Research Service Issues of Chiang Mai Chinese Restaurants to Chinese Tourists Based on Text Analysis and Sentiment Analysis

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Abstract—This study aims to identify specific service issues in Chinese restaurants serving Chinese tourists in Chiang Mai, Thailand. The study first uses python to mine the reviews of Chiang Mai Chinese restaurants on Dianping.com, and then uses sentiment analysis software (weiciyun) to conduct a comprehensive analysis of the top 10 and bottom 10 reviews of Chiang Mai Chinese restaurants. Reviews are coded in terms of responsiveness, reliability, assurance, empathy and tangibility against relevant service quality criteria. The analysis showed that the most common service issues mentioned in reviews included Environmental and hygiene issues, Food quality issues, and Chinese service issues. The study recommends that Chinese restaurants in Chiang Mai improve these aspects toincrease Chinese tourists' satisfaction. The results of this study can also provide a reference for service improvement for Chinese restaurants in Thailand and other Southeast Asian tourist countries when serving Chinese tourists.

Keywords—Chinese tourists, Chinese restaurant, Service Quality, Text Analysis, Sentiment Analysis

I. INTRODUCTION

Chiang Mai, a city in northern Thailand, has a rich history of cultural and culinary influence from various ethnic groups, including the Chinese. Chinese migrants have been settling in the region for centuries, and their influence is apparent in Chiang Mai's Chinese restaurants, which offer a diverse array of cuisine from different regions of China.

The development of Chinese restaurants in Chiang Mai can be traced back to the late 19th and early 20th centuries when Chinese immigrants, primarily from Yunnan province, began to establish themselves in the region. Many of these immigrants were merchants and traders who brought with them their culinary traditions, which evolved and adapted to local tastes and ingredients[1].

Over the years, these Chinese migrants opened various types of restaurants, including traditional teahouses, noodle shops, and full-service establishments offering a wide range of Chinese dishes. As Chiang Mai's Chinese community grew, so did the demand for their cuisine, and the city's Chinese restaurant scene continued to expand.

In recent years, Chiang Mai has become a popular destination for Chinese tourists, According to the data from the Tourism Authority of Thailand, the number of international tourists visiting Chiang Mai in 2019 was 10.8 million, among which the number of Chinese tourists was the largest, reaching 4.8 million[2], accounting for nearly half，This has led to a further increase in the number of Chinese restaurants in Chiang Mai, catering to both locals and tourists alike. Many of these establishments specifically target the Chinese tourist market, offering menus with familiar dishes and Mandarin-speaking staff.

The growth of Chinese tourism in Chiang Mai has undoubtedly contributed to the success of the city's Chinese restaurants, as these tourists often seek out familiar cuisine while traveling. This symbiotic relationship has also led to increased cultural exchange and understanding between the Thai and Chinese communities.

Thai Chinese restaurants have been a popular dining option for Chinese tourists visiting Thailand, providing a taste of familiar cuisine. However, there have been some service problems that have left Chinese tourists feeling dissatisfied. These problems include language barriers, cultural misunderstandings, and concerns about overcharging or poor-quality food[3][4]. These issues can lead to misunderstandings, mistakes, and a sense of distrust among some Chinese tourists, who may feel that they are not receiving the same level of service as other customers. Thai Chinese restaurants should address these service problems to better meet the needs and expectations of Chinese tourists.

This article will be based on the comment data of Dianping.com, through big data and sentiment analysis, and using service quality standards as a guide to find out the main service problems of Chinese restaurants in Chiang Mai for Chinese tourists.

This study has the following two main objectives:

- OB1: Identify the main service problems for Chinese tourists in Chiang Mai Chinese restaurants

- OB2: Propose some solutions based on related service problems

II. LITERATURE REVIEW

A. Management technology

Management technology refers to the methods employed in the management process to achieve desired management objectives. It encompasses various components such as a comprehensive management information system, management models, management tools, management skills, and management theory.The management information system (MIS) utilizes computing machines and communication networks to provide relevant calculations and information, supporting managerial decision-making [5]. Management models, such as scientific and quality management methods, establish standardized frameworks for the management process [6]. Management tools, including network diagrams and specialized diagrams, aid in decision-making and implementation [7]. Management skills, such as communication, harmonious business, and managerial skills, contribute to effective management [8]. Management theory serves as a guiding principle for managerial activities [9].The application of management technology in academic research offers several advantages. It enhances research efficiency by providing convenient means of information collection, processing, and analysis through tools like the management information system. Researchers can focus on problem analysis and resolution.

