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WHAT ARE THE MAIN DIMENSIONS OF THE VISITOR GRAND PRIX EXPERIENCE, BASED ON THE NARRATIVES SHARED ONLINE

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Master in Marketing

Supervisor:

PhD Ana Oliveira Brochado, Associate Professor (with Habilitation),
ISCTE Business School,

July, 2023



BUSINESS
SCHOOL

Department of Marketing, Operations and General Management

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This dissertation demonstrates long and intensive periods of working time as well as profound patience. What makes this thesis so special is that it covers the enthusiasm of a girl who represents an ambitious passion for Formula 1 and who dreams to be a part of the motorsport world.

Subsequently, I would like to extend special thanks to my family and friends for their continuous support and unconditional love, especially my mother Bedriye Tok and my father Yasar Tok. Without them, this journey would not have been possible.

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Abstract

With the controversial Abu Dhabi Grand Prix (GP) in 2021 and the popular Netflix documentary series Drive to Survive, Formula 1 (F1) gained unexpected interest.

This phenomenon led to the need to investigate the concept of visitor experience, in particular the dimensions of tourist experience. The large audience of F1 tourist creates the necessity to understand the visitors' experiences.

As a result, the dissertation concentrates on the crucial role of identifying the main dimensions that are shaped by the GP visitors based on narratives shared online and if the dimensions of the experience vary for satisfied and dissatisfied visitors. For the methodology part, a mixed content analysis was applied by including 10 GP races. The results of this study were performed by the software Leximancer that identified 13 themes which are race, circuit, day, F1, stands, experience, event, food, organization, train, visit, hour, and tour. According to the results, the most significant dimensions for the visitors that take part in a GP are the race, circuit, and day.

Regarding the second research question the study went beyond prior research and discovered if satisfied and dissatisfied visitors convey significant differences about their visitor GP experiences. Visitors expressed their satisfaction through the themes experience, weekend, race, circuit, and tour whereas negative reviews were associated with queue, food, and day. Consequently, these findings contribute to the literature on tourist experiences in the Formula 1 GP by contributing to greater comprehension of the visitors' subjective perspectives.

Keywords: dimensions of the experience, Grand Prix, satisfaction, web reviews, Leximancer

JEL Classification System:

L83 – Tourism

Z32 – Tourism and Development

Resumo

Com o polêmico Grande Prêmio de Abu Dhabi (GP) em 2021 e a popular série de documentários da Netflix Drive to Survive, a Fórmula 1 (F1) ganhou um interesse inesperado. Este fenômeno levou à necessidade de investigar o conceito de experiência do visitante, em particular as dimensões da experiência turística. O grande público de turistas de F1 cria a necessidade de entender as experiências dos visitantes.

Como resultado, a dissertação concentra-se no papel crucial de identificar as principais dimensões que são moldadas pelos visitantes do GP com base em narrativas compartilhadas online e se as dimensões da experiência variam para visitantes satisfeitos e insatisfeitos. Para a parte metodológica, uma análise de conteúdo misto foi aplicada incluindo 10 corridas de GP. Os resultados deste estudo foram realizados pelo software Leximancer que identificou 13 temas que são corrida, circuito, dia, F1, estandes, experiência, evento, alimentação, organização, trem, visita, hora e passeio. De acordo com os resultados, as dimensões mais significativas para os visitantes que participam de um GP são a corrida, o circuito e o dia.

Em relação à segunda questão de pesquisa, o estudo foi além da pesquisa anterior e descobriu se os visitantes satisfeitos e insatisfeitos transmitem diferenças significativas sobre as experiências de GP dos visitantes. Os visitantes expressaram sua satisfação por meio dos temas experiência, fim de semana, corrida, circuito e passeio, enquanto as críticas negativas foram associadas a fila, comida e dia. Consequentemente, esses achados contribuem para a literatura sobre experiências turísticas no GP de Fórmula 1 ao contribuir para uma maior compreensão das perspectivas subjetivas dos visitantes.

Dimensões da experiência, Grande Prêmio, satisfação, comentários na web, Leximancer

JEL Classification System:

L83 – Turismo

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List of abbreviations

GP	Grand Prix
UGC	User generated content
F1	Formula 1
FIA	Fédération Internationale de l'Automobile

1. Introduction

The tourism industry has been gaining continuous popularity in recent years (Yuliana et al., 2022).

Especially regarding sports events, it becomes highly necessary to understand the relationship between events and the hosting destination such as in Formula 1. This leads to the result that F1 and tourism are connected and attract tourism (Ramasamy & Yeung, 2020).

Thus, the host country can influence the destination image and therefore impact the tourist's desire to visit. However, not only is the destination image so relevant but the tourist experiences itself as well. In particular, the visitors' individual experiences need to be pointed out. This is the reason why the dissertation presented examines the visitors' perceptions of an F1 Grand Prix (Zhang et al., 2019).

The first chapter offers a primary insight into several topics that will be covered and analysed in the present study.

