



Universitetet
i Stavanger

**FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT
MASTER'S THESIS**

STUDY PROGRAM: Master's degree in Service Leadership in International Business	THESIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/ SUBJECT: Service Quality Management IS THE ASSIGNMENT CONFIDENTIAL? No
TITLE: Meal experiences at fine dining venues in Norway: A TripAdvisor case study	

AUTHOR		SUPERVISOR:
Student number: 268149	Name: Suman Dhungel	Prof. Dr. Huseyin Arasli

Acknowledgement

Completing this thesis, which concludes my master's degree in Service Leadership in International Business, has been an overwhelming experience. I could not have done it without the help and support of countless people who contributed and offered their valuable assistance in one way or another.

My master's thesis supervisor Prof. Dr. Huseyin Arasli, who was also my professor for MHR 202 Research Based Service Design, deserves a special word of gratitude and respect. He was always ready to give me insightful advice while I was working on my dissertation. Whenever I was in doubt, he enlightened me with the methods and processes using his immense knowledge and expertise in the field.

I would also like to thank my family, including my mother Uma Devi Dhungel for her love and care, and my brothers Binod Dhungel, Sujan Dhungel, and Sudip Dhungel for their constant inspiration and motivation, which helped me to become better every day.

In addition, I am extremely grateful to my professors for their insightful guidance and intellectual support throughout this course. I would also like to thank my groupmates for different courses to contribute to this shared learning journey. I would also like to express my gratitude to the University of Stavanger for giving me the opportunity to study and complete my master's degree at their esteemed university.

My friends Jayan Tamang, Aayush Niroula, and Sunil Khadka also deserve words of appreciation for always being there for me through thick and thin. Their company has always been a comfort to me in these two years. My special thanks go to Jayan Tamang who has mentored me professionally since the day I commenced my master's studies at the University of Stavanger.

Abstract

Purpose: Guest experience and feedback play a crucial role in ameliorating the quality of restaurant businesses. Despite their importance in the service sector, there has been little research on customer satisfaction in the restaurant industry in Norway. This study was conducted to identify the key attributes of the best restaurant experiences in Norway.

Methods: A total of 714 online reviews of eight Norwegian luxury restaurants on TripAdvisor were used for data analysis in this study. A mixed methods approach was adopted to identify and determine the key quality attributes that influence diners' experiences. Dominant themes for data analysis were identified and analyzed using Leximancer 5.0.

Results: Nine themes (respectively in descending order of their influence): food, restaurant, experience, price, table (allocation), recommended, dessert, sea (food), and return were identified as the most important factors affecting guests' dining experience. Concepts such as gourmet cuisine, courteous service, and memorable experience were frequently mentioned by satisfied guests, whereas pricing, service quality, and a perceived lack of innovation were the major factors among dissatisfied groups. Gastronomic components such as food, menu, and cuisine were the main factors affecting men's satisfaction, while evening, experience, and dishes were strongly associated with women's narratives. Similarly, the geographical origin and travel persona of the guests were attributable to the difference in their narratives and concepts.

Originality/Value: The findings of this study highlight the overall satisfaction among visitors to the restaurants studied. The impressions and narratives of the guests are decisive for the overall success of the business. Therefore, restaurants should acknowledge their differences (in choices) and strive to achieve a higher level of satisfaction.

Keywords: Meal Experience; Fine Dining; Online Reviews; Content Analysis; Leximancer.

List of Abbreviations

CATPAC	Computer-Aided Textual Markup and Analysis
CMEM	Customer Meal Experience Model
COVID - 19	Corona Virus Disease of 2019
eWOM	Electronic Word of Mouth
FAMM	Five Aspects Meal Model
GDP	Gross Domestic Product
MEEEI	Meal Eating Establishment Experience Instrument
NOK	Norwegian Krone
OECD	Organisation for Economic Co-Operation and Development
SEM	Structural Equation Modelling
SERVPERF	The Service Performance Model
SERVQUAL	The Service Quality Model
USD	United States Dollar
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council

Table of Contents

Acknowledgement	2
Abstract	3
List of Abbreviations	4
Table of Contents	5
1. Introduction	8
1.1. General	8
1.2. Types of restaurants in Norway	9
1.3. Background of the study	11
1.4. Aim of the study	15
<i>1.4.1. Objectives of the study</i>	<i>15</i>
<i>1.4.2. Research Questions</i>	<i>15</i>
1.5. Scope of the study	16
1.6. Significance of the study	16
1.7. Outline of following chapters	17
2. Literature Review	18
2.1. Service quality and customer satisfaction	18
2.2. Measurement of service quality	19
2.3. Measurement of service quality and meal experience in restaurants	20
2.4. Roles of online customer reviews	23
3. Methodology	26
3.1. Research context	26

3.2. Research Methods	26
3.2.1. Quantitative methods	26
3.2.2. Qualitative methods	27
3.2.3. Mixed methods	27
3.3. Research method in use	27
3.4. Sampling and data collection technique	28
3.5. Sample and data	31
3.6. Data analysis technique	34
4. Findings	39
4.1. Dominant themes in relation to overall guest experience	39
4.1.1. Food	40
4.1.2. Restaurant	41
4.1.3. Experience	42
4.1.4. Price	42
4.1.5. Table (allocation)	43
4.1.6. Recommended	44
4.1.7. Dessert	44
4.1.8. Sea (food)	45
4.1.9. Return	45
4.2. Analysis of satisfaction vs dissatisfaction ratings	46
4.3. Analysis by gender	49
4.4. Analysis based on region of origin	52

4.4.1. <i>Europe</i>	52
4.4.2. <i>The Americas</i>	53
4.4.3. <i>Asia</i>	54
4.4.4. <i>Australia</i>	55
4.4.5. <i>Africa</i>	55
4.5. Analysis based on traveler types	56
4.5.1. <i>Couples</i>	57
4.5.2. <i>Friends</i>	58
4.5.3. <i>Families</i>	58
4.5.4. <i>Solo</i>	59
4.5.5. <i>Business</i>	60
5. Discussion	62
6. Conclusion	70
6.1. Implications	70
7. Limitations and recommendations for future research	72
References	74
Appendix A: List of Tables	82
Appendix B: List of Figures	82

1. Introduction

1.1. General

Tourism is recognized as an important part of the economy of countries, including Norway. According to World Travel and Tourism Council (WTTC), travel and tourism contributed USD 5.8 trillion to global GDP and NOK 223.4 billion to Norwegian GDP in 2021. Travel and tourism accounted for 6.1% of the total economy globally and 5.4% in Norway in 2021 (WTTC, 2022a). In addition, the travel and tourism sector is expected to contribute an average of 5.8% annually to the global economy between 2020 and 2032, outpacing the 2.7% annual growth in the overall economy. Similarly, the industry is forecast to create around 126 million new jobs globally over the next decade (WTTC, 2022b).

When it comes to travel, Norway is often referred to as a "once-in-a-lifetime" destination. The country provides beautiful natural landscapes and activities that have won widespread acclaim in numerous international media (Mei, 2014). Historical data from tourism statistics also suggest that that tourist interest in Norway as a fantastic destination is increasing. The number of international visitors to Norway increased from 4.54 million in 2013 to 6.25 million at the end of 2017 (UNWTO, 2022). Due to the COVID-19 pandemic, this number plummeted to 1.4 million in 2020, the lowest level since 2011, but there was an upward trend in 2021 and 2022. By the end of 2022, the number had risen to 2.55 million as travel restrictions were gradually lifted due to the apparent control of the pandemic. Market experts predict that the number of international visitors will continue to increase in the coming years (Statista, 2023). It is therefore important to understand the underlying variables that influence this sector.

Research has shown that for some tourists, restaurants are even an important factor in choosing their holiday destination, and restaurants can even influence the overall satisfaction with

the holiday destination through their quality services and dining experiences (Daries et al., 2021; Sparks et al., 2003). Due to its ability to influence traveler satisfaction and destination preference, the restaurant industry can be viewed as a crucial part of the tourism industry and a significant source of employment and revenue. In 2019, prior to COVID-19 pandemic times, foreign tourists spent about NOK 9,505 million on food and beverage related services (Statistics Norway, 2021) and 121,052 individuals were employed in accommodation and food service activities (Eurostat, 2022).

Restaurants are businesses that cater to both tourists' and locals' requirements for food and beverages in the context of tourism (Hjalager & Corigliano, 2000). Restaurants also offer tourists the opportunity to taste local food (Hjalager & Corigliano, 2000). From this narrative, it is understood that not only tourists, but locals should also be treated equally by the restaurants. Similar to eating at home, there are different social variations when eating out. In the case of Norway, the characteristics most commonly associated with the tendency to eat meals away from the home were being young, being male, and living in a bigger city like Oslo (Bugge & Lavik, 2010). Statistics on household spending on restaurants and hotels show that Norwegians are increasingly eating out. In 2010, Norwegians spent approximately NOK 59.3 billion in hotels and restaurants, which steadily increased to NOK 100.3 billion by the end of 2019. During the pandemic COVID-19, spending on restaurants and hotels fell to NOK 79.2 billion in 2020. However, in 2021, this figure increased significantly, reaching NOK 88.4 billion (OECD, 2022).

1.2. Types of restaurants in Norway

According to a thorough review of hospitality textbooks, trade, and literature done recently by Parsa et al. (2020), there are no viable, meaningful, practical, theory-based, and standardized classification systems to characterize the restaurant industry. In view of this, they have proposed

a theoretically based system for classifying restaurants, consisting of four main classes: luxury restaurants, fine-dining restaurants, casual restaurants, and quick-service restaurants, based on the concepts of hedonic and utilitarian consumption. The opinions of four diverse groups, including a group of restaurant owners currently in business, a panel of food journalists specializing in the restaurant industry, a panel of hospitality educators and restaurant visitors, were used to objectively validate their proposed classification system.

Similarly, Canziani et al. (2016) conducted a content analysis of 345 empirical studies from ten relevant journals that specifically address global restaurant management and found that current restaurant categorization typologies were not consistently applied and the descriptions of restaurants in these studies were inadequate. In these empirical studies, the terms quick-service, fast-food, fast-casual, midscale, moderate, casual, and upscale/fine dining were most commonly used to describe restaurants.

When it comes to restaurant classification, similar inconsistencies are found in the terms used to categorize restaurants in Norway. From big cities to remote areas, people's enthusiasm for food is growing, and a flood of new-style restaurants and casual eateries are popping up across the country (Visitnorway, 2023). The type of restaurant in Norway can vary by region, city or even neighborhood, depending on local needs and cultural influences. Common types of restaurants in Norway include fine-dining restaurants, casual-dining restaurants, fast-food restaurants, ethnic restaurants, chain restaurants and many more. Below are the definitions of these restaurants as mentioned in the studies by Canziani et al. (2016) and Parsa et al. (2020):

- Fine-dining restaurants: Fine-dining restaurants are restaurants that offer their guests a full service where they order and are served while they are seated. They offer a wide

- selection of alcoholic beverages and have the highest prices for their offerings than any other restaurants.
- Casual-dining restaurants: Casual dining restaurants are also full-service restaurants and serve alcohol, but they are moderately priced as compared to fine-dining restaurants.
 - Fast-food restaurants: Fast food restaurants offer inexpensive and convenient meals where diners select, order, and pay for food before eating. The food can be eaten on the spot, taken away or delivered home. No alcoholic beverages are served in these restaurants.
 - Ethnic restaurants: These restaurants offer cuisine from various parts of the world, including Italian, Chinese, Indian, Thai, and Mexican, among others.
 - Chain restaurants: These are restaurants with the same brand name, facilities, operations, and food in multiple locations, usually owned by a single owner or company. Example: Burger King, McDonalds, etc.

1.3. Background of the study

People usually go to restaurants out of necessity or for seeking pleasure. (Bugge & Lavik, 2010). Eating out, whether for pleasure or work, satisfies physiological needs by relieving hunger. Going to a popular restaurant with a group or going with friends and family on several occasions meets the social needs. Spiritual needs can also be stimulated by novel and delicious cuisine, exciting surroundings, or a fun evening with friends. Customers receive a special experience especially at fine dining establishments, because they can choose from a variety of service options in addition to the cuisine they serve (Andersson & Mossberg, 2004). In today's competitive restaurant business, customers have an enormous option to choose to dine out. The increasing

fierce competition in the restaurant industry has created the need for restaurants to stand out with quality service that meets the needs and desires of customers (Harrington et al., 2013). Restaurants are trying hard in every possible way to make their offerings more attractive and recognizable to the customers while even adapting to their changing lifestyle (Kim & Kim, 2005).

Many companies think that to gain a competitive advantage in contemporary scenario, it is necessary to understand the customers (Desai, 2013) and are also concerned over their post-purchase behavior (Tam, 2004). For the successful business of any type of restaurants, service quality and customer satisfaction are essential factors (Ladhari et al., 2008; Ryu & Jang, 2007). Several studies have found that customers' perception of service quality and their satisfaction with the dining experience have positive influence on their return intention (Bitner et al., 1990; Cronin & Taylor, 1992; Dongjin et al., 2008) and satisfied customers are likely to recommend the restaurant to others (Finn et al., 2009; Jani & Han, 2014). Therefore, understanding the attributes that influence service quality and customer satisfaction is critical for the success of dining establishments in Norway.

Moutinho et al. (2012) cites Johnson and Gustafsson's (2000) assertion that in order to enhance customer satisfaction, loyalty, and profitability, it is imperative to consistently engage in endeavors such as collecting customer data pertaining to the characteristics of products and services that are deemed valuable by customers, comprehending the more intangible outcomes and advantages that these attributes offer, and the individual values they cater to. The analysis of customer feedback can yield valuable insights into their perceptions of the services provided and their experiences within restaurants, thereby facilitating a deeper comprehension of their behavioral intentions.

The hospitality industry has been the subject of numerous studies on consumer satisfaction, which have primarily utilized quantitative methodologies and structural equation modelling (SEM). These studies have relied on various data collection methods, including interviews, surveys, and case studies, as evidenced by the works of Arasli et al. (2020) and Gang and Chenglin (2021). According to scholarly sources (Decker & Trusov, 2010; Groves, 2006), the traditional approach results in substandard data and requires significant amounts of both time and manpower. Carù and Cova (2008) argue that structured techniques fail to account for the intricate range of emotions and sentiments that customers undergo. Prior studies on customer satisfaction in restaurants have utilized measurement scales that were manually constructed, or semi-structured interviews conducted in person. These methods were reliant on the researcher's prior knowledge and were subject to a significant degree of subjectivity, as noted by (Jia, 2019). The validation of most of the proposed scales has been conducted through the utilization of predetermined questions. Consequently, the respondents were only required to rate the traits that were included in the scales. However, these traits may not always be the ones that are perceived as the most significant or distinctive by the respondents, as noted by (Toral et al., 2018). Furthermore, it has been noted that methods based on scales exhibit a slow rate of updating and exhibit a preference for abstract concepts as opposed to specific details (Jia, 2020).

The emergence of Web 2.0 has led to the proliferation of social media platforms such as TripAdvisor, Yelp, and Google Reviews, which enable restaurant patrons to provide feedback on the quality of restaurant services in a more convenient online format (Cassar et al., 2020; Jia, 2019). Online reviews are often regarded as spontaneous and insightful feedback from customers (Gang & Chenglin, 2021) and are frequently employed to evaluate customer satisfaction in the hospitality and tourism industries (Sulu et al., 2022) due to their low or no cost and ease of

accessibility. By analyzing the feedback provided by guests in online reviews, restaurants can gain insights into areas that require improvement and make necessary adjustments to their operations. This can ultimately lead to increased guest satisfaction and loyalty. The utilization of user-generated online reviews as a source of information for improving service quality is a well-established practice in the hospitality industry (Im et al., 2022; Sparks & Browning, 2011).

The utilization of text analysis software, such as Leximancer, has gained traction in the examination of extensive volumes of customer feedback, as evidenced by studies conducted by (Arasli et al., 2020) and (Sulu et al., 2022). According to Leximancer Pty Ltd (2021), Leximancer software automatically analyzes text documents to find advanced concepts and then uses robust models, interactive visualizations, and data export to provide key ideas and actionable insights.