B. Text analysis

Text analysis is an automated technique that utilizes computers to extract information and structure from textual data, encompassing various steps such as preprocessing, feature extraction, semantic analysis, topic modeling, sentiment analysis, similarity calculation, and text clustering.There are several key reasons for employing text analysis:Firstly, it enables the extraction of valuable information and the identification of hidden patterns and implicit knowledge from vast amounts of text data, alleviating the time-consuming and labor-intensive nature of manual analysis [10].Secondly, insights derived from text analysis contribute to improved decision-making and model development.Furthermore, text analysis technology finds application in the development of intelligent systems for intelligence collection and business analysis, enabling an understanding of people's concerns and needs through the analysis of comments and posts [11].Lastly, analyzing the text generated by the target audience provides a profound understanding of their preferences and behaviors.In conclusion, text analysis efficiently processes and comprehends complex textual data, facilitating the discovery of insights, knowledge, and enhanced decision-making capabilities.

C. Sentiment Analysis

Sentiment Analysis, also known as opinion mining, is a process of identifying and extracting subjective information from text data, such as customer reviews, social media posts, and news articles[12]. Sentiment Analysis involves the use of natural language processing (NLP) techniques and machine learning algorithms to analyze the text data and determine the overall sentiment expressed in the text.One of the key applications of Sentiment Analysis is in understanding customer feedback and opinions about products and services. By analyzing customer reviews and social media posts, organizations can gain insights into customer sentiment and identify areas for improvement in their products and services [13]. This can help organizations to improve customer satisfaction and loyalty, and ultimately drive revenue growth.Sentiment Analysis can also be used in other areas, such as political analysis and brand reputation management. For example, political analysts can use Sentiment Analysis to understand public opinion on political issues and candidates, while brand managers can use it to monitor online conversations about their brand and identify potential issues or opportunities.

D. Service Quality Standards

Service Quality Standards refer to the set of criteria and guidelines that organizations use to ensure that they are providing high-quality services to their customers [14]. Service Quality Standards are typically based on customer expectations and perceptions of service quality, and are used to measure and improve the quality of customer interactions and experiences.Service Quality Standards can cover a wide range of aspects of service delivery, including responsiveness, reliability, empathy, tangibles, and assurance [15]. These standards may also be specific to particular industries or sectors, such as healthcare, hospitality, or transportation.In summary, Service Quality Standards are a key tool for organizations looking to improve the quality of their services and provide a better customer experience. By focusing on customer needs and expectations, organizations can develop standards that help them to stand out from competitors, improve customer satisfaction, and drive business success.

E. Dianping.com

Dianping.com is a Chinese-language restaurant review and social networking site. The platform has become a popular resource for Chinese tourists visiting Chiang Mai, as it offers a comprehensive collection of Chinese restaurants in the area. Chinese tourists often post their comments and reviews of these restaurants on Dianping.com, providing valuable insights into their dining experiences.Researchers studying Chinese restaurants in Chiang Mai can use the data available on Dianping.com to gain a more comprehensive understanding of the Chinese dining scene in the city. While there is limited academic literature specifically examining the use of Dianping.com for restaurant research, Studies have shown that the use of online review platforms such as Yelp and TripAdvisor is valuable for research [16][17].

III. METHODOLOGY

Backed by China's largest review website, Dianping.com, this research studies the service problems of Chinese restaurants in Chiang Mai for Chinese tourists (consumers). The entire content will use management technology as a research guide.