First, the introduction will draw attention to the relevance of the chosen topic for the dissertation as well as explain the problem statement. In addition to that, the research purpose and the research question will be provided accordingly.

Finally, the introduction will be closed by highlighting and explaining the main structure of the dissertation.

1.1 Relevance of the topic

Formula 1 has gained a rapid increase in popularity recently, especially with the last Abu Dhabi Grand Prix in 2021, the finale of Formula 1 that has caused massive controversy as well as high spectator numbers by attracting 108.7 million viewers (Formula 1, 2022a).

The Abu Dhabi finale wasn't only the most watched race in comparison to the last year, but the number of unique viewers scored around 445 million in 2021, as illustrated on the graph in Figure 1 (Statista, 2022).

Figure 1. F1 season 2021 with audience growth



Source: Statista, 2022.

Not only that but the successful effect of the Netflix series Drive to Survive fostered the significance of Formula 1 and highlighted special Grands Prix all over the world that bring meaningful experiences for visitors as well (Formula 1, 2020).

This unexpected rise as well as the introduction of new Grand Prix locations, leads Formula 1 to the question of investigating the concept of visitor experience further. For instance, this involves the tourist experience to comprehend the visitor’s experiences and to discover what exactly encourages their enthusiasm for the Grand Prix destination.

Therefore, it becomes necessary to examine in depth the visitors’ experiences that maintain their interest to stay in an F1 Grand Prix (Jones, 2008). As a result, it gets essential to seek out the main relevant dimensions that attract tourists for visiting the Grand Prix races in other words it will be illuminating and instructive to investigate visitors’ subjective perceptions (Bosangit et al., 2015).

This evokes the question of to what extent the visitors make use of online content and therefore depend on UGC (User-generated content) as well (Marchiori & Cantoni 2015).

The close relationship between UGC and tourism plays an important role since tourists heavily rely on and put their trust in online content such as checking reviews or feedback from tourists that have already been through the travel experiences or share their own experiences.

Consequently, UGC as well as tourist experiences encourage the idea of finding out if the Grand Prix races lead to satisfaction or dissatisfaction of the visitors and therefore help to shape the overall tourists’ perspectives (Chiu & Leng 2019).

1.2 Problem statement

A study has been conducted regarding the tourist experience that took UGC and visitor satisfaction into analysis but, these results didn't show any extensive profound perspectives of the tourist experience, particularly in analyzing the satisfaction status of visitors. In this case, only the level of satisfaction has been determined rather than the diverse and detailed dimensions that a visitor is going through.

The previous study by Chiu & Leng (2019), provides little work regarding the tourist visitor's subjective perception about their exclusive experience in the Formula 1 Grand Prix. The previous study mostly focused on and analysed demographic segments such as gender, satisfaction level, year of posting, and tourist origin.

That is the reason why the previous study is only limited regarding the satisfaction perspective to five levels which are the following. Excellent, very good, average, poor, and terrible (Chiu & Leng, 2019). Addressing this problem will contribute to further development and enhancement of the tourist experience with the help of discovered and collected dimensions. Consequently, mixed content analysis is required for the presented dissertation.

As a result, the research question which will be presented subsequently, allows an innovative approach for the study at hand as well as demonstrating the gap of the study that has not been answered by any of the already existing previous research properly. Analysing the satisfaction level of a different and creative level of visitors can bring a very diverse, profound, and extensive value to the Formula 1 world as well as provide profound insights into Grand Prix visitors' perspectives.

To sum up, a more significant and in-depth study should be provided regarding the dimensions of the visitor experiences in Formula 1 Grands Prix races even to further understand to what extent the dimensions of the experience vary as well as contribute to comprehending the satisfaction perception of visitors.

1.3 Research purpose

The main research purpose of the study at hand is to determine the main dimensions of the visitor experience of the Formula 1 Grand Prix that can be traced back to the narratives shared online. In this context, the online approach is the inclusion of UGC that will allow the study to compare each visitor's experience with other ones and therefore gain a better insight into their visitor Grand Prix experiences. Moreover, the focus will be on the dimensions and their influence on the satisfaction and dissatisfaction status as well.

Previous research shows that there has been analysis with UGC but not regarding the satisfaction dimension but rather on the diverse experiences between males and females as well as local and international tourists (Chiu & Leng 2019).

Even though the satisfaction level was integrated into the previous study by Chiu & Leng (2019), the results were inadequate and therefore didn't provide any experiential insight into the study.

Consequently, this leads to the fact that there can be more for the future. With the help of the dimensions of the visitor GP experiences this can be elaborated better for the future and can go beyond prior studies by analysing the variation of satisfied and dissatisfied narratives in reviews. As a result, this approach is an ideal approach to further expand and scrutinize the visitor experience innovatively.

1.4 Research questions

The following research questions were defined for the study at hand:

Research question 1: What are the main dimensions of the visitor Grand Prix experience, based on the narratives shared online?

Research question 2: Do the main dimensions of the visitor Grand Prix experience vary for satisfied and dissatisfied visitors?

