Chapter 2
Leveraging AI-Driven Text Mining of Online Reviews to Uncover Culinary Experience Dimensions for International Tourists

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ABSTRACT

Culinary tourism draws numerous international tourists eager to savour local delicacies. With the widespread availability of Internet services, tourists often form their impressions of destinations by accessing digital reviews. This study aims to

identify the dimensions of culinary experiences by analysing online reviews written by international tourists following their encounters with local cuisine. Data was gathered from TripAdvisor.com, a well-known website that reviews the travel and tourism sector. Eight hundred sixty-seven reviews from international tourists about Delhi Street food were gathered and subjected to qualitative analysis using Bigram analysis in R software to identify frequent phrases. These frequent phrases were then classified into distinct dimensions. The findings suggest that the identified dimensions of tourists' experiences with Delhi Street food can enhance the destination's image for international tourists evaluating online reviews. Future research could expand on these findings by utilizing larger sample sizes across different geographical locations.

INTRODUCTION

Culinary Tourism arranges an opportunity for an individual to come out of daily routine activities and step into the world of food. The demand for culinary tourism is gaining importance and acquired a pivotal space in travel and tourism sector. Tourists are stepping out to discover authentic delicacies of a region, not only within the boundaries of their cities but they are crossing borders too. People with the motivation or desire to experience the local food at a destination are known as culinary, food or gastronomy tourists (Cheung, 2009). Now a day's consumption of local traditional food is becoming a physical requirement and a social activity. While tourist had the culinary experiences at the destination it persuades his hunger, satisfy curiosity to understand the local culture and knowledge about the food and altogether it strengthen the tourist intent to revisit. Food is considered as a point of attraction for only few tourists earlier but now with more than half of the travellers, food is considered as a vital component during the selection of the destination (Seaman, et al., 2014). It indicates that good food is a driving force over attractions, architecture, and sightseeing to attract the tourist towards a destination now (Tsai and Wang, 2017). The passion to try out new regional authentic local food is acting as a revival force in heed to culinary customs. Food elaborates the local cuisine of a destination and it is used to create an intention among the tourist to revisit again. A lot of tourist is now a day interested in the origin of food, methods of cooking, taste, flavours and ingredients used (Lee et al., 2015). Moreover, with the increasing demand of food tourism at the niche level, several agencies and operators are taking the advantage of offering the local food options to tourists.

Culinary tourism is gaining popularity at several destinations especially in regions like Asia, North America, and Europe. It is found that local delicacies improve the destination image and sometimes becomes a distinct characteristic of the place of origin (Ellis, Park, Kim, & Yeoman, 2018). Food acts as an ambassador to portrait

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