Recently, Song et al. (2020) used TripAdvisor reviews in their study to examine and compare green practices in resort/luxury and business/economy hotels. Arici et al. (2022) used TripAdvisor reviews to discover customers' perceptions of and satisfaction with green hotel service quality. Arasli et al. (2020) in their study exploring cruise travelers' perception of service quality with top cruises in the world, utilized travelers' online reviews from CruiseCritic.com. But, to the authors best knowledge, very few studies are conducted on restaurant services using customers' online reviews. Jia (2019) analyzed online reviews to measure tourists' meal experience in restaurants in four Nordic countries; Jia (2020) measured motivation and satisfaction of Chinese and U.S. tourists in three restaurants from three different European countries using online reviews and Tiago et al. (2015) analyzed the perception of meal quality in the restaurants in Azores and Hawaii using customers' online reviews.

1.4. Aim of the study

Notwithstanding the significance of online reviews in furnishing valuable perspectives on customers' evaluation of service quality and contentment with their dining encounter, it has come to the attention of the author that there exists a dearth of research that concentrates specifically on the service attributes of fine dining restaurants in Norway utilizing user-generated-content analysis. The primary objective of this study is to identify the key service quality attributes of the top eight fine dining restaurants in Norway that have been nominated for Norway's Best Restaurant 2022 in the World Culinary Awards. This will be achieved by analyzing guests' online reviews and ratings available on tripadvisor.com, utilizing the Leximancer 5.0 software.

1.4.1. Objectives of the study

- To find the dominant themes in relation to the overall guest experience in Norway's best restaurants.
- To examine which concepts were linked with higher or lower satisfaction ratings from both the national and international guests' perspectives.
- To explore whether the guest experience varies by gender.
- To investigate whether the guest experience varies by geographical regions.
- To discover the prevalent concepts mentioned by different traveler types and examine the variances if any.

1.4.2. Research Questions

- RQ 1: What are the dominant themes related to guests' overall experience in Norway's best restaurants?
- RQ 2: What are the concepts linked with the higher or lower satisfaction ratings from both the national and international guests' perspective?

- RQ 3: Are there differences in customer experience perceptions based on gender or geographic regions or traveler types? And if so, what are the key concepts causing these differences?

1.5. Scope of the study

This study focuses on collecting and analyzing data on visitor experiences at top restaurants in Norway. Identifying dominant themes, examining concepts related to domestic and international guest satisfaction ratings, identifying common themes and concepts shared by several types of travelers, exploring potential differences in guest experience based on gender and consideration of potential differences based on geographic regions are all part of the study.

A mixed-method approach to data collection and analysis is used in this study, combining qualitative and quantitative techniques. Data is gathered from multiple web reviews available on tripadvisor.com. This study is intended for both local and international diners as well as different traveler types like business travelers, singles, couples, families, and groups of friends, who have experienced some of Norway's best restaurants.

In the research, key themes, concepts, and variations related to the visitor experience are identified and interpreted using data analysis approaches such as content analysis, thematic analysis, and statistical analysis. The results of the study offer insights into the recurring themes, common concepts, and variances in the visitor experience in Norway's best restaurants depending on a variety of factors like satisfaction ratings, traveler types, gender, and place of residence of the guests.

1.6. Significance of the study

This study holds academic significance as it illuminates crucial themes, concepts, and possible variations associated with guest satisfaction, while also enhancing our comprehension of

the visitor experience in Norway's top restaurants. Moreover, it makes a valuable contribution to the extant scholarly literature concerning guest experience and satisfaction within the framework of high-end dining establishments, particularly in Norway. The present investigation establishes a basis for conducting analogous data-oriented inquiries in the future, utilizing customer online reviews, and employing Leximancer as a tool for analysis. Furthermore, this assists restaurant managers in making informed decisions and customizing their offerings and services to align with the expectations of their patrons more closely, ultimately leading to improved guest experiences and heightened loyalty.

1.7. Outline of following chapters

The subsequent chapters in this study are structured as follows. The second chapter provides an overview of important literature on service quality, customer satisfaction, and consumer perception of service quality in the restaurant business. The third chapter describes the research methodology employed in the study, including data collection, sampling, data analysis, and validation. The fourth chapter covers the findings from the analysis, including the primary service attributes discovered, their relevance, and their relationship to overall customer satisfaction. Chapter five covers the discussion on the results. Chapter six presents the conclusion based on the key findings. Limitations of the study and recommendation for future research are presented in chapter seven.

2. Literature Review

2.1. Service quality and customer satisfaction

The customer's concept of quality, not management's, is what matters. Quality is the compliance to customer specifications (Berry et al., 1988) and consistent ability of the firms to conform to customers' specifications builds up firm's image (Bojanic & Drew Rosen, 1994). Some previous studies and authors such as Grönroos (1984) point out that the concept of service quality is different from that used in the world of goods, and thus the understanding about product quality is not enough to comprehend service quality (Parasuraman et al., 1985). So, they argue that completely understanding service quality is only possible through the acknowledgement of three characteristics of service: intangibility, heterogeneity, and inseparability. Also, several researchers agree that service quality should be measured from the customers' perspective (Parasuraman et al., 1985). *The difference between what customers expect from the service and how they consider it to have performed* is the most frequently accepted definition of perceived service quality (Tam, 2004) and thus this difference also acts as a determinant of satisfaction/dissatisfaction with the service (Pizam & Ellis, 1999).

Customer satisfaction encompasses customers' overall product or service consumption experience including their expectations, perceptions and emotions (Oliver, 1980). Perceived service quality is an antecedent to satisfaction (Cronin & Taylor, 1992; Parasuraman et al., 1988). Oliver (1993) defined customer satisfaction as an emotional response arising from the cognitive process of evaluating the service received versus the cost of receiving the service. Also, Fornell (1992) argued that the consumers' perception of higher service quality reflects on the satisfaction with the service. Thus, the service providers with higher service quality can stand the competition and continue to profit through repeat customers.

Several studies on the relationship between service quality and customer satisfaction in the restaurant business have been conducted. Lee et al. (2005) discovered, for example, that service quality has positive impact on customer satisfaction and loyalty in Korean family restaurants. Furthermore, Omar et al. (2016) discovered that the service quality in Arabic restaurants in Malaysia is favorably related to customer satisfaction. Other studies have found similar findings in various settings, such as Hong Kong-Style tea restaurants (Lai, 2015) and fine-dining restaurants (Tuncer et al., 2021).

Therefore, in the foodservice business, service quality and customer satisfaction are important variables influencing customer perception and behavior. Several studies have found a favorable relationship between these two concepts, emphasizing the importance of providing high-quality service to improve customer satisfaction and loyalty.

2.2. Measurement of service quality

Since the 1980s, when Parasuraman et al. (1988) created SERVQUAL, a 22-item scale that assesses service quality, researchers have been measuring service in general (Jia, 2020). The SERVQUAL scale is based on gap theory by Parasuraman et al. (1985), which shows that differences between customer expectations for a general service provider category and their assessment of the actual performance of a particular company in that category determine the relationship between service quality, customer satisfaction, and purchase intention (Cronin & Taylor, 1992). The SERVQUAL survey tool was created to assess the service quality attribute in various service contexts (Arasli et al., 2020; Bujisic et al., 2014; Hansen, 2014; Parasuraman et al., 1988). The 22 items in the SERVQUAL scale belong to five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Physical facilities, equipment, and personnel appearance are all elements of tangibles. The capacity to provide the promised service with dependability and accuracy is what reliability entails. Being responsive means adhering to customer service standards and offering timely assistance. Employee expertise, politeness, and their capacity to foster confidence and trust all play a role in assurance. The last dimension, empathy is associated to the individualized attention and care received by the customer from the service provider (Parasuraman et al., 1988).

Alternatively, Cronin and Taylor (1992) developed another model to measure service quality namely SERVPERF model. In this model, they used the same five dimensions of service quality as in SERVQUAL but removed the domain of expectation and focused primarily on the performance-based assessment of service quality, customer satisfaction, and purchase intention. They also argued that SERVPERF was efficient and superior over SERVQUAL. Cronin and Taylor (1992) also pointed out that the elements of scale that determine service quality in one industry may differ in another. According to them, high-level service such as in fine-dining restaurants or health care has a different definition of service quality than a low-involvement service such as fast-food restaurants or dry cleaning.

2.3. Measurement of service quality and meal experience in restaurants

In case of restaurant industry Lee and Hing (1995) measured service quality in two fine-dining restaurants in Australia making some minor modification with the words in the statements in the generic SERVQUAL instrument to adapt to the food service establishment. They also added examples relevant to the statements, for example E1 “An excellent restaurant will have modern-looking equipment, e.g.: dining facility, bar facility, crockery, cutlery, etc.” or E12 “Staff of an excellent restaurant will always be willing to help patrons, e.g.: willing to hang up their coats, to phone them a taxi or help take photographs.” (Lee & Hing, 1995, pp. 305-306). Results indicated

that the customers placed higher expectation related to the dimensions ‘assurance’ and ‘empathy’ compared to ‘tangibles,’ and for both restaurants the perceived service quality was below expectation of customers. Thus, their study validated the usefulness of SERVQUAL instrument but suggests that the instrument needs to be adapted to the specifications of service offerings. Scholars like Akbaba (2006) also agreed that SERVQUAL should be modified to suit a particular industry or area of research in order to increase the explanatory value of the area studied (Hansen, 2014).

Inspired by SERVQUAL, Stevens et al. (1995) developed DINESERV to be specifically used for defining and measuring service quality in restaurants. In addition to the same five dimensions as SERVQUAL, DINESERV offers 29 items that highlight the dining experiences of its consumers. While some of DINESERV's items are identical to SERVQUAL's, others, like the “easy-to-read menu”, “serves your food exactly as you ordered it”, are unique to DINESERV (Jia, 2020; Stevens et al., 1995). DINESERV aims to provide restaurant owners and operators with a tool to gauge and get an overview of the service quality of their eateries as well as to be prepared to take the appropriate actions so that gaps can be filled or changed to the needs and wants of the customers (Hansen, 2014). DINESERV is proven to be useful to measure service quality in eateries and has been used by several researchers in different segments of restaurants (Chang et al., 2010; Chun & Nyam-Ochir, 2020; Hanks et al., 2017; Kim et al., 2003).

Meal Eating Establishment Experience Instrument (MEEEI) by Hansen (2014) is another recently developed quality measurement tool in the restaurant industry from culinary arts and meal science viewpoints. From this perspective Gustafsson (2004) in an attempt to explain different aspects of meal experience in food service establishments, proposed Five Aspects Meal Model (FAMM). This model addresses five major features in meal experience including room (e.g.,

design, textile, architecture), meeting (e.g., interpersonal, social), product (food and beverages, preparation techniques), atmosphere (e.g., ambience, communication style) and management control system (e.g., operating procedures, codes of conduct) (Gustafsson, 2004, p. 10). This model was based on Michelin Guide approach to restaurant meal experience evaluation from the perspective of restaurateurs (Hansen et al., 2005).

Later, Hansen et al. (2005) developed another conceptual model for evaluating meal experience in restaurants from customers' perspective, Customer Meal Experience Model (CMEM). This model utilized the concepts of customers' meal experience generated from the prior studies and responses from individual restaurants' customers in seven semi-structured interviews. The data analysis revealed five main categories of customers' meal experience including the core product, the restaurant interior, the personal social meeting, the company, and the restaurant atmosphere. The focus of the core product is on food and beverages and all other supporting factors (mainly intangibles) such as taste, sensory responses, recommendation, etc. Restaurant interior encompasses the tangible sides such as color, furniture, cutlery and so on. The personal and social meeting includes interaction between guests, and interaction between guests and staffs. The interaction between guests from the same group gathered for several occasions falls under the company and the restaurant atmosphere is the individual emotional experience of the guest during the entirety of the meal, including social experience, comfort and intimacy as a whole (Hansen et al., 2005).

However, Hansen (2014) mentions that these two models: FAMM and CMEM helped in understanding guests' meal experience at restaurants but were not instruments to measure meal experiences. So, Hansen (2014) combined SERVQUAL, DINESERV and the meal experience models, in an effort to provide a wholesome meal experience measurement instrument, MEEEE.

MEEEI is divided into six categories: core product, restaurant interior, personal social gathering, company, restaurant atmosphere, and management control systems, with 29 statements carefully selected by hotel and restaurant management experts (Hansen, 2014). The main difference between MEEEI and DINESERV is that MEEEI has a higher standard in dishes, stresses paying attention to the company, and makes recommendations on the atmosphere (Jia, 2019). Kiatkawsin and Sutherland (2020) claimed to be the first to assess the validity of MEEEI instrument. The respondents for their study were Koreans who had visited Michelin restaurants within 6 months prior to the study. According to their findings, all the items showed robustness and successful predictive ability in the context of Michelin-starred restaurants. All six dimensions firmly converged, indicating that MEEEI's emphasis on the restaurant's core products and other restaurant-specific service elements could be a useful scale for assessing restaurant performance. Nevertheless, Kiatkawsin and Sutherland (2020) suggested that to fully establish the scale's validity and reliability in research, it must be tested in a wider variety of restaurant contexts.

2.4. Roles of online customer reviews

Litvin et al. (2008, p. 461) defined electronic word-of-mouth (eWOM) as “all informal communications directed at consumers through internet-based technology related to the usage or characteristics of particular goods and services, or their sellers”. One of the most important forms of eWOM is online customer reviews (Jiménez & Mendoza, 2013). Customers are increasingly posting online reviews of goods or services with the proliferation of Web 2.0 (Bi et al., 2019a) making electronic word-of-mouth (eWOM) more significant in recent years (Jiménez & Mendoza, 2013). Litvin et al. (2008) also mentions that customers have the strong ability to influence each other, and online reviews serve as the easiest medium for this interpersonal influence as it does not require face-to-face communication to share their opinion. Also, the intangible and experiential

nature of the hospitality product and services makes it impossible to evaluate them before consumption, and they are therefore considered as high involvement purchases. Additionally, potential customers tend to base their purchase decisions on the evaluations made by former user groups to avoid risks, since user-generated online reviews are often perceived to be more reliable and trustworthy than editorial reviews and information given by marketers. Consequently, making interpersonal influence through online reviews more significant (Litvin et al., 2008).

Online reviews convey either negative or positive indication about a restaurant to customers, who in turn perceive and react to such indication by behaving either negatively (avoiding visiting) or positively (making visit intention) towards the restaurant. Positive ratings are found to increase the frequency of table bookings (Anderson & Magruder, 2012). The level of performance of restaurants is significantly influenced by online reviews and their accompanying ratings (Mathayomchan & Taecharungroj, 2020). Wang et al. (2021) found that the higher volume of reviews and higher overall ratings about the restaurants have positive effects on profitability of restaurants. Their study also revealed that online reviews and ratings greatly impacted the financial performance of weak-branded restaurants compared to restaurants with strong brand equity.

Moreover, from research and management perspective, these online reviews are readily accessible in abundance and compared to surveys, online reviews are not only simple to gather, inexpensive, spontaneous, passionate, and insightful, but they are also easier for to observe and manage (Chen et al., 2015). Online reviews also contain crucial information regarding customers' preferences, concerns, feelings, experiences, and opinions (Bi et al., 2019b). Through online reviews consumers can freely express themselves without being constrained or guided by survey questions, which makes it possible to disclose the service dimensions that are pertinent to any service context (Bigne et al., 2020; Li et al., 2013). Applying lexical semantic analysis techniques

to the unstructured data such as online reviews aids in extracting the service dimensions hidden in the guests' narratives (Mathayomchan & Taecharungroj, 2020). Due to these potentialities, online reviews are quickly getting popularity as tool to explore customer behavior in tourism and hospitality research (Li et al., 2013).

3. Methodology

3.1. Research context

This case study focuses on exploring service quality attributes of best dining restaurants in Norway. For this purpose, mixed-methods approach is utilized in this study. Both quantitative analysis and qualitative content analysis of online guest reviews available in TripAdvisor website about the selected restaurants are conducted using Leximancer 5.0 software in this research to produce meaningful insights.

3.2. Research Methods

Research methods are the systematic and structured ways used to collect, analyze, and evaluate data or information to examine and comprehend a certain research subject or problem. These approaches give a framework for developing, performing, and assessing research projects, and they differ based on the nature of the research, the field of study, and the research topic being addressed (Creswell, 2014).

Research methods can be categorized into several types, such as quantitative methods, qualitative methods, and mixed methods.