1.5 Research structure

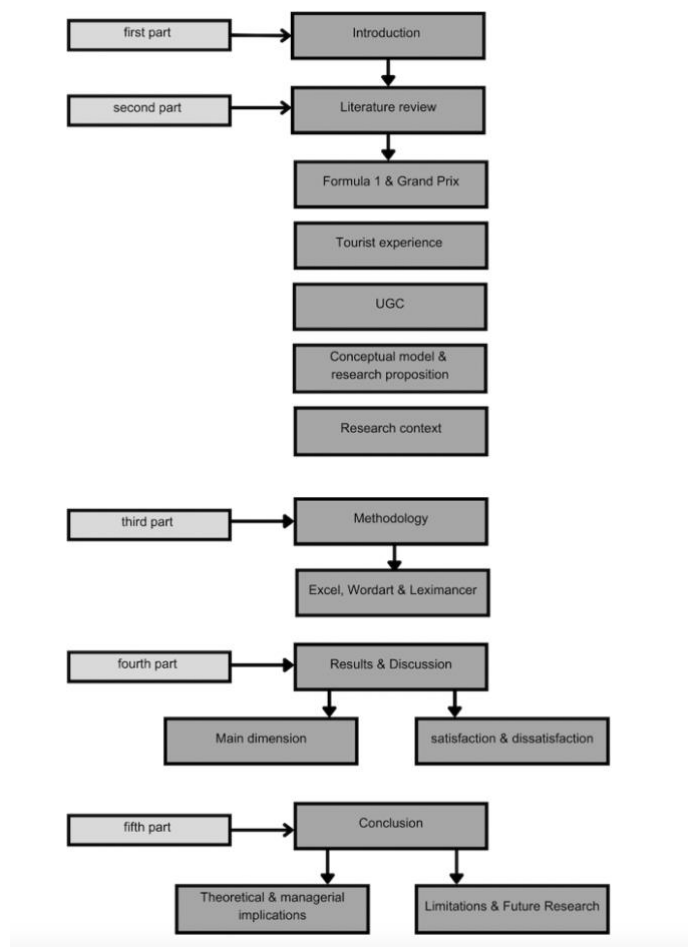
The dissertation at hand demonstrates five parts as followed. Chapter 1 as the introduction highlights the research problem, relevance as well as the purpose of the study. Subsequently, the second chapter draws attention to the literature review that begins with an explanation of the Formula 1 Grand Prix. Consequently, emphasizes the tourist experience, the belonging dimensions as well as the essential role of tourist experiences in the F1 GP.

In addition, the literature review includes a short explanation of visitor satisfaction, the definition of UGC and the according relevance in tourism. The second chapter ends with research propositions and research context. However, the third chapter will introduce the

methodology and the chosen method that the study is based on which is a mixed content analysis approach that will integrate the usage of TripAdvisor and Leximancer for the content analysis tool.

Apart from that, the fourth chapter includes the results, in which the anticipated data will be just presented, whereas chapter five provides the overall discussion of the research questions. However, the fifth chapter will summarize the conclusion and recommendations which involves theoretical and managerial implications and lastly explain the limitations and future research recommendations. The research structure is represented in Figure 2. down below.

Figure 2. Dissertation structure diagram



Source: own elaboration

2. Literature review

In this section of the paper at hand, which is the literature review, firstly a main insight will be provided regarding the meaning and background of Formula 1 followed by the explanation as well as the significance of the concept of the Grands Prix races.

Moreover, the attention will be drawn to the significance of the tourist experience as well as the related necessity to understand the concept, and most importantly the dimensions of the tourist experience. As a result, the crucial and innovative role of visitor satisfaction will be elaborated as well.

In the final part of this chapter, UGC will be addressed, and to what extent it represents a critical function when it comes to the visitor experiences in tourism which are shared online.

2.1 Formula 1 and Grand Prix

This dissertation begins with a short and general review of the literature regarding the explanation, background, and actual relevance of Formula 1. Formula 1 or shorter F1 is known as the top highest class of international single-seater motor racing sport. The sanction of F1 can be traced back to Fédération Internationale de l'Automobile (FIA, 2022).

FIA was founded on 20 June 1904 and according to this F1 fulfilled its inauguration approximately 50 years later, on the 13 of May 1950 in Silverstone in the United Kingdom. Consequently, only in 1981, the official name FIA Formula One World Championship was initiated (Media, 2021). However, the Liberty Media Corporation shared in January 2017 their declaration of officially having purchased Formula 1, as well as making Formula 1 the subsidiary of Liberty Media Corporation (Liberty Media, 2017).

By taking general regard to Formula 1 it is essential to be aware of the competition of the so-called Constructor's Championship, which is granted for the high score achieved team during the whole Formula 1 season. Apart from that, the driver fulfils a competition which is known as the Driver's Championship. As a result, the award is presented to the driver that scores the highest points at the end of the racing season. In addition to that the races always take place with two race cars for each team (Castellucci & Ertug, 2010).

