

Prior to the place-based tourism experience: understanding how TripAdvisor can influence the visiting perception (National Railway Museum, Portugal)

Antes da experiência turística *in loco*: compreender como o TripAdvisor pode influenciar a percepção dos visitantes (Museu Nacional Ferroviário, Portugal)

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Abstract

Railway museums, despite being one of the most relevant dimensions of railway tourism, present a limited number of studies, which is even more evident in the case of research on the role of online communication tools, namely the comments (favorable and unfavorable) made by social media participants regarding their tourist experience. The main objective of this study is to analyze the National Railway Museum's (Portugal) TripAdvisor to understand the visitor's perspective and the effect of electronic word of mouth (e-WOM) on (dis)satisfied consumers' perception influencing future (re)visitation. The research methodology used a qualitative analysis resorting Microsoft Excel, Dedoose, and WordItOut.com. We examined and related the netnographic data – reviews and uploaded images – in the assessment to discuss the importance of satisfaction for e-WOM recommendation and (re)visitation. The results reveal compelling data on the relationship between satisfaction and recommendation, as well as the traveling situation and most exciting exhibition attractions, that museum managers should consider when willing to offer better visitor satisfaction and generate (higher) recommendations (e-WOM) and revisitation. Likewise, the results supply vital feedback so staff can improve their performance.

Keywords: Railway Tourism. Heritage and Railway Museums. Visiting Perception. TripAdvisor. Tourism Experience.

Resumo

Os museus ferroviários, apesar de corresponderem a uma das dimensões de maior relevância do turismo ferroviário, apresentam um número limitado de estudos, o que é ainda mais evidente no caso da investigação sobre o papel das ferramentas de comunicação online, designadamente os comentários (favoráveis e desfavoráveis) feitos por participantes de redes sociais, a respeito da sua experiência turística. O principal objetivo deste estudo é analisar o TripAdvisor do Museu Nacional Ferroviário (Portugal) de modo a perceber a perspetiva dos visitantes e o efeito da comunicação eletrónica de boca em boca (e-WOM) sobre a percepção dos consumidores (in)satisfeitos, influenciando uma futura (re)visitação. A metodologia de investigação baseou-se numa pesquisa qualitativa que utilizou o Microsoft Excel, Dedoose.com e WordItOut.com. Examina-se e relaciona-se os dados netnográficos – registos e imagens carregadas – na avaliação da visita para discutir a importância da satisfação para a recomendação e (re)visitação através da e-WOM. Os resultados revelam dados convincentes sobre a relação entre satisfação e recomendação, bem como a situação de viagem e quais as exposições que geram mais interesse. Tal revela aos gestores do museu o que devem considerar quando dispostos a oferecer melhor satisfação aos visitantes e gerar (altas) recomendações (e-WOM) e revisitação. Da mesma forma, os resultados fornecem *feedback* fundamental para que os funcionários possam melhorar o seu desempenho.

Palavras-chave: Turismo Ferroviário. Património e Museus Ferroviários. Percepção dos Visitantes. TripAdvisor. Experiência Turística.

1. Introduction

Travel. What motivates people to move about? Transportation modes, destinations, needs, tourist attractions, or all combined? In truth, railway heritage and tourism are an automatic trip into a nostalgic era or an introspective mode. Imagination and observation are intimately combined from the inside out and vice-versa – multiple combinations of senses, rapid sequences of information, and timeless experiences of space. To understand the railway experiences and legacy, one must reach things and places that carry us far away, even if the act of transportation does not induce the departure from one's place.

As such, we willed to comprehend how visitors perceive the National Railway Museum (MNF) through TripAdvisor reviews. The MNF is in Entroncamento (Médio Tejo region, center of Portugal) and displays a 36.000 collection of objects (Figure 1) throughout three qualified heritage ensembles over a 4.5-hectare extension. Although the MNF presented its first exhibiting area in 2007, it was only officially inaugurated in 2015. However, two years later, it was certified by the TripAdvisor Excellency Award, and in 2020 and 2021, it won TripAdvisor's Traveler's Choice. This rapid development (from 2015 until 2022) demonstrates good practices and awareness worthy of study. Additionally, the MNF's TripAdvisor analysis has not yet been examined, which delivers upward relevance to the matter. Qualitative studies dedicated to railway tourism and railway heritage in Portugal are still in a developmental state.



Figure 1. The Royal Portuguese Train in MNF (April 2024).
Source: Authors.