3.2.1. Quantitative methods

Quantitative research methods comprise collecting and analyzing numerical data, frequently using statistical techniques, to measure and quantify variables, patterns, and relationships. Surveys, experiments, and statistical analysis of existing data are some examples of quantitative research methods (Creswell, 2014; Johnson & Onwuegbuzie, 2004). Deductive research approach is generally connected to quantitative research. This approach entails gathering and analyzing data to test a particular hypothesis or idea. In this method, researchers begin with a

preconceived theory or hypothesis, collect data to verify it, and then analyze the results (Johnson & Onwuegbuzie, 2004; Woiceshyn & Daellenbach, 2018).

3.2.2. Qualitative methods

Qualitative research techniques concentrate on gathering and examining non-numerical data, such as text, photographs, or audio, to investigate subjective experiences, meanings, and social processes. Interviews, observations, content analysis, and thematic analysis are a few examples of qualitative methods (Creswell, 2014; Johnson & Onwuegbuzie, 2004). Inductive approach is frequently associated with qualitative research. It is a research approach that involves deriving conclusions or building ideas based on specific observations or patterns observed in the collected data. In this strategy, researchers collect and evaluate data without having a prior theory or hypothesis in mind, instead allowing the evidence to influence the formation of ideas or generalizations (Johnson & Onwuegbuzie, 2004; Woiceshyn & Daellenbach, 2018).

3.2.3. Mixed methods

Mixed methods research combines quantitative and qualitative methods to achieve a thorough understanding of a research question. Since it allows qualitative and numerical data to be collected and analyzed, this approach can provide a more holistic and comprehensive view of the research problem (Creswell, 2014; Johnson & Onwuegbuzie, 2004). For example, in a qualitative research study, the researcher may desire to qualitatively observe and interview, but augment this with a closed-ended instrument to systematically evaluate key aspects considered significant in the relevant research literature (Johnson & Onwuegbuzie, 2004).

3.3. Research method in use

Embedded mixed-methods approach is employed in this case study. An embedded mixed methods case study examines a case by gathering and analyzing both quantitative and qualitative

data. Within a traditional quantitative research design or a qualitative research design, the researcher collects and analyzes both quantitative and qualitative data. Before, during, or after the implementation of the data gathering and analysis procedures typically associated with the bigger qualitative or quantitative design, the secondary data set may be collected and analyzed (Creswell & Plano Clark, 2011). Both quantitative and qualitative data in the form of ratings and review texts respectively were utilized in the content analysis with the help of Leximancer 5.0 application. This method involves analyzing textual data to identify patterns, themes, and categories, which aligns with the inductive approach as it starts with specific observations from the online reviews (Hsieh & Shannon, 2005). While the exploration of service quality attributes of restaurants from the online reviews would involve qualitative content analysis to interpret and understand the meanings behind those themes and concepts, Leximancer 5.0, a text analytics software, can be used to quantitatively analyze the online reviews by identifying and visualizing themes and concepts (Leximancer Pty Ltd, 2021).

3.4. Sampling and data collection technique

Sampling is the practice of selecting a subset of a population of interest for a research study. It allows researchers to make statistical inferences about a population based on results from a subset of the population (Turner, 2020). It is used when it is not possible to include the entire population in a study (Sharma, 2017). There are two kinds of sampling methods: probability sampling and non-probability sampling. Probability sampling methods include a random selection component, which assures that each member in the population has an equal chance of being chosen. Whereas non-probability sampling methods rely on the researcher's subjective assessment rather than random selection. (Berndt, 2020; Sharma, 2017).

In this study, the sample was taken from the guests who had visited and posted their online feedbacks from March 2017 until February 20, 2023, in the respective TripAdvisor pages of the eight restaurants nominated for Norway's Best Restaurant 2022 in World Culinary Awards (2022), namely Maaemo, Statholdergaarden, Credo, Kontrast, Sabi Omakase Oslo, RE-NAA, Restaurant Rest, and Under. They are designated as R1, R2, R3, R4, R5, R6, R7 and R8 in this study (see Table 1). Through their annual awards program, World Culinary Awards serves to recognize and honor excellence in the culinary industry. The World Culinary Awards is the sister event of the World Travel Awards, which was established in 1994 to recognize excellence in travel and tourism. To make sure the nominations are acceptable for the chosen category, submissions are examined and verified, and the World Culinary Awards' verdict is final (World Culinary Awards, n.d.).

Purposive or Judgmental sampling method is most frequently used in content analysis (Elo et al., 2014). As suggested by Sulu et al. (2022), judgmental sampling was employed in this study to match the sample size of earlier similar studies and ensure that there were enough reviews to use the Leximancer software. Judgmental sampling, a form of convenience sampling method involves randomly choosing participants from the accessible population. When it is difficult to identify the population being studied or when some participants are considered more suitable (qualified, skilled, etc.) for the study than others, this sampling strategy is appropriate (Altinay et al., 2015). Cassar et al. (2020) gathered only 60 reviews to determine role of wine in customer satisfaction with fine dining restaurants. Similarly, to capture evaluation of a romantic themed attraction using Leximancer, Pearce and Wu (2016) gathered 167 reviews.

Therefore, a TripAdvisor review scrapping bot from Botster.io was used to collect a maximum of 100 recent reviews for each of the eight restaurants; all available reviews were

collected for those with fewer than 100 reviews on their respective TripAdvisor pages. Botster.io provides Software as a Service to individuals and organizations who are interested in employing bots or scripts to harvest, monitor, and analyze data as well as automate processes for their professional activities or services. Effective and simple to use bots are one of the tools that Botster.io offers its users, sometimes for free or at a reasonable charge, to help them with their business needs Botster (2023). For people and organizations with limited resources and no experience creating their own web scraping programs, this web-based service platform is extremely useful.

TripAdvisor website was chosen to collect user-generated reviews because it is the world's largest travel guidance platform with approximately 8 million companies in 43 markets and more than 1 billion evaluations and narrations available in 22 languages. Travelers from all over the world use the TripAdvisor website and app to find places to stay, things to do, and places to eat based on recommendations from people who have already been there (TripAdvisor LLC, 2023). Travelers are also enabled to comment on and rate hotels, airlines, restaurants and destinations (Tsujioka et al., 2020). TripAdvisor encourages its users to create a complete profile as either a host or client. As a result of this, only verified users with a complete profile stand a decent chance of being approved as guest reviewers by readers. TripAdvisor is therefore more trustworthy than other online communities for sharing experiences (Brochado, 2018). Researchers including Molinillo et al. (2016), Yu et al. (2017), Lee et al. (2022), Sanchez-Vargas et al. (2022), and others have also cited TripAdvisor as a dependable source for gathering data for studies on hospitality and tourism. Due to all these aspects, the TripAdvisor website is a useful source of research information.

3.5. Sample and data

Initially 730 reviews were collected in total for the eight restaurants from TripAdvisor with the help of a scrapping bot available at Botster.io. Data gathered with the help of scrapping tool included the reviewers' profile names, the number of reviews on their profiles, overall ratings on a scale of 1-5 (1 = terrible, 2 = poor, 3 = average, 4 = very good and 5 = excellent), traveler type, date of visit, date of review, review title, and most importantly the review text. The scrapping tool, however, was unable to record the gender and nationality of the reviewers that were necessary for this investigation. Fortunately, each reviewer's profile URLs were also included in the data that had been acquired. The gender and nationality details were then manually gathered by looking through each reviewer's profile. All the collected data were then carefully organized in an Excel spreadsheet for further processing.

714 reviews in total were included in this analysis after the reviews whose author's nationality could not be determined were excluded from the study for sample representativeness and generalizability. The reviews were written in a variety of languages, therefore, before conducting the study, the author painstakingly translated any reviews that were not in English into English. The author compared the translation outcomes of a few reviews that were translated using Google Translate, Microsoft Translator, and DeepL Translator. All reviews were then translated to English using DeepL Translator since the author believed it to be a more realistic translation. The original review column was then replaced with the column of reviews translated into English in the spreadsheet. The distribution of reviews among the eight restaurants is listed in Table 1. The reviews were then grouped into five geographical regions namely Europe, The Americas (both north and south America), Asia, Australia (Australia and Oceania), and Africa based on the origin of the reviewers. Table 2 lists the distribution of reviews based on origin of reviewers.

Designation of restaurants	Location	Number of reviews
R1	Oslo	95
R2	Oslo	98
R3	Trondheim	82
R4	Oslo	98
R5	Oslo	85
R6	Stavanger	100
R7	Oslo	60
R8	Lindesnes	96
Total number of reviews		714

Table 1 Distribution of reviews among restaurants

Regions	Countries	Number of reviewers	Proportion %
Europe		629	88.09%
	Austria	2	0.28%
	Belgium	7	0.98%
	Czech Republic	2	0.28%
	Denmark	9	1.26%
	Finland	3	0.42%
	France	23	3.22%
	Germany	20	2.80%
	Greece	1	0.14%
	Iceland	3	0.42%
	Italy	6	0.84%
	Monaco	1	0.14%
	Norway	481	67.36%
	Portugal	3	0.42%
	Russia	2	0.28%
	Spain	10	1.40%
	Sweden	11	1.54%
Switzerland	12	1.68%	
The Netherlands	10	1.40%	
UK	23	3.22%	

The Americas		56	7.84%
	Brazil	3	0.42%
	Canada	5	0.70%
	Colombia	1	0.14%
	Mexico	1	0.14%
	Puerto Rico	1	0.14%
	USA	45	6.30%
Asia		21	2.94%
	China	1	0.14%
	Hong Kong	1	0.14%
	Indonesia	1	0.14%
	Iraq	1	0.14%
	Israel	1	0.14%
	Japan	4	0.56%
	Singapore	7	0.98%
	Turkey	2	0.28%
	UAE	3	0.42%
Australia	Australia	5	0.70%
Africa		3	0.42%
	Egypt	1	0.14%
	Tanzania	1	0.14%
	Zimbabwe	1	0.14%

Table 2 Distribution of reviews based on origin of reviewers

From the above table, it is evident that the highest number of reviews were posted by Europeans (629) primarily from Norway (481), followed by Americans (56), Asians (21), Australians (5) and the least by Africans (3). As per the requirements of the study, the reviewers' profiles were further classified according to gender as male, female, and unidentified (the author was unable to determine the gender of certain reviewers). Additionally, the reviewers' profiles were segregated based on the different traveler types they represented, such as business, couples, families, friends, and solo travelers, as well as the overall ratings they provided the restaurants on

a scale of (1 to 5). The higher ratings (4 – 5) were than defined by the author as satisfaction ratings and lower ratings (1 – 2) were defined as dissatisfaction ratings to further explore the variations in the guests' responses to their dining experiences. Similar approach to grouping the reviews based on higher or lower rating scores has been adopted by many scholars (Arasli et al., 2020; Brochado, 2018; Cassar et al., 2023). Table 3 presents the distribution of reviewers based on their profiles and ratings provided by them.

Variable	Category	Count	Proportion %
Gender	Male	432	60.50%
	Female	241	33.76%
	Unidentified	41	5.74%
Traveler Type	Business	42	5.88%
	Couples	377	52.80%
	Families	100	14%
	Friends	152	21.29%
	Solo	43	6.02%
Overall Ratings	5 (Excellent)	599	83.89%
	4 (Very Good)	59	8.26%
	3 (Average)	33	4.62%
	2 (Poor)	13	1.82%
	1 (Terrible)	10	1.40%
	5 & 4 (Satisfaction)	658	92.15%
	1 & 2 (Dissatisfaction)	23	3.22%

Table 3 Distribution of reviewers based on their profiles and overall ratings

3.6. Data analysis technique

Content analysis was performed on the obtained data to explore the characteristics of service quality and investigate the experiences of guests at Norway's top restaurants. *Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use* (Krippendorff, 2018, p. 24). For the analysis of written or recorded communication, content analysis is a popular research technique. It can be

applied to any kind of written text, regardless of the source of the information, including lengthy interviews, focus groups, open-ended questionnaire questions, observations of real-world situations, information from visual and auditory media, and social media texts (Krippendorff, 2018; Mayring, 2021).

Content analysis is divided into two basic categories: manifest content analysis and latent content analysis. In contrast to manifest content analysis, which concentrates on the obvious, evident and surface-level aspects of text data, latent content analysis concentrates on the underlying meaning, context, and interpretation of text data (Bengtsson, 2016; Krippendorff, 2018).

The quantity of human labor necessary to conduct content analysis research manually is usually time-consuming, and reliability is frequently an issue (Biroscak et al., 2017). Fortunately, the advancement of computer-assisted text analysis programs with machine learning for natural language processing has made it easier to analyze the content of enormous qualitative data in the form of online reviews (Lu & Stepchenkova, 2015).

Lu and Stepchenkova (2015) in a systematic review of 122 articles employing user-generated contents for tourism and hospitality applications revealed that 38 studies used computer-assisted text analysis programs and they belonged to two categories. CATPAC, General Inquirer, SENTIWORDNET, and CLiPS are examples of programs in the first category that provide automatic coding of text using dictionaries and often feature word frequency analysis, category frequency counts, keyword-in-context, cluster analysis, and visualization functions. The second category of software (such as ATLAS.ti, MAXQDA, and NVivo) was used for activities related to theme identification and category coding and served as an electronic replacement for the set of marginal notes, cross-references, and notepad jottings that a researcher will produce when

manually analyzing a set of texts. More recently Guzman-Parra et al. (2021) mentioned that software such as CATPAC, WORDER and Leximancer have been used widely in tourism research. Other commonly used computer programs in tourism and hospitality research include Latent Dirichlet allocation, Torbit model, UCINET 6.0, Rpackage Sentiment Analysis and many more (Sulu et al., 2022).

In this study Leximancer 5.0 software is used for the content analysis of 714 reviews obtained from the TripAdvisor website. The final data in the Excel spreadsheet was then converted to an Excel CSV (Comma Delimited) database to make it compatible for Leximancer. As mentioned earlier, Leximancer analyzes text documents automatically to find high-level concepts (manifest or conceptual analysis) and then uses powerful models, interactive visualizations, and data export to provide key ideas and actionable insights (latent or semantic and relational analysis) (Biroscak et al., 2017; Brochado, 2018). Additionally, it also identifies each source document, individual author and/or speaker's content that encloses the specific topic (Brochado, 2018).

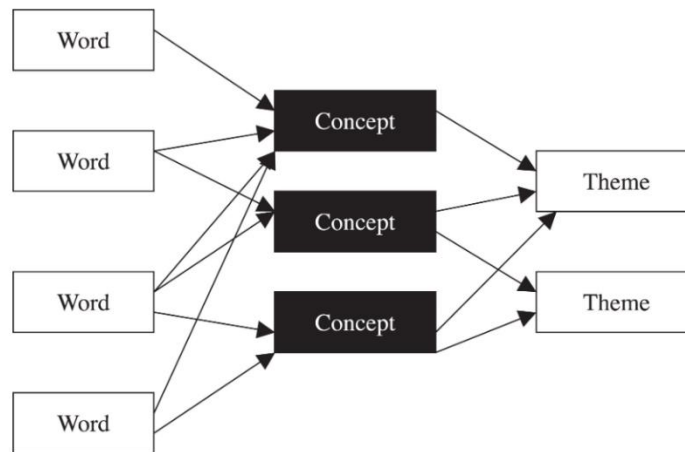
Leximancer performs qualitative analysis with a quantitative approach using several algorithms for the stages (Indulska et al., 2012) with minimal manual intervention by researchers (Tkaczynski et al., 2015). Compared to other content analysis programs Leximancer is unique. In contrast to NVivo, ATLAS.ti, and CATPAC, Leximancer does not use word frequency coding or phrase coding, but instead examines the meanings in text passages by finding the main concepts and themes (Tseng et al., 2015). These concepts are defined by seed words, which function as starting points for their definitions. The term "seeds" signifies that they are the initial elements from which the concept is built upon. As the analysis progresses, additional terms are incorporated into the concept definitions through a learning process. Leximancer, an automated tool, derives concept definitions directly from the text itself. The resulting concepts can take the

form of individual words or groups of words that travel throughout the text. By examining word frequency and the occurrence of concepts, Leximancer constructs a thesaurus-like list of words closely associated with each concept. Relational analysis in Leximancer focuses on understanding how these identified concepts relate to one another within a given document or text, ultimately forming themes (Cassar et al., 2023). Figure 1 illustrates how the Leximancer software breaks down text documents into words, concepts, and themes.