Moreover, it is relevant to understand the main definition of the Grand Prix which represents every single race in Formula 1. The first official Grand Prix was realized in the year of 1950 (Castellucci & Ertug 2010). For the year 2022, the Formula 1 calendar consisted of 22 races in total as in last year instead of having 23 Grands Prix races (Formula 1, 2022).

At the end of each Grand Prix race, the Formula 1 drivers are given Championship points that can be traced back to their performance and their finishing position. As a result, the crucial objective is to collect a high number of Championship points to win the world championship title (BBC, 2016).

Apart from that, the Grands Prix races take place at the weekend and therefore are known for their three days. This means that on Fridays the practice sessions take place, on Saturdays the qualifying, and the Sundays for the actual race (Shields & Reavis, 2021).

To sum up it is essential to underline that the Formula 1 Grand Prix has successfully become a worldwide sports event that reaches and generates over \$4 billion yearly as well as reaching out to a global audience of 600 million viewers. Thus, this encouraged the Formula 1 Grand Prix to capture the strong interest of emerging countries that intend to advance their international profile (Kim, M.K. et al., 2016).

2.2 Tourist experience

The definition of tourist experience can be traced back to psychological events and processes. This is the reason why it is challenging to provide just one proper explanation of the tourist experience due to its variety of components (Jennings, 2006 and Selstad, 2007). Moreover, according to Stamboulis and Skayannis (2003), the tourist experience can be seen as a synergy between the tourist and the destination. In this context, the destination represents the place of experience whereas the tourist can be seen as the actual and main actor of the experience (Stamboulis & Skayannis, 2003).

A different definition of tourist experience is articulated by Li (2000) and the author underlines that the tourist experience is a design of consumption or in other words it's an answer to all issues with normal and average life. This can be an exploration to find credibility and with many-sided enjoyment. To sum up, the author Li (2000) highlights previously found definitions that reveal similarities such as the great significance of the tourist experience for each person (Li, 2000). As a result, the tourist experience can be categorized as an experience that is based on subjective involvement. The author Jennings (2006), supports the previously mentioned sentence as well and adds the following. The tourist experience is mainly focused and is dealing with subjective and personal experiences.

Consequently, the perception of the tourist experience can be only explained with the reflection of particular people as well as where the experience does take place (Jennings,

2006). Therefore, tourist experience brings the individual aspects that cause influence the visitors' feelings and viewpoints into focus. (Chen et al., 2020, Hosseini et al., 2021).

The tourist experience is shaped by the following citation of Schmitt (1999) as well. "[...] that consumers are in search of experiences that 'dazzle their senses', 'engage them personally', 'touch their hearts' and 'stimulate their minds.'" (Schmitt, 1999, Hosseini et al., 2021). This is the main reason why tourists look out for transparent, wholesome, and genuine involvement instead of neutral experiences. (Hosseini et al., 2021).

To sum up, it can be highlighted that the previously mentioned definitions of tourist experience can be applied when the visitor is at the destination.

Nevertheless, the fundamental tourist experience takes place in advance of the travel with the organization and preparation time. Thus, the experience of tourism still carries on in hindsight by having the collected memories as well as event communication that occurred (Clawson & Knetsch, 2013).

2.2.1 Concept of the tourist experience

As mentioned in the previous chapter, the tourist experience brings several multifaceted and complicated natures. That is the reason why it is impossible to provide a proper definition as well as conceptualization due to the extended overlap between diverse methods. Next to the multiple definitions regarding the conceptualization of various authors, Ahola (2005) underlines the significant role of the theory of consumer culture. As a result, she identifies three crucial points of experience conceptualization (Ahola, 2005).

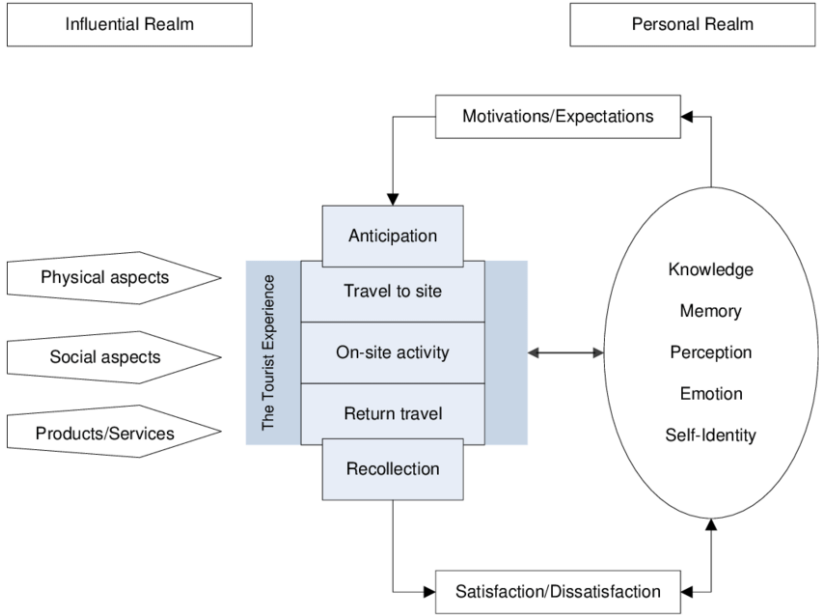
These are the frames of, humanitarianism, extraordinariness, and marketplace. The humanistic frame draws attention to the subjective perspective as well as includes the personal experience itself. Apart from that, the extraordinariness aspect represents a distinction in comparison with our daily routines and therefore stays crucial for the social dimension of experience. Finally, the marketplace deals with the interpretation of experience created in the marketplace which plays a key role in cultural studies as well (Ahola, 2005). To explain the tourist experience even further, the influences and outcomes of the tourist experience conceptual model will be illustrated that has been developed by Cutler and Carmichael (2010).

