Institute of Tourism Studies, Luqa, Malta

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Bachelor in International Hospitality Management

**Factors affecting the development of Chinese restaurants in Malta**

# Abstract

In Europe, operating Chinese restaurants has become an essential industry in almost every country. For some reasons, the development of Chinese restaurant industry in Malta is slower than some other countries. *Malta and Gozo the Bradt Travel Guide* (Rix, 2015)mentioned that even though Chinese food is very popular among Maltese, most residents do not go to Chinese restaurants or Asian restaurants. What factors are persuading the guests of Chinese restaurants to withdraw, and in a sense, restricting the development of Maltese Chinese restaurants? The author as the Chinese who has lived in Malta for 6 years, hopes that from the study, it would help the Chinese restaurants in Malta improve the current situation.

The author tries to refer to the relevant history and literature of Maltese Chinese restaurants for reference and learning. However, due to the limited information, the author decided to analyze the development of Chinese restaurants in Britain and the United States as the basis for designing the survey of the project. Britain and the United States, as more successful countries in the development of Chinese restaurants, have rich development history and related literature, which paves the way for the author to design a questionnaire and analyze primary data.

Based on the primary data got from online survey, that the customers’ perception of the development of Chinese restaurants in Malta was obtained. The characteristics of Maltese Chinese restaurants are self-employed, and the public reflect that the prices are high and the quality of restaurants is low. From the data, it seems that Malta needs more high-end Chinese restaurants to attract more middle and high-class consumers, and the traditional Chinese food is more preferred by the residents in Malta.

According to the theory and results, the author puts forward targeted suggestions which are strategic. As a Chinese living in Malta, author hopes that Chinese restaurants can have better development in the country, and wishes the strategic suggestions can be used as a reference for Maltese Chinese restaurants, so as to make the industry achieve long-term development.

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# Authenticity Form

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I solemnly declare that the thesis I submitted is the personal result of the research under the guidance of the academic tutor. The sources of published or unpublished data, opinions and achievements of others have been clearly indicated in the paper.

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# Introduction

* 1. The Implication Of The Study

As a part of national culture, diet can reflect the culture and characteristics of the country, and can also be regarded as one of the channels to know about the country. By 2020, there are seventy-one Chinese restaurants in Malta (Anon., 2020). As a Chinese who has lived and studied in Malta for six years, the author has seen the number of Chinese restaurants increase gradually in the country. However, compared with the great achievements and wide spread of Chinese food industry in Britain and the United States, the achievements of Chinese restaurants in Malta are relatively poor. Based on ‘*Malta and Gozo the Bradt Travel Guide’*, Malta has excellent restaurants, Maltese or Mediterranean food are recommended. But most people do not come to Malta to eat Asian or Chinese food, even though it is popular with Maltese (Rix, 2015, p. 68).

According to the ‘*Malta and Gozo the Bradt Travel Guide’* (Rix, 2015), Why people don’t go to Chinese restaurants in Malta even the type of food is popular? What do residents in Malta think of Chinese restaurants in the country currently?

The first study focused on the development of Chinese restaurants in Britain and the United States, summarizes and analyzes the factors influencing the development of Chinese restaurants in Britain and the United States by searching relevant theory, and based on this theory, SWOT analysis of the overseas Chinese restaurant market is made. Then apply the information to Chinese restaurants in Malta. Based on these information from the theory, the survey was designed and questionnaires were made and distributed to people living in Malta.

Through the questionnaire, it should be known that the perception and views of residents living in Malta on Chinese restaurants of the country. By analyzing the answers of respondents, this project tries to find out what factors affect the development of Chinese restaurants in Malta and give a strategic advice. However, due to the differences of some fundamental factors, such as the national conditions, and the lack of literature on Maltese Chinese restaurants, the author speculates that the results of the survey about Malta may be contrary to the analysis and summary of relevant literature of the United States and Britain.

Finally, the author put forward corresponding strategic suggestions for the analysis of the data results. Hope it can play a reference role in the future development of Chinese restaurants in Malta.

The author also hopes that this project would make up for the lack of relevant literature on ‘The Chinese restaurants in Malta’ to a certain extent.

* 1. The Significance Of The Study

The overseas operation of Chinese restaurants has become a hot spot in the research of catering industry, and many scholars have done relevant research, for example, the analysis of the current situation of Chinese restaurants in the United States, and summarization of the views of Americans on Chinese food (Beck, 2009, pp. 76-98). A report on the catering management market in Britain, which briefly explained the development status of Chinese food in Britain has been released (Anonymous, 2010, pp. 17-25). However at the moment, there is a lack of research on the current situation of Chinese restaurants in Malta. The study would help to fill the gap of this area.

Studying the factors that influence the development of Chinese restaurants in Malta would help for promoting the stable development of Chinese restaurants in the Maltese market, realizing the expansion plan of some Maltese Chinese restaurants, and obtaining considerable economic benefits and establish a good brand image of Chinese restaurants. Enhancing Maltese residents' interest and awareness of Chinese food and Chinese culture, and further improving the overall quality of Maltese Chinese restaurants to a certain extent.

 At that time, due to the lack of past theory about Maltese Chinese restaurants, in a certain extent, this project lacked the comparison between the past research results and the present results. And in today's rapid development of the times, the learning results of the "present stage" are more suitable for the period of recent.

* 1. Overview Of Project Chapters

Chapter No. 1 is the introduction of the project, which mainly introduces the research background, purpose and significance.

Chapter No. 2 is the literature review of the project. The author did the research about the Chinese restaurants in the United States and Britain, which are the two countries that have certain success among the overseas Chinese restaurants’ market, because of the limit literature about the development of Chinese restaurants in Malta. The research result of the United States and Britain is compared, and conclude by SWOT analysis. To make a reference of the development of Chinese restaurants in Malta, and make the basis for the online survey, which is Chapter No. 3 of the project.

Chapter No. 3 is the Methodology. Quantitative research is used in the project. The author chooses the Survey Monkey questionnaires to help with the study. Chapter No. 3 records author’s working process of the online survey, which includes the decision on the research method, survey design, the selection of sample, and the pilot study. Unfortunately, in Chapter No. 3, although the author tries to find more relevant literature and data about Chinese restaurants in Malta, the current research gap in this area makes it difficult for the author to get secondary data. In this chapter, there is also the analysis of the research method to show the advantage and limitation of it.

Chapter No. 4 is the analysis and discussion of the data results. The answers of questions from survey are shown and analyzed one by one in the quantitative way. Tables and charts are used in this chapter to present the results clearer. The survey results are compared and linked with the conclusion of the literature review from Chapter No. 2.

Chapter No. 5 is the conclusion and recommendations. The summarize of this project is given in this part, and the author also gives the strategic recommendations about the future development of Chinese restaurants in Malta, which is based on the analysis of data results, and authors own experience as a Chinese residing in Malta.

# Literature Review

* 1. Research Background

Since the 1990s, with the increasing pace of people's life, fast food culture has become popular. Chinese fast food has developed rapidly in Europe and the United States. With the combination of Chinese-style cooking methods and the fast food trend in Europe and the United States, different kinds of Chinese fast food restaurants started to develop.

Catering industry is a traditional service industry in China, it has experienced opening up, quantitative risen, and the development of its scale chain and brand in its long developing history (Cheng, 2011, p. 1). When Chinese food industry in China has developed to the stage of brand promotion, only one or two Asian food enterprises with brand management can be seen in the Maltese market. Although there are a certain number of Chinese restaurants in Malta, the scale of the restaurants is quite limited, which are mainly small and low-grade family style restaurants and Chinese takeout restaurants, and high-end Chinese restaurants are extremely scarce. This makes difficulties for Chinese food to become the mainstream of local catering industry, and the development of Chinese restaurants has been stagnant.

In 2011, more than thirty-thousand Chinese restaurants throughout Europe are facing various problems: unprofessional family management, too much ‘improvement’ on the Chinese cuisine, food hygiene is worried, vicious competition, low price but lower quality, and limited kitchen workers (Cheng, 2011, p. 2). These will not only affect the development of Chinese restaurants, but may even lead to the misunderstanding of Chinese food culture.

The author of ‘*China to Chinatown: Chinese food in the West’* thinks that Chinese food is a successful industry because of its low price, the connotation of health preservation and the cultural differences between the East and the West (Roberts, 2002). But nowadays, in the Maltese market, Chinese food is not obvious in terms of health preservation and the huge cultural differences between the East and the West, but mostly retains the feature of low price. *‘How does Western Chinese food get out of the predicament*’ has mentioned that ‘the Chinese food industry has seriously restricted its development in Europe because of its single form of operation, limited business capital, less innovative dishes, worrying dining environment and hygiene’ (Tang, 1996, pp. 53-58).

This project developed a SWOT analysis based on comparing and concluding the theory of the development of Chinese restaurants in the United States and Britain, which are the two places with a relatively long history and successful examples.

* 1. What Is Chinese Cuisine

Chinese food is the general name of the dishes and snacks that Chinese people in the world are used to eating. It mainly consists of appetizer, main dishes and flour pastry. Chinese cuisine is one of the important part that made up Chinese culture. It has been called ‘the three major cuisines in the world’ with French and Turkish cuisine (Song, 2015, pp. 80-85). Chinese cuisine has long history, exquisite cooking skills, and unique style. Chinese cuisine has a high reputation in the world, it is the summarize results of its thousands of years development (Administration, 2005).

Chinese food is the general name of dishes in various Chinese regions. Because Chinese food’s long history, vast in territory, geographic environment, Rich climatic conditions, and a wide range of animal and plant species, it has created a reach variety of food types, and its classification is complex (Xurui, 2013). The types of Chinese food can be subdivided into : Cantonese, Sichuan, Shandong, Haiyang, Zhejiang, Fujian, Hunan, Anhui cuisines, northeast, Hebei, Henan, Hubei, Benbang, Hakka, Jiangxi, Beijing and Halal cuisines. (Huang, 2018, p. 50)

* 1. The Classification Of Chinese Cuisine

According to different Chinese culture of different areas of China, Chinese cuisine is classified into different ways, which can be classified from the times and techniques, different region and economy, nation and religion, recipe ingredients and table culture, the level of consumption, folkways and different function (Xurui, 2013). While the spring and autumn period[[1]](#footnote-1) and the Warring States period, the flavor of North and South dishes in traditional Chinese food culture showed differences. In the early Qing Dynasty, Guangdong cuisine, Jiangsu cuisine, Shandong cuisine and Sichuan cuisine became the most influential local cuisine at that time, known as the ‘four major cuisines’ in China.

**Guangdong Cuisine:**

Guangdong cuisine is well known as Cantonese cuisine today. Guangdong is a city in the south of China, because the pronunciation of urban dialect is similar to ‘Canton’, and people from Guangdong and Hong Kong are the earliest Chinese living in the United States. Canton is well known for this and has been used up to now.

Guangdong cuisine is characterized by meticulous selection of ingredients and light taste. Guangdong cuisine pays attention to the seasonality of ingredients, and ‘not eat unseasonal’. There is a great variety of condiments in Guangdong cuisine, but it doesn’t use spicy spices like chili, and the dish won’t be too salty or sweet. Eugene Anderson said that the most unique thing in Chinese cooking is the mixture of ingredients, the whole process of cooking matches the harmony and balance principle of Chinese philosophy (Anderson, 1988, p. 171).

Most of the overseas Chinese restaurants are mainly serving Guangdong Cuisine, which is Cantonese Cuisine (Kong, 2008, p. 7). Therefore, Guangdong Cuisine is the most reprehensive cuisine of Chinese cuisine came up to most people’s mind.

* 1. The Core Concept Of Chinese Food

Although there are numbers kinds and connotations of Chinese food, its core idea remains the same, which is to focus on health preservation (Chen, 2016, pp. 28-30).

