

Behavioral Drivers in High-End Dining: A Structural Analysis of Tourist vs. Resident Online Reviews

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Abstract

This study examines the impact of online reviews on consumer satisfaction, particularly in high-end restaurants. It focuses on the experiences of residents and tourists in St. Petersburg. Using structural topic modeling (STM) of TripAdvisor reviews dataset, it reveals that tourists prioritize entertainment and views, while residents emphasize service and food quality. Both groups share concerns about service delays and food quality. The study highlights the importance of targeted marketing and service strategies to meet these distinct preferences, improving customer satisfaction and business performance. This research contributes to understanding consumer behavior in luxury dining and informs future research on targeted customer satisfaction strategies.

Keywords: Tourist vs. Resident Behavior, Online Review Analysis, Structural Topic Modelling

Track: Tourism Marketing