Leximancer recognizes relationships between these units and produces a conceptual map, a visual representation of the relationship between them. Related ideas are located close to one another on the conceptual map (Arasli et al., 2020). The relevance of each theme is denoted by its color, which is heat-mapped from hottest to coolest (for example, red - orange is the "hottest" or prominent theme, while purple is the "coolest" or least correlated theme). The brightness of a concept's label corresponds to how frequently it appears in the text. The more prominent a concept label, the more frequently the notion is established in the script (Sulu et al., 2022).

Leximancer's foundations are evaluated against the standards for content analysis, which further ensures the validity of the studies conducted with the software's assistance (Biroscak et al., 2017; Indulska et al., 2012). Face validity is established using Bayesian theory-based relevancy measures and clustering algorithms based on computational linguistics and complex network simulations. Inter-coder reliability provides stability, and Leximancer-induced patterns are reproducible, meaning text sets with similar semantics produce similar concept maps and, conversely, text sets with different semantics produce different concept maps (Smith & Humphreys, 2006, pp. 265-277). The fact that many academics (Arasli et al., 2020; Arici et al., 2022; Cassar et al., 2020; Pearce & Wu, 2016; Sulu et al., 2022; Tkaczynski et al., 2015; Tseng et

al., 2015) have successfully completed multiple tourism and hospitality research projects using Leximancer, further validates the program's utility.



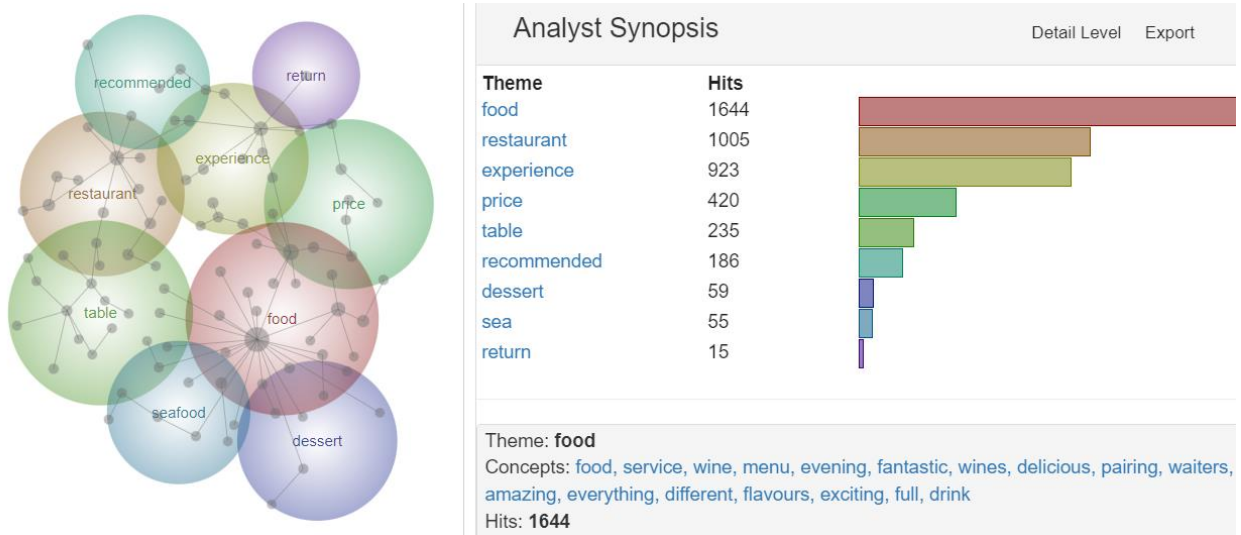
Source: Adapted from Hyndman and Pill (2017).

Figure 1 Leximancer's semantic pattern extraction model

4. Findings

4.1. Dominant themes in relation to overall guest experience

To answer the research question **R1**, content analysis of guests’ narratives was performed using Leximancer 5.0 software. The analysis revealed nine major themes (at theme size: 40%) related to overall guest experience based on guests’ online reviews in Norway’s best restaurants: “food,” “restaurant,” “experience,” “price,” “table,” “recommended,” “dessert,” “sea (food),” and “return” and 94 concepts (5 name-like and 89 word-like). Resulting themes and concepts are visually represented in conceptual maps (see Figure 2 and 3). In these maps, concepts are illustrated by smaller gray nodes, and they are organized into themes depicted by larger shaded circles.



Source: own elaboration

Figure 2 Conceptual map of dominant themes

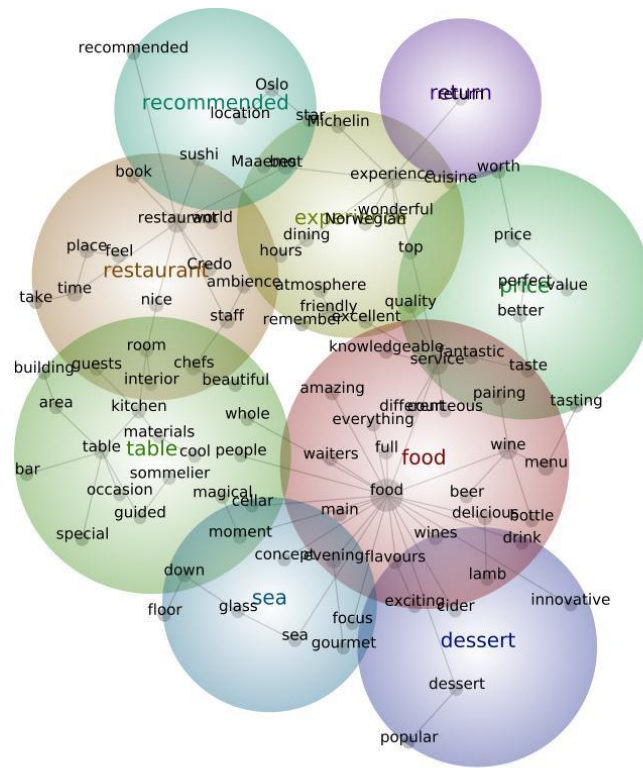


Figure 3 Concept map including all relevant concepts

4.1.1. Food

“Food” is the most significant theme with 1644 hits amongst all other eight themes that represent the perception of guests. The number of text blocks in the project linked to the theme is indicated by the term "Hits" (Leximancer Pty Ltd, 2021). Concepts including “food” (count = 1427, relevance = 100%) “service” (511, 36%), “wine” (363, 25%) “menu” (212, 15%), “evening” (181, 13%), “fantastic (food)” (126, 9%), “wines” (109, 7%), “delicious (food)” (94, 7%), “(drink) pairing” (75, 5%), “waiters” (89, 6%), “amazing” (73, 5%), “everything” (73, 5%), “different” (64, 4%), “flavors” (78, 5%), “exciting” (69, 5%), “full” (61, 4%) and “drink” (61, 4%) frequently co-occurred with the theme of “food”. The concept “food” had the highest count of 1427 and relevance of 100% meaning that it is the most frequent concept in the text block. One highly satisfied reviewer wrote, “We spent an incredibly nice evening at Kontrast with fantastic food and

attentive service. We chose a 6-course menu with juice package and wine on recommendation. Many thanks to Norbert who explained a lot about the wines, along with exciting stories.”

Another review reads, “Fantastic service from the time we arrived until we left good and full. Second time we have been to Rest in a year and this time we were not disappointed either. Amazing flavors, great wines, and fantastic service!”

Yet another guest mentions, “An evening at Renaa costs a little but is worth every penny. The quality and precision of everything - from the reception to the venue, the menu, the level of knowledge and service attitude of the chefs and waiters - made the evening absolutely magical. Impossible to give a fair description of the food - the 22 amazing dishes and wine pairing just have to be experienced.”

4.1.2. Restaurant

“Restaurant” is the second most significant theme represented in the guest narratives. The theme of restaurant encompasses the concepts including “restaurant” (with 420 counts and 29% relevance it is the highest ranked concept in the restaurant theme), “time” (254, 18%), “staff” (153, 11%), “chefs” (183, 10%), “place” (139, 10%), “nice” (124, 9%), “Credo” (67, 5%), “room” (62, 4%) and “world” (59, 4%). Example of guest narratives containing these concepts are:

“This was an amazing journey from start to finish. From the second we pressed the doorbell, we were taken into a world of our own, Espen's world. This is not a restaurant you "just" sit quietly for 4 hours, but a journey through a great room, from the basement to the dining room, where time stands still.”

“There are very few restaurants in the world that take your breath away when you enter them because you realise: This is something special, something magical! Maaemo definitely is one of them. Within the first few minutes of entering the building, chatting

with the staff, and climbing downstairs to the living room, you realise you are in for an unforgettable night.”

“We had a lovely meal at Omakase, fantastic food and very nice, intimate venue. Sitting so close to the chef and being able to have some dialogue is absolutely great. The ingredients are world class, have already booked a table again.”

4.1.3. Experience

Another important theme is “experience.” The theme experience encompasses concepts such as “experience (413, 29%)”, “best” (142, 10%), “atmosphere” (120, 8%), “dining” (102, 7%), “excellent” (89, 6%), “star” (84, 6%), “friendly” (79, 6%), “top” (76, 5%), “Michelin” (70, 5%), “wonderful” (61, 4%), “quality” (53, 4%) and “hours” (59, 4%). Narratives embodying these concepts are given below:

“The most wonderful dining experience I've had. I have eaten in Michelin 2 and 3-star restaurants in France, but the meal I had at RE-NAA was at the top of all the meals I had. The food was not only delicious, but plated beautifully, whimsically, and with precision.”

“An exquisite journey of Norwegian culinary at the world’s northernmost 3 star Michelin restaurant (late review). 16 courses and few hours full of surprises with different flavors, textures, colors, scents and beautiful presentation. This place is beyond excellent with impeccable, professional and friendly service in relaxing atmosphere, truly amazing.”

“The best food experience of my life. 22 edible works of art that were topped by wonderful wines. Super and relaxed atmosphere.”

4.1.4. Price

This theme represents the guests’ perception for the value they receive against the money they paid for the offerings. The concepts related to this theme are “price” (132, 9%) “taste” (128,

9%), “worth” (103, 7%), “perfect” (75, 5%) and “tasting” (58, 4%). Some guest narratives relevant to these concepts include:

“Just keep in mind that all this level of excellency costs money and you cant be in a rush. This is an all night happening. Its expensive but in my opinion worth it.”

“In my opinion, it's worth every penny, even if it's a few dollars in total. It's suitable for singles, it's suitable for couples and it's suitable for friends and business associates. It's really suitable for both everyday and festive occasions because if you can't treat yourself during the week, you're missing out.”

“We opted for the smaller (6 course) tasting menu and the non-alcoholic drinks pairing (we're not teetotal, but not interested enough in wine to be worth paying Oslo prices for it). Hence the cost was only about half of what most of the rest of the diners were paying (everyone else was on wine). With the amuse-bouche we weren't left hungry.”

4.1.5. Table (allocation)

From the guest narratives it is evident that guests put emphasis on the table placement when dining at the fine dining restaurants. The theme of “table (allocation)” therefore encompasses concepts such as “table” (122, 9%), “kitchen” (78, 5%), and “whole” (58, 4%). The concept “whole” is frequently used to describe “whole dining experience”, “whole concept of restaurant” and “whole symphony of service”. Some of the narrative that encapsulate the theme “table” are given below:

“My wife and I got a table facing the kitchen "with a view" as the waiter put it. Watching the food being prepared was quite entertaining, and the professionalism was impressive. The fixed menu consisted of 21 courses (including appetizer and petit fours), roughly divided into fish courses, vegetable courses, meat courses and desserts.”

“They offer a whole symphony, not just highlights from different composers. Its simply a "must experience" restaurant. and you should hurry up to get a table. With all their great reviews lately I'm sure getting a table could be a problem sometimes in the future.”

“The tour of the specially designed premises showed a thoughtful and cool vision with the whole concept. It was a long table - close to 6 hours. Then two tired gentlemen who were escorted to the taxi by the restaurant owner himself at 0100.”

4.1.6. Recommended

The theme “recommended” include concepts “recommended” (111, 8%) and “Oslo” (82, 6%). Recommendation generally is understood as the outcome of guest satisfaction. Satisfied customers tend to recommend others to visit the restaurants where they are highly satisfied with the offerings. Since four out of eight restaurants in the study are in Oslo, the concept “Oslo” frequently co-occur with the concept “recommended”. Some narrative sharing these concepts are mentioned below:

“This is a place that everyone that comes to Oslo should visit. we will highly recommend this place to everyone. I could sit here and probably write a book about this place but it won't do them justice, you just have to go and see for yourself.”

“Food absolutely and highly recommended. Will be happy to come again.”

“Would absolutely recommend to anyone visiting Oslo or live here. You can't miss this!”

4.1.7. Dessert

Another important theme with a single significant concept is “dessert” (59, 4%). Usually, dessert consist of sweet foods and is consumed as the final course of the meal. A reviewer wrote, “I never thought pea sorbet would be good, but it was. The non-alcoholic juice menu is very good and matches the dishes well. The plum dessert we had was incredibly tasty and a delight to the eye

too". Another went on writing, "One memorable dessert was a sugar kelp roll up with a sweet cream filling". Yet another guest who was not happy with dessert wrote, "Second to last dessert the regular dish was a berry tart. I had a piece of marzipan due to allergies. They were well made but not anything special/interesting".

4.1.8. Sea (food)

The theme "sea" or "seafood" encompasses a single concept "sea" (55, 4%). This theme can be best explained as seafood since narratives related to the concept "sea" are frequently mentioning about seafood. For example: "Woven wool on the walls and ceiling provided good acoustics so there was not much noise. They use only local ingredients and a lot from the sea. Fun with "Birch bark" which is made from flatbread and starched and painted with squid ink.", "The first course we are told is a Maaemo classic. Oyster emulsion with dill oil and oyster stock jelly. Completely "raw" dish with a wonderfully light but powerful taste of the sea.", and a negative review that reads, "Here, one of our party ate the sea scallop and immediately ran to the wash room to vomit!! At 4:00 am the next morning, another member of our dinner party suffered the same sickness. I specifically asked the server if the scallop was cooked because mine just looked raw to me, and he described the method."

4.1.9. Return

The final theme identified through the content analysis is "return" consisting of a single concept "return" (15, 1%). Return intention both positive or negative is also associated with the guest' post-experience behavior resulting through satisfaction or dissatisfaction with the dining experience respectively. Some narratives related to return intention include, "Heavenly perfect. We really enjoyed our time here to the max and will definitely return!", "This is tempting to repeat, we will return!" and "Every course was presented beautifully and provided in flavor and

skill on a par with its appearance. The waiting staff were delightful and even provided a wealth of suggested activities for our stay in Oslo. Thoroughly deserving of the glowing TripAdvisor reviews and we'd be happy to return if we get the opportunity”.

4.2. Analysis of satisfaction vs dissatisfaction ratings

The second objective of this study was to examine how customers who gave the best restaurants in Norway different overall ratings: satisfaction (4 or 5 out of 5) vs dissatisfaction (1 or 2 out of 5) responded to the perceived service quality of those establishments in online reviews. The outcome of analysis demonstrated that dissatisfaction group had minimal relevance (4%, 86 counts) whereas satisfaction group had highest relevance in the text blocks (100%, 1924 counts).