Diet has the effect of providing nutrition, promoting health and prolonging life (Huang, 2018, p. 51). Based on the continuous exploration of diet, the ancient Chinese have formed a wide range of Chinese cuisines, which contain the broader theory and culture of diet and health preservation. Today, Guangdong cuisine, which is well known to the public, is also in pursuit of light and fresh dishes. It not only conforms to the climate of Guangdong Province, but also conforms to the concept of health preservation of Chinese dishes. The theory of diet and health preservation is an idea produced in the development of Chinese cuisine.

This writer also explained that Chinese diet culture has the characteristics of seasonal, combination of food and medicine, and balance. Traditional Chinese food changes according to the seasons. Chinese food usually has strong tastes in winter and light tastes in summer.

Traditional Chinese diet culture advocates the same source of medicine and food, and pays attention to the same efficacy of medicine and food. The medicine is matched with some food with medicinal value, and the dish is made by unique cooking method and modern production method. It has the function of preventing disease and improving body resistance (Yang, 2017, pp. 154-156).

* 1. The Concise Of Chinese Food

From the preparation period to the prosperity period, the history of Chinese food can be traced back from Time immemorial to the Ming and Qing Dynasties (Liu, 2011, p. 2).[[2]](#footnote-2)

From six hundred thousand years ago, which is the time of Homo erectus pekinensis, vestige of cooked food with fire, and simple cooking utensil are found. During Xia[[3]](#footnote-3) and Shang[[4]](#footnote-4) Dynasties, the development of food utensils has begun. The table wear, which is chopsticks that people are using in Chinese restaurants today, were invented and used in this period, which establishing the basis of ‘ Chopstick culture’ of today. Spring and autumn warring states and Qin Han Dynasties[[5]](#footnote-5) are important periods for the development of Chinese cuisine. This period of time not only continued the use of chopsticks from Shang Dynasty, but also gradually formed the cooking techniques and dining utensils with the development. Since the Northern and Southern Dynasties, and Tang and Song Dynasties, [[6]](#footnote-6)the scale of Chinese restaurants began to increase, and tea has become an indispensable drink for the public, not only the rich. Chinese Tea culture has been popularized and started to develop. The cooking technique of Chinese food reached its peak in the Ming and Qing Dynasties[[7]](#footnote-7), and the style of cooking of Chinese cuisine was formed (Liu, 2011, pp. 7-10).

* 1. Background Of Chinese Restaurant In The United States

In January 1848, the news of discovery of Gold in California spread to Hong Kong and Guangdong. But at that time, due to policy restrictions and the cost of gong to United States, only a few thousand people were available to go out of China every year. The Treaty of Pu'an signed in July 1868 established friendly relations between China and the United States, including immigration, travel, trade and long-term residence (Zhu, 1980, p. 94). The treaty has directly contributed to the rapid growth of the number of Chinese tourists to the United States in more than 10 years, from 1868 to 1882, nine years of the period, it has reached a total number which is more than a hundred thousand (Lu, 1997, p. 32).

Because of the huge profits of the gold washing trade, Chinese immigrants from all walks of life are pouring into the United States. According to relevant statistics and estimates, hundreds of Chinese would be driven to California when every twelve Chinese return to China (Coe, 2009, p. 123). When they started living in the United States, they also found out that the cost of food in the United States was high for them at that time, especially most of the workers were already in debt because of the fee of coming to the United States. Some gold diggers have found business opportunities while they were facing with hunger, which is Catering.

According to information from an exhibition called ‘Chow’ at the Museum of food and drink in New York in 2017, the first Chinese restaurant in the United States opened in San Francisco in 1849 (LianHong, 2017). When William swine, a gold miner arrived in San Francisco, he wrote a message to his brother: mining will never make money, but only trade (Liu, 2015, p. 10)!

In the early days, Guangdong laborers in the United States gradually became the main body of Chinese in the United States. Many of them began to try to engage in Chinese food business in the United States. With their joint efforts, Chinese food became an important part of the catering industry in California and gradually extended to other regions of the United States. By 1850, there were four Chinese restaurants in San Francisco. By 1851, there were seven more Chinese restaurants (Coe, 2009, p. 121) . In the first year of San Francisco gold rush, with the increasing number of Chinese immigrants, the number of Chinese restaurants is steadily increasing. The promulgation of the immigration law of 1965 completely abolished the restrictions on Chinese immigrants to the United States, and started the second wave of Chinese immigrants to the United States (Liu, 2019, p. 36).

* 1. Background Of Chinese Restaurant In Britain

In 1860, the signing of ‘*The Treaty of Beijing*’ made the Qing government recognize the legitimate rights and interests of recruiting workers in China. The researcher called Chinese in Britain is ‘the oldest ethnic minority’ (Parker, 1998, p. 69). In the early days, most of the British Chinese were the sailors employed by British trading companies and most of these sailors came from the coastal areas of Guangdong and Hong Kong in China. When they took the initiative to come to the British mainland, some of them would like to make a living there, or were forced to stay in the British port for some reasons (Gomez, 2008, p. 25). According to statistics, there were 78 Chinese in England and Wales in 1851 (Parker, 1998, p. 69), and the number of Chinese in Britain reached about 8000 in 1935 (Xu, 1956, pp. 5-6). Before World War II, the occupations of British Chinese were relatively single, most of them were occupations with high labor intensity and low income, such as laundry. The owners of Chinese restaurants are in the minority (Choo, 1968, p. 10).

The emergence of Chinese restaurants before World War II is one of the breakthroughs for Chinese to integrate into the mainstream economic and social life of Britain (Shao, 2020, p. 66).The first Chinese restaurant was founded in the east zone of London in 1908, but the Chinese restaurant industry has not developed much since then (Parker, 1998, p. 69). By 1931, there were only 17 Chinese restaurants in Britain (C.K, 2009, p. 137). Although there were not many Chinese restaurants in Britain before World War II, they made an attempt and laid a foundation for the development of Chinese restaurant industry after World War II. During this period, Chinese restaurants were mainly divided into two types: one was a Chinese restaurant with a certain scale, which was oriented to the mainstream society (Liang, 1999, p. 434); the other was a small-scale Chinese restaurant with family workshops (Shao, 2020, pp. 66-67).

In the early 1950s, there were 36 Chinese restaurants on record. By the mid- 1960s, there were 200 Chinese restaurants already in London area (Gomez, 2008, p. 116). In 1971, there were about 1400 Chinese restaurants in Britain. By the 1980s, the number of Chinese restaurants increased rapidly to more than 4600 (Anon., 1986, p. 507). The number of Chinese restaurants in Britain has been growing steadily.

* 1. The Price Of Chinese Restaurants’ Food In The United States

In the study of a report, it seems that one of the factors contributing to the success of the Chinese food industry is its low price (Roberts, 2002).

The initial Chinese restaurants became the most frequented place for Americans because of its tasty food, which cost about a dollar only (Liu, 2015). The overall decoration style of these low-end Chinese restaurants is more simple and poor than the restaurants that were run by the businessmen, and cheaper price at the same time. But the rich in the United States do not pay attention to this type of Chinese restaurants, and only few poor workers who cannot afford a lot become the customers. Although the food offered by Chinese restaurants is relatively simple, it is still more popular than other American restaurants at the time (Liu, 2015, p. 25). In the study of 2018, the price of Chinese style simple meals, such as fried rice and fried noodles, ranges from $5 to $10. For the long time till today, these simple Chinese food has kept the advantage of ‘Cheap price’ as before. While eating Chinese food in a Chinese restaurant in Chinatown of New York, three people will consume about $60-100, or even more, which is an acceptable price and pleasant for most consumers (tourism, 2018).

* 1. The Price Of Chinese Restaurants’ Food In Britain

Is the low price of Chinese restaurants really an ‘advantage’ today?

In the acritical‘T*he most important thing for Chinese food to go abroad is quality’* , by Liu Shaocai, he mentioned that after traveling in Western Europe, what people in Western European countries hate most is fraud. The first way for Chinese people to make a living abroad is to open restaurants. However, the main problem of Chinese restaurants in Western European countries is: a large number of Chinese restaurants blindly cut prices and cut corners in order to compete for business, thus affecting the quality of Chinese restaurants.’ And pointed out that many customers' impression of Chinese food, which is too much cheap price and low grade (Liu, 2006, p. 71). According to the study in 2011, it seems that the average cost of food in Chinese restaurants is always around 4-5 Euro cheaper than the western (Cheng, 2011, p. 17).

* 1. Hygiene And Environment Of Chinese Restaurants In The United States

 In the period after World War II, the low-cost marketing strategy of American Chinese restaurants once fell into a low ebb, because Chinese restaurants at this time had lost their Chinese characteristics (Liu, 2019, p. 38). A businessman once complained to the reporter about the owner of the Chinese restaurant: ‘They should consider improving the food and service of the restaurant, as well as the dining environment. The environment in the Chinese restaurant should be comfortable and with Chinese characteristics’ (Coe, 2009, pp. 238-240).

‘*Where is the smooth way for Chinese food to go to the world-Summary of 2004 International Food Culture Seminar*’ recorded that Zhang Shiyao, the president of *World Association of Chinese Cuisine* at *International Conference on Food Culture 2004* said that Chinese cuisine should take the road to green modernization, of which the first point is ‘Green and Safety’. Chinese restaurants should start with the production and processing of cooking ingredients, transportation and procurement, and then the management and cooking processing of the kitchen, and then the dining environment, dining methods and customer service. The second point Zhang mentioned is ‘health and nutrition’: Nutrition is action, health is the goal.

And this conference summary also mentioned that Wenda Zhen said in this conference: the catering industry has become one of the fastest growing industries in the United States, and this development has been achieved in the process of continuous survival of the fittest. The standards required by American consumers when dining out are not only delicious food, good service, good atmosphere and environment, but also restaurants and their food must be clean and hygienic, which is good for health. In some parts of the United States, such as Los Angeles, restaurants are divided into three grades according to the implementation of hygiene regulations, and they are required to be marked in the most prominent place of restaurants for consumers to see clearly (Lin, 2004, p. 41).

* 1. Hygiene And Environment Of Chinese Restaurants In Britain

 In 2006, the Portuguese government agency conducted a spot check on the sanitary conditions of more than 130 Chinese restaurants. After the closure of 70% of the Chinese restaurants in Porto, European countries have begun to question the health protection of Chinese food, dishes, and kitchen workers. This has led to the decline of Chinese restaurants in Europe. The 70-90's of last century was the golden period for the development of Chinese food in Europe, but the good times were not long. Since the late 1990s, due to various reasons, the Chinese food industry has entered a depression period, and a large number of Chinese restaurants have closed down due to poor sanitation and lack of funds (Cheng, 2011, p. 16).

According to British ‘*the Independent’* on May 29, 2010, a total of seven types of restaurants and takeaway restaurants in UK were rated to judge their hygiene in a survey called "National hygiene level", which was conducted by the independent. They were Chinese restaurants, barbecue shops, Indian restaurants, fish shops, Italian restaurants, McDonald's and KFC. Among them, more than half of the 491 Chinese restaurants surveyed failed to meet the relevant legal requirements on food hygiene. British environmental health officials believe that chefs in China and India have been doing poorly in hygiene standards because of a combination of "culture and language". One of the survey's sponsors said that they (chefs) often do not understand food laws and have difficulty understanding the relevant directives (Wu, 2010).

* 1. The Business Model Of Chinese Restaurants In The United States

Business model is the general term of a certain kind of methods adopted by enterprises according to their business purposes to realize the value orientation of enterprises (Tu, 2012, pp. 78-79). In the early days, Chinese restaurant operators came to overseas through gold rush and sailor to make a living. The names of some Chinese restaurants have been handed down from generation to generation.