For a start, the demonstrated model, Figure 3 represents three crucial points which are the influential realm, the personal realm as well as the tourist experience. The tourist experience focuses on the travel site, on-site activity, and return travel. Firstly, the influential realm draws attention to the elements that are unrelated to the person that can influence the

experience, whereas the personal realm integrates aspects inside the individual. For instance, regarding the influential realm, the tourist experience may be shaped and affected by social and physical elements as well as consumption. In this context, social aspects deal with the social environment, personal connections, and exchange with the host itself, workforce, group of travel as well as other tourists. Nevertheless, the personal realm articulates the fundamental inspiration for traveling as well as includes the expectations that are set for the experience that can be traced back to own perspectives, self-identity as well as feelings that occur in line with the tourist experience itself.

As a result, all the mentioned aspects lead to the concluding decision of satisfaction or dissatisfaction (Cutler & Carmichael, 2010).

Figure 3. The tourist experience conceptual model of influences & outcomes



Source: Adapted from Cutler & Carmichael, 2010, p.8

2.2.2 Dimensions of the tourist experience

This section reviews the literature related to tourism experience, particularly focused on the relevant dimensions of experience which are known as the four realms of an experience, as demonstrated in Figure 4. (Pine & Gilmore, 1998). Before explaining the different dimensions, it is crucial to highlight that according to Pine & Gilmore (1998), the perception of experience can be discovered with the help of two dimensions which are on the one hand customer participation and on the other one the relationship of the visitor itself with the event together (Pine & Gilmore, 1998).

For a start, the first dimension plays a key role regarding the diverse degree of being involved. This approach can be passive or active. For instance, a customer with a passive attitude doesn't cause any influences concerning the event and makes observations of the happening experience. In this case, a passive person goes to the movies, just to watch and listen to the movie without collecting any interactive moments. However, an active participant takes the main role and fulfils self-creations and demonstrates active participation in the experience. In addition to this, the second dimension represents a bond between the customer and the event itself which can go from absorption to immersion. For example, by going to a chemistry lesson the chances are higher to absorb more from the class rather than having read the chemistry book at home. The same example is valid for going to an opera visit. Listening to the opera show with real acoustic will be more immersive than listening from a CD.

As a result, the two mentioned dimensions represent significance and support to create an experience with four labels which are known as the four realms of an experience. For instance, the realm of entertainment is related to events or actions where the customers don't demonstrate a high level of interaction and are considered more passive. That's the reason why this kind of experience can be categorized as absorption and not immersion (Pine & Gilmore, 1998). Moreover, the educational dimension includes the active role of the customer as well as the fact that the skills and knowledge will be further developed and broadened. Apart from that esthetic can be defined as rather passive as well which means that the individual will create an emotion of immersion in the physical environment and enjoys it as well. Nevertheless, the last dimension which is known as escape causes most of the influence in the customer's life.

Thus, the escape dimension offers the chance of being actively immersed in a special, surprising, and different reality (Pine & Gilmore, 1998).

In the context of the study presented in this dissertation, it becomes necessary to provide a further and another example of the 4 realms of experience, particularly in tourism.

Education refers mostly to the purpose of tourists to broaden their horizons as well as to increase their individual development. For instance, tourist attractions represent the best approach to consuming tourism products as well as services (Garrod & Dowell, 2020, Prentice, 2004).

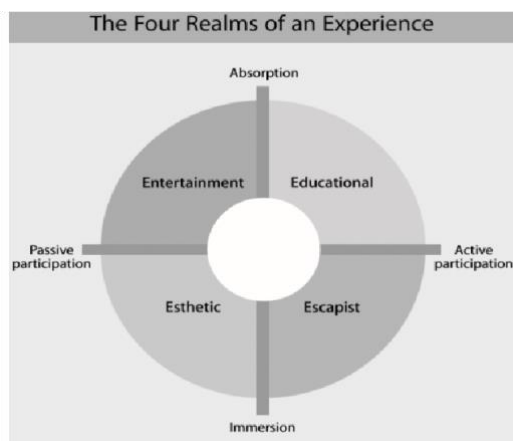
However, esthetics addresses the exterior design or rather the physical environment of the tourist experience. Esthetic experiences can impact the post-satisfaction level of the tourist experience. Thus, esthetics aids visitors to be involved and integrated more into the occurring attraction. Escapism on the other explains the importance of escaping from the reality of the world and jumping into an active and authentic taking place tourist experience. This realm is an encouraging element in the tourism experience (Garrod & Dowell, 2020, Oh et al., 2007).