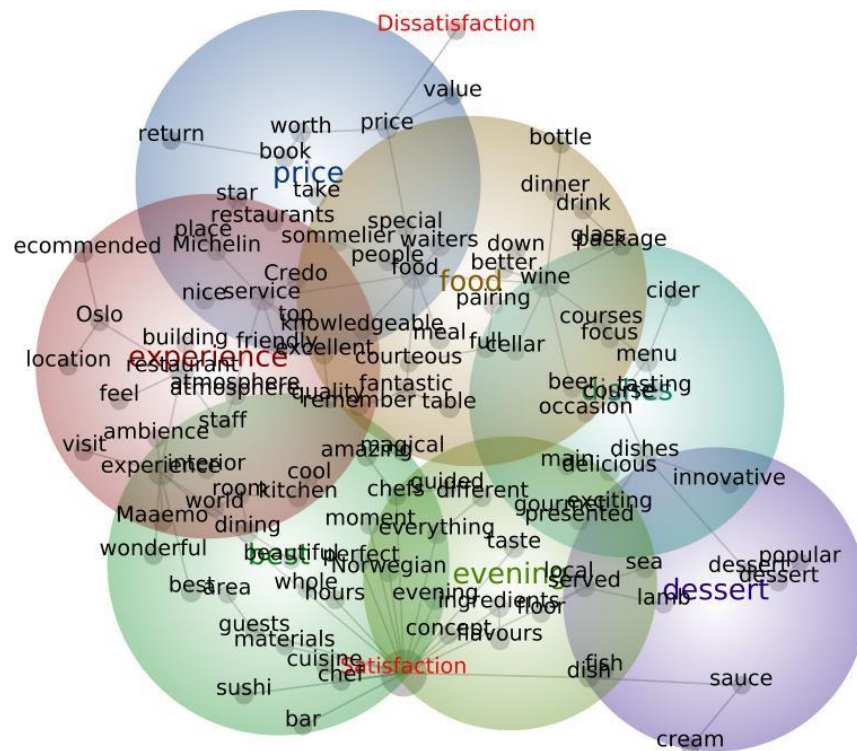


Figure 4 Concepts associated with satisfaction and dissatisfaction ratings

Figure 4 illustrates that the satisfaction group often shared their perspectives around the themes of experience, food, evening, dishes, best, and dessert. Upon further assessment of this group, it was discovered that their most closely related concepts were as follows: gourmet (100% likelihood of co-occurrence), cuisine (100%), magical (100%), courteous (100%), occasion (100%), location (97%), kitchen (96%), atmosphere (96%), pairing (96%), recommended (95%), friendly (95%), flavors (95%), menu (94%), concept (94%), staff (93%), ingredients (93%), chefs (93%), return (93%), bar (92%), taste (92%), local (92%), wine (91%), dessert (91%), quality (91%), presented (90%), focus (88%), star (83%), and innovative (80%). Narratives shared by this group include:

“If you want the ultimate in gourmet in Norway, maybe even all of Scandinavia, then Maaemo is the only choice. I have travelled a lot and been to many good restaurants, but this is the first one with 3 stars. Everything is done to perfection!”

“Very pleasant evening with excellent food, appropriate and fine wines and courteous service. We enjoyed the food very much and were impressed by the calm and concentrated work in the show kitchen. Friendly and attentive staff, as you would expect in a restaurant like this.”

“And the experience was even greater than expected, Many of the (more than 15) pieces which were made while we watched the chefs, were so delicate and tasted so good, that they must be described as legendary!”

“It won't be long before we go there again; here both the imagination and the chefs are constantly evolving.”

On the contrary, the guests who were dissatisfied with the offerings of these restaurants shared their opinions mostly relevant to the theme of price, food, and experience, as illustrated in

Figure 4. An analysis of the perceptions linked with this group's narratives revealed that the often-recurring concepts were (wine) bottle (17%), value (11%), price (8%), waiters (7%), innovative (7%), quality (4%), food (4%), chef (3%), and worth (3%). Typical negative reviews shared by dissatisfied guests are as follows:

“The wines were poured drop by drop which led us to order a whole bottle for the main course. This was refused with the statement: "We don't think that's a good idea - we were certainly no longer sober, but not in any way abusive or aggressive. Especially as we were in a special room - the so-called VIP table with a view into the kitchen.”

“But seriously for the price, I'll take the money and provide the biggest BBQ banquet with the best steak money has to offer, drinks and accoutrements for a large group of my friends with money to spare.”

“After exactly 32 minutes we had already eaten 8 different things, so we asked if it could be a bit slower, as a result our waitress passed that on to the "Chef" who then sighed and shrugged his shoulders ostentatiously, the star has clearly gone to his head. The food was absolutely fantastic though, very tasty, though nothing innovative or original in between.”

“But guests are used as guinea pigs for not fully developed dishes. For this it is too expensive. Credo makes a point of using the whole animal and not letting anything go to waste, but unfortunately it goes over the quality of the dishes.”

The results obtained from the above analysis based on satisfaction ratings answers **RQ 2** of the study.

4.3. Analysis by gender

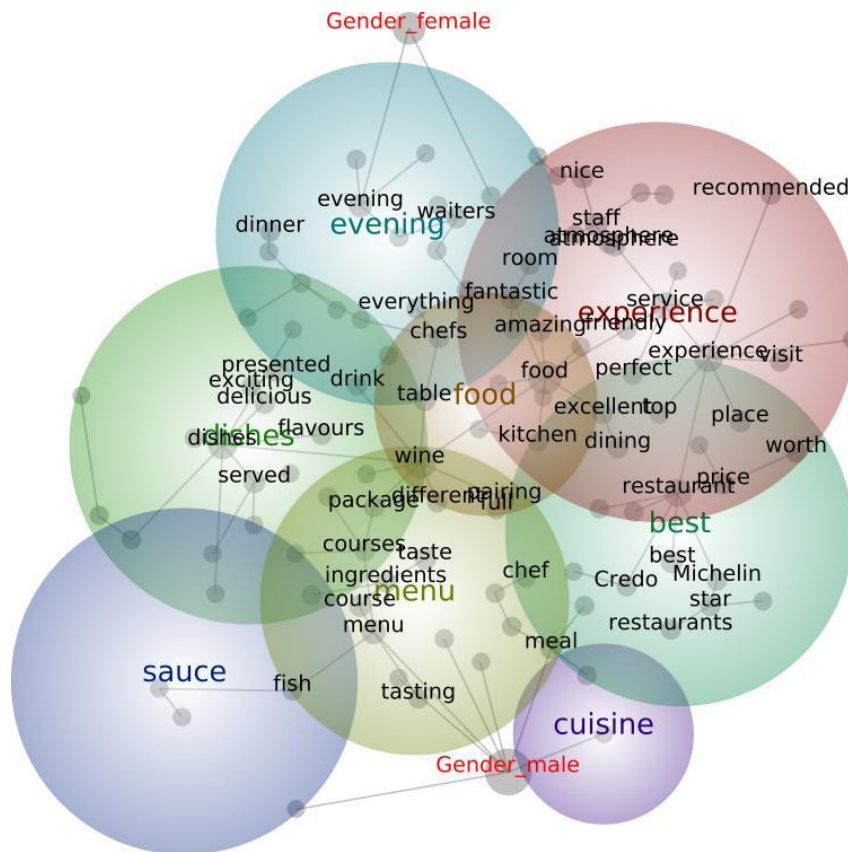


Figure 5 Concepts associated with male and female reviews

The themes identified in this analysis are experience, food, menu, dishes, best, evening, sauce, and cuisine. In Figure 5 narratives shared by males are closely positioned to the themes of food, menu, best, sauce, and cuisine, whereas those of females are closely positioned to the themes of evening, experience, and dishes. When these connections were evaluated further, frequently occurring concepts in the text blocks written by males were revealed, which includes focus (94% likelihood of co-occurrence), sauce (83%), cellar (83%), cuisine (80%), area (78%), tasting (78%), concept (77%), gourmet (73%), fish (72%), local (72%), book (71%), menu (71%), star (70%), sushi (69%), location (69%), dessert (67%), flavors (67%), kitchen (67%), innovative (67%), taste (66%), dessert (66%), wine (66%), package (66%), ingredients (65%), presented (65%), exciting

(65%), full (64%), ambience (64%), friendly (63%), interior (50%), courteous (50%), occasion (50%), value (44%), and magical (35%). Some reviews posted by males are mentioned below:

“There is a wonderful playfulness and perfectionism in the presentation and flavor combinations. You can still feel their roots in classical cuisine, but there is so much more; there are influences from Thai, French, New Norwegian and more, and they make it their own. The waiters take responsibility for ensuring that every guest has a great experience.”

“Either we dined on an unlucky night, or the chef needs to review quite a few of the dishes. I have rarely experienced this lack of equilibrium in dishes: for instance the scallop, a sweet and delicate affair on its own, was absolutely butchered by one of the overly acidic sauce. Choosing to serve frozen blue cheese (and a lot of it) as a pre-dessert is also a significant faux-pas.”

“It was impressive on so many levels. Be aware that this is a set menu. I doubt that it would appeal to vegetarians or those with special dietary needs.”

“Every single dish (and there are a lot of them) was balanced, innovative, exciting, pleasing in every sense. Atmosphere was calm, conducive to an intensely cerebral experience with food. Wine pairings were spot on.”

In contrast, concepts such as popular (100%), magical (59%), value (56%), beautiful (50%), interior (50%), courteous (50%), occasion (50%), drink (44%), atmosphere (44%), delicious (41%), recommended (41%), remember (41%), amazing (40%), building (39%), evening (38%), staff (37%), ambience (36%), special (36%), waiters (35%), exciting (35%), chefs (35%), dessert (34%), taste (30%), ingredients (30%), star (29%), knowledgeable (29%), sauce (13%), cuisine (7%), and focus (6%) were frequently present in the reviews shared by females. Few reviews posted by females reads as follows:

“A magical experience ??? it just has to be experienced! Wine package with amazing wines, with stories from the winemakers and the way they produce. Thank you for an unforgettable kveld??”

“Beautiful combo. Lots of great details, think how ingenious to put railings into the wall made of beautiful oak. Mezzanine, here you enjoy a delicious aperitif and out of a window you can enjoy where sea meets air and can see the water wave by.”

“The introductions of each dish, and the wine with which it was paired, were informative and interesting, but not at all disruptive to the flow of conversation and avoided any hint of pretention. The staff was attentive, but not intrusive. All of the staff were clearly passionate about their establishment, and their enthusiasm was contagious.”

“We were going to celebrate my husband's 50th birthday, and asked on that occasion if it was possible to make a bit out of it (not that I expected birthday songs and balloons :-) like an extra flower on the table or something but it was not possible (it did not bother me significantly but would have been nice).”

4.4. Analysis based on region of origin

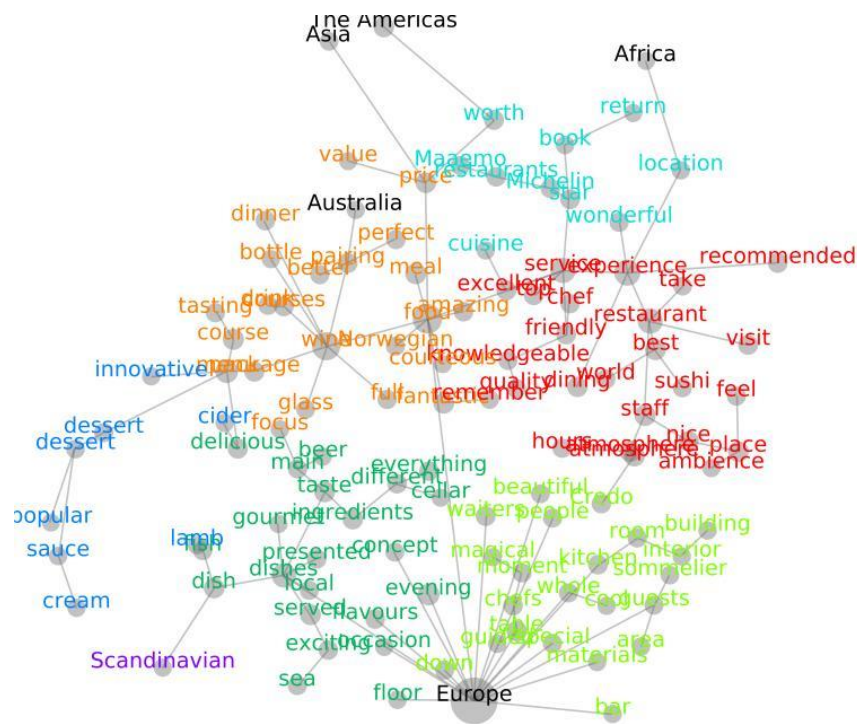


Figure 6 Concept cloud based on region of origin

From the analysis it is evident that the most significant geographical region was Europe (1864 counts, 100% relevance), followed by The Americas (185, 10%), Asia (63, 3%), Australia (14, 1%) and Africa (5, 0%) respectively.

4.4.1. Europe

The evaluation of the guests' reviews resulted that the most frequently mentioned concepts by the Europeans were magical (100% likelihood of co-occurrence), interior (100%), gourmet (100%), cuisine (100%), cellar (100%), ambience (100%), courteous (100%), occasion (100%), popular (100%), chefs (99%), exciting (97%), package (97%), flavors (96%), atmosphere (96%), (public) area (96%), sommelier (93%), materials (93%), remember (memorable) (92%), kitchen

(91%), dishes (91%), local (91%), building (91%), recommended (90%), food (90%), concept (89%), price (89%), wine (89%), bar (88%), knowledgeable (89%), menu (88%), focus (88%), quality (87%), ingredients (86%), innovative (80%), dessert (78%), pairing (75%), and location (72%). Some typical reviews by Europeans are given below:

“There are days... I mean how can I explain it to you... You want to be there, but at the same time, you know that this magical moment will end.”

“The interior, the service, the presentation, flavor and over all feel is something I will do again. I will book long in advance and enjoy the wait, because this is truly something that I consider to be a highlight in life.”

A negative comment reads, “Unfortunately, Maaemo did not live up to expectations. The wine package was good, BUT far too little wine in the glass and only a small mouthful. The food was good but whether it was three stars is a bit questionable.”

4.4.2. The Americas

Narratives shared by the Americans includes the concepts such as location (24%), dessert (20%), innovative (20%), courses (20%), pairing (19%), chef (16%), excellent (16%), return (13%), focus (13%), delicious (13%), special (12%), value (11%), book (9%), full (8%), menu (8%), wine (7%), recommended (7%), sommelier (7%), kitchen (5%), quality (4%), package (3%) and atmosphere (3%). Some narratives from the Americans include:

“I cannot describe with words how enchanting, inventive, amazing and special the team is at Maaemo. Must book lunch or dinner 4-6 months out. Can be tricky to find this very private location, but they actually came out to help us find the entrance.”

“Being a party of five we were seated in the back which turned out to be wonderful luck as we could see the final prep by the chef and anticipate the dishes from their aroma. The

scent of the langoustine being caramelized was heavenly. And the window in the front is tall enough we enjoyed the view over the heads of the front tables.”

“The Internationally renowned owner-chef works the floor, serves many courses, and shows genuine interest in his patrons response to his food. His Michelin Star is the product of such total focus on excellence. I was amazed at how welcoming everyone was, including the chef-owner.”

4.4.3. Asia

Asians most frequently provided their feedbacks around the concepts including friendly (staff) (8%), chef (7%), materials (7%), ingredients (7%), star (6%), knowledgeable (6%), amazing (5%), special (4%), menu (4%), pairing (4%), worth (4%), price (4%), local (4%), quality (4%), full (3%), book (3%), wine (2%), dessert (2%), concept (2%), experience (2%), food (2%), recommended (2%), delicious (1%), and atmosphere (1%). Reviews shared by Asians include:

“I was also impressed by the fact that all the staff, from the chef to the waiters, receptionists and cloakroom staff, were very friendly and smiling, and I found a restaurant of fearsome ability in Northern Europe.”

“Here ingredients have combined to bring about uniform tastes I have not experienced before and tastes I m familiar with but more pungent, pronounced and surprising than ever. There was a blue cheese course towards the end coupled with an avocado sorbet which, when combined, made me wonder if some chemical reaction didn t occur inside that made these two familiar tastes to form something so unique.”

“I had the pleasure of eating at Re-Naa on the 5th of December, booking it only at the last minute. The food was absolutely amazing, with fresh produce sourced locally. The chef prepared the incredibly fresh ingredients with great respect and definitely did it justice.

4.4.4. Australia

Guests from the region of Australia shared their opinions relevant to concepts such as quality (6%), delicious (3%), dining (3%), book (3%), amazing (3%), remember (memorable) (3%), pairing (3%), flavors (3%), kitchen (3%), meal (2%), full (2%), wonderful (2%), special (1%), chef (1%), staff (1%), friendly (1%), wine (1%), worth (1%), ingredients (1%), recommended (1%) and price (1%). Australians shared the narratives as follows:

“I had the scallops and mackerel as a starter. Cured and lightly grilled, they were served with cucumber and squash puree, dill, and a delicious butter sauce. The fish was great quality and prepared perfectly on point.”

“Quite a dining sensation. The quality was superb, very well balanced dishes that perfectly coupled the main components with complementary flavors. I was actually quite surprised to get in, given I didn't have a booking and was very under dressed, but despite that, the staff put on a great show and even chef Bent came out to greet me.”