In this line of reasoning, to conduct the research, we started by visiting several Railway settings: the Vouga Historical Train and the MNF's Macinhata do Vouga Museum Center; the Douro Historical Train and the Tua Valley Interpretative Centre; the MNF's Bragança Museum Center; the Presidential Train at the São Bento Train Station (Porto); the Electric Car Museum and the Line 1 Electric Car ride (Infante – Passeio Alegre, Porto). After perceiving and experimenting with different railway tourism offerings and heritage settings, we analyzed the MNF's TripAdvisor reviews qualitatively. Resorting to Microsoft Excel, Dedoose, and WordItOut.com, we examined and related the data in the assessment to discuss the importance of satisfaction for e-WOM recommendation and (re)visitation.

Our research has yielded significant findings. We discovered that TripAdvisor reviews can significantly influence visitors' perception of future (re)visitation, particularly among (dis)satisfied con-

sumers. We also explored the role of electronic recommendation (e-WOM) in shaping pre-perceived experiences. Importantly, our research has highlighted the potential of online reviews to drive improvement in tourist attractions, such as museums. These findings underscore the importance of our study and its potential to contribute to the field of railway tourism and heritage in Portugal.

2. Literature review

2.1. Railway Tourism, Railway Heritage and Railway Museums

Transportation and tourism unquestionably share a close relationship. Different means of transport are required to dislocate people from one point to another and can also play the role of traveling experiences on their own. As such has been usual in the past 50 years, when referring to cruise tourism, for example, we have recently assisted a renewing demand (European Commission, 2019; Hartman et al., 2020) for railway tourism experiences (Michniak, 2016). For so, one must first consider that the railroad resurgence is not only the need for environmentally friendly transportation models but is also the result of people's wish to revive industrial and railway heritage (White, 2014) and the desire to account for post-modern necessities: slow (Dickinson et al., 2011), sustainable (Kheyroddin et al., 2020), senior (Wang et al., 2021), and social.

In this sense, numerous studies have emerged analyzing railway tourism trends, motivations, demands, and desires. Railway heritage has become a tourist attraction per se (Bhati et al., 2014) and is reflourished by applying careful conservation and restoration procedures. Njuguna et al. (2018) considerations of how the perseveration of traditional skills and craftsmanship can create new employment opportunities for artists, artisans, and engineers are engaging. In addition, Bhati et al. (2014) discuss the advantages that local and national governments, as well as private partnerships, can attain by preserving and reinstating railway facilities and rolling stock, while Merciu et al. (2021) reflect on the usage of modern technology for documenting, 3D modeling, and promotion.

Nevertheless, it is essential to point out the part that railfans and railway associations play in the dissemination and renaissance of the rail line era. In the words of Rhoden et al. (2009, p. 20), "volunteers with a current or prior employment background in railway transportation bring a skill set that is not found in the wider population". On the other hand, Muriel-Ramirez (2017, p. 680) sustains that the "railway heritage industry could hardly cover its high fixed costs (e.g., tracks, stations, rolling stock, etc.) if it were not for volunteering". Nevertheless, Tillman (2002) signals that, as volunteers act upon things of their concern, undertaking tasks they are not interested in might take effort to achieve.

Likewise noteworthy is the existence of railway heritage associations – such as the Scottish Railway Association, the European Federation of Museum & Tourist Railways – FEDECRAIL, or the Friends of the Portuguese Railway Association – demonstrate very clearly the capacity that people have when gathering and organizing themselves on behalf of railway heritage, history, preservation, dissemination, and tourist experience.

To this point, the combination of all aspects has been impacting the railway tourist interest widespread and the request for train (more and better) products, services, or attractions. According to Peira et al. (2022), railway tourism has a sense of nostalgia, authenticity, luxury product, and sustainability. Therefore, it is essential to implement services and attractions that correspond to consumers' expectations. In fact, Dickinson & Lumsdon (2010) describe rail tourism as the blend of traveling to a destination by rail and the train as the destination itself, while Jensen & Bird (2016, p. 774) add the idea that it "encapsulates the experience, and/or symbolic consumption (...) including the experience of railway architecture (...) and visiting railway museums".

In the context of railway tourist attractions and experiences, Fan & Chu (2021, p. 3) recognize that "Railway museums are popular, as they are services with a history of their own; many countries have established national railway museums to preserve the railway's cultural features and economic development". Additionally, Carvalho (2023, p. 36) states that railway museums are "spaces of (rescued) memory, [where] the first railway museums are related to the end of steam traction usage, from the second quarter of the twentieth century" when "technological development of motive power

(electric/diesel) by most railroads in developed economies" (Conlin & Bird, 2014, p. 29) gave rise to the modern movement of railway heritage safeguard.