First, use text analysis to screen the relevant Chinese restaurants in Chiang Mai with a review condition. The Chinese restaurants that meet more than 50 reviews are selected, and then select the top 10 and bottom 10 Chinese restaurants based on the overall score, a total of 20 Chinese restaurants Dining room.

Obtain all the comments of the 20 Chinese restaurants through python, including which restaurant, comment user name, comment content, etc.

After sorting out the data through text analysis, import the "weiciyun" Chinese sentiment analysis platform for data and sentiment analysis, and obtain a large number of relevant data results.

This study also analyzes the results based on the service quality standards, corresponding to the results obtained by the "weiciyun" Chinese sentiment analysis platform and the nine aspects under the service quality standards, and explores the three service problems that most affect Chinese tourists.

Finally, according to the researched service problems, put forward some constructive suggestions to the relevant Chinese restaurants, so that they can better serve Chinese tourists, improve the satisfaction level of Chinese tourists, and the income level of the merchants themselves.
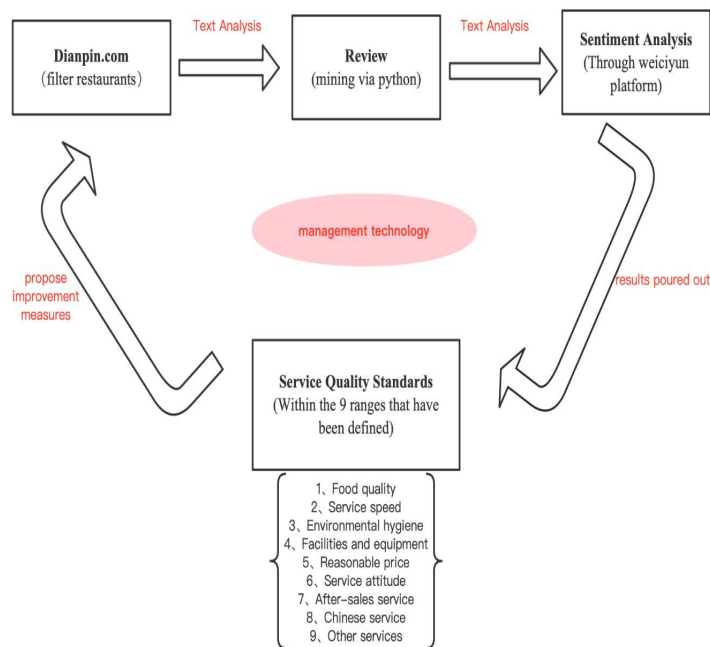

Fig. 1. Conceptual framework

A. Experimental Sample

The research object of this study is the Chinese restaurants in Chiang Mai that are included in the top 10 and bottom 10 of the comprehensive scores of reviews on Dianping.com (the number of reviews must be greater than 50)，The reasons for this choice are:

The number of reviews must be greater than 50: it can increase the reliability and accuracy of the data, because the larger the size of the data set, the higher the credibility of the conclusions obtained, and the restaurant with less than 50 reviews will affect the accuracy of the survey

Select the top ten and last ten restaurants according to the comprehensive score: choose the top ten and last ten Chinese restaurants in Chiang Mai for comparative analysis, compare the advantages and disadvantages of the research objects, and

thus better understand the service quality and quality of Chinese restaurants in Chiang Mai market characteristics

The 20 Chinese restaurants selected through such screening can basically represent and cover the Chinese restaurants chosen by most Chinese tourists in Chiang Mai