Wang Xian has explained the details of business model of Chinese restaurants in the United States in his Study. In the United States, Chinese food business operators can be divided into three types. 1. Small and medium-sized restaurants opened by Chinese people account for the largest proportion of Chinese restaurants in the United States. 2. Large scale Chinese food enterprises set up by people with strong economic strength, for example, a famous Chinese fast food brand with an animal logo. But because the taste of its food has been greatly improved, it is difficult to become a very traditional Chinese food. 3. Some powerful large catering enterprises in China has opened business in the United States.

Wang Xian also mentioned in his study that, among the numerous Chinese restaurants in the United States, 70% of Chinese restaurant owners only operate one shop, most of which are small and medium-sized. Most of the Chinese restaurants in the United States are self-employed, mainly family based, and mostly concentrated in Chinese areas of the United States. In addition to individual operation, chain operation is also a common mode of Chinese food business in the United States, such as the well-known Chinese fast food chain with animal logo (Wang, 2018, p. 18).

* 1. The Business Model Of Chinese Restaurants In Britain

According to the study in 2014, the number of Chinese restaurants in Britain has reached twenty-thousand, of which fourteen-thousand are takeaway fast food restaurants, accounting for about three-quarters (Federation, 2015, p. 202). According to the statistics of *House of Commons Home Affairs Select Committee*, by the end of the 1990s, 90% of Chinese families were engaged in the catering industry. According to David Parker's national survey on young Chinese, 75% of them work in the catering industry and point out that ‘Family style Chinese takeout has become a specific attribute of Chinese in the UK’ (Parker, 1998, p. 96).

Gregor Benton and Edmund Terence Gomez considered that Chinese restaurant owners often choose to use their relatives and friends to immigrate to the UK. In this way, Chinese individual enterprises can evolve into family enterprises (Gomez, 2007, p. 15). In the study of 2011 showed that among young people aged 16-24, full-time students accounted for 48% in Britain, while Chinese accounted for 87% among them, more than all other races in the same age group (Anon., 2011). It can be seen that although Chinese restaurants are family run, Chinese parents want their children to enter the middle and high-end industries through higher education, and do not want their children to continue to engage in their own Business.

Although Chinese fast food takeaway accounts for about three-quarters of the total number of Chinese restaurants in Britain, there are also high class Chinese restaurant brands born in this place, such as a famous Chinese restaurant brand opened in 1980 with elegant interior decoration. The founder of the restaurant mentioned in an interview that he started his own business because his friends in Hong Kong complained about the taste and low quality of the dishes after they went to the UK. So they recruited chefs from Hong Kong and put the restaurant's environment on the elegant level. As a result, it not only entertained friends, but also attracted many British celebrities who used to dislike Chinese restaurants. From 1980 to 2003, the High class restaurant brand opened 22 stores around the world (Jiang, 2003, p. 27).

* 1. The Conclusion Of Previous Studies On Chinese Restaurants In The United States And Britain

Most of the Chinese who are the first group arrived Britain and the united States were from Guangdong and Hong Kong, who brought the Guangdong cuisine to the country. And it is the cuisine which is still well known and popular today in these two counties. From the study of the theory, the big number of Chinese in the country was pushing the development of Chinese restaurants. Also, opening Chinese restaurants is also one of the important means for Chinese people to make a living overseas.

The Chinese restaurants in the United States always keep the low price advantage from the beginning till today, which cater to the American market demand. Relative to the American people who prefer fast-paced diets, Britain and Western European countries prefer refined diets. From the ‘low price’ market at the beginning in Britain (Cheng, 2011, p. 17), till today’s famous British high class Chinese restaurants’ brand (Jiang, 2003, p. 27). The change of Chinese restaurants in the UK has changed from low-end prices at the beginning to high-end prices, which is more in line with local demand for high-end restaurants

Food hygiene is the key factor for the operation of Chinese restaurants, and the hygiene standards of Chinese restaurants may directly lead to their closure. The restaurant environment affects the customer flow of the Chinese restaurant and the audience class of the Chinese restaurant.

The majority of Chinese food business in Britain and the United States is mainly self-employed today. Compared with the old time, the Chinese restaurants today run by the family would prefer send their children to school but not let them keep working in the restaurant in the future.

* 1. SWOT Analysis On The Development Of Chinese Restaurants In Overseas Markets

SWOT analysis is a method that would help the enterprise to analyze the strengths and the weakness, opportunities and threats that they are going to face, from the external and internal conditions. By comparing Chinese restaurants in the United States and Britain, which are the two country have a long history of Chinese food and representative brands of Chinese food, this paper summarizes and analyzes the general situation, as a reference for the development of Maltese Chinese restaurants.

|  |  |
| --- | --- |
| 1. Price
2. Rich Variety Of Dishes
3. Nutrition Balance
4. Numbers Of Stores

**S** | 1. Some Chinese Restaurants Are Small In Scale and Lack Of Funds
2. Over Reliance On Cooks
3. Lack Of Standardization And Standardized Management
4. The Management Level Of Managers Is Low
5. Low Price And Level
6. Long Term Consumers Are Mainly Chinese

**W** |
| 1. Chinese Cuisine Is One Of The Main Dining Choices Of Overseas
2. The Brand Management Of Chinese Restaurants Has Achieved Initial Success
3. High Demand For Fast Food In The Overseas Catering Industry

**O** | 1. Fierce Competition In Catering Market
2. Strict Catering Management System
3. Regional Restrictions On Foreign Population
4. The Price Of Ingredients

**T** |

**Figure No. 1 SWOT Analysis On The Development Of Chinese Restaurants In Overseas Markets.**

**Strengths**

1. **Price**

Compared with Western food, the price of Chinese food is relatively low. This kind of price satisfies and attracts the middle and lower class people who make up the majority of the population. In the 2011 survey, the price of fast food in Chinese restaurants in Europe was 4-8 euros, while that in Western restaurants was 8-15 euros. Most of the regular Chinese restaurants consume between 10 and 15 euros per person, while Western restaurants consume between 15 and 20 euros (Cheng, 2011, p. 17).

1. **Rich Variety Of Dishes**

Chinese cuisine culture has a long history, with plenty of different dishes and patterns. From the regional perspective, there are eight major cuisines, and there are dozens of practices. Western food, fast food is mainly for hamburger, pizza, French fries, vegetable salad, restaurant is roast steak, stew, dessert based. More varieties of dishes provide more choices for Chinese restaurants, and at the same time, more choices can be provided in any Chinese restaurant.

1. **Nutrition Balance**

In recent years, people began to pay more attention to healthy diet and life. Chinese cuisine has always taken health preservation as the concept, improving health from the diet. Although most of the dishes offered by Chinese restaurants have been improved by local taste, the basic nutritional elements should not be changed. In particular, the "medicated diet" with a long history in China is in line with the diet culture that most people return to nature and advocate health. If it is a Chinese fast food restaurant, the food it provides is more nutritious than the western fast food restaurants, such as high calorie French fries, pizza, hamburger, etc.

1. **Numbers Of Stores**

The number of Chinese restaurants is huge, almost everywhere. A large number of Chinese food into the local food culture, making Chinese food more acceptable. And the continued existence of a large number of Chinese restaurants also means that Chinese cuisine has a high status in overseas.

**Weakness**

1. **Some Chinese Restaurants Are Small In Scale and Lack Of Funds**

Most of the business models of overseas Chinese restaurants are family-based business. This will lead to the Chinese restaurants in a certain area to stand on their own, unable to communicate with each other, learn from each other's strengths, and even lead to malicious competition. At the same time, miniaturization also represents a lack of funds. This makes both the development ability of Chinese restaurants and the ability to resist risks are very poor.

1. **Over Reliance On Cooks**

The core position of chefs in Chinese food is determined by the particularity of Chinese food (Cheng, 2011, p. 18). Because of the particularity of Chinese food culture, it is difficult for trained Chinese cooks to reproduce the successful Chinese food taste.

1. **Lack Of Standardization And Standardized Management**

From the perspective of image, product, service or management, most Chinese restaurants are short with the standard level of standardization and normalization, which the worst factor is the low hygiene standard. Due to the cumbersome process of Chinese food, the hygienic standards of some Chinese restaurants are worrying. Hygiene problems coexist with health problems, such as the use of monosodium glutamate is not allowed in some places. Because of the rich variety of Chinese food, Chinese restaurants can choose a wide range of dishes, which is difficult to carry out standardized operation.

1. **The Management Level Of Managers Is Low**

Most of the people who run Chinese restaurants have emigrated because of certain opportunities. For example, gold panning or sailors in the old times, and working opportunities today. Although these people may have strong labor ability, their education level is relatively low, and they often neglect the problems of brand building and service quality.

1. **Low Price And Level**

In addition to the above problems, the family business led to some Chinese restaurant business model cannot keep up with the changes of the times. Many Chinese restaurants have been handed down from generation to generation since they opened. The layout, style and even taste of the restaurants remain unchanged, making them from the initial popularity to the desolation. According to the world authoritative restaurant guide *Michelin Red Guide Series*, among thousands of Chinese restaurants in France in 2011, there were only two high-end Chinese restaurants on the list (Cheng, 2011, p. 19).These reasons make Chinese restaurants, especially Chinese fast food restaurants, a symbol of cheap and low-grade.

1. **Long Term Consumers Are Mainly Chinese**

According to Cheng’s survey of Chinese restaurants in 26 cities in 9 European countries (Cheng, 2011, p. 19), the main consumers of Chinese restaurants in Europe are Chinese, and occasionally there are more foreign guests than Chinese guests. How to attract local residents to consume in Chinese restaurants or even long-term consumption is a problem that needs to be solved.

**Opportunities**

1. **Chinese Cuisine Is One Of The Main Dining Choices Of Overseas**

In 2008, the ‘Great Wall’, ‘Kung Fu’ and ‘Chinese cuisine’ were selected as ‘the most representative of China’. And Chinese cuisine is also one of the three preferred dining choices in some countries (Cheng, 2011, p. 19). It proves the status and popularity of Chinese cuisine in overseas.

1. **The Brand Management Of Chinese Restaurants Has Achieved Initial Success**

Although Chinese restaurants have a long history overseas, most of them are self-employed. Some well-known Chinese restaurant brands have opened the popularity and influence for Chinese food, and their success has expanded the road of Chinese restaurant brand management.

1. **High Demand For Fast Food In The Overseas Catering Industry**

With the acceleration of people's life rhythm, the demand of fast food is increasing. For example, the European fast food industry accounts for 17.7% of the whole catering industry (Cheng, 2011, p. 20), and according to Chapter no.2.6.5.1 the fast food business model accounts for the majority of Chinese restaurant industry in the United States. This kind of market demand has broad prospects for the development of fast food business model in Chinese restaurants.

**Threats**

1. **Fierce Competition In Catering Market**

Nowadays, with the rapid development of economy, convenient transportation and widespread immigration, the taste of various countries in the world can be find in one area. In addition to European cuisine, such as French and Italian restaurants, there are also many Asian style restaurants, such as Japanese, Indian and Thai restaurants. More choices are bound to divert a large number of customers.

1. **Strict Catering Management System**

People are worried about the hygiene condition of some Chinese restaurants. The particularity of Chinese restaurants, for example, there are a lot of cooking fumes in the process of cooking, which makes it relatively difficult to reach the standard of hygiene. Although the catering management system is different in different places, there are still many regulations and systems that need to be observed and customer service for the development of Chinese restaurants in the local area.

1. **Regional Restrictions On Foreign Population**

The improvement of the threshold of the region to the floating population has greatly affected the operation of Chinese restaurants. These policies have hindered the export of Chinese chefs and led to a shortage of overseas Chinese restaurants. A good cook determines the quality of dishes, and the quality of dishes determines the success or failure of a restaurant.