However, railroad musealization has assumed growing importance in recent decades (the mid-1970s). Many countries are replying to both railway activity concerns regarding conservation, interpretation, and the enhancement of movable and immovable assets and the visitor's interest in knowledge and interpretation (Akbulut & Artvinli, 2011; Méndez & Cuéllar, 2017; Sanchiz et al., 2020).

Besides Europe – which has several railway museums, mainly in the United Kingdom, Germany (concentrating more than half of this universe), Sweden, Holland, and Italy – railway museums are admired in the USA, Canada, and Australia, amidst other countries in the five continents (Carvalho, 2023). The National Railway Museum of York, the Cite du Train (Mulhouse), Train World (Brussels), the National Railway Museum of Green Bay (USA), or the Kyoto Railway Museum (Japan) are unavoidable references in railway museums.

To this extent, railway heritage adds value to the context and serves as the "main driving force that enhances the active development of a community or territory" (Llano-Castresana et al., 2013, p. 61). In fact, the railway heritage (still) operates today as a complex socio-technical system that influences the growth of businesses. Furthermore, impressive is to acknowledge that "engineering feats are all the more impressive as physical and political boundaries [are] pushed farther back (...) [taking] the railway into places which previously had been inaccessible to any but the most determined" (Coulls, 1999, p. 3).

Nevertheless, railway heritage has other features that must be highlighted. According to Tillman (2002), governments must promote educational, conservational, regulation, and direct incentives as a public good provision while encouraging the private sector to follow. In a likewise manner, the author assumes that philanthropy must "include a private warm-glow benefit to themselves as well as a benefit from seeing the public good produced" (Tillman, 2002, p. 38). So much so that in overall, the combination of private and public investment appears, once again, as heritage railways were back in the beginning.

All in all, it is undoubtable that railway heritage, museums, and tourism play an essential part in creating dynamic partnerships. Similarly, assessing quality, corresponding expectations, and memorable satisfaction is crucial. Each combined not only causes a positive tourist experience but generates recommendations (physical and online) for future visitors, encouraging the desire to (re)discover its chronological impact on heritage (past), tourism territories (present), and sustainability (future).

2.2. TripAdvisor and e-WOM

Traveling behaviors are tremendously diverse. If some set out to discover new realities and highlight serendipity experiences, others travel with (meticulous) planning and research. Many visitors resort to online travel review websites or travel guidance platforms (Tripadvisor, 2017). In fact, when consulting similarweb.com, TripAdvisor ranks first position in occidental countries such as the USA, UK, Portugal, Germany, or Spain; however, the same is not registered in oriental nations such as India (3rd position when compared with other same category websites), South Korea (7th position), or Japan (13th place) due to the development of platforms culturally favored.

According to Urry & Larsen (2011), as the Internet becomes more accessible, co-creative, and participatory, consumers incorporate the production and consumption process by generating and sharing content. In addition, Beer & Burrows (2007) examine the importance of web-based networks and communities, while Dann (2012) discusses the role of unbiased recommendations, reviews, photographs, and video content publishing. In this sequence, Litvin et al. (2008) state that place branding is no longer under the tourism sector's trust as visitors now partake in independent place-making and experience evaluation, acting as online interpersonal influencers (Senecal & Nantel, 2004).

To this extent, electronic Word of Mouth (e-WOM) expands traditional and reliable Word of Mouth (WOM) as consumers also resort to online comments for information on products, services, and attractions (Nieto et al., 2014; Yang, 2017). In this line of reasoning, Huete-Alcocer (2017) explanation of e-WOM features is thought-provoking. Speed of spread, ease of access, and corroborative

information receiver (when WOM has already been obtained) emphasize e-WOM before Hussain et al. (2020), during, and after consumption (Filiari et al., 2020). Equally interesting is, Nofal et al. (2022) discussion on how e-WOM weak-ties and strong-ties moderate perceived value, perceived enjoyment, and purchase intention.

In this manner, e-WOM platforms such as TripAdvisor impact interpersonal relationships in a one-to-many asynchronous way (Hoffman & Novak, 1996). In addition, e-WOM complements the visiting experience and assists the fundamental role that museums and heritage play in developing tourism territory (Rosin et al., 2021). In truth, Industry 4.0 tools help understand the attraction's performance (Sundjaja et al., 2018) – through the visitor's perception and perceived value – while facilitating the development of co-creational strategies that improve, innovate, and incentive the visiting experience (Orea-Giner et al., 2021).