TABLE I. CHIANG MAI CHINESE RESTAURANT SAMPLE GROUPS

Ranking	Restaurant name	Number of comments	Overall rating
TOP1	秦厨房西安肉夹馍（Qin Kitchen）	348	4.9
TOP2	云南饭店（Ruam Mit Restaurant)	552	4.9
TOP3	缘台式铁板烧小火锅（LEPOT RESTAURANT）	70	4.9
TOP4	国色天香中国菜（guo se tian xiang Chinese food)	631	4.8
TOP5	阿含津清迈华人食堂（A han jin Chiang Mai Chinese Canteen）	62	4.8
TOP6	凉皮姑娘(Liang Gunyang Chinese Restaurant)	199	4.8
TOP7	爱丽丝的餐厅（Alice's Restaurant)	1935	4.8
TOP8	马里奥明星猪脚饭（Mario Star Pork Knuckle Rice）	851	4.8
TOP9	隐厨中餐厅（Yin Chu Chinese Restaurant）	63	4.7
TOP10	清迈川味金牌火锅(Chiangmai JP Chinese Hot pot)	510	4.7
BOTTOM10	妈妈厨房(mama Kitchen)	353	4.2
BOTTOM9	榴恋清迈中餐厅(liu lian Chiang Mai Chinese Restaurant)	246	4.2
BOTTOM8	JOY 拾壹仕欢乐餐厅（JOY shi yi shi happy restaurant）	136	4.1
BOTTOM7	谢桐兴餐厅(Jia Tong Heng Restaurant)	188	3.9
BOTTOM6	滇南美食(dian nan gourmet food)	53	3.8
BOTTOM5	添好运（塔佩门店）(Hong Kong Lucky Restaurant - - Chiang Mai Tha Pae Gate）	107	3.7
BOTTOM4	香港添好运餐厅（MAYA）(Hong Kong Lucky Restaurant - - MAYA）	126	3.5
BOTTOM3	辣子村(chili vilage restaurant)	123	3.5

BOTTOM2	千人火锅 (Sukontha Buffet)	980	3.3
BOTTOM1	哈哈重慶雞煲. 麻辣火鍋. 蟹鍋 (haha Chongqing chicken pot. Spicy hot pot. crab pot)	51	2.7

As shown in Table 1, The 20 Chinese restaurants in the table basically cover most of the Chinese restaurant categories and local cuisines; the ratings of the top 10 restaurants are concentrated between 4.7 and 4.9, and the ratings of the bottom 10 restaurants are distributed between 2.7 and 4.2; A total of 7623 comments.Through python, the Chinese restaurant data of Dianping.com was captured. So far, get all the data about Chinese restaurants in Chiang Mai from Dianping.com

TABLE II.   STATISTICS ON SPECIFIC QUESTIONS ABOUT THE SERVICE OF CHINESE RESTAURANTS IN CHIANG MAI

Type of data	Total	Top10	Bottom 10
Word count:	1030808	698288	332500
Number of records (after deduplication):	7625	5246	2379
Total words:	591649	395186	196463
Number of characteristic words:	222758	148460	74298

B.   Experimental Procedure

1) Overall analysis of 20 restaurants

Import all data into "Weiciyun" professional Chinese sentiment analysis platform for analysis,As shown in Chart 2, 54.36% of Chinese restaurants in Chiang Mai have a positive attitude, 21.94% have a neutral attitude, and 23.7% have a negative attitude.
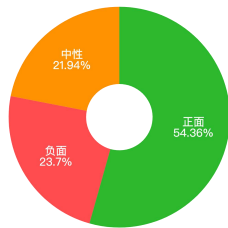

Fig. 2.   Chiang Mai Chinese Restaurant Satisfaction Chart

Although there is no standard quantitative standard for the restaurant satisfaction ratio of Chinese restaurants, it can be glimpsed from relevant research surveys in some other countries. A survey of 200 customers of Chinese restaurants in New York City found that 91% were satisfied or very satisfied with the variety and taste of the food . Customers especially liked the authenticity and presentation of the dishes[18]. Another online review survey of 300 customers of Chinese restaurants in London showed that 82% were satisfied with the overall dining experience [19].It can be seen that the overall customer satisfaction of Chinese restaurants in Chiang Mai is relatively low.

Through the sentiment analysis of all comment information, all the negative keyword "have not" were filtered out, a total of 1187 items appeared, 1516 times.After combining sentiment

analysis and service quality standards, the following findings are obtained:

TABLE III.   STATISTICS ON SPECIFIC QUESTIONS ABOUT THE SERVICE OF CHINESE RESTAURANTS IN CHIANG MAI

reason	quantity	Proportion
Food quality	71	17.66%
Service speed	22	5.47%
Environmental and hygiene	96	23.88%
Facilities and equipment	51	12.69%
Reasonable price	38	9.45%
Service attitude	29	7.21%
After-sales service	7	1.74%
Chinese service	68	16.91%
Other services	20	4.98%
total	402	100%

From the data, we can know that the three main service problems for Chinese tourists in Chiang Mai Chinese restaurants are: environmental and hygiene related problems of Chinese restaurants, food quality related problems of Chinese restaurants and Chinese service related problems of Chinese restaurants.

2) Analysis of top 10 Chinese restaurants

Import all data into "Weiciyun" professional Chinese sentiment analysis platform for analysis,As shown in Chart 2, 59.38% of Chinese restaurants in Chiang Mai have a positive attitude, 22.07% have a neutral attitude, and 18.55% have a negative attitude.
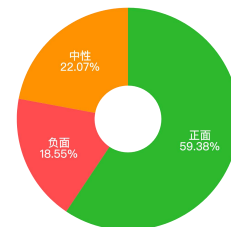

Fig. 3.   Chiang Mai Chinese Restaurant Satisfaction Chart (top 10)

It can be seen from the data that internally, the satisfaction rate is higher than the average level of Chinese restaurants in Chiang Mai, reaching nearly 60%, and the unsatisfactory evaluation is relatively small, less than 20%. In comparison, the overall customer satisfaction of Chiang Mai Japanese restaurants is 73%, and that of Chiang Mai Korean restaurants is 64%[20], indicating that the satisfaction level of Chiang Mai Chinese restaurants is still relatively low.

Through the sentiment analysis of all comment information, all the negative keyword "have not" were filtered out, a total of 757 items appeared, 939 times.After combining sentiment analysis and service quality standards, the following findings are obtained:

TABLE IV.   STATISTICS ON SPECIFIC QUESTIONS ABOUT THE SERVICE OF CHINESE RESTAURANTS IN CHIANG MAI (TOP 10)

reason	quantity	Proportion
Food quality	41	23.3%
Service speed	12	6.82%
Environmental hygiene	35	19.89%
Facilities and equipment	19	10.8%
Reasonable price	17	9.66%
Service attitude	15	8.52%
After-sales service	3	1.7%
Chinese service	25	14.2%
Other services	9	5.11%
total	176	100%

3) Analysis of bottom 10 Chinese restaurants

Import all data into "Weiciyun" professional Chinese sentiment analysis platform for analysis,As shown in Chart 3, 43.33% of Chinese restaurants in Chiang Mai have a positive attitude, 21.58% have a neutral attitude, and 35.09% have a negative attitude.
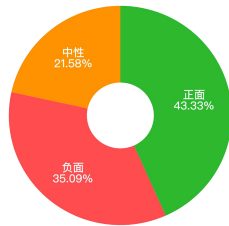

Fig. 4.   Chiang Mai Chinese Restaurant Satisfaction Chart （bottom 10)

It can be seen intuitively from the chart that the satisfaction of the top 10 Chinese restaurants in Chiang Mai is less than half, and the negative comments reach 35%. There is no doubt that the bottom 10 Chinese restaurants in Chiang Mai have more problems.

Through the sentiment analysis of all comment information, all the negative keyword "have not" were filtered out, a total of 430 items appeared, 577 times.After combining sentiment analysis and service quality standards, the following findings are obtained:

TABLE V.   STATISTICS ON SPECIFIC QUESTIONS ABOUT THE SERVICE OF CHINESE RESTAURANTS IN CHIANG MAI （BOTTOM 10)

reason	quantity	Proportion
Food quality	25	11.52%
Service speed	10	4.61%
Environmental hygiene	61	28.11%
Facilities and equipment	32	14.75%
Reasonable price	19	8.76%
Service attitude	12	5.53%
After-sales service	4	1.84%
Chinese service	43	19.82%
Other services	11	5.07%
total	217	100%

IV.   RESULTS AND DISCUSSION

Based on text analysis and Chinese sentiment analysis and processing, the study found that Environmental and hygiene issues, Food quality issues, and Chinese service issues are the main problems Chinese tourists face in restaurants in Chiang Mai.

