

“What do you want to know before going to a restaurant?”

“What motivates you to post reviews online?”

“With whom do you want to share your reviews?”



Managerial Implications



atmospheric table decorations
decorative lighting decorative plants
interior designs award photos views
from the restaurant consumers having
fun in the restaurants consumers
promoting food consumer testimonials
menus food and drink presentations



Consumer-generated social media content

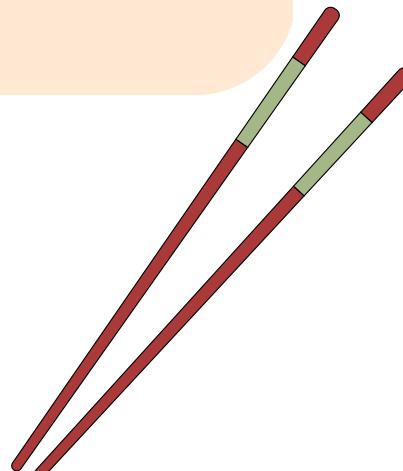
- More efficient targeted advertising
- Supports value co-creation



Development of a *personalised* culinary marketing strategy

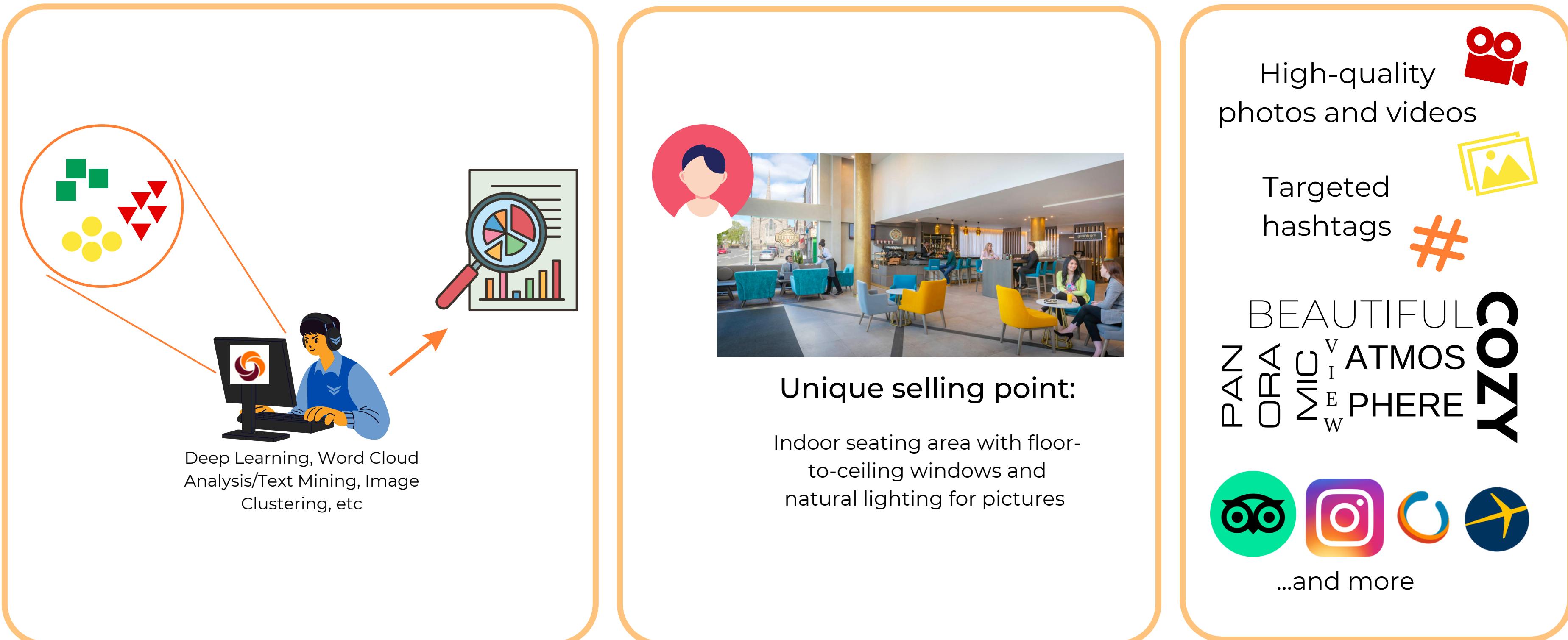
Connection between consumers and the restaurant

Consumers perception of the restaurant



Managerial Implications

Fictional Use Case



Strengths



Leverage the use of two complementary types of analysis



Accurately capture tourists' and customers' behaviors



Provide businesses with insights for eWOM fostering

Weaknesses



1 specific country & cuisine



Limited to a few restaurants



1 single platform



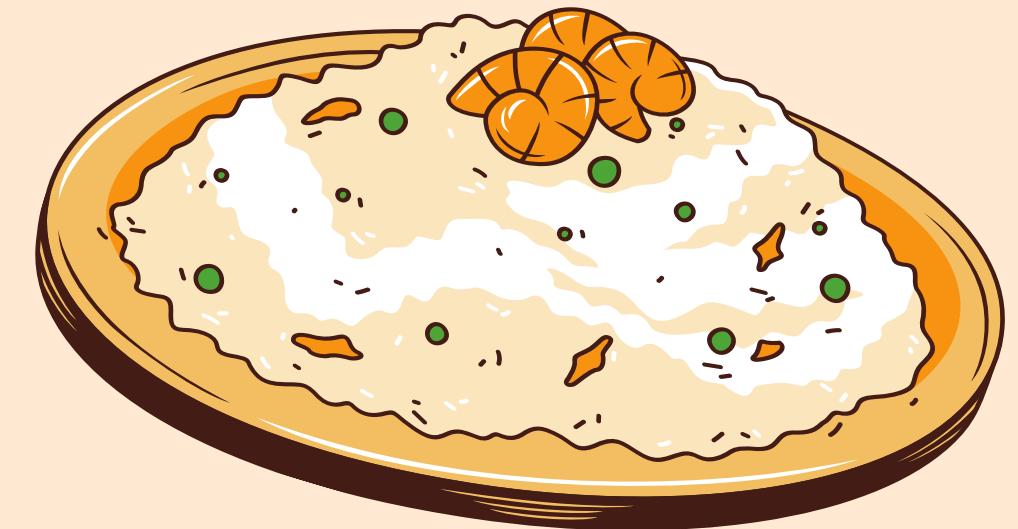
Local questionnaire target VS global eWOM



Costly to adapt to specific businesses

Conclusion

- Optimise marketing campaigns and customer experiences
- Develop strategies for targeting potential customers
- Understand customer preferences
- Maximise potential of culinary tourism
- Enable businesses to take advantage of the opportunities provided by digital marketing strategy



References

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THANK YOU!

ANY QUESTIONS?