To this point, while visiting recommendations (positive and negative) can result from the most different reasons – positive/negative experiences, the wish to help others, brand awareness, the desire to express knowledge or expertise, and incentives – it is up worth crucial to understand what causes satisfaction (Grönroos, 1984) and how this can generate (re)visitation, customer relation, and product loyalty. Hence, understanding the relationship that services or attractions (co-)create with customers or visitors is vital for in-loco organizations, as well as for online reputation and (future) visitation with perceived value-in-use (Grönroos & Voima, 2013).

2.3. Satisfaction, Recommendation and Revisitation

As a performance measure for providers, understanding the concept of satisfaction is essential. While Oliver (1977) defends that the greater the experience, the higher satisfaction escalates, Chi & Qu (2008) support that satisfaction is defined as pleasure and feeling of well-being experienced from receiving what was expected from a product or service. Nevertheless, it is essential to reflect on Gundersen et al. (1996) argument upholding that tourist satisfaction derives from comparing before and after consumer expectations with needs, preferences, and commodities (facilities, cleanliness, security, friendliness, and others). In contrast, Gong et al. (2018) highlight the importance of safety, sustainability, and innovation.

Shin et al. (2020) study reveals that travelers' optimism, innovativeness, and discomfort significantly influence their level of satisfaction, emphasizing the role of technology readiness. Martins & Pinheiro (2022) analyze the impact of TripAdvisor reviews on satisfaction, recommendation, and revisitation, highlighting the importance of privacy and trust perception. These studies underscore the significance of these factors in shaping tourist satisfaction.

Henceforth, if background (motivation, availability, and personality) and past experiences affect tourist satisfaction and personal recommendation, then the same findings exist for satisfaction and revisitation. Rifaatulloh et al. (2018) state that the desire to revisit a destination or attraction derives from memorable experiences. In this line of action, Chandralal & Valenzuela (2013) describe authenticity, meaningfulness, professionalism, novelty, hospitality, significance, social interaction, serendipity, and surprise as memorable experience sub-variables. In comparison, Ramukumba (2018) declares that revisitation intention should be made of three probabilistic dimensions: (1) to visit again, (2) to recommend to others, and (3) first choice for future visits.

3. Methodology

For data collection, we adopted the qualitative content analysis method, which searches for common traits in data to describe and reveal existing patterns. By applying content analysis, we chose to read the "body of texts, images, and symbolic matter, not necessarily from an author's or user's perspective" (Krippendorff, 2013, p. 10). Nevertheless, the procedure involved editing raw data into categories based on valid inference and understanding (Shava et al., 2021), i.e., deductive logic. Furthermore, to accurately conduct the analysis, we extracted coding categories from the text (Hsieh & Shannon, 2005) rigorously and systematically to yield meaningful and valuable results (Nowell et al., 2017). Additionally, we employed the thematic analysis method for a more profound context-based

analysis outline (Kiger & Varpio, 2020). Moreover, the formulation of thematic semantic outlines – in association with a subject that conveys a (specific) topic or question – resulted in an inductive operation.

To this point, we started by breaking transcriptions into smaller parts. Common subjects were assembled into groups based on shared traits (codes), and subsequently, major subjects were divided into major classifications (categories). Additionally, by creating a priori codes (deductive approach) – satisfaction, recommendation, and revisitation – and by adding new codes (inductive approach) – such as collection, narrative, staff, lighting, accessibility, and others – we conducted a hybrid approach analysis.

Lastly, we evaluated and matched the content or keywords through comparison and calculation, leading to a primary interpretation of the research data. This analysis allowed us to gain insight into the most impacting objects and activities and the most photographed components of the museum – structures, objects, and facets. All in all, the categorizations led the coding framework, offering guidance, data analysis, and interpretation of the conclusions that answered our research question: *What image perception do TripAdvisor comments create about the National Railway Museum?*

The data was extracted from the generated social media review site TripAdvisor between June 2015 and December 2022. The study considered a total of 183 commentary participants. Attending that only 24 comments were in English, we translated Portuguese (142), German (4), Italian (2), French (6), and Spanish (5), resorting to Deepl.com and ensuring correct translation by consulting native speakers. As such, Japanese (2), Dutch (1), and Russian (1) were excluded since we wanted to rely on something other than the usage of computerized translating tools.

In the following, we transcribed the data to Microsoft Excel. For this, we created eight fields/-columns of information: ID, date, sex, traveling situation, country, rate, title, and review. It is essential to underline that “sex” and “traveling situation” were only considered when this profile information was explicit. Similarly, when proveniences were stated, we chose to refer to the “country” as it generated greater readability.