Studies have shown that effective environmental and hygiene measures can significantly improve Chinese tourists' dining satisfaction[21]. To address the issues of geographical location and hygiene in Chinese restaurants, the following measures can be taken:

For location issues: Chinese restaurants can improve their findability through measures such as adding markers on online maps, publishing detailed addresses and navigation information on social media. In addition, restaurants can cooperate with local tourism bureaus and hotels to provide tourists with navigational and address information for restaurants. These measures can improve tourists' awareness of restaurants and increase restaurants' exposure[22].For hygiene issues: Chinese restaurants can strengthen staff training and hygiene management to ensure the cleanliness and disinfection of tableware and ingredients. In addition, restaurants can increase the frequency of hygiene standard inspections and strengthen hygiene promotion to raise consumers' attention to hygiene issues. These measures can improve consumers' trust and satisfaction with the restaurant[23].

Regarding issues of food quality, the main problem is that some dishes in Chinese restaurants in Chiang Mai do not taste very authentic according to consumers' reviews. Investigations have found that related restaurants have localized some dishes to suit the tastes of local people or consumers from other countries. For example, cashew nuts are used instead of peanuts in Kung Pao chicken; and local chili peppers replace imported Chinese chili peppers, resulting in negative reviews from Chinese tourist consumers.Therefore, the relevant Chinese restaurants can, on the one hand, retain some traditional cooking techniques to ensure the authentic taste of the dishes, and indicate on the menu which dishes are traditional to attract Chinese tourists and other consumers interested in traditional Chinese cuisine. On the other hand, they can also provide some local specialty dishes by adding local spices or ingredients to the dishes to meet the taste requirements of local consumers and tourists from other countries. In this way, both tradition and local characteristics are retained to attract more consumers[24].

Regarding Chinese services, some Chinese restaurants in Chiang Mai generally lack Chinese-language services, with waiters unable to communicate in simple Chinese, and restaurants not providing Chinese menus.The literature shows that language barriers are an important reason for international tourists' dissatisfaction [25]. Providing services tailored to their native language can significantly enhance international customers' dining experience[26].Therefore, Chinese restaurants in Chiang Mai could take the following measures to improve their language services:

Provide Chinese menus: Translating menus into Chinese can make it easier for Chinese tourists to understand the dishes and place orders. Menus can be printed or displayed digitally through apps.Train waiters in basic Chinese communication: Even simple Chinese phrases and greetings can help waiters communicate more effectively with Chinese customers and address their needs.Hire Chinese-speaking staff: For restaurants

that can afford it, hiring some Chinese-speaking waiters or front desk staff can ensure that Chinese customers always have someone who can communicate with them fluently and clarify any doubts.Partner with Chinese tour groups: Collaborating with Chinese tour groups can bring in more Chinese customers while the tour guides can help translate and explain things to the tourists.Improving language services through these measures can make Chinese restaurants in Chiang Mai more accommodating to Chinese tourists, boosting their satisfaction and spending. The enhanced customer experience can also help promote the restaurants through positive word-of-mouth among Chinese travelers.

V. CONCLUSION

This research mainly focuses on finding the biggest influencing factors of Chiang Mai Chinese restaurants' service deficiencies for Chinese tourists.

From the perspective of theoretical significance, this study condenses the current theories about overseas Chinese restaurants attracting Chinese customers, and combines the text analysis and sentiment analysis of the evaluation of Chinese restaurant guests to improve the relevant theories. In particular, new ideas for sustainable development of the Chinese guest market, such as improving environmental sanitation, providing mother tongue services and retaining traditional characteristics, provide reference for related research.

From the perspective of practical management, the research results have important implications for improving the service level of overseas Chinese restaurants and optimizing marketing strategies. In particular, improvement plans are given for food quality, sanitary environment and language barriers, etc., to provide decision support for how overseas Chinese restaurants can better meet the needs of Chinese customers.In general, in response to the problems in these aspects of service, Chinese restaurants need to take effective measures to improve service and better satisfy Chinese customers.

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