According to Oh et al. (2007) these tourist experiences can include putting on costumes or traveling through historically important places like tunnels to experience and feel past histories or myths (Garrod & Dowell, 2020, Oh et al., 2007).

The last realm is called entertainment. This dimension is taking place in passive participation. The experience takes place where the entertainment is happening. Thus, even though the visitor is not actively immersed in the entertainment, it is still possible to engage with what is happening in front of your eyes (Garrod & Dowell, 2020).

According to Oh et al. (2007), there is little research as well as measurements in the tourism industry regarding the realm of education.

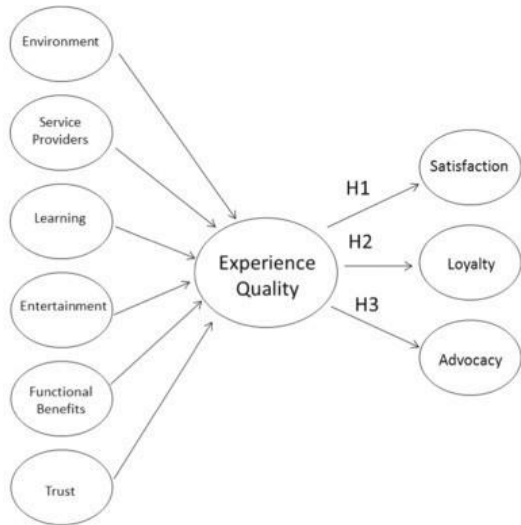
Figure 4. The four realms of an experience



Source: Pine, Joseph & Gilmore, 1998

Apart from the mentioned experience economy and its four realms, it is of great necessity to articulate a previous study from Fernandes & Cruz (2016) who have examined and enhanced the pre-explained model. The new model can be seen as a model of a higher order that can be applied to the tourism industry. The six dimensions of the research framework are the following: environment (the physical environment can cause a positive emotional influence on the customer and therefore is important for hedonic purposes), service providers (service employees affect the relationship with the customer by offering value creation), learning (experiences based on education can encourage the desire of wanting to learn more for customers), entertainment (stays as a significant aspect of tourist product), functional benefits (focuses on practical results such as performance and adaptability) and trust (includes the emotional advantages customers gain of the received know-how of the service providers as well as including safety and reliability). Consequently, the results have provided the study of the six dimensions, see Figure 5 of experience quality with validation by leading to diverse result outcomes (Fernandes & Cruz, 2016).

Figure 5. Research Framework



Source: Adapted from Fernandes & Cruz, 2016

2.2.3 Tourist experiences in the Formula 1 Grand Prix

As a start, it is of utmost significance to underline that F1 Grand Prix has developed itself into a massive global sport that catches 4 million live visitors. (Formula 1, 2022). Therefore, there has been a few studies regarding F1 Grand Prix visitor experiences that mainly talk about destination image as explained by (Zhang et al., 2019). Nevertheless, just a small number of studies have analysed the F1 Grand Prix experience from the visitors' perceptions. Three research examples have been found for this dissertation, particularly for the literature review.

A recent study by Chiu & Leng (2019) has addressed the rare topic and study of tourist experiences in the Formula 1 world, particularly focusing on the Singapore Grand Prix. The tourist experience regarding the Formula 1 Grand Prix has only been discussed by a small and low number of authors. That is the reason why it is relevant to have a closer look at the present study.

The tourists' overall presentation of the Formula 1 Singapore Grand Prix can be summed up as enjoyable and entertaining. The study by Chiu & Leng (2019) discovered 7 relevant dimensions or so-called themes which are: race, track, event, concerts, cars, food, and walk.

The theme race mainly includes the concepts of race, amazing, and F1. The theme track talks about track, view, grandstand, seats, and stands. The theme event draws attention to the GP, event, city, and entertainment. Moreover, the theme concerts are connected to entertainment, circuit, and atmosphere. Furthermore, the theme cars involve the concepts of cars, place, worth, time, and fan. An important theme which is food talks about expensive, food, drink, ticket, access, and easy. However, the last theme walk includes the start, walk, and pit.

The high level of tourist satisfaction came from such as the race itself, interesting track actions, celebrities, interactive activities as well as diverse food and drinks.

In addition, negative findings include the expensive tickets and the deficient view of the seats as well. An essential point of the study is that the tourist experience was divided into genders as well as locals and international tourists. Regarding male and female tourists, it could be observed that the female tourists have been enjoying the Grand Prix through entertainment such as watching the concerts whereas male tourists were mainly concentrated on the race itself or the cars. Thus, male tourists were mainly connected to Formula 1 and being a fan. Besides, the national and international tourists experienced the following. The Singaporean locals were most of the time linked to the race and being fans as expected from local spectators whereas international tourists were significantly different from the locals and

were impressed by the food, drink, people, and time which also makes full sense, the desire of exploring the hosted countries culture and cuisine (Chiu & Leng 2019).