“Each course is plated beautifully and the flavours sensational - showcasing the best of Norwegian and Scandinavian ingredients. The dishes are heavy on the seafood (of course, it s one of Norway s biggest exports!) and there s two dishes where reindeer is the hero. I actually really struggled to decide which dish I liked the best. but it is maybe a tie between the langoustine and the creamy oyster broth.”

4.4.5. Africa

Africans had the least representation in the number of reviews, thus had lowest relevance in the analysis. Some of the concepts often mentioned in the narratives from Africans include building (4%), location (3%), amazing (1%), flavors (1%), kitchen (1%), courses (1%), ingredients

Final objective of this study was to explore if the perceived service quality attributes at the best restaurants differed among different types of travelers. For this reason, the five traveler types: family, couples, friends, solo and business were attached as tags in the analysis. The analysis resulted in the themes including food, experience, service, dishes, meal, dessert, return, value and Scandinavian. Opinions shared by couples had the highest relevance (1128 counts, 100%), followed by friends (405, 36%), families (31%), solo (146, 13%) and business (9%).

4.5.1. Couples

Concepts shared by this group of guests are cellar (75% likelihood of co-occurrence), occasion (75%), innovative (73%), guided (67%), atmosphere (66%), moment (65%), special (64%), perfect (64%), book (63%), ingredients (63%), exciting (62%), feel (61%), chefs (61%), cuisine (60%), return (60%), magical (59%), tasting (59%), worth (57%), menu (57%), wine (57%), pairing (53%), price (53%), recommended (52%), knowledgeable (51%), kitchen (50%), courteous (50%), local (49%), quality (47%), bar (42%), concept (40%), floor (40%), interior (39%), and ambience (27%). Some examples of narratives from this group include:

“The restaurant has a wide wine cellar and knows how to show it off, and above all - make sure that guests get good wine and food combinations.”

“Food, service, premises and atmosphere, everything is world class. I can't help but think that the three Michelin stars will return at the first opportunity. The price is very high yes, but this is a restaurant for those who want the best of the best.”

“Great expectations for location, atmosphere and food were exceeded on all counts! Beautiful building. Buzzing life outside the window.”

4.5.2. Friends

Guests who dined at the top restaurants in Norway with friends include the concepts such as ambience (45% likelihood of co-occurrence), interior (39%), building (35%), waiters (29%), return (27%), focus (25%), courteous (25%), flavors (23%), book (23%), quality (23%), experience (23%), value (22%), table (22%), dessert (21%), chefs (20%), wine (20%), taste (19%), local (17%), ingredients (16%), pairing (13%), cuisine (13%), menu (12%), innovative (7%) and area (4%) in their online reviews. Some of the narratives shared by the reviewers in this group include:

“Excellent cuisine, very friendly service, and a classic ambience. There is an expansive multi-course tasting menu, a narrower version with 5 or 6 courses. But you also have the option of eating la carte.”

“We were given a round table in the middle of the lounge. It was very nice to be close to the benches where the chefs prepare the dishes. The venue is very tastefully decorated and the building itself is a hidden gem in Stavanger's architectural expression.”

“Had high expectations which unfortunately were not met. We were 3 people who ate 10 dishes with wine package. Boring flavors and unpleasant consistencies.”

4.5.3. Families

The reviewers who dined at the best restaurants in Norway with their families focused on the topics including materials (36%), bar (31%), area (30%), ambience (27%), beautiful (25%), occasion (25%), value (22%), concept (21%), gourmet (20%), special (19%), flavors (19%), pairing (19%), worth (18%), price (18%), taste (18%), staff (18%), menu (17%), interior (17%), chef (16%), dessert (15%), wine (15%), table (15%), location (14%), magical (12%), kitchen

(12%), experience (11%) and innovative (7%) in their online feedback. Examples of the reviews from this group are mentioned below:

“We were placed in the new lounge area and got our first appetizers for the champagne there. A good choice that put us in the right mood with low shoulders. The main meal is as always; a long series of highlights with a predominance of seafood.”

“This is fine dining. Very high quality cuisine, best quality raw materials, exquisite preparation, nice combination of taste. Worth the travel!”

“Again, this is a 3 star Michelin restaurant and one expects it to be perfect. We skipped the wine package, ordered bottles of wine instead since one of us is a Sommelier and restaurant manager it was an excellent choice of wine. Lovely premises and surroundings but not the term perfect.”

4.5.4. Solo

At the best restaurants in Norway, customers who prefer to dine alone have posted reviews centered on ideas like courteous (25%), location (21%), kitchen (21%), area (17%), chef (16%), quality (15%), dessert (14%), cuisine (13%), friendly (13%), focus (13%), star (12%), bar (12%), knowledge (11%), worth (11%), concept (11%), local (9%), pairing (9%), innovative (7%), return (7%), table (7%), menu (6%), ingredients (6%), service (5%) and atmosphere (4%). Reviewers in this traveler type mentioned the reviews as follows:

“Wine pairing was good, especially whites. For 3 star Michelin restaurant the kitchen is tiny, but they use it well. It won't be an issue in future either, due to new location.”

“Everything was fresh, tasty, and the staff - from head chef to sous chef to sommelier were all very friendly and knowledgeable of their craft.”

“And I’m all for innovative food pairings, but the "shoulder of crab with reindeer heart" took this concept a bit over the top. I must say that every course was artistically plated. An hour and a half later, to the second, it was downstairs again, for dessert.”

4.5.5. Business

Business travelers frequently mentioned their reviews on the topics related to knowledgeable (11%), chef (10%), moment (10%), price (9%), concept (9%), full (8%), menu (8%), recommended (7%), waiters (7%), sauce (7%), cuisine (7%), innovative (7%), return (7%), magical (6%), experience (6%), table (6%), local (6%), interior (6%), wine (5%), flavors (5%), special (4%), exciting (4%), and location (3%). Some examples are mentioned below:

“The service and knowledge of the staff is professional and adapted to the needs of the individual guest. The venue is classically beautiful. The price level is appropriate based on the wonderful experience served from start to finish.”

“An enjoyable evening and adventure: our full menu with pairing was never dull, mostly beautiful, sometimes delicious, and always environmentally considerate. The service and art of it all was impeccable. Never have I experienced so many knowledgeable, engaged and charming servers and staff at one place.”

“We had the house 20 course set menu and recommended wines, and magic sums it up! Credo grow vegetables and herbs in the restaurant, they use local farmers and traditional ingredients! They make the most delicious and creative courses, so just sit down and enjoy an exceptional dinner you will remember for years to come!”

“Here, the experience is the main focus. Everything is designed to be a special experience from the moment you arrive until you leave. The fish swimming outside the window, the 16 dishes we got, how the dishes were arranged on the plate, the juice package, chairs,

tables and cutlery, waiters, cooks and even the toilet all help to build up Under that you get to experience something very special.”

The findings from the analyses based on gender, region of origin and traveler type of the reviewers combinedly answer the **RQ 3** of this study.

5. Discussion

The primary objective of this study was to determine the major elements of dining experiences at the best restaurants in Norway as reported by guests in their online restaurant evaluations on the TripAdvisor website after visiting the establishments. Nine themes were found, including “food,” “restaurant,” “experience,” “price,” “table,” “recommended,” “dessert,” “seafood,” and “return,” which provide a framework for understanding what influences guests’ dining experiences. The findings of this analysis support that meal experience at fine-dining restaurants is multifaceted and influenced by both tangible and intangible factors (Andersson & Mossberg, 2004; Gustafsson, 2004; Hansen, 2014; Hansen et al., 2005).

In the context of “food” theme, concepts such as “food,” “service,” “wine,” “menu,” and “fantastic (food)” have high relevance and occur frequently, demonstrating their importance in shaping guests' perceptions of the dining experience. Andersson and Mossberg (2004) have mentioned in their study that food is the most essential factor in the high-end restaurants and the quality-of-service acts as supporting factor that further enhances the dining experience of the guests. Tsaur and Lo (2020) also mentioned that food frequently engages all five senses and simultaneously induces cognitive, emotional, and physical memories, thus it plays a significant role in the development of memorable dining experiences. Further, Hansen (2014) have also mentioned the tastiness of food and menu composition as the core products at the fine dining restaurants. According to a recent study by Cassar et al. (2020), the most important aspects of fine dining establishments are food, service, and wine, and customers regularly mention wine pairings when discussing their happiness with the dining experience. Thus, the theme of food identified through the Leximancer analysis align with the past studies in meal experience.

Guests have also frequently mentioned about the theme of restaurant in their online narratives when describing about their experiences. The concepts like “restaurant”, “time”, “staff”, “chefs,” and “place” frequently co-occur with the theme of restaurant. Thus, it can be interpreted that guests’ perception of service quality at the top restaurants is influenced by the mechanical clues such as restaurant interior and the carefully designed floor plan of the restaurant. Additionally, the narratives reveal that the fine dining restaurant's patrons focus their evaluation of the brand's reputation on how well the staff members behave (Hansen, 2014; Wall & Berry, 2007) and compare their past fine dining restaurant experience to assess the present one. The findings also demonstrate that the chefs’ reputation and interaction with the chefs while dining is constantly sought after by the guests and influences their satisfaction with the restaurant experience. A study by Chen et al. (2016) confirmed that tourists' dining experiences are positively impacted by the chef's image, and chefs can stimulate diners' emotions and fantasies through their interpersonal, creative, and technical prowess. Additionally, Sohn and Lee (2018) found that even the chefs’ non-verbal communication including their voice tones, facial expressions, gestures, proximity to the guests and physical appearance in open-kitchen restaurants affected the service quality.

Another important theme revealed through the analysis was experience. The experience theme can be interpreted as the luxury dining experience from the guests’ perspective. When describing about the luxury dining experience at the best restaurants in Norway, guests’ have frequently mentioned positive adjective for the attributes such as “wonderful” dining experience, “best” food, “excellent” service, “friendly” staff, “relaxed” atmosphere, “Michelin” star, “top-quality food” and so on. In a recent study by Brochado (2018), guests at Michelin-starred

restaurants shared their narrative around similar concepts when describing about the experience theme.

Price also emerged as a theme through the assessment of guest feedback in this study. Recent study by Saydam et al. (2022) also identified “price” as a theme in the online reviews of fine dining restaurant customers. Almost all the reviewers who mentioned the word “price” in their narratives convey their willingness to pay the higher prices at the best restaurants in Norway in exchange for the value they receive in the form of unmatched craftsmanship and excellency from the chefs and the wait staff that is well suited on any occasion. Njite et al. (2008) in their study found that customer relations are prioritized over price in fine dining establishments and guests’ passion and understanding for cuisine illuminate customers’ willingness to spend a premium for a special dining experience in a fine dining restaurant (Gupta et al., 2022).

Through the content analysis it was also found that guests at the best restaurants in Norway were concerned over the table allocation and table reservations. Some of the reviewers shared their preference for table placement near the kitchen to witness the live cooking, some preferred being seated at a table overlooking the whole premises of the restaurant to fully immerse into the whole concept and symphony orchestrated at these restaurants and even reserve tables months before their visit to secure their place. This finding aligns with the study by Hwang and Yoon (2009) where they have confirmed that guests preferred and were willing to pay extra for tables that offer a decent view.

Guests at the restaurants included in this study also used the terms “recommended” and “return” in their online reviews. Most reviewers were pleased with their dining experience, the food's presentation, flavor and appearance, the chefs' skills, and the staff's knowledge, communication, and attentiveness. As a result, people shared their happiness by saying they would

visit these restaurants again and even encouraging others to do the same. It is acknowledged that the aesthetics of the food and other sensory factors have an impact on how prestigious a restaurant's brand is (Brochado, 2018).

Desserts and seafood were also constantly highlighted by the reviewers of the top restaurants in Norway. Previous studies including the work of Brochado (2018), and Oh and Kim (2020) also identified the theme of dessert from the analysis of online reviews of fine dining restaurants. Thus, it can be interpreted that guest at the fine dining restaurants desire to end their course of meal with exquisite desserts and owing to the popularity of Norway for seafood, guests at the best Norwegians restaurants crave for exotic seafood prepared in an innovative and tasteful way using local ingredients.

Furthermore, analysis of online customer reviews using Leximancer revealed connections between different themes, providing a more comprehensive understanding of the overall customer experience at these restaurants. These connections highlight the complex relationships and interactions between various aspects of the dining experience. Some of the connections between the identified themes are explained below:

Food and experience:

The theme "food" is closely related to the theme "experience". Concepts such as "delicious (food)", "flavors" and "exciting" often coexist with the theme of "food", suggesting that customers associate the quality and taste of food with the experience of their overall meal. Positive food mentions, such as "fantastic food", "amazing flavors" and "wonderful dining experience", indicate that culinary services contribute to a memorable experience and customer satisfaction.

Restaurant and experience:

The "restaurant" theme overlaps with the "experience" theme, reflecting the impact of the restaurant's ambience, service, and overall atmosphere on customer perception. Concepts such as "time," "staff," and "room" appear in both themes, suggesting that the guest experience is shaped by factors such as the attentiveness and professionalism of the staff, the atmosphere, and the immersive journey they go through along the way in their visit. Positive reviews describe the restaurant as providing an extraordinary and unforgettable experience, emphasizing the importance of both the physical environment and the service provided.

Price and value:

The theme "price" deals with the customer's perception of value for money. Concepts like "taste," "worth," and "perfect" coexist with the theme of "price," showing that customers value quality and the overall experience over the cost they paid. Positive reviews indicate that although dining at these restaurants can be expensive, customers perceive the experience as valuable and worthwhile. The interaction between price and value emphasizes guests' assessments of the overall customer experience and return on their investment.

Table and restaurant:

The topic "table (allocation)" is related to the more general topic "restaurant." When evaluating their dining experience, customers take into consideration the position of the table and its proximity to the kitchen, as evidenced by the concepts "table" and "kitchen" that feature in the "table" theme. The stories illustrate the special experience of watching food being prepared while seated close to the kitchen and the overall effects this has on the restaurant's ambience and patrons' appreciation of the culinary arts.

The second objective of this study was to examine the concepts embedded in the reviews linked with satisfaction or dissatisfaction ratings. The analysis result revealed overwhelmingly positive experiences of the satisfaction group. Concepts such as gourmet cuisine, courteous service, and memorable experience were frequently noted by satisfied guests. On the other hand, dissatisfied guests concentrated on problems with pricing, service quality, and a perceived lack of innovation. Recently, Brochado (2018) found almost similar results when comparing the analysis of satisfied and dissatisfied reviews related to Michelin 3-star restaurants.

The third objective of this study was to explore the gender differences in guest experience. The analysis revealed that there are distinct patterns in the narratives shared by males and females. The association between men's narratives and themes including food, menu, best, sauce, and cuisine demonstrates that men prefer to concentrate on the gastronomic components of the dining experience. Men frequently use the concepts of focus, sauce, cellar, cuisine, tasting, concept, gourmet, fish, and more in their online feedback. The amusement, flavor combinations, and presentation of the dishes were praised by the male reviewers. They frequently discuss the influence of different cuisines and the restaurants' capacity to offer a distinctive culinary experience. However, they critiqued a few things as well, such as the use of frozen components and the unbalanced flavor.

Contrarily, the themes of evening, experience, and dishes are strongly associated with women's narratives. Popular, magical, value, beautiful, interior, courteous, occasion and other terms are frequently used in narratives shared by females. The female reviewers emphasized the overall quality of the evening, praising the ambience, the aesthetic appeal of the restaurant, and the courtesy and attentiveness of the employees. They frequently talked about how magical and unique their dining experience was. Women are also concerned with intricate details like interior

design and value for money. This is consistent with the previous literature that male consumers' perceptions of fine-dining restaurants were more influenced by the quality of the cuisine, whereas female customers' perceptions were more influenced by employee service (Ma et al., 2014). Lee et al. (2016) also found that female diners' perceptions of the visual cues of restaurant and table aesthetics were significantly higher than the male diners.

The fourth objective of this study was to determine whether regional differences in the guest experience exist. Research has found that the geographical and cultural background of the guests influence their behavioral intentions such as motivation and satisfaction in restaurants (Jia, 2020; Saydam et al., 2022). The present study also revealed perceptual differences among the guests based on their region of origin. Although there were commonalities in the concepts shared by guests from different regions, differences exist depending on their priorities towards these concepts.