Lastly, after importing the spreadsheet, the data was coded and categorized using the web-based platform Dedoose. Coding allowed a detailed analysis of the information (organized into categories and subcategories) and the description of settings that included museum attributes, staff performance, marketing promotion, and others.

Codification commenced by dividing the data into positive and negative comments regarding the concepts of (dis)satisfaction, (non)recommendation, and revisitation (deductive approach). For revisitation, no comments suggested never returning, so non-revisitation was not created.

Next, after re-reading the data, we extracted codes separated into positive and negative comments (categories). In the first scenario, the inductive approach allowed us to understand and extract information associated with “history” “identity”, “museum” “nostalgia”, “recommendation”, “revisitation”, and “satisfaction”. Moreover, the category “museum” was subcategorized with “collection”, “infrastructures”, “interaction”, “narrative”, “positive signage”, “restoration”, and “staff”. Under “collection”, “infrastructures” and “staff” we added another subdivision as we considered it important to identify which further elements could be scrutinized.

On the other hand, the negative comments were categorized into “accessibility”, “dissatisfaction”, “interactivity”, “kids”, “lack of expertise”, “management”, “merchandising”, “non-recommendation”, and “signage”.

To code, according to the summative approach method, we resorted to the subcategories comprised of “museum” and “infrastructures”. By adding how many times particular objects, facets, or architectural elements were mentioned, it was possible to understand which stood out and raised the public’s interest.

In a likewise manner, we applied the same logic to the images uploaded by reviewers. By categorizing them into “accesses” (corridors, entrances, passageways, and others), “carriages”, “steam trains”, “diesel trains”, “electric trains”, “utility trains”, “Presidential Train”, “Royal Train”, “railway equipment”, “Mini-Train”, “miniature train estate”, “exhibition spaces”, and “Locomotive Square” we could visually attest which museum components and assets are the most admired.

4. Results

The results produced information concerning traveling situations, satisfaction, recommendations, and exhibition attraction. We also assessed what attention museum management should consider to offer better visitor satisfaction and, as such, generate (higher) recommendation (e-WOM) and revisitation.

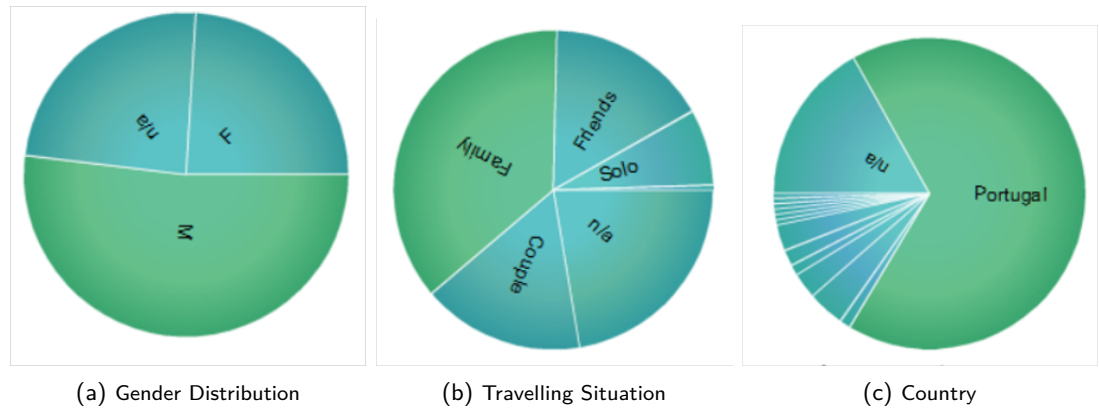


Figure 2. (a) Gender Distribution; (b) Travelling Situation; (c) Country.
 Source: TripAdvisor, November 2022.

The netnographic analysis indicated that, even though we could not infer 24% of the participant's gender identification, men were the most participative (51.9%, $N=95$). On the other hand, when willing to understand the participant's traveling situation – although 22.4% did not provide data – the majority were families (36.6%; $N=67$), followed by couples and friends (16.4%; $N=30$, both). As far as provenience was concerned, Portugal led the representation (66.7%; $N=122$) even if 16.9% ($N=31$) did not offer information (Figure 2).

Considering that rate (terrible, poor, average, very good, excellent) is a mandatory field when reviewing on TripAdvisor, we first conducted a deductive analysis with this data. As such, by resorting to the analysis tool code presence in media charts, "satisfaction" (79.8%) and "recommendation" (86.5%) comments scored the highest. Collection "accessibility", "lighting", "kids" (children's activities), "interactivity", "lack of expertise", and "management" were the experiences that led to "dissatisfaction" (66 excerpts) or led to "non-recommendation" (5 quotes).



Figure 3. Packed Code Cloud – Dedoose.com.
 Source: TripAdvisor, November 2022.

About the positive comments, although the subcategory "recommend" was mentioned in 156 excerpts, "satisfaction" was the most stated (253 excerpts), as observable in the Code Cloud in Figure 3.



Figure 4. Satisfaction – Adjective Word Cloud.

Source: TripAdvisor, November 2022.

Visitors were most satisfied with the museum, staff, collection, and infrastructure. When analyzing the adjectives in “satisfaction”, comments referring to well, interesting, good, excellent, friendly, organized, great, loved, fantastic, congratulations, beautiful, and pleasant were the most repeated (Figure 4).

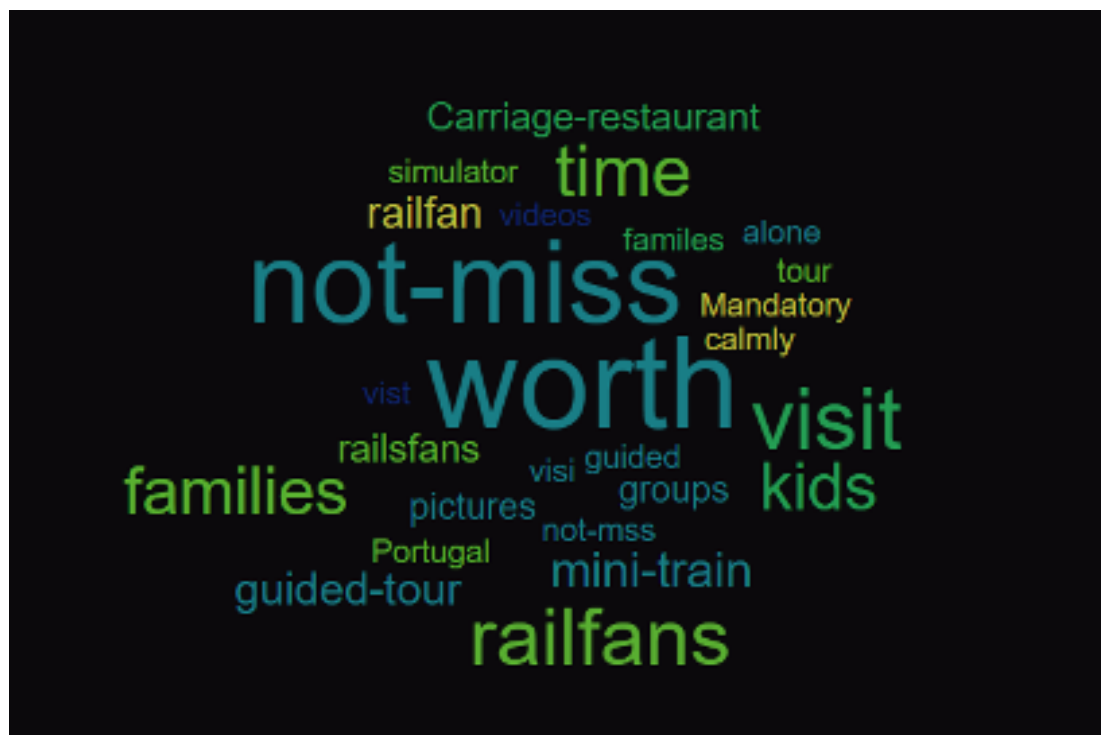


Figure 5. Recommendation – Adjective Word Cloud.

Source: TripAdvisor, November 2022.

On the other hand, by employing the same reasoning to “recommendation” (Figure 5), we could observe a thought-provoking repetition of “worth”, “not-miss”, “railfans”, “visit”, “families”, “kids”, “guided-tour”, “carriage-restaurant”, and “mini-train”.

By expanding the research analysis through an inductive approach, the data supplied a sharper perception of the museum’s performance (“collection”, “infrastructures”, “narrative”, “interaction”, “staff”, and “guided tours”) and the importance of “signage”, “accessibility”, “information”, and “merchandising”. Equally interesting was the assertion of “nostalgia” and its relation with “history” and “identity”.

However, addressing the areas where the museum can improve is essential. Accessibility issues (“access to train interiors”, “platform inexistence”, “incapacity of seeing the vehicle’s interior”) are the comments that demonstrate the most dissatisfaction or disappointment (“shame you are not allowed inside”; “lack of platforms (...) to see the inside”, “should have elevated walkways”). In addition, poor signage and difficulty finding the museum or how to access it complimented the visitor’s dissatisfaction (8 excerpts). It is interesting to understand the importance that interactivity represents as – even if negative comment excerpts represent a short position in the whole – it was mentioned seven times (in a total of 48 excerpts – 14.5% of the negative excerpts). These insights present clear opportunities for the museum to enhance the visitor experience and address these concerns.

When reflecting on the extracted positive comments, “staff” and “guided tour” are the most excerpted comments adjectivized as friendly, helpful, available, attentive, professional, knowledgeable, and welcoming. On the other hand, the museum’s narrative was considered interesting, well organized, and educational; while history was mentioned as “history of this country”, “railroad history”, or “unique historical and economic importance” (over 33 excerpts in total). Such data reinforces the role that communication (verbal, nonverbal, and written) plays in tourist attraction dynamics.

When analyzing references to the museum’s collection, it is clear that the “Steam Trains” (30 excerpts), the “Royal Train” (28), and the “Presidential Train” (23) are the assets that stand out. These unique pieces of history are a testament to the museum’s rich offerings. Supplementally, the “Locomotive Square” is the most mentioned feature when analyzing the architectural infrastructures. In fact, this directly connects with the popularity of steam locomotives as it is here that visitors can see the most of this collection. These unique features are a source of pride for the museum and a key draw for visitors.

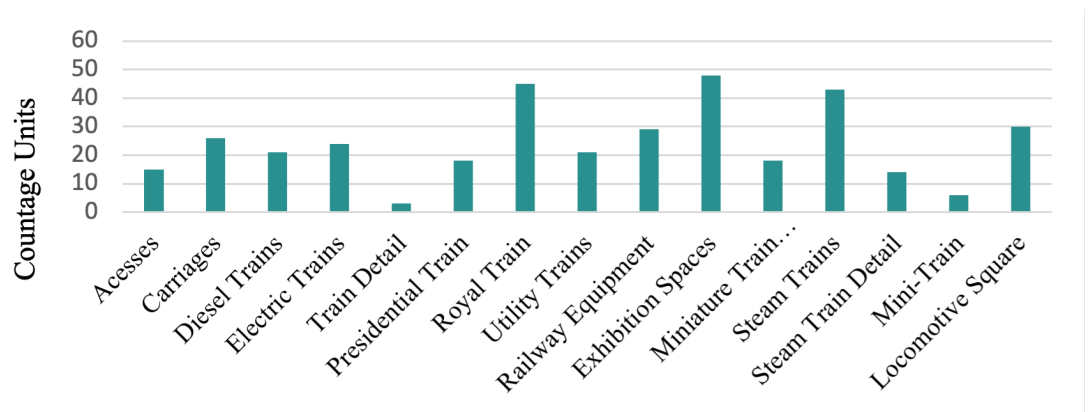


Figure 6. The National Railway Museum in Images – TripAdvisor.
Source: TripAdvisor, November 2022.

Interesting is to observe Figure 6, which shows a prevalence of reviews that shared images related to “Exhibition Spaces” (48 images), the “Royal Train” (45 images), the “Steam Trains” (43 images), and the “Locomotive Square” (30 images). In this line of reasoning, it is safe to state that these assets evoke visitors’ most interest and fascination. By relating the text review information with the image data, we could also acknowledge the connection between written and image content that reinforces the affirmed statement and the importance of nostalgia, imagination, and (perceived) luxury experience.

Recognizing the importance of certain intangible aspects that visitors value is crucial. For instance, the “Mini-Train” attracts a significant amount of attention (13 excerpts). Equally thought-provoking is the data about the museum’s “area”. References to its dimension are mentioned in twenty excerpts. However, we must not overlook the importance of “information” as we found twelve comments referring to “historical information”, “information in Portuguese and English” (4 times, considering that 11 out of 100 participants were foreigners), and “object indications”, “diversity”, and “quality”. This data underscores the abstract significance of information, diversity, and quality, which are equally important as the tangible features of the mini-train or the museum’s dimension.

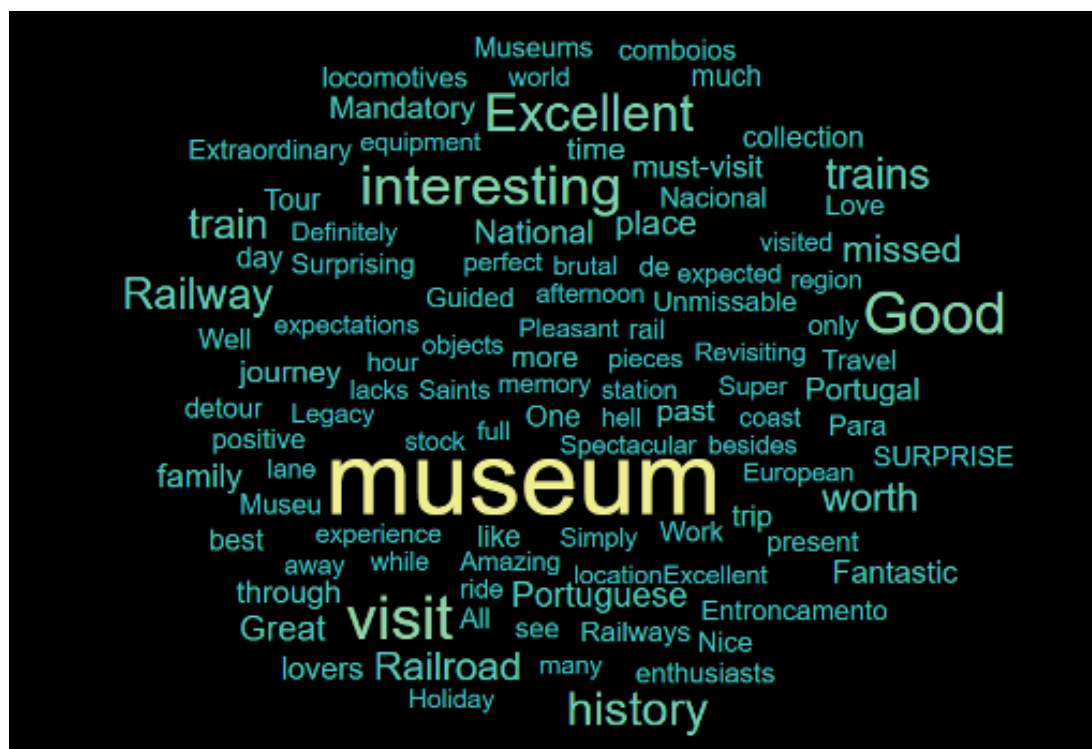


Figure 7. National Railway Museum TripAdvisor Title Review Word Cloud.
Source: TripAdvisor. November 2022.

Lastly, by reflecting upon the review titles (Figure 7), “museum”, “excellent”, “interesting”, “good”, “visit”, “history”, “train/s”, “railway/railroad”, and “worth” are the most represented. Once again, this assists the analysis presented: recommendation (excellent, good, visit, worth, interesting) and tourist attraction (museum, train/s, railway/railroad, history).

5. Conclusions and implications

5.1. Theoretical implications

Overall, we can understand the review's positive impact. On the one hand, they provide valid and worthy information for the tourists visiting preparation (Hussain et al., 2020); on the other, they supply vital feedback so directors and staff can improve their performance following the Sann et al. (2021) study. In fact, several studies support the value of traveling guidance platforms such as TripAdvisor, namely the prosumer's (Urry & Larsen, 2011) place-branding importance (Litvin et al., 2008) or the win-win implication it creates. Moreover, the research supports Chandralal & Valenzuela (2013) study on memorable experience sub-variables. Nevertheless, although we were able to understand revisitation intention (18 excerpts) and recommendation (118 of 156 excerpts), we did not acknowledge Ramukumba (2018) third element of "first choice for future visits".

5.2. Managerial implications

As final remarks, it is important to acknowledge TripAdvisor's vital and positive role in the MNF. However, to fully understand and leverage this significance, we need more specific data on the museum's efforts: its museological narrative, architectural layout, staff performance, and directive management. These are vital assets that, when combined, create memorable tourist experiences. On the other hand, nostalgia, history, and imagination are brightly carried out, capturing in a positive mode the minds and interests of 98.3% ($N=180$) of its reviewers. The comments not only fascinate the interest of railfans but (can) also build curiosity in those not (yet) part of the railway public. TripAdvisor acts successfully for promotion and market placement: future (re)visitation can undoubtedly be achieved.

5.3. Limitations and further research

To expand the qualitative research to other tools such as Facebook, Hashtag analysis, Instagram, TikTok, and YouTube is vital. In addition, it would be interesting to apply the same research to the seven museum extensions (Arco de Baúlhe, Bragança, Chaves, Lousado, Macinhata do Vouga, Lagos, and Valença). A more extensive study will undoubtedly generate a holistic understanding of the MNF across Portugal. A complementary quantitative study would likewise enhance the knowledge related to visitation growth, communication strategies, and railway transportation incentives.

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