1. **The Price Of Ingredients**

As most Chinese restaurants target middle and low class customers and have the impression of ‘low price’ in the minds of most of the public, the price pressure of Chinese food has increased sharply with the rise of ingredients’ prices. Most Chinese restaurants take the low price route, small profits and high sales are the main profit model of Chinese restaurants. If Chinese restaurants adopt the strategy of price increase when the price of ingredient rises, the image of ‘low price’ in the middle and low class customers will be greatly reduced.

* 1. The History Of Chinese Restaurants In Malta

In the late 1990s, Chinese restaurants had a certain position in the European market. More than 40 Chinese restaurants were opened by 300 overseas Chinese in Milan, Italy. In 1990, Malta's first Chinese restaurant opened in its capital city, Valetta.

Similar to most today's ‘improved Chinese cuisine’ served in the United States and Britain, this Chinese restaurant in Valletta was also selling the ‘improved Chinese dishes’, such as sweet and sour pork, lemon chicken, orange duck, crispy beef and other Chinese dishes improved according to European taste. Until now, these are still common menu for every Chinese restaurant in Malta.

The author was trying to find out the related literature about the first Chinese restaurant in Malta, such as the opening time and location of it, but because of the limitation of resources, the author tried the best but couldn’t get it. It is an unknown stuff. However, due to the success of this restaurant and other Chinese restaurants in Europe, Malta has entered the era of selling Chinese food that conforms to the prefer taste of Maltese people.

 With the passage of time, Maltese Chinese restaurants gradually began to absorb the characteristics of other cuisine restaurants, such as sushi, sashimi, fried samosas, and French fries. Maltese Chinese restaurants have gradually formed the business model of "focusing on Chinese cuisine, supplemented by other kinds of specialty dishes". To this day, all Chinese restaurants in Malta are following the mode.

In 2013, the wave of Chinese immigration came to Malta (AUDAS, 2018). By the beginning of 2019, more than 3000 Chinese had settled in Malta for a long time, excluding tourists, short staying, home visiting and students from language school (Liveianu, 2019).

The growing number of Chinese in Malta has made some Chinese restaurant operators see the opportunity of Chinese food market. Some Chinese restaurants began to offer new menus to Chinese guests to cater to Chinese tastes. Such as some Chinese restaurants are located in Paceville, Malta.’

* 1. The Current Situation Of Chinese Restaurants In Malta

At the current time, Chinese restaurants in Malta are positioned as a medium and low class, except an Asian restaurant located in a 5 star hotel Malta, which is a restaurant selling a part of Chinese cuisine, and positioned as Asian Restaurant. Until 2020, the business model of Chinese restaurants in Malta is to sell improved Chinese cuisine and specialties from other countries. Guests can see ‘sweet and sour pork’, ‘Lemon Chicken’, ‘hot and sour soup’ and other improved Chinese dishes or ‘American Chinese dishes’ on the menus of all Chinese restaurants in Malta.

Not only decorations of Chinese restaurants in Malta, but also decorations of Chinese restaurants in Europe generally combine Chinese elements with western style. A Chinese song ‘Jasmine’ is a must in every Chinese restaurant music list.

Most of the small and medium-sized restaurants in Malta are operated by family business model. Many of them are male bosses and chefs, while female cashier and service. Most of the grown-up children also work in their own restaurants and the restaurant may also employ several Kitchen helpers and waiters. Due to the high labor cost in Europe, such a business model can greatly reduce and save costs and achieve the purpose of increasing profits.

The chefs of Maltese Chinese restaurants can be divided into the following categories:

After coming to Malta and other countries in Europe, Chinese began to work in the catering industry, starting with the simplest fried rice and noodles, and embarked on the road of becoming a Chinese restaurant’s chef. They are not proficient in traditional Chinese cooking, but learn from the experience of their predecessors: cook the improved Chinese cuisines that meet the taste of Europeans.

Some Hong Kong and Guangdong chefs who have lived in Malta and other countries of Europe for a long time cook Guangdong cuisine. But with the passage of time and the influence of previous successful experience, these Guangdong dishes are also changing imperceptibly. But over time, in the minds of most Europeans, these dishes are truly Chinese.

Some chefs who go overseas through public or at their own expense. They brought Chinese cuisine to Malta and other countries of Europe, but only a small number of them were preserved after screening. It is mainly limited by the business model of the local Chinese restaurants, which is selling ‘improved Chinese food’ or prepare the menu that is dominated by a few Chinese dishes, supplemented by sushi, curry and other Asian specialties.

# Methodology

* 1. Introduction

In this project, the current Chinese restaurants in Malta are judged from the perspective of the permanent residents of Malta. The Survey will be specific to Maltese residents' perception of the current situation of local Chinese restaurants. From the literature review, the development of overseas Chinese restaurants is mainly affected by local Chinese population, price, restaurant environment, food hygiene, and business model. Therefore, based on the information in the Chapter No.2 of this project, the author hypothesize that the development of Maltese Chinese restaurants is mainly affected by the local Chinese population, price, restaurant environment, food hygiene, and business model.

In order to further verify this hypothesis, the author conducted an online questionnaire survey on the target group, which is mainly the people who are residing in Malta. The questions asked are the respondents' perception and views on the current stage of Maltese Chinese restaurants, so as to understand the specific factors affecting the development of Maltese Chinese restaurants and the expectations of customers. The author can also carry out data analysis according to the survey results, so as to put forward targeted suggestions for the long-term development of Maltese Chinese restaurants in the future.

* 1. Research Method

The research method which was used in this project was mainly quantitative. For this project, the accurate data obtained from quantitative research will be helpful for subsequent analysis and discussion. Quantitative methods greatly improve the accuracy of this study by using statistical and mathematical analysis. Quantitative methods can also accurately analyze the causal relationship according to its result (McClain, 2012).

Qualitative research is the method to find trends and information in data after data collection. Some qualitative researches need to receive data through direct observation and interview. Compared with quantitative research, the labor cost is higher. At the same time, the respondents in specific occasions, such as face to face interviews, may lead to the limitations of the respondents' answers and affect the objectivity of the results (baiduwenku, 2017).

In the author's research and study of this project, it is found that the research resources of this subject are scarce. The author also hopes that through the first-hand data of the author's quantitative research, it can bring objective reference for the researchers of the following related subjects.

* 1. Survey Design

In the project, the specific survey method is online questionnaire. The questionnaire is a printed copy that recorded the theme of survey and its related content systematically, and summarize into questions to the respondents (Feng, 2013). It has high efficiency and wide application rate. It is simple and easy to operate for the respondents. Compared with the traditional survey, online survey has the advantages of convenient production, low cost and convenient statistics. In addition, the coverage of online surveys will be more extensive than traditional surveys, so survey samples will not be concentrated in specific areas (Statistics, 2019). All the questions designed in the questionnaire of this project are about the respondents’ perception of Chinese restaurants in Malta.

In the design of the questionnaire, the purpose of each question according to the theme of the project need to be clarified. The questionnaire should be easy to understand so that the respondents can catch the points and be willing to answer truthfully. Control the length of the questionnaire to make it more convenient for respondents to answer. And the design of questions and corresponding answers needs to facilitate the final data collation, verification, and statistics.

* 1. Sample Selection

This survey uses random sampling. The main advantage of random sampling is that each sample unit is randomly selected, and the sampling of sample unit is not affected by any subjective factors and other systematic factors, and each unit of the population has a certain chance to be selected as the sample unit (Orgnization, 2019).

The project tries to limit the scope of interviewees to ‘people residing in Malta’. In author’s opinion, whether from the economic development or the scale development of Maltese Chinese restaurants, the long-term strategy for the development of Maltese Chinese restaurants is to obtain the support and recognition of local residents in order to achieve long-term and sustainable development.

The author uses ‘survey monkey’ to complete the purpose of randomly distributing online questionnaires to residents in Malta. The respondents received the questionnaire by clicking on the open link, scanning the QR code, pushing ‘survey monkey’ or email, and filling in the questionnaire voluntarily. At the end, the author received a total of 56 valid answered questionnaires, and the preliminary expected answered questionnaires were 50.

* 1. Questionnaire Design

The questionnaire is designed 16 questions totally, which are designed all about ‘Customers' perception of the development status of Chinese restaurants in Malta’. From the respondents’ answers, it will know that what do they think and feel about the Chinese restaurants in Malta, and what are their future expects of it, which is helpful to propose more targeted suggestions for the development of Maltese Chinese restaurants.

**Question No.1**

This question is the demographic characteristics of the respondents. From the answer to this question, we should know the gender of the main consumers of Maltese Chinese restaurants.

**Question No.2**

This question is the demographic characteristics of the respondents. The main consumption age of Maltese Chinese restaurants should be obtained from the answers.

**Question No.3**

This question is the demographic characteristics of the respondents. Through the answer to this question, the nationality of the main consumers of Maltese Chinese restaurants should be obtained. The answers to this question are Maltese who reside in Malta - they are indigenous to the country. The Chinese who reside in Malta are the disseminators of Maltese Chinese food culture and the original owners of Chinese food. Foreigners living in Malta (excluding Chinese), people living in Malta for a short time, such as tourists - although they are not as long-term consumer power as long-term residents in Maltese as individuals, as a country famous for tourism and mainly developing with it, in a sense, it also needs to be recognized by foreigners. The last option is for people who are going to reside in Malta soon - and they will also be spending long-term in the future.

**Question No.4**

This question is demographic characteristics of the respondents. The questionnaire divides the economic income into three levels based on the per capita wage of Malta in 2018 (Anon., 2019); Under 700 Euro per month, which is under the minimal wage. 701- 1600 Euro per month, which is between minimal wages to average wages. More than 1600 Euro per month, which is over the average wages in Malta. From the respondents’ answers, it is supposed to know that the main spending level of respondents spending in Maltese Chinese restaurants.

**Question No.5**

This question is asking the frequency of the respondents going to Chinese restaurants in Malta, and the reason why if they don’t go to Chinese restaurants in Malta.

**Question No.6**

This question is asking respondents’ perception on the average cost of Chinese restaurants in Malta. Overview from the literature reviewChapter No. 2.8 and Chapter No. 2.9 of this project, price would be the effecting factor of the Chinese restaurants’ development.

**Question No.7**

This question is asking respondents’ perception on the selection of Chinses food in Maltese Chinese restaurants. Overview from the literature review, Chapter No. 2.15 (2) of this project, the selection of Chinese food may affect the development of Chinese restaurants in Malta.

**Question No.8**

This question is asking respondents’ perception on the nutritional value of Chinese food served in Chinese restaurants in Malta. Overview from the literature review, Chapter No. 2.15 (3) of this project, the nutritional value which is the health care, is the main idea of traditional Chinese food. And it is also a strength of the development of Chinese restaurants overseas. Nutritional value might be an effect factor of Maltese Chinese restaurants’ development.

**Question No.9**

This question would like to get the answer of if the brand is an effect factor of Maltese Chinese restaurants’ development. According to the literature review, Chapter No. 2.12 and Chapter No. 2.13 of this project, most branded overseas Chinese restaurants achieved business success, such as a Chinese fast food chain with an animal logo today.

**Question No.10**

This question is asking the respondents’ perception on the food hygiene of Chinese restaurants in Malta. According to the literature review, Chapter No. 2.10 and Chapter No. 2.11 of this project, food hygiene is an affect factor of overseas Chinese restaurants.

**Question No.11**

This question is asking the respondents’ perception on the service quality of Chinese restaurants in Malta. According to the literature review, Chapter No. 2.12 and Chapter No. 2.13 of this project, business model of the Chinese restaurants do affect the development of it. It has mentioned that Chinese restaurants, especially the family running restaurants without high level management training are poor with managing the restaurant. Service quality is a way show customers the management level of a restaurant.

**Question No.12**

This question is asking the respondents’ perception on the dinning environment of Chinese restaurants in Malta. According to the literature review, Chapter No. 2.10 and Chapter No. 2.11 of this project, dining environment is the certain thing that shows the level of the restaurants to the customers. Analyze if the dinning environment would affect the Maltese Chinese restaurants’ development through how respondents feel with it.

**Question No.13**

The question is designed to analyze if the type of Maltese Chinese restaurants will affect respondents’ choice. Dine in or Take away.

**Question No.14**

This question is asking the respondents’ perception on the taste of Chinese food that served in Maltese Chinese restaurants. The taste of food in a restaurant is the basis of whether a restaurant can operate for a long time. From customers' evaluation of the taste of Maltese Chinese restaurants, their expectations of food served in Maltese Chinese restaurants could be analyzed.

**Question No.15**

Catering culture as one of the culture of a country, its dissemination should bring positive influence to the country. Through this question, the respondents’ original and existing impressions of China will be known. Whether Maltese Chinese restaurants have a more positive impact on China.

**Question No.16**

This is an open question about what else that respondents are looking forward in Maltese Chinese restaurants. According to this open-ended question, the author can collect more Chinese restaurant problems or suggestions which are not involved in the first 15 questions, so as to provide reference for the future development of Chinese restaurants in Malta.

* 1. Pilot Study

The questionnaire is designed based on the past literature which is Chapter No. 2of this project. The questionnaire should be designed according to the hypothesis put forward by the literature summary.

According to Chapter No. 2.14 of the article, the author raises questions about the factors affecting the development of Chinese restaurants in Britain and the United States, and draws up the draft Questionnaire No. 1 (Appendix 1). After the guidance of the thesis tutor and combining the draft questionnaire 1 (Appendix 1) with the literature review in the Chapter No. 2 of this article, the author finds that the detailed degree of questionnaire design and the correlation degree of literature review are not enough for the author to get detailed data. Therefore, the author re summarizes the literature review in the Chapter No.2 of this project, extracts the key points, combine author’s own experience with consuming in Maltese Chinese restaurants, and draws up the draft questionnaire 2 (Appendix 2).

Then, the author used ‘survey monkey’ to make the draft Questionnaire No. 2 (Appendix 2) into a formal online questionnaire, which was randomly distributed to residents in Malta through opening website, QR code scanning, and e-mail transmission. Which are prepared for data collection.

* 1. Methods Of Analysis

The data collection and analysis of this questionnaire will be completed through ‘survey monkey’. The author will analyze the answer to each question, and use accurate numbers to express opinions, so as to make the result more accurate.

* 1. Limitation

First of all, as an academic study with quantitative research, due to the lack of data, this paper is lack of second-hand data for related research. The author will analyze the first-hand data got from the survey in the Chapter No.4 of this project, and combine the conclusion with the literature review in Chapter No.2, and compare whether the theory obtained is consistent with the hypothesis put forward according to the literature review.

In this project, the questionnaire was used. To some extent, the questionnaire may limit the respondents' thinking in answering questions and make them subconsciously follow the questionnaire designer. And the design of the questionnaire may miss some aspects, which may be unexpected to the questionnaire designer.

As time goes on, the subjective thoughts of the interviewees may also change. The survey can only represent the feelings and thoughts of the respondents when they accept the survey. If it is need to continue to deepen the subject, investigate the existing situation is needed, to ensure the accuracy of the conclusion.

# Analysis And Discussion Of The Results

* 1. Data Collection

The channel for the questionnaire was closed seventy-two hours after the questionnaire was sent out. There are 50 planned answers questionnaire and 56 valid answers were received at the end. Through the analysis of ‘Survey monkey’, the answer rate of the Question No.9 is 96%, that of the Question No.15 is 98%, and that of the Question No.16 is 59%. The response rate of the remaining questions of the questionnaires was 100%.

Tables and Charts are chosen to show the analysis of the survey results, which can analyze the data more clearly and intuitively, and find out the relationship between them. The data obtained are compared with the literature review to get a more accurate conclusion.

* 1. Results.

Questionnaire 2 (Appendix 2) is the final version of the questionnaire. Questionnaire 2 was randomly distributed online through ‘survey monkey’, and the data results were statistically analyzed with the help of ‘survey monkey’

* + 1. Demographic Characteristics

From the answers of respondents, Table No. 1 shows that from a total number of 56 respondents, 30 of them are male, which takes 54% of total number, and 26 of them are male, which takes 46% of total number. The proportion of male and female is relatively balanced in the survey.

**Table No. 1. Showing the number of respondents’ answers of the Gender (N= 56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q1 | Gender | Female | 30 | 53.57% |
|  | Male | 26 | 46.43% |

According to Table No. 2, it shows that 1 respondent is under 18 years old, which takes 2% of the total, 20 respondents are in between 18-30 years old, which takes 36% of the total, 28 respondents in between 31-48 years old takes 50% of total, which is the largest proportion of the answers, 6 respondents are in between 49-60 years old, which takes 11% of the total, and 1 respondent is over 60 years old, which take 2 % of the total. The results show that among the respondents, the audience of Chinese restaurants is the whole age group, and the main consumption power is 31-48 years old, which accounting for 50% of the respondents.

**Table No. 2. Showing the number of respondents’ answers of the age (N= 56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q2 | Age | Under 18 | 1 | 1.79% |
|  | 18-30 years old | 20 | 35.71% |
|  | 31-48 years old | 28 | 50.00% |
|  | 49-60 years old | 6 | 10.71% |
|  | Over 60 years old | 1 | 1.79% |

According to Table No. 3, it shows that from the total number of 56 respondents, 41% (23) is Maltese and reside in Malta. 45% (25) is Chinese reside in Malta, which takes the largest percentage. 7% (4) is people from other countries and reside in Malta. 5% (3) is people who are having a short staying in Malta, and 2% (1) is people who are going to reside in Malta soon.

 **Table No. 3. Showing the number of respondents’ answers of the resident situation (N= 56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q3 | Resident | Maltese and residing | 23 | 41.07% |
|  | Chinese and residing | 25 | 44.64% |
|  | Foreigner and residing | 4 | 7.14% |
|  | Short staying | 3 | 5.36% |
|  |  | No but will reside soon | 1 | 1.79% |

According to Table No. 4, it shows that there are 16 respondents are having monthly income under 700 Euro per month, which take 29% of the total. There are 15 respondents are having monthly income in between 701-1600 Euro per month, which take 27% of the total. And there are 25 respondents show that they are having monthly income more than 1600 Euro per month, which take 45% of the total. After the comparison, it shows that respondents with a monthly income of more than 1600 euros are the main consumers of Maltese Chinese restaurants.

**Table No. 4. Showing the number of respondents’ answers of the monthly income (N= 56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q4 | Monthly income | Under 700 EURO/month | 16 | 28.57% |
|  | 701-1600 EURO/ month | 15 | 26.79% |
|  | More than 1600 EURO | 25 | 44.64% |

* + 1. Residents' Perception Of Chinese Restaurants In Malta

According to Table No. 5, with the frequency of going to Chinese restaurants in Malta, most respondents shows that they go to Chinese restaurants 2 times year, which is 29 responses totally and takes 52% of the total. There are 3 respondents (5%) show that they go to Chinese restaurants almost every day, 6 respondents (11%) show that they go to Chinese restaurants 3 times a week, 11 respondents (20%) show that they go Chinese restaurants once a month, and 7 respondents (13%) show that they don’t go to Chinese restaurants in Malta. Chinese food consumption is quite common in Malta. Among the respondents, 87% said that they had eaten Chinese food in Maltese Chinese restaurants, while only 13% said they never went to Chinese restaurants, but the average frequency of going to Chinese restaurants in Malta is low.

 **Table No. 5. Showing the number of respondents’ answers of the Frequency of going to Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q5 | Frequency of going to Chinese restaurants in Malta | Almost everyday | 3 | 5% |
|  | 3 times a week | 6 | 11% |
|  | Once a month | 11 | 20% |
|  | Two times a year | 29 | 52% |
|  | Never | 7 | 13% |

According to Table No. 6, there are 30 respondents (54%) show that they feel the average cost of Maltese Chinese restaurants is expensive. 21 respondents (38%) show that they feel the average cost in Maltese Chinese restaurants is cheap. 4 respondents (7%) feel that the average cost in Maltese Chinese restaurants is too much expensive. And 1 person (2%) feel that it is too low. In general, the price of Chinese restaurants in Malta is generally high for the public.

  **Table No. 6. Showing the number of respondents’ answers of the average cost of Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q6 | Average cost of Chinese restaurants in Malta | Too low | 1 | 2% |
|  | Cheap | 21 | 38% |
|  | Expensive | 30 | 54% |
|  | Too much expensive | 4 | 7% |

According to Table No. 7, it shows that there are 27 respondents (48%) think the food selection of Chinese restaurants in Malta is limited. There are 19 respondents (34%) think the food selection of it is big and with different variety. And 10 respondents (18%) shows that they don’t care about the food selection of Chinese restaurants, they always choose the similar dishes.

  **Table No. 7. Showing the number of respondents’ answers of the selection of Chinese food in Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q7 | Selection of Chinese food in Chinese restaurants in Malta | Limited | 27 | 48% |
|  | Big selection with different variety | 19 | 34% |
|  | I don’t care and only have almost the same dish every time I go to Chinese restaurants. | 10 | 18% |

According to Table No. 8, there are 25 respondents (45%) think the nutritional value of Chinese food served in Chinese restaurants in Malta is ok, accounting for the vast majority. 3 respondents (5%) think that is a kind of healthy food. 8 respondents (14%) thought that the food provided by Maltese Chinese restaurants was junk food, and 17 respondents (30%) thought that the food provided by Maltese Chinese restaurants was of low nutritional value. It can be seen that most of the Chinese food provided by Maltese Chinese restaurants does not follow the concept of "health preservation" of traditional Chinese food.

**Table No. 8. Showing the number of respondents’ answers of the nutritional value of Chinese food in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q8 | The nutritional value of Chinese food in Malta | Junk food | 8 | 14% |
|  | Low | 17 | 30 % |
|  | It is ok | 25 | 45% |
|  | A kind of healthy food | 3 | 5% |
|  | I don’t care about it | 3 | 5% |

According to Table No. 9, in the survey of brand choice, 36 respondents (67%) said they didn't care whether the Chinese food they consumed were brand or individual, which took the largest percentage. 7 respondents (13%) prefer branded Chinese restaurants, and 11 respondents (20%) prefer the individual ones.

 **Table No. 9. Showing the number of respondents’ answers of the preference on Branded Chinese restaurant or individual. (N=54)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q9 | Branded Chinese restaurant or individual? | Branded | 7 | 13% |
|  | Individual | 11 | 20% |
|  | It doesn’t matter for me | 36 | 67% |

According to Table No. 10, it shows that 28 respondents (50%) thought the food hygiene problems in Maltese Chinese restaurants are just acceptable, which is the largest percentage. 19 respondents (34%) thought it is good, and 6 respondents (11%) didn’t think that there are food hygiene problems in Maltese Chinese restaurants. There are 3 respondents (5%) thought it is terrible. The situation of food hygiene of Maltese Chinese restaurants is uneven.

**Table No. 10. Showing the number of respondents’ answers of the Food hygiene of Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.**  | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q10 | Food hygiene of Chinese restaurants in Malta | Terrible | 3 | 5% |
|  | Just acceptable | 28 | 50% |
|  | It is good | 19 | 34% |
|  | I don’t think there is food hygiene problems | 6 | 11% |

According to Table No. 11, 30 respondents (54%) thought the service quality of Chinese restaurants in Malta is good, 13 respondents (23%) thought it is just acceptable, 11 respondents (20%) thought they felt welcomed and hospitality when they were in Chinese restaurants, and 1 respondent (2%) showed that he wouldn’t mind the service quality of Chinese restaurants when he dined in. The overall evaluation preference of Chinese restaurants' service quality in Malta is in the upper middle level.

**Table No. 11. Showing the number of respondents’ answers of the Service quality of Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q11 | Service quality of Chinese restaurants in Malta | Terrible | 1 | 2% |
|  |  | Just acceptable | 13 | 23% |
|  | Good | 30 | 54% |
|  | Feel welcomed and hospitality | 11 | 20% |
|  | I don’t mind the service quality | 1 | 2% |

According to Table No. 12, it shows that 29 respondents (52%) thought the dinning environment of Chinese restaurants in Malta is just acceptable. 21 respondents (38%) felt satisfied with it and liked it. 4 respondents (7%) showed that they don’t care about it when they dined in Chinese restaurants in Malta. And 2 respondents (4%) felt bad with it. Although the overall environmental assessment of Chinese restaurants in Malta tends to be positive, most customers' comments on it are just on the acceptable line.

**Table No. 12. Showing the number of respondents’ answers of the Dining environment of Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q12 | Dining environment of Chinese restaurants in Malta | Bad | 2 | 4% |
|  | It can be accepted | 29 | 52% |
|  | Satisfied and like it. | 21 | 38% |
|  | I don’t care when I dine in | 4 | 7% |

According to Table No. 13, in terms of the Chinese restaurants’ service type in Malta, 37 respondents (66%) said that they could accept both dine in and fast take out of Chinese food, 12 respondents (21%) said they would prefer dine Chinese food in Chinese restaurants, and 7 respondents (13%) said they would prefer the fast take out. In Malta, although customers don’t have strong requirements for Chinese food to dine in the restaurants or take out, the project showed that customers would more prefer to dine Chinese food in Chinese restaurants in Malta.

 **Table No. 13. Showing the number of respondents’ answers of the preference on dine in Chinese restaurants or fast take away. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q13 | Dine in Chinese restaurants or fast take away? | Dine in | 12 | 21% |
|  | Fast take out | 7 | 13% |
|  | Both can be accepted, depends on situation. | 37 | 66% |

It can be seen from table No. 14, that customers' evaluation of the taste of Chinese restaurants in Malta is positive. Among them, 21 respondents (38%) chose it was acceptable, 26 respondents (46%) chose that they were satisfied with it, which was accounting for the majority, and 8 respondents (14%) chose that they liked it. Only 1respondent (2%) thought the taste of Chinese restaurants in Malta was terrible.

 **Table No. 14. Showing the number of respondents’ answers of the taste of Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q14 | The taste of Chinese restaurants in Malta | Just acceptable | 21 | 38% |
|  | Satisfied with it | 26 | 46% |
|  |  | Like it very much | 8 | 14% |
|  | Terrible  | 1 | 2% |

According to Table No. 15, on the change of impression of China through Chinese restaurants in Malta, 39 respondents, which is a total of 71% said that their impression of China through Chinese restaurants in Malta had increased, while 16 respondents (29%) said their impression of China through Chinese restaurants in Malta had decreased. Maltese Chinese restaurants have brought more positive comments to China.

**Table No. 15. Showing the number of respondents’ answers of the impression of China through Chinese restaurants in Malta. (N=55)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION NO.** | **QUESTION** | **OPOTION** | **AMOUNT** | **PERCENTAGE** |
| Q15 | The impression of China through Chinese restaurants in Malta | More negative | 5 | 9% |
|  | Positive to negative | 11 | 20% |
|  | From negative to positive | 21 | 38% |
|  | More positive | 18 | 33% |

* 1. The Analysis And Discussion Of The Data

There are totally 56 respondents attended into the online survey, according to Table No. 1, 30 respondents (54%) are male, and 26 respondents (46%) are female. It can be seen that among the respondents who attended into the online survey, gender has little impact on consumption in Chinese restaurants in Malta, and the proportion of male and female is relatively balanced.

Combine the Gender (Table No. 1) with the frequency of going to Chinese restaurants in Malta (Table No. 4), Table No. 16 is obtained. According to Table No. 16, it can be seen that 20 respondents who are male (67%) would go to Chinese restaurants in Malta 2 times a week. And 9 respondents (35%) who are female would go to Chinese restaurants in Malta 2 times a week. In comparison, most of the men in the Table No. 16 chose to go to Chinese restaurants twice a year, while women’s choices are more average in the frequency of visiting Chinese restaurants.

Compared with the gender, the frequency of male respondents going to Maltese Chinese restaurants is relatively low, mostly twice a year.

**Table No. 16. Showing the frequency of each gender going to Chinese restaurants in Malta. (N=56)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Almost every day | 3 times a week | Once a Month | Twice a year | No, I don’t go to Chinese restaurants in Malta | Total |
| Male | 3% | 10% | 13% | 67% | 7% | 54% |
| 1 | 3 | 4 | 20 | 2 | 30 |
| Female | 8% | 12% | 27% | 35% | 19% | 46% |
| 2 | 3 | 7 | 9 | 5 | 26 |
| Total respondents | 3 | 6 | 11 | 29 | 7 | 56 |

In terms of age, the proportion of Chinese restaurants visited by 31-48-year-old residents was the highest, accounting for 50% of the total number of respondents, which means that they were the main group of Chinese food consumption in the survey.

Combining Table No. 2 with Table No. 4, according to Figure No. 2, the 31-48-year-old respondents were the main consumption power of Chinese restaurants in the online survey, and 68% of the respondents aged 31-48 said their monthly income exceeded 1600 euro. It can be seen that in the survey, the reason why Maltese Chinese restaurants have a wide audience at the age of 31-48 is due to the higher per capita income, 68% of which have a per capita monthly income of more than 1600 euros, which is more than that of Maltese in 2018.

**Figure No. 2. Showing the monthly income of respondents who are 31-48 years old. (N=28).**

As can be seen from Table No. 3 of this project, most respondents of the survey were Maltese residing in Malta and Chinese residing in Malta, which were counted for 41% and 45% of the total respondents.

Combined with Table No. 5, the frequency of Maltese and Chinese people consumed in Chinese restaurants is obtained. According to Table No. 17, 61% of Maltese residing in Malta said that they went to Chinese restaurants twice a year, and 17% said they would not go to Chinese restaurants in Malta. Although Maltese residents are the audience of Chinese restaurants, the overall frequency of visiting Chinese restaurants is relatively low

In the table, compared with Maltese residing in Malta the frequency of Chinese who were residing in Malta, visiting Maltese Chinese restaurants is relatively high. Among the respondents who were Chinese residing in Malta, 8% of them said that they went to Chinese restaurants almost every day, 20% said they went to Chinese restaurants in Malta 3 times a week, while only 8% of them said they would not go to Chinese restaurants in Malta.

Compared with Maltese residing in Malta, Chinese residing in Malta visited Maltese Chinese restaurants more frequently. Combined with the literature of Chapter No. 2, the Chinese brought Chinese food culture to Britain and the United States, not only because of business profits, but also because of the strong feelings of Chinese people for Chinese food. This psychology has become one of the reasons why Maltese Chinese residents consume more frequently in Chinese restaurants.

**Table No. 17. Showing the frequency of Maltese residents and Chinese residents in Malta going to Chinese restaurants in Malta. (N=48)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Almost every day | 3 times a week | Once a month | Two times a year | No I don’t go to Chinese restaurants in Malta | Total |
| Chinese and residing in Malta | 8% | 20% | 24% | 40% | 8% | 52% |
| 2 | 5 | 6 | 10 | 2 | 25 |
| Maltese and residing in Malta | 0% | 0% | 22% | 61% | 17% | 48% |
| 0 | 0 | 5 | 14 | 4 | 23 |
| Total respondents | 2 | 5 | 11 | 24 | 6 | 48 |

In the online survey, the questionnaire divides the economic income into three levels based on the per capita wage of Maltese in 2018 (Anon., 2019): lower than the minimum income, between the minimum income and average income, and higher than average income.

According to Table No. 4, 45% of respondents are earning more than 1600 Euro per month, which took the big percentage, 29% respondents had monthly income under 700 Euro, and 27% respondents had monthly income between 701- 1600 Euro. With the result, it shows that Maltese Chinese restaurants can meet the needs of different income groups. No matter how much income you have, you can consume Chinese food according to the income level.

According to Figure No. 3, within the 25 respondents with a monthly income of more than 1600 Euro, 16 respondents (64%) said they went to Maltese Chinese restaurants twice a year. Only one respondent (4%) said he would not visit the Maltese Chinese restaurant. As a group with higher average monthly income in Malta, the frequency of visiting Chinese restaurants is still low. From this analysis, income is not an important factor restricting people's consumption in Maltese Chinese restaurants.

Combined with the literature in Chapter No. 2, it can be seen from the development of Chinese restaurants in the United States that the guests of middle to high class are not interested in Chinese restaurants of middle and low class. It can be inferred that in this survey, respondents with a monthly income of more than 1600 euro, as the relatively middle and high-income class in Malta, can hardly find the middle and high-class Chinese restaurants they enjoy, which makes them lose their interest in consumption in Maltese Chinese restaurants and reduces the frequency of visiting Maltese Chinese restaurants.

**Figure No. 3. Showing the frequency of respondents who had monthly income over 1600 euro going to Chinese restaurants in Malta. (N=25)**

According to Table No. 5, Chinese food consumption is quite common in Malta. Among the respondents, 88% said that they had eaten Chinese food in Maltese Chinese restaurants, while only 13% said they never went to Chinese restaurants in Malta. 29 respondents (52%) showed that they went to Chinese restaurants two times a year, which is relatively low frequency.

Among the reasons for not going to Maltese Chinese restaurants in the survey, according to Figure No. 4, 57% of them cooked Chinese food at home. This shows that in the factors affecting the development of Chinese restaurants in Malta, not only the competition between restaurants should be considered, but cooking at home is also a threat to its market.

**Figure No. 4. Showing the reasons’ percentage of respondents who did not go to Maltese Chinese restaurants. (N=7)**

According to Table No. 6, 30 respondents (54%) of the survey thought the average cost of Chinese restaurants in Malta is expensive. As can be seen from Figure No. 5, of the 30 respondents who thought that the average cost of Maltese Chinese restaurants was expensive, 17 respondents (57%) said that they went to Maltese Chinese restaurants twice a year. It can be analyzed that, the average consumption level of Chinese restaurants is high, and the frequency of customers visiting Maltese Chinese restaurants is reduced.

Compared with the cheap price of American Chinese restaurants mentioned in Chapter No. 2, which is the strength in the development of overseas Chinese restaurants, the average costs perception from customers of Maltese Chinese restaurants is high.

Combined with the analysis of income level and the frequency going to Chinese restaurants of respondents in this paper, Maltese middle and high-income groups have low interest in Chinese restaurants. It can be inferred that although most of the Chinese restaurants in Malta have a high price orientation, the restaurants themselves are in the middle and lower class. It is not only to persuade some middle and low-income people out of high price, but also difficult to attract Maltese middle and high-class people by their own positioning level.

**Figure No. 5. Showing the frequency of respondents who thought the average cost of Chinese restaurants in Malta is expensive going to Maltese Chinese restaurants. (N=30)**

According to Table No. 7, 27 respondents (48%) thought the selection of Chinese food in Maltese Chinese restaurants is limited. According to Chapter No. 2.15 of this paper, one of the strength of operating overseas Chinese restaurants is the rich variety of the dishes. But from the survey, 48% of the respondents, which took the big percentage, have pointed out the problem of the selection of Chinese food serving in Maltese Chinese restaurants. It can be seen that from the survey, most Chinese restaurants in Malta has lost the characteristic of rich dishes.

According to Table No. 8, 45% respondents thought that the nutritional value of the food of Chinese restaurants in Malta is just ok. 14% respondents thought that they were junk food, and 30% respondents thought it is low. In the survey, respondents' overall evaluation of the nutritional value of food in Maltese Chinese restaurants was low. It can be seen that most of the Chinese food provided by Maltese Chinese restaurants does not follow the concept of ‘health preservation’ of traditional Chinese food, which is the strength of operation overseas Chinese restaurants, according to Chapter No. 2.15 of this paper.

From Table No. 18, it can be seen that respondents who thought the nutritional value of food in Maltese Chinese restaurants are low or junk food having low frequency of going to Chinese restaurants in Malta. 50% of respondents who thought the food in Chinese restaurants is junk food even not going to Maltese Chinese restaurants. Even 52% of respondents who thought the nutritional value of it is ok, only went to Maltese Chinese restaurants 2 times a year. Compared with that, the frequency of respondents who thought the food is healthy going to Maltese Chinese restaurants is higher. 33% of them going to Chinese restaurants almost every day. The high nutritional value of Chinese restaurant food will increase the frequency of customers’ visiting.

**Table No. 18. Showing the different frequency of respondents going to Chinese restaurants in Malta, based on the nutritional value of the food. (N=56)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Almost every day | 3times a week | Once a month | Two times a year  | No, I don’t go to Chinese restaurants in Malta | Total |
| Junk food | 0% | 0% | 25% | 25% | 50% | 14% |
| 0 | 0 | 2 | 2 | 4 | 8 |
| Low | 6% | 6% | 24% | 45% | 0% | 30% |
| 1 | 1 | 4 | 11 | 0 | 17 |
| It is ok | 4% | 20% | 12% | 52% | 12% | 45% |
| 1 | 5 | 3 | 13 | 3 | 25 |
| It is a kind of healthy food | 33% | 0% | 33% | 33% | 0% | 5% |
| 1 | 0 | 1 | 1 | 0 | 3 |
| I don’t care about it | 0% | 0% | 33% | 67% | 0% | 5% |
| 0 | 0 | 1 | 2 | 0 | 3 |
| Total respondents | 3 | 6 | 11 | 29 | 7 | 56 |

In the Table No. 9 of brand choice, 66.67% of the respondents said they didn't care whether the Chinese food they consumed were brand or individual. It can be seen that brand factors have little impact on the development of Chinese restaurants in Malta.

According to Table No. 10, 50% of the respondents showed that the food hygiene of Chinese restaurants in Malta were just acceptable, 45% showed that they were relatively satisfied with it. While 5% of respondents showed that the food hygiene problems of Chinese restaurants were terrible. It can be seen that the food hygiene standards of various Chinese restaurants in Malta are not uniform, and the current situation of the quality of food hygiene is uneven. Although the food hygiene of most Chinese restaurants is acceptable, it is not satisfactory and needs further improvement.

According to Chapter No. 2.15 of this paper, it had been conclude that food hygiene is the basic of running a restaurant, which is also the key factor for operating any restaurants.

Table No. 11 of the paper shows that 73% of the respondents were relatively satisfied with the service of Chinese restaurants in Malta, 23% said that the service quality of Chinese restaurants in Malta was only acceptable, and only 2% said that the service quality of Chinese restaurants in Malta was terrible. The overall evaluation preference of Chinese restaurants' service quality in Malta is in the upper middle level.

54% respondents showed that they felt the service in Maltese Chinese restaurants in good. But according to Table No. 19, the frequency of these respondents going to Chinese restaurants are more concentrated on twice a year. Even respondents who felt welcomed and hospitality in Chinese restaurants are more concentrated in going to Chinese restaurants 2 times a year, which took 82% of it.

Through this survey, the service quality of Maltese Chinese restaurants has little impact on the frequency of consuming. Some Chinese restaurants in Malta should improve their service quality for better business, but service quality is not an important factor that directly affects the development of Chinese restaurants in Malta.

**Table No. 19. Showing the frequency of respondents who felt good with service quality in Maltese Chinese restaurants and who felt welcomed going there. (N= 41)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Almost every day | 3 times a week | Once a month | Two times a year | No, I don’t go to Chinese restaurants in Malta | Total |
| It is good | 7% | 10% | 23% | 47% | 13% | 73% |
| 2 | 3 | 7 | 14 | 4 | 30 |
| I can feel welcomed and hospitality there. | 9% | 0% | 0% | 82% | 9% | 27% |
| 1 | 0 | 0 | 9 | 1 | 11 |
| Total respondents | 3 | 3 | 7 | 23 | 5 | 41 |

In terms of customers' perception of the environment of Chinese restaurants in Malta, 52% of respondents said that the environment of Chinese restaurants was just acceptable. 38% said they were satisfied with the environment of Chinese restaurants in Malta, and 4% said that the environment was bad. Although the overall environmental assessment of Chinese restaurants in Malta tends to be positive, most customers' comments on it are just on the acceptable line.

According to Chapter No. 2.10 and Chapter No. 2.11 of this paper, good dinning environment would attract higher class customers. The environment of the restaurants would affect its audience class. Combined with Chapter No. 4.3 of this paper, middle-high class residents were expecting higher class Chinese restaurants in Malta to interest them.

Even though the current situation of Maltese Chinese restaurant environment is relatively good, in order to attract more high-class guests and increase the frequency of consuming, Maltese Chinese restaurant owners should consider improving the restaurant environment.

According to Table No. 13, 37 respondents (66%) showed that they could accept both dine in Chinese restaurants and take out Chinese restaurants. it can be seen that the type of Chinese restaurants had little impact on the development of Chinese restaurants in Malta.

In Maltese Chinese restaurants, customers are more likely to dine in, but at this stage, on the basis of dinning in, Maltese Chinese restaurants also have takeout and delivery service to meet the needs of customers.

According to the Table No. 14, 26 respondents (47%) said they were satisfied with the taste of Maltese Chinese restaurants. The taste evaluation of Maltese Chinese restaurants is generally good. It can be seen that in this survey, respondents' perception of the taste of Maltese Chinese restaurants is generally good.

Before this survey, the author once thought that one of the factors limiting the development of Maltese Chinese restaurants was the taste of food. According to the survey, the respondents gave positive reply with the tastes of it, but the frequency of respondents visiting Chinese restaurants is still relatively low. Thus, the taste of food in Maltese Chinese restaurants has little impact on its business.

According to Table No. 15, Maltese Chinese restaurants are more likely to give respondents a more positive impression of China. As a national culture, Chinese catering has played a positive role in Malta. This shows that the respondents are satisfied with the overall impression of Maltese Chinese restaurants, which is positive.

Exclude the questions that have been analyzed forward (first 15 questions). According to the open-ended question, question 16 in the online survey, the answers are classified and summarized according to the answers of the respondents, and got the Figure No. 6. 62% of respondents said that Chinese restaurants should provide the same or similar food as China, and they hope that Chinese restaurants in Malta can provide more traditional Chinese dishes. 15% of respondents who hoped that there would be more high-end Chinese restaurants in Malta and those who hoped that Chinese restaurants in Malta could improve their publicity also accounted for 15%, and 8% said they hoped that Chinese restaurants in Malta could use more Maltese local fresh ingredients, such as seafood.

Although the respondents generally have positive comments on the taste of Maltese Chinese restaurants, most respondents still hope that Maltese Chinese restaurants can provide traditional Chinese food. For the respondents' cognition and acceptance of traditional Chinese food is still unclear, the author thinks that if they do not lead them to recognize traditional Chinese food first, the rush to sell the traditional Chinese food that the respondents don't know or can’t accept, which may have certain risks for the operation of the restaurant.

**Figure No. 6. Showing expects of respondents, except the things have mentioned in first 15 questions. (N=12)**

* 1. Conclusion

According to Table No. 1, female respondents visit Maltese Chinese restaurants more frequently than men. In terms of age, respondents aged 31-48 are the main customers of Maltese Chinese restaurants. Among them, 68% of respondents aged 31-48 can earn a monthly salary of more than 1600 euro, which is higher than the average monthly wage level of Maltese in 2018. According to Table No. 17, the author found that the frequency of Chinese residing in Malta visiting Chinese restaurants is the highest. Combined with the weakness of overseas Chinese restaurants analyzed in Chapter No. 2.15, Maltese Chinese restaurants need more Maltese residents for long-term consumption. In this survey, respondents with an average monthly salary of more than 1600 as high-income groups spend little in Chinese restaurants. Combined with the open-ended answer to Question No. 16 and the analysis of the class of Chinese restaurants mentioned above, Maltese Chinese restaurants need to position higher themselves to attract middle and high-class people for long-term consumption.

According to Table No. 5, it show that Chinese restaurant consumption is relatively common in Malta, but the consumption frequency is low, and the customers cannot reach long-term high frequency consumption in the Chinese food industry. Although the price is high, the respondents think that the positioning of Maltese Chinese restaurants is low, which can be interpreted as high price and low quality. It is difficult for Chinese restaurants in this situation to attract Maltese middle and upper class customers.

Compared with the two strengths of Chinese restaurants mentioned in the literature: rich variety of dishes and balanced nutrition, most Chinese restaurants in Malta fail to grasp them. As a result, some customers have been lost.

The influence of Chinese restaurant brand in Malta is little. Most of the respondents said that they don't care whether the Chinese restaurant they consume is brand or individual. Combined with Chapter No. 2.17, although Maltese Chinese restaurants are mostly operated by individuals, it will not have a negative impact on them. The food hygiene, service quality, restaurant environment and food taste of Maltese Chinese restaurants are in the middle and upper level. However, the negative comments given by some respondents also indicate that there is a lack of unified standard in the management of Maltese Chinese restaurants, and the quality is uneven. The author believes that this is mostly because Maltese Chinese restaurants are basically single mode and lack of unified management and standards. Linked with the restaurant environment and service quality of the United States and Britain mentioned in this paper, Maltese Chinese restaurants are less affected by this aspect, but still need to be improved, so as to attract more middle and high class customers for long-term consumption.

# Conclusions And Recommendations

The study of this project is an exploration of the current situation of Maltese Chinese restaurants, to solve the problem of how Maltese Chinese restaurants can go further on the existing situation. This is a beneficial study for the development of Maltese restaurant. It could make the industry improve in a better way and let the residents in Malta enjoy the Chinese food more.

It takes about 6 months to read relevant materials, analyze and sort out, investigate local data, analyze and draw conclusions based on the data, and finally put forward corresponding advice for the development of Maltese Chinese restaurants in the future. In short, Maltese Chinese restaurants are mainly facing the following problems:

1. Low frequency of customers’ consuming.
2. The average cost of Maltese Chinese restaurants is expensive.
3. There is no unified management in Maltese Chinese restaurants, and the quality is uneven.
4. The residents' desire for traditional Chinese food is not satisfied.

In view of these problems and the personal experience as a Chinese living in Malta, the author puts forward the corresponding countermeasures. However, as far as the suggestions put forward by the author, most of them need a lot of time and money to realize, which can only be used as a long-term plan.

**Strengthen The Cooperation Of Chinese Food Industry Between China And Malta**

Chefs of Chinese restaurant in China and Malta have their own advantages. Maltese Chinese restaurant chefs are familiar with local market environment, laws and policies, raw material supply, cultural customs and consumption habits. Chinese chefs of Chinese restaurants in China have a high level of cooking and have a strong sense of responsibility for the inheritance of Chinese food. Malta can make up relevant Chinese culture or Chinese food culture association to organize relevant exchange activities in the local area, encourage Chinese cooks and non-Chinese cooks as well as the masses to participate actively, and jointly promote the development of Chinese food industry in Malta through exchange and learning. Make up for the technical deficiencies of some Maltese Chinese restaurant chefs and bring real Chinese food to Malta.

**Improve The Publicity Mechanism Of Chinese Restaurants In Malta**

According to chapter no.4.3.16 of this paper, a few respondents are expecting to see more related advertisements of Maltese Chinese restaurants. In another word, these respondents would like to know more about it. Also with the author’s personal experience living in Malta, The promotion scope of Maltese Chinese restaurants is very small, and it is basically carried out on social media.

The Maltese Government and Chinese cultural organizations in Malta can learn from the experience of the United States and the Britain to set up a Maltese Chinese Food Research Association and set up some platforms to display Chinese food culture, such as lectures on Chinese food culture, shooting relevant Chinese food documentaries, etc. Let the public have a correct understanding of Chinese food and attract more potential Chinese food lovers.

These Chinese cultural organizations in Malta can regularly select and promote Chinese restaurants which are well received in Malta. Besides online social media, Chinese restaurants in Malta can use "national platforms" such as Maltese television channel and Maltese radio to publicize themselves, attract a wider range of potential customers and enhance the public's "Chinese food awareness".

**Strengthening The Auxiliary Function Of Relevant Organizations**

Establish organizations related to the Chinese food industry in Malta, and regularly set up research groups to conduct study and Market Research on Maltese Chinese food industry. Record details and analyze problems to summarize valuable information. At the same time, the research group should work out solutions to the problems existing in the Chinese restaurant, and finally form a specific written summary for the follow-up development of Maltese Chinese restaurant.

In the provision of talents for Maltese Chinese restaurants, organizations with corresponding capabilities, such as job agencies, can provide relevant information and job opportunities for Chinese chefs who want to work in Maltese Chinese restaurants. Chinese chefs are encouraged to bring their cooking skills to Malta.

In the construction of talents related to Maltese Chinese restaurants, organizations with corresponding capabilities, such as some local institutes, can regularly provide the latest reference materials and talent information for Maltese Chinese restaurants, and encourage their students to learn and develop Maltese Chinese food industry. The institute trains management talents and skilled talents, and cultivates excellent reserve forces for relevant organizations.

**Improve The Identification Of Chinese Restaurants In Malta**.

The catering enterprises recognized by the authority are more likely to enter the public's vision and be accepted by the public, such as Michelin restaurants. Therefore, Chinese restaurants in Malta need a perfect and authoritative Chinese food appraisal institution. The appraisal institution should strictly follow the standards of taste, food hygiene, dining environment, decoration and service quality of Chinese restaurants in Malta, so as to make the management of Maltese Chinese restaurants stricter. Reduce the number of restaurants that reduce the overall standard of Chinese restaurants in Malta.

The Chinese food identification agency should strictly classify these Chinese restaurants according to the menu provided to the guests, such as "Sichuan cuisine", "Guangdong cuisine" or "improved Chinese cuisine". Even if the guests who have no idea of Chinese food culture can choose the Chinese cuisine and restaurant they are interested in. It also enables Chinese guests to know which restaurant they want to go just by looking at the restaurant classification without looking at the menu.

**Enhance The Image Of Chinese Restaurants In Malta.**

Improve the negative impression of some customers on Maltese Chinese restaurants, form a positive impression, and promote the overall level of Chinese food industry in Malta.

The construction of a good image of Chinese restaurants should integrate its culture, products, environment, services and other factors. While developing catering, Maltese Chinese restaurants should also pay attention to the protection and inheritance of Chinese food culture. For example, the Chinese food culture can be highlighted through the facade design and menu design of the Chinese restaurant, to form a Chinese restaurant image with Chinese food cultural characteristics as the main feature and a blend of Chinese and Western cultures to adapt to the aesthetic and eating habits of the target customer group.

According to different Maltese market positioning, to build high-end, middle end and general public three levels of Chinese restaurants in Malta. At the same time, it focuses on the construction of high-end Chinese restaurants, so that Chinese food can form "high-end consumption" on the basis of the existing "high price" in Malta. So that to change the negative impression of some customers about the low status of Chinese food.

**Strengthen The Training Of High-quality Professional Talents.**

The fundamental way to solve the problem of talent shortage is to cultivate professional chefs and management talents in the local area, so as to realize the localization of talents. Establish or contact relevant institutes in Malta, set up a communication platform between China and Malta for its students, customize training plans of students for Maltese Chinese food industry, and encourage local residents to learn the management mode, business model, Chinese food cooking and other skills of working in Chinese restaurants in Malta. To cultivate innovative and high-level professionals who are familiar with business in Malta. Strengthening the cultivation of high-quality professionals can be said to be a long-term policy to ensure the operation of Chinese restaurants in Malta and promote the better development of Chinese food industry in Malta.

**Promoting The Recognition Of Chinese Food Culture In Malta.**

To promote the recognition of Chinese food culture in Malta, Chinese restaurants in Malta should not only promote traditional culture, but also develop Chinese food according to local conditions. Under the premise of keeping the core idea of Chinese food culture unchanged, and combining with the market demand and cultural characteristics of Malta, restaurants can innovate and develop Chinese food to ensure the sustainable development of Chinese food. Through the big data analysis of Maltese people's demand for Chinese food, food taste, decoration environment, staff service, etc., and then according to their needs, better advance the Maltese local cultural characteristics, fully respect the local people's living habits, carry out a certain degree of cultural integration, and maximize the recognition of consumers.

In the study of this project, the author found that the relevant information of Maltese Chinese restaurants is extremely rare, which has caused certain difficulties in this study. Some of the materials used by the author are relatively old, which also makes the author lack some comparison when analyzing the relevant data. Hope to continue to study related topics students can use this article as a reference to make up for this regret. As an article that puts forward targeted suggestions for the future development of the industry, the author also hopes that with the passage of time, the relevant research can continue, so that the industry can make continuous progress and achieve real sustainable long-term development.

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# Appendix 1

Dear Sir/Madam:

I am a student studying in the 3rd year of Bachelor Degree in International hospitality management of Institute of Tourism Studies (ITS). I am currently conducting a research on ‘factors affecting the development of Chinese restaurants in Malta’ as my bachelor's thesis. Please take 3-5 minutes to help me fill the questionnaire. Thank you for your support and help. The survey is conducted anonymously for academic study only. The information provided by you will be kept strictly confidential. Therefore, please do not have any worries and feel free to answer.

Than you again for your help!

1. Your Gender is?
* Male
* Female
* Other
1. Your age?
* Under 18 years old
* 18-25 years old
* 26-35 years old
* 36-45 years old
* 46-60 years old
* Over 60 years old
1. Are you a resident in Malta?
* Yes, I am Maltese and residing in Malta
* Yes, I am Chinese and residing in Malta
* Yes, I am from other countries and residing in Malta
* No, I am having short staying in Malta
* No, but I will reside in Malta soon
1. Your monthly discretionary income is （after cutting off rent, loan, electricity, food necessary, and other necessary payment）?
* Under 100 Euro
* 100-300 Euro
* 301-500 Euro
* 501-700 Euro
* 701-1000 Euro
* Over 1000 Euro
1. How often do you spend money in Chinese restaurants in Malta?
* Almost everyday
* 1-3 times a week
* Once a month
* Twice a year or less.
* Never. Because\_\_\_\_\_\_\_\_\_\_\_
1. What are you interested in when going in to a Chinese restaurant?
* I would like to know about Chinese history
* I would like to feel Chinese culture
* I would like to see Chinese scenery related
* I just want to have Chinese food
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. How do you think the taste of Chinese restaurant in Malta?
* Very satisfy
* Satisfy
* Just ok
* Not satisfy
* I don’t like it at all.­

The reason is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How do you find the decoration environment in Chinese restaurants in Malta?
* Very satisfy
* Satisfy
* Just ok
* Not satisfy
* I don’t like it at all.

The reason is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If there is a new Chinese restaurant going to open Malta, where are you most likely to go?
* Near my house
* Central area (such as Valletta, St. Julians, Sliema, Buggiba….)
* It doesn’t matter for me as long as it is in Malta.
* Others\_\_\_\_\_\_\_\_\_\_\_\_
1. Which type of dish would you like to see in this Chinese restaurant?
* Like most Chinese restaurants in Malta, mainly Chinese cuisine represented by Lemon Chicken, with some other cuisine such as sushi, fried chicken wings and curry on the menu at the same time.
* I want real Chinese cuisine on the menu only, without Improving Chinese food such as sweet and sour pork, lemon chicken, orange duck, and oyster beef…
* I would like to keep the improving Chinese food such as sweet and sour pork, lemon chicken, orange duck, and oyster beef on the menu, and also would like to try real Chinese cuisine.
* I don’t care which type of dish is serving in the Chinese restaurant, as long as it is tasty and it meets my tastes and eating habits.

# Appendix 2

Dear Sir/Madam:

I am a student studying in the 3rd year of Bachelor Degree in International hospitality management of Institute of Tourism Studies (ITS). I am currently conducting a research on ‘factors affecting the development of Chinese restaurants in Malta’ as my bachelor's thesis. Please take 3-5 minutes to help me fill the questionnaire. Thank you for your support and help. The survey is conducted anonymously for academic study only. The information provided by you will be kept strictly confidential. Therefore, please do not have any worries and feel free to answer.

Than you again for your help!

1. Your Gender is?

 Male

 Female

 Other

2. Your age?

 Under 18 years old

 18-30 years old

 31-48 years old

 49-60 years old

 Over 60 years old

3. Are you a resident in Malta?

 Yes, I am Maltese and residing in Malta

 Yes, I am Chinese and residing in Malta

 Yes, I am from other countries and residing in Malta

 No, I am having short staying in Malta

 No, but I will reside in Malta soon

4. Your monthly income is?

 Under 700 Euro per month

 701-1600 Euro per month

 More than 1600 Euro per month

5. How often do you go to Chinese restaurants in Malta?

 Almost every day

 3 times a week

 Once a month

 Two times a year

 No, I don’t go to Chinese restaurants in Malta, because\_\_\_\_\_\_\_\_

6. How do you think the average cost of Chinese restaurants in Malta?

 Too low

 It’s cheap

 Expensive

 Too much expensive

7. How do you think the selection of Chinese food in Chinese restaurants in Malta?

 It is limited.

 It is a big selection with different variety

 I don’t care I only have almost the same dish every time I go to Chinese restaurants.

8. What do you think of the nutritional value of Chinese food served in Chinese restaurants in Malta?

 It is totally junk food

 It is low

 It is ok

 It is a kind of healthy food

 I don’t care about it.

9. Would you prefer a branded Chinese restaurant or an individual one?

 Branded

 Individual

 It doesn’t matter for me.

10. How do you think the food hygiene in Chinese restaurants in Malta?

 It is terrible.

 It is just acceptable

 It is good.

 I don’t think there is food hygiene problems

11. How do you think the service quality of Chinese restaurants in Malta?

 It is terrible

 It is just acceptable

 It is good

 I can feel welcomed and hospitality there.

 I don’t mind the service quality.

12. How do you think the dinning environment of Chinese restaurants in Malta?

 It is bad

 It can be acceptable

 I am satisfied with it and like it.

 I don’t care it when I dine in.

13. Would you prefer a normal dine in Chinese restaurant or a fast take away Chinese restaurant?

 To dine in.

 To fast take out.

 I can accept both, depends on the situation.

14. How do you think the taste of Chinese restaurants in Malta?

 It is terrible. Because\_\_\_\_\_\_\_\_\_\_\_\_\_

 It is just acceptable

 I am satisfied with it.

 I like it very much/

15. What's your impression of China through Maltese Chinese restaurant?

 More negative, image has declined

Positive to negative, image to decline

From negative to positive, the image has risen

More positive, the image has risen

16. What do you think are the shortcomings of Maltese Chinese restaurants?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. 770-221 B.C [↑](#footnote-ref-1)
2. Year 1368- 1912 [↑](#footnote-ref-2)
3. 2070-1600 B.C [↑](#footnote-ref-3)
4. 1600-1046 B.C [↑](#footnote-ref-4)
5. 206-202 B.C [↑](#footnote-ref-5)
6. Year 618-1276 [↑](#footnote-ref-6)
7. Year 1368-1912 [↑](#footnote-ref-7)