Europeans appreciated the overall experience, including the ambience, service, and flavors of the food. They also emphasized the importance of the occasion and recommended the restaurants they visited. American customers appreciated the unique and inventive aspects of the dining experience, along with the expertise of the chefs and sommeliers. They also valued the location and recommended making reservations well in advance. Asians emphasized the friendliness of the staff and appreciated the use of high-quality materials and ingredients. They were also amazed by the distinctive flavor and experience offered by the restaurant they visited. Australians highlighted the quality of the food and the dining experience, often mentioning specific dishes and flavors. They also valued the opportunity to make bookings and recommended the restaurants to others. African customers had the lowest representation in the analysis. They

appreciated the architectural beauty of the restaurants and mentioned about the quality of service and outstanding selection of food and wine.

The fifth and final objective of this study was to identify the most prevalent concepts mentioned by various traveler types, including families, couples, friends, solo, and business travelers and investigate any differences. Travelers in various travel groups perceive the quality of the product or service differently since they have varied requirements and expectations. When travelling in various groups, even the same guest or guests with similar backgrounds may experience distinct influencing factors that affect their level of satisfaction (Xu, 2018). The analysis of the online reviews based on reviewers' travel persona in the present study also identified distinct preferences associated with each traveler type. Couples emphasized the wide assortment of wines in the cellar, special occasion atmosphere, guided experience, and innovative cuisine. Friends highlighted the ambience, interior, and venue aesthetics, while families focused mainly on the quality of raw materials, bar, and public area. Solo travelers valued courteous service, location, and kitchen-related quality concerns, whereas business travelers praised the knowledgeable staff, their ability to create magical moments, and competitive prices.

6. Conclusion

The study analyzed reviews of luxury restaurants in Norway and found that higher ratings and positive feedback were indicative of a heightened level of satisfaction among guests with their dining experiences. Although there were notable similarities in the factors that influenced the experiences of visitors, discrepancies in levels of satisfaction were linked to variables such as gender, geographic location, visitation status (i.e., solo or accompanied), and idiosyncratic differences. Given that customer satisfaction is the paramount objective of the service industry, it is imperative for restaurants to consider the variables that impact satisfaction and take corrective actions to rectify any deficiencies highlighted in customer feedback.

6.1. Implications

The results of this study hold significant theoretical and practical implications. The themes that have been identified serve as a framework for comprehending the pivotal factors that impact the perceptions of diners regarding their meal experiences in high-end dining establishments. This information can be utilized by restaurant managers and owners to tailor menus, improve service quality, and establish a distinctive dining encounter.

This study contributes to the existing body of literature on guest experiences within the context of fine dining establishments, from a theoretical perspective. The research emphasizes the interconnections among various factors, including food, restaurant ambience, quality of service, and price, in order to enhance the reader's comprehension of the intricacies of the dining encounter.

The study holds significant implications for restaurant managers and marketers in practical terms. Comprehending the significance of food quality, service excellence, restaurant ambience, and pricing can inform decision-making procedures concerning menu development, staff training, interior design, and pricing strategies. Furthermore, the research highlights the importance of

considering diverse categories of travelers and their respective regional inclinations in order to customize the dining encounter for distinct consumer segments.

Moreover, the incorporation of online reviews and content analysis in this research underscores the imperative of leveraging digital platforms for obtaining and scrutinizing customer feedback. Automated technologies such as Leximancer offer a means to analyze the vast amount of data present in online reviews efficiently and effectively, yielding valuable insights that may be challenging to acquire through manual means. This methodology enables a comprehensive and systematic examination of a substantial amount of guest feedback, providing researchers and practitioners with valuable insights into visitors' experiences.

7. Limitations and recommendations for future research

Despite these contributions, there are certain limitations to this study. First, this study only considered 714 online reviews from eight fine-dining restaurants. Future studies can employ larger number of reviews and more restaurants in the research. Expanding the number of reviews and restaurants would increase the representativeness of sample and provide a more comprehensive understanding of guest experiences and satisfaction. Thus, it increases the generalizability of the study's results.

Second, all the restaurants under this study belonged to Norway, which limits the generalizability of findings to other geographical contexts. Future studies can be undertaken in various geographic places using similar methods. This would enable a comparison of themes and the distinction between context-specific and universal aspects affecting the dining experience.

Third, the study failed to group the restaurants according to the type of ethnic cuisine they serve, such as Japanese, Scandinavian, French, Italian, Fusion, etc. Research on fine dining establishments can be done further by looking into certain cuisines. This will enable investigation into whether fine dining restaurant experiences alter depending on the ethnicity of the dish.

Fourth, there is uneven distribution of reviews based on the geographical origin of the reviewers in the study. All other geographical regions than Europe have incredibly low representation in the sample, so inferences drawn should be considered with caution. Future research is advised to ensure fair distribution of narratives depending on the visitors' countries of origin to further reinforce the findings' persuasiveness.

Finally, this study only concentrated on the collection of online reviews from a single source, tripadvisor.com. Future research could include online narratives of the visitors from other

online platforms such as Yelp, Google Maps, Restaurant Guru, and others to assess the consistency of the results.

Overall, the strength and application of this study's findings in dining experiences may be increased by addressing these constraints in future research.

References

- Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management*, 25(2), 170-192.
- Altinay, L., Paraskevas, A., & Ali, F. (2015). *Planning research in hospitality and tourism*. Routledge.
- Anderson, M., & Magruder, J. (2012). Learning from the Crowd: Regression Discontinuity Estimates of the Effects of an Online Review Database. *The Economic Journal*, 122(563), 957-989. <https://doi.org/10.1111/j.1468-0297.2012.02512.x>
- Andersson, T. D., & Mossberg, L. (2004). dining experience: do restaurants satisfy customer needs? *Food service technology*, 4(4), 171-177. <https://doi.org/10.1111/j.1471-5740.2004.00105.x>
- Arasli, H., Saydam, M. B., & Kilic, H. (2020). Cruise Travelers' Service Perceptions: A Critical Content Analysis. *Sustainability (Basel, Switzerland)*, 12(17), 6702. <https://doi.org/10.3390/su12176702>
- Arici, H. E., Cakmakoglu Arici, N., & Altinay, L. (2022). The use of big data analytics to discover customers' perceptions of and satisfaction with green hotel service quality. *Current Issues in Tourism*, 1-19.
- Bengtsson, M. (2016). How to plan and perform a qualitative study using content analysis. *NursingPlus Open*, 2, 8-14. <https://doi.org/https://doi.org/10.1016/j.npls.2016.01.001>
- Berndt, A. E. (2020). Sampling methods. *Journal of Human Lactation*, 36(2), 224-226.
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). The service-quality puzzle. *Business horizons*, 31(5), 35-43.
- Bi, J.-W., Liu, Y., Fan, Z.-P., & Cambria, E. (2019a). Modelling customer satisfaction from online reviews using ensemble neural network and effect-based Kano model. *International journal of production research*, 57(22), 7068-7088. <https://doi.org/10.1080/00207543.2019.1574989>
- Bi, J.-W., Liu, Y., Fan, Z.-P., & Zhang, J. (2019b). Wisdom of crowds: Conducting importance-performance analysis (IPA) through online reviews. *Tourism Management*, 70, 460-478.
- Bigne, E., Fuentes-Medina, M. L., & Morini-Marrero, S. (2020). Memorable tourist experiences versus ordinary tourist experiences analysed through user-generated content. *Journal of Hospitality and Tourism Management*, 45, 309-318. <https://doi.org/https://doi.org/10.1016/j.jhtm.2020.08.019>
- Biroscak, B. J., Scott, J. E., Lindenberger, J. H., & Bryant, C. A. (2017). Leximancer Software as a Research Tool for Social Marketers: Application to a Content Analysis. *Social Marketing Quarterly*, 23(3), 223-231. <https://doi.org/10.1177/1524500417700826>
- Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. *Journal of marketing*, 54(1), 71-84. <https://doi.org/10.2307/1252174>
- Bojanic, D. C., & Drew Rosen, L. (1994). Measuring service quality in restaurants: an application of the SERVQUAL instrument. *Hospitality Research Journal*, 18(1), 3-14.
- Brochado, F. J. A. O. (2018). What makes an exceptional cuisine that worth a special journey?
- Bugge, A. B., & Lavik, R. (2010). Eating Out. *Food, Culture & Society*, 13(2), 215-240. <https://doi.org/10.2752/175174410X12633934463150>

- Bujisic, M., Hutchinson, J., & Parsa, H. G. (2014). The effects of restaurant quality attributes on customer behavioral intentions. *International Journal of Contemporary Hospitality Management*, 26(8), 1270-1291. <https://doi.org/10.1108/IJCHM-04-2013-0162>
- Canziani, B. F., Almanza, B., Frash, R. E., McKeig, M. J., & Sullivan-Reid, C. (2016). Classifying restaurants to improve usability of restaurant research. *International Journal of Contemporary Hospitality Management*, 28(7), 1467-1483. <https://doi.org/10.1108/IJCHM-12-2014-0618>
- Carù, A., & Cova, B. (2008). Small versus big stories in framing consumption experiences. *Qualitative Market Research: An International Journal*, 11(2), 166-176. <https://doi.org/10.1108/13522750810864422>
- Cassar, M., Konietzny, J., & Caruana, A. (2023). Customer encounter satisfaction and narrative force: an investigation of user-generated content on TripAdvisor. *Scandinavian journal of hospitality and tourism*, 23(1), 51-72. <https://doi.org/10.1080/15022250.2023.2194272>
- Cassar, M. L., Caruana, A., & Konietzny, J. (2020). Wine and satisfaction with fine dining restaurants: an analysis of tourist experiences from user generated content on TripAdvisor. *Journal of wine research*, 31(2), 85-100. <https://doi.org/10.1080/09571264.2020.1764919>
- Chang, K.-C., Chen, M.-C., & Hsu, C.-L. (2010). Applying loss aversion to assess the effect of customers' asymmetric responses to service quality on post-dining behavioral intentions: An empirical survey in the restaurant sector. *International Journal of Hospitality Management*, 29(4), 620-631. <https://doi.org/10.1016/j.ijhm.2009.11.004>
- Chen, A., Peng, N., & Hung, K.-p. (2016). Chef image's influence on tourists' dining experiences. *Annals of Tourism Research*, 56, 154-158. <https://doi.org/10.1016/j.annals.2015.11.005>
- Chen, K., Kou, G., Shang, J., & Chen, Y. (2015). Visualizing market structure through online product reviews: Integrate topic modeling, TOPSIS, and multi-dimensional scaling approaches. *Electronic commerce research and applications*, 14(1), 58-74. <https://doi.org/10.1016/j.elerap.2014.11.004>
- Chun, S.-H., & Nyam-Ochir, A. (2020). The Effects of Fast Food Restaurant Attributes on Customer Satisfaction, Revisit Intention, and Recommendation Using DINESERV Scale. *Sustainability (Basel, Switzerland)*, 12(18), 7435. <https://doi.org/10.3390/su12187435>
- Creswell, J. W. (2014). *Research design : qualitative, quantitative, and mixed methods approaches* (4th ; International student ed.). SAGE.
- Creswell, J. W., & Plano Clark, V. L. (2011). *Designing and conducting mixed methods research* (2nd ed.). Sage.
- Cronin, J. J., & Taylor, S. A. (1992). MEASURING SERVICE QUALITY - A REEXAMINATION AND EXTENSION. *Journal of marketing*, 56(3), 55-68. <https://doi.org/10.2307/1252296>
- Daries, N., Marine-Roig, E., Ferrer-Rosell, B., & Cristobal-Fransi, E. (2021). Do high-quality restaurants act as pull factors to a tourist destination? *Tourism Analysis*, 26(2-3), 195-210.
- Decker, R., & Trusov, M. (2010). Estimating aggregate consumer preferences from online product reviews. *International Journal of Research in Marketing*, 27(4), 293-307.
- Desai, S. S. (2013). An analysis of the competitive marketing strategies of the hospitality industry in UAE. *IUP Journal of Management Research*, 12(1), 22.
- Dongjin, L. I., Shenghui, A. N., & Kai, Y. (2008). Exploring Chinese consumer repurchasing intention for services: An empirical investigation. *Journal of consumer behaviour*, 7(6), 448-460. <https://doi.org/10.1002/cb.263>

- Elo, S., Kääriäinen, M., Kanste, O., Pölkki, T., Utriainen, K., & Kyngäs, H. (2014). Qualitative Content Analysis: A Focus on Trustworthiness. *SAGE Open*, 4(1), 2158244014522633. <https://doi.org/10.1177/2158244014522633>
- Eurostat. (2023). Total number of employees in the accommodation and food service activities industry in Norway from 2011 to 2020 [Graph]. In Statista. Retrieved March 20, 2023, from <https://www.statista.com/statistics/385082/number-people-employed-accommodation-food-service-norway/>
- Finn, A., Wang, L., & Frank, T. (2009). Attribute Perceptions, Customer Satisfaction and Intention to Recommend E-Services. *Journal of interactive marketing*, 23(3), 209-220. <https://doi.org/10.1016/j.intmar.2009.04.006>
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of marketing*, 56(1), 6-21. <https://doi.org/10.2307/1252129>
- Gang, Z., & Chenglin, L. (2021). Dynamic Measurement and Evaluation of Hotel Customer Satisfaction Through Sentiment Analysis on Online Reviews. *Journal of organizational and end user computing*, 33(6), 1-27. <https://doi.org/10.4018/JOEUC.20211101.oa8>
- Grönroos, C. (1984). *Strategic management and marketing in the service sector*. Studentlitteratur.
- Groves, R. M. (2006). Nonresponse rates and nonresponse bias in household surveys. *Public opinion quarterly*, 70(5), 646-675.
- Gupta, V., Kiatkawsin, K., Roy, H., Promsivapallop, P., & Duggal, S. (2022). How the consumers' intentions to pay a price premium are influenced in luxury fine dining restaurants? *Journal of Foodservice Business Research*, 1-30.
- Gustafsson, I.-B. (2004). Culinary arts and meal science - a new scientific research discipline. *Food service technology*, 4(1), 9-20. <https://doi.org/10.1111/j.1471-5740.2003.00083.x>
- Guzman-Parra, V. F., Trespalacios Gutierrez, J., & Vila-Oblitas, J. R. (2021). Mapping the concepts evoked by a destination: an approach to the study of a holistic destination image. *Journal of Hospitality and Tourism Technology*, 12(2), 324-340. <https://doi.org/10.1108/JHTT-07-2018-0058>
- Hanks, L., Line, N., & Kim, W. G. (2017). The impact of the social servicescape, density, and restaurant type on perceptions of interpersonal service quality. *International Journal of Hospitality Management*, 61, 35-44. <https://doi.org/10.1016/j.ijhm.2016.10.009>
- Hansen, K. V. (2014). Development of SERVQUAL and DINESERV for Measuring Meal Experiences in Eating Establishments. *Scandinavian journal of hospitality and tourism*, 14(2), 116-134. <https://doi.org/10.1080/15022250.2014.886094>
- Hansen, K. V., Jensen, Ø., & Gustafsson, I.-B. (2005). The Meal Experiences of à la Carte Restaurant Customers. *Scandinavian journal of hospitality and tourism*, 5(2), 135-151. <https://doi.org/10.1080/15022250510014417>
- Harrington, R. J., Ottenbacher, M. C., & Way, K. A. (2013). QSR Choice: Key Restaurant Attributes and the Roles of Gender, Age and Dining Frequency. *Journal of quality assurance in hospitality & tourism*, 14(1), 81-100. <https://doi.org/10.1080/1528008X.2013.749380>
- Hjalager, A. M., & Corigliano, M. A. (2000). *Food for Tourists—Determinants of an image*. International Journal of Tourism research. John Wiley & Sons, Ltd. United Kingdom.
- Hsieh, H.-F., & Shannon, S. E. (2005). Three Approaches to Qualitative Content Analysis. *Qual Health Res*, 15(9), 1277-1288. <https://doi.org/10.1177/1049732305276687>

- Hwang, J., & Yoon, S.-Y. (2009). Where would you like to sit? Understanding customers' privacy-seeking tendencies and seating behaviors to create effective restaurant environments. *Journal of Foodservice Business Research*, 12(3), 219-233.
- Hyndman, B., & Pill, S. (2017). What's in a concept? A Leximancer text mining analysis of physical literacy across the international literature. *European Physical Education Review*, 24(3), 292-313. <https://doi.org/10.1177/1356336X17690312>
- Im, J., Song, T., Lee, Y., & Kim, J. (2022). Confirmatory aspect-level opinion mining processes for tourism and hospitality research: a proposal of DiSSBUS. *Current Issues in Tourism*, 25(12), 1876-1894. <https://doi.org/10.1080/13683500.2021.1974357>
- Indulska, M., Hovorka, D. S., & Recker, J. (2012). Quantitative approaches to content analysis: identifying conceptual drift across publication outlets. *European Journal of Information Systems*, 21(1), 49-69. <https://doi.org/10.1057/ejis.2011.37>
- Jani, D., & Han, H. (2014). Personality, satisfaction, image, ambience, and loyalty: Testing their relationships in the hotel industry. *International Journal of Hospitality Management*, 37, 11-20. <https://doi.org/https://doi.org/10.1016/j.ijhm.2013.10.007>
- Jia, S. (2019). Measuring tourists' meal experience by mining online user generated content about restaurants. *Scandinavian journal of hospitality and tourism*, 19(4-5), 371-389. <https://doi.org/10.1080/15022250.2019.1651671>
- Jia, S. (2020). Motivation and satisfaction of Chinese and U.S. tourists in restaurants: A cross-cultural text mining of online reviews. *Tourism management (1982)*, 78, 104071. <https://doi.org/10.1016/j.tourman.2019.104071>
- Jiménez, F. R., & Mendoza, N. A. (2013). Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products. *Journal of interactive marketing*, 27(3), 226-235. <https://doi.org/10.1016/j.intmar.2013.04.004>
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational researcher*, 33(7), 14-26.
- Kiatkawsin, K., & Sutherland, I. (2020). Examining Luxury Restaurant Dining Experience towards Sustainable Reputation of the Michelin Restaurant Guide. *Sustainability (Basel, Switzerland)*, 12(5), 2134. <https://doi.org/10.3390/su12052134>
- Kim, H.-b., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management*, 26(4), 549-560. <https://doi.org/https://doi.org/10.1016/j.tourman.2004.03.010>
- Kim, H. J., McCahon, C., & Miller, J. (2003). Assessing Service Quality in Korean Casual-Dining Restaurants Using DINESERV. *Journal of Foodservice Business Research*, 6(1), 67-86. https://doi.org/10.1300/J369v06n01_05
- Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology*. SAGE Publications. <https://books.google.no/books?id=nE1aDwAAQBAJ>
- Ladhari, R., Brun, I., & Morales, M. (2008). Determinants of dining satisfaction and post-dining behavioral intentions. *International Journal of Hospitality Management*, 27(4), 563-573. <https://doi.org/10.1016/j.ijhm.2007.07.025>
- Lai, I. K. W. (2015). The Roles of Value, Satisfaction, and Commitment in the Effect of Service Quality on Customer Loyalty in Hong Kong-Style Tea Restaurants. *Cornell hospitality quarterly*, 56(1), 118-138. <https://doi.org/10.1177/1938965514556149>
- Lee, J., Benjamin, S., & Childs, M. (2022). Unpacking the emotions behind TripAdvisor travel reviews: The case study of Gatlinburg, Tennessee. *International Journal of Hospitality & Tourism Administration*, 23(2), 347-364.

- Lee, L., Lee, M. J., & Dewald, B. (2016). Measuring the customers' perception of tangible service quality in the restaurant industry: An emphasis on the upscale dining segment. *Journal of Foodservice Business Research*, 19(1), 21-38. <https://doi.org/10.1080/15378020.2016.1129216>
- Lee, Y.-K., Park, K.-H., Park, D.-H., Lee, K. A., & Kwon, Y.-J. (2005). The Relative Impact of Service Quality on Service Value, Customer Satisfaction, and Customer Loyalty in Korean Family Restaurant Context. *International Journal of Hospitality & Tourism Administration*, 6(1), 27-51. https://doi.org/10.1300/J149v06n01_03
- Lee, Y. L., & Hing, N. (1995). Measuring quality in restaurant operations: an application of the SERVQUAL instrument. *International Journal of Hospitality Management*, 14(3), 293-310. [https://doi.org/10.1016/0278-4319\(95\)00037-2](https://doi.org/10.1016/0278-4319(95)00037-2)
- Leximancer Pty Ltd. (2022). Leximancer User Guide: Release 5.0 [Manual]. Retrieved March 29, 2023, from <https://static1.squarespace.com/static/5e26633cfcf7d67bbd350a7f/t/61a84738789d220c1a865559/1638418279565/Leximancer-User-Guide-5.pdf>
- Li, H., Ye, Q., & Law, R. (2013). Determinants of Customer Satisfaction in the Hotel Industry: An Application of Online Review Analysis. *Asia Pacific journal of tourism research*, 18(7), 784-802. <https://doi.org/10.1080/10941665.2012.708351>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management* (1982), 29(3), 458-468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Lu, W., & Stepchenkova, S. (2015). User-Generated Content as a Research Mode in Tourism and Hospitality Applications: Topics, Methods, and Software. *Journal of hospitality marketing & management*, 24(2), 119-154. <https://doi.org/10.1080/19368623.2014.907758>
- Ma, E., Qu, H., & Eliwa, R. A. (2014). Customer Loyalty With Fine Dining: The Moderating Role of Gender. *Journal of hospitality marketing & management*, 23(5), 513-535. <https://doi.org/10.1080/19368623.2013.835250>
- Mathayomchan, B., & Taecharungroj, V. (2020). "How was your meal?" Examining customer experience using Google maps reviews. *International Journal of Hospitality Management*, 90, 102641. <https://doi.org/10.1016/j.ijhm.2020.102641>
- Mayring, P. (2021). *Qualitative Content Analysis: A Step-by-Step Guide*. SAGE Publications. <https://books.google.no/books?id=hCdLEAAQBAJ>
- Mei, X. Y. (2014). Boring and expensive: The challenge of developing experience-based tourism in the Inland region, Norway. *Tourism management perspectives*, 12, 71-80. <https://doi.org/10.1016/j.tmp.2014.09.003>
- Molinillo, S., Fernández-Morales, A., Ximénez-de-Sandoval, J. L., & Coca-Stefaniak, A. (2016). Hotel assessment through social media—TripAdvisor as a case study. *Tourism & Management Studies*, 12(1), 15-24.
- Moutinho, L., Albayrak, T., & Caber, M. (2012). How Far does Overall Service Quality of a Destination Affect Customers' Post-Purchase Behaviours? *International Journal of Tourism Research*, 14(4), 307-322. <https://doi.org/https://doi.org/10.1002/jtr.856>
- Njite, D., Dunn, G., & Hyunjung Kim, L. (2008). Beyond good food: what other attributes influence consumer preference and selection of fine dining restaurants? *Journal of Foodservice Business Research*, 11(2), 237-266.
- OECD. (2022). Household consumption of restaurants and hotels in Norway from 2010 to 2021 (in billion NOK) [Graph]. In Statista. Retrieved March 20, 2023, from

- <https://www.statista.com/statistics/651375/restaurants-and-hotels-consumption-expenditure-norway/>
- Oh, M. M., & Kim, S. S. (2020). Dimensionality of ethnic food fine dining experience: An application of semantic network analysis. *Tourism management perspectives*, 35, 100719.
- Oliver, R. L. (1980). A COGNITIVE MODEL OF THE ANTECEDENTS AND CONSEQUENCES OF SATISFACTION DECISIONS. *Journal of marketing research*, 17(4), 460-469. <https://doi.org/10.2307/3150499>
- Oliver, R. L. (1993). A conceptual model of service quality and service satisfaction: Comparative goals, different concepts. *Advances in service marketing and management*, 2, 65-85.
- Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016). Service Quality, Customers' Satisfaction and the Moderating Effects of Gender: A Study of Arabic Restaurants. *Procedia, social and behavioral sciences*, 224, 384-392. <https://doi.org/10.1016/j.sbspro.2016.05.393>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of marketing*, 49(4), 41-50. <https://doi.org/10.1177/002224298504900403>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of retailing*, 64(1), 12.
- Parsa, H. G., Shuster, B. K., & Bujisic, M. (2020). New Classification System for the U.S. Restaurant Industry: Application of Utilitarian and Hedonic Continuum Model. *Cornell hospitality quarterly*, 61(4), 379-400. <https://doi.org/10.1177/1938965519899929>
- Pearce, P. L., & Wu, M.-Y. (2016). Tourists' Evaluation of a Romantic Themed Attraction: Expressive and Instrumental Issues. *Journal of Travel Research*, 55(2), 220-232. <https://doi.org/10.1177/0047287514538838>
- Pizam, A., & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*.
- Ryu, K., & Jang, S. S. (2007). The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants. *Journal of hospitality & tourism research (Washington, D.C.)*, 31(1), 56-72. <https://doi.org/10.1177/1096348006295506>
- Sanchez-Vargas, E., Maria Campon-Cerro, A., Prado-Recio, E., Sofia Pasaco-Gonzalez, B., & Moreno-Lobato, A. (2022). Exploring the Hotel Experience in a Cultural City through a UGC Analysis. *Sustainability (Basel, Switzerland)*, 14(23), 15695. <https://doi.org/10.3390/su142315695>
- Saydam, M., Arici, H. E., & Olorunsola, V. (2022). Key Attributes of Michelin 3-star Restaurants Experiences: Evidence from TripAdvisor. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2022.978>
- Sharma, G. (2017). Pros and cons of different sampling techniques. *International journal of applied research*, 3(7), 749-752.
- Smith, A. E., & Humphreys, M. S. (2006). Evaluation of unsupervised semantic mapping of natural language with Leximancer concept mapping. *Behav Res Methods*, 38(2), 262-279. <https://doi.org/10.3758/BF03192778>
- Sohn, E.-M., & Lee, K.-W. (2018). The effect of chefs' nonverbal communication in open kitchens on service quality. *Journal of Foodservice Business Research*, 21(5), 483-492. <https://doi.org/10.1080/15378020.2018.1459125>
- Song, J., Jai, T.-M., & Li, X. (2020). Examining green reviews on TripAdvisor: Comparison between resort/luxury hotels and business/economy hotels. *International Journal of Hospitality & Tourism Administration*, 21(2), 165-187.

- Sparks, B., Bowen, J., & Klag, S. (2003). Restaurants and the tourist market. *International Journal of Contemporary Hospitality Management*, 15(1), 6-13. <https://doi.org/10.1108/09596110310458936>
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism management (1982)*, 32(6), 1310-1323. <https://doi.org/10.1016/j.tourman.2010.12.011>
- Statista. (March 6, 2023). Number of international tourist arrivals in Norway from 2013 to 2028 (in millions) [Graph]. In Statista. Retrieved June 03, 2023, from <https://www.statista.com/forecasts/1153256/international-tourist-arrivals-forecast-in-norway>
- Statistics Norway. (2021). Annual consumption expenditure of non-resident tourists in Norway in 2019, by product (in million NOK) [Graph]. In Statista. Retrieved March 20, 2023, from <https://www.statista.com/statistics/804926/inbound-tourism-consumption-by-product-in-norway/>
- Stevens, P., Knutson, B., & Patton, M. (1995). Dineserv: A tool for measuring service quality in restaurants. *The Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 56-60. [https://doi.org/10.1016/0010-8804\(95\)93844-K](https://doi.org/10.1016/0010-8804(95)93844-K)
- Sulu, D., Arasli, H., & Saydam, M. B. (2022). Air-Travelers' Perceptions of Service Quality during the COVID-19 Pandemic: Evidence from Tripadvisor Sites. *Sustainability (Basel, Switzerland)*, 14(1), 435. <https://doi.org/10.3390/su14010435>
- Tam, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of marketing management*, 20(7-8), 897-917. <https://doi.org/10.1362/0267257041838719>
- Tiago, T., Amaral, F., & Tiago, F. (2015). The good, the bad and the ugly: Food quality in UGC. *Procedia-Social and Behavioral Sciences*, 175, 162-169.
- Tkaczynski, A., Rundle-Thiele, S. R., & Cretchley, J. (2015). A vacationer-driven approach to understand destination image: A Leximancer study. *Journal of Vacation Marketing*, 21(2), 151-162.
- Toral, S., Martínez-Torres, M., & Gonzalez-Rodriguez, M. (2018). Identification of the unique attributes of tourist destinations from online reviews. *Journal of Travel Research*, 57(7), 908-919.
- Tsaur, S.-H., & Lo, P.-C. (2020). Measuring memorable dining experiences and related emotions in fine dining restaurants. *Journal of hospitality marketing & management*, 29(8), 887-910. <https://doi.org/10.1080/19368623.2020.1748157>
- Tseng, C., Wu, B., Morrison, A. M., Zhang, J., & Chen, Y.-c. (2015). Travel blogs on China as a destination image formation agent: A qualitative analysis using Leximancer. *Tourism management (1982)*, 46, 347-358. <https://doi.org/10.1016/j.tourman.2014.07.012>
- Tsujioka, S., Watanabe, K., & Tsukamoto, A. (2020). Tourism analysis using user-generated content: a case study of foreign tourists visiting Japan on TripAdvisor. *Tourism and Sustainable Development Review*, 1(1), 57-64.
- Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of quality assurance in hospitality & tourism*, 22(4), 447-475. <https://doi.org/10.1080/1528008X.2020.1802390>
- Turner, D. P. (2020). Sampling Methods in Research Design. *Headache: The Journal of Head and Face Pain*, 60(1), 8-12. <https://doi.org/https://doi.org/10.1111/head.13707>

- UNWTO. (2022). Number of international tourist arrivals in Norway from 2010 to 2020 (in millions) [Graph]. In Statista. Retrieved March 20, 2023, from <https://www.statista.com/statistics/806411/international-tourist-arrivals-in-norway/>
- Visitnorway. (2023). *Norway's tasty restaurants*. Retrieved March 13, 2023, from <https://www.visitnorway.com/things-to-do/food-and-drink/restaurants/>
- Wall, E. A., & Berry, L. L. (2007). The combined effects of the physical environment and employee behavior on customer perception of restaurant service quality. *Cornell Hotel and Restaurant Administration Quarterly*, 48(1), 59-69.
- Wang, Y., Kim, J., & Kim, J. (2021). The financial impact of online customer reviews in the restaurant industry: A moderating effect of brand equity. *International Journal of Hospitality Management*, 95, 102895. <https://doi.org/10.1016/j.ijhm.2021.102895>
- Woiceshyn, J., & Daellenbach, U. (2018). Evaluating inductive vs deductive research in management studies. *Qualitative Research in Organizations and Management: An International Journal*, 13(2), 183-195. <https://doi.org/10.1108/QROM-06-2017-1538>
- World Culinary Awards. (2022). *Norway's Best Restaurant 2022*. Retrieved December 26, from <https://worldculinaryawards.com/award/norway-best-restaurant/2022>
- World Culinary Awards. (n.d.). *About*. Retrieved February 25, from <https://worldculinaryawards.com/about>
- WTTC. (2022a). NORWAY: 2022 Annual Research: Key Highlights.
- WTTC. (2022b). Travel & Tourism Economic Impact 2022: Global Trends. <https://wttc.org/Portals/0/Documents/Reports/2022/EIR2022-Global%20Trends.pdf>
- Xu, X. (2018). Does traveler satisfaction differ in various travel group compositions? Evidence from online reviews. *International Journal of Contemporary Hospitality Management*, 30(3), 1663-1685. <https://doi.org/10.1108/IJCHM-03-2017-0171>
- Yu, Y., Li, X., & Jai, T.-M. (2017). The impact of green experience on customer satisfaction: Evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, 29(5), 1340-1361.

Appendix A: List of Tables

Table 1 Distribution of reviews among restaurants	32
Table 2 Distribution of reviews based on origin of reviewers	33
Table 3 Distribution of reviewers based on their profiles and overall ratings	34

Appendix B: List of Figures

Figure 1 Leximancer's semantic pattern extraction model.....	38
Figure 2 Conceptual map of dominant themes	39
Figure 3 Concept map including all relevant concepts.....	40
Figure 4 Concepts associated with satisfaction and dissatisfaction ratings.....	46
Figure 5 Concepts associated with male and female reviews.....	49
Figure 6 Concept cloud based on region of origin.....	52
Figure 7 Concept cloud based on traveler types	56