Apart from the Singapore Grand Prix, the study by (Liu & Gratton, 2010) reveals interesting insights into the Shanghai F1 visitor GP experience as well. It mostly concentrates on the effects of sports mega-events regarding the visitors' image of their host city. To sum up, the positive impact of the live spectators leads to different dependent dimensions. Thus, the main findings show that different dimensions revealed interesting results such as "race performance" representing the highest mean whereas "food and beverages" as supporting services show the low evaluations. Visitors shared their satisfaction through core services which include event organization, promotion, facilities, and transportation. However, shopping and entertainment were categorized as neutral. To sum up it is crucial to satisfy the visitors' needs it becomes essential to take a closer look at service quality (Liu & Gratton, 2010).

A further study by (Watanabe et al., 2018) discussed the influence of core product features, event operation quality, sports fan identification as well as the tourism destination image regarding the Malaysia Formula 1. The author analysed relevant variables in his paper that draw crucial insight into the Malaysian Grand Prix. Starting with the first variable which is the core product, the findings revealed that the better the core product features are the higher the spectators' desire to stay at the F1 event. Moreover, the variable core product thematizes the speed of the race, the landscape of the circuit, team drivers, and the driver's technique which are crucial aspects for making the visitors stay. However, talking about a negative variable which is peripheral services it is necessary to underline that the spectators gained dissatisfied experiences and thus had a lower interest in staying at the event due to lack of meeting the needs of the spectators. The peripheral service variables included staff courtesy, restroom availability, facility cleanness, event security, entertainment as well as food/drink quality. According to Watanabe et al. (2018), the spectators were mostly displeased with the facility's accessibility as well as event services. To sum up, when core products and peripheral services are taken into consideration carefully, the visitor's satisfaction might be shaped positively (Watanabe et al., 2018).

2.2.4 Visitor satisfaction

According to Severt et al. (2007), tourist satisfaction represents a measure of a tourist's satisfied enjoyment that has emerged due to the tourist's perception regarding a product or service that satisfied the tourist's heart, needs as well as their presumptions that has been made during a trip.

Moreover, satisfaction comes into existence when the tourist makes an association pre and post being confronted with the experience. In the world of tourism, the term satisfaction can be defined as the role of the fundamental purpose of the expectations made before as well as the travel experiences that come afterward. As a result, the tourist reaches a satisfaction level when experiences surpass expectations. This, of course, is, valid for negative perceptions as well. When the visitor develops feelings of discontent and unhappiness the expected results will be dissatisfaction (Long, 2004; Chen & Chen, 2010).

2.3 User-Generated Content

For a start, User-Generated Content (UGC) mainly focuses on the original digital content that has been created and published by a public audience instead of having paid approaches that are shared online (Daugherty et al., 2008).

According to Kaplan and Haenlein (2010), UGC "can be seen as the sum of all ways in which people make use of social media," (p.61).

Therefore, UGC offers the ideal opportunity for other consumers to gain knowledge, read, acquire as well as share experiences with other consumers (Ukpabi & Karjaluo, 2018). Nevertheless, this is the reason why UGC nowadays can be a very essential and promising marketing effort since it represents trustworthy, authentic as well as credible sources of information. This can be explained by the fact that the UGC itself is produced and created by the people from one individual network (Nam et al., 2010) and this in turn, makes UGC play a key role in advertising (Walter, 2012). Apart from that social networks draw most of the attention when it comes to UGC and thus represent the main hub regarding UGC. In this case, UGC articulates significance and success on Twitter, Facebook or videos posted on YouTube, reviews created by consumers, or even advertisements (Smith et al. 2012). Furthermore, UGC represents a level of power since it is published and produced on the web by the consumers themselves (Bahtar & Muda, 2016).

This leads to the result that the posted online content of UGC on diverse social media platforms the Destination Management Organization cannot hinder the shared digital

information. Consequently, the published content provides a so-called match between the brand as well as the customer's potential to share the information (Ukpabi & Karjaluo, 2017).

Lastly, Xiang & Gretzel (2010), Narangajavana Kaosiri et al., (2019) highlight the significance that UGC attaches great value to the pre-visit experience of the tourist as well as the destination organization. Thus, the content that has been published serves as information help during the decision-making phase in the pre-travel phase and is therefore considered a credible and accurate source (Xiang & Gretzel 2010, Narangajavana Kaosiri et al., 2019). Finally, it can be emphasized that 80% of tourists fulfil their research regarding UGC before their travel starts. As a result, 50% of tourists renounce their travel decision due to a lack of reviews (Ukpabi & Karjaluo, 2018).

2.3.1 User-Generated Content in tourism

With the great support of the internet, today's tourists take their vital source of information from the Internet during their decision process (Cox et al., 2009).

For a start, UGC can be defined as an approach when people share their past experiences as well as perspectives. This for example can be seen in the tourism industry in the framework of satisfaction and dissatisfaction level after using a product or service within the UGC platforms. As a result, social media takes great responsibility regarding the sharing of diverse types of communication with the community and therefore develops a key task and support for the ones who intend to create a travel plan. Consequently, the visitors conduct research on the opinion of others before confirming their destination (Ukpabi & Karjaluo, 2018).

Another relevant point to integrate is that UGC is influenced by three decisive features. Firstly, the term tourism is mostly associated by tourists with pleasure and hedonism. This is the reason why when visitors intend of going for travel, they aim to conduct the best choice of the full experience and thus let themselves inspire by other tourists' experiences. Secondly, tourists recognize that tourism is an experience that can only be gained post-consumption and for this reason, consumers are counted and depend on other people's expertise.

Finally, increased value and appreciation are inevitable for UGC since a third-party entity is forced to demonstrate truthfulness and sincerity to win the consumer's hearts for their travel choices (Ukpabi & Karjaluo, 2018). Furthermore, UGC represents a high level of implementation and popularity in the tourism industry and hospitality where consumers take advantage of shared information for their decision-making process. Thus, every published

and shared content is recognized as valuable information for the consumers which in the end is authentic, up-to-date, trustworthy, and unique (Gretzel & Yoo, 2008).

To sum up it can be stated that UGC portrays a spectacle of personal travel experience that considers special and distinctive awareness from the close environment. This doesn't only apply to close friends and family but includes strangers' opinions from all over the world as well (Yu & Zou, 2015). This allows all visitors to gain an insight into different formats of UGC such as pictures, graphics, video content, or even other crucial experiences from other travellers on the online platforms. Finally, Manap highlights that consumers prefer to follow the road as well as the guidance of travellers that already collected the specific product experience rather than searching for a product. Consequently, this can be implemented in the tourism sector as well (Manap, 2013). The reason for this is the rising need of collecting destination information on the internet with the aid of social media, websites, and blogs, and thus the confrontation with UGC becomes impossible while looking out for travel plans (Manap, 2013).

2.3.2 User-Generated Content in tourism experience studies

When it comes to tourism experience studies, UGC plays a significant role which will be presented in the following chapter.

With the massive improvement and great support of Web 2.0, it has become easier to collect information as well as conduct research regarding tourist experiences as mentioned in the previous section (Noti, 2013). Recent studies have revealed that 93% of tourists' decision-making relies on the online reviews that they read (Podium, 2017).

However, it is impossible to deny that UGC is drawing great enthusiasm in the tourism as well as hospitality industry (Lu & Stepchenkova 2014). In addition, UGC can bring forth profound personal perspectives and therefore lead to a transparent review (Barreda & Bilgihan 2013).

Several studies have been conducted and scrutinized to comprehend the concept of tourist experiences better. In this context, Brochado and Brochado (2019) analyzed glamping tourists and therefore conducted online reviews to find out the diverse dimensions that define the glamping tourist experience. The findings showed that when experience is evaluated through UGC, functional elements such as service providers' and consumers' emotional elements play a significant role (Brochado & Brochado, 2019).

Moreover, the study by Pearce & Wu, (2014) explains UGC in tourism studies as well. The study thematizes heritage sites and focuses on tourist experiences and user-generated reviews by considering expressive and instrumental components that include satisfaction. For

instance, the instrumental components represent the service quality such as good ways and hygienic toilets whereas expressive components describe the emotions of the tourists such as panoramic beauty. Further examples in UGC are the studies by Yan et al. (2019) that analyse in what way tourists are attracted to experience street art.

Nevertheless, a further previous study by Chiu & Leng (2019), provides sports tourists with individual perspectives at the F1, Singapore GP by considering UGC.

Although the authors Chiu & Leng (2019) examined good results such as the differences in the genders, between national and international tourists, the research in finding out profound personal perspectives of tourist satisfaction levels remains limited. However, it is essential to mention that the study by Chiu & Leng (2019) revealed 7 relevant themes with their importance percentage which are 'race' (100%), 'track' (51%), 'event' (37%), 'concerts' (35%), 'cars' (33%), 'food' (22%), and 'walk' (12%) of sport tourist experiences at the F1 Singapore Grand Prix. These themes are the results after the performance of the software Leximancer that have emerged from the text analysis and thus show the importance of the themes. Despite having many studies related to tourist experiences in different areas only a small number of studies have been performed regarding the main dimensions of the visitor Grand Prix experience. This is the primary reason why it becomes necessary to analyse UGC data to acquire comprehensive and genuine information on GP tourist experiences.

2.4 Conceptual Model and research propositions

It is of big necessary to mention that there are previous studies about UGC in tourism experience, however, tourist experience studies in F1 have been insufficiently explored.

Nevertheless, the authors Chiu & Leng (2019) have slightly addressed and analysed the important role of UGC in tourist experience studies, particularly focusing on F1, Singapore GP.

As a result, the study has revealed significant dimensions of tourist experiences of attending an F1 race. Moreover, the diverse dimensions provide interesting insights and therefore highlight how multidimensional the F1 experience is. These are race, track, event, concert, cars, food, and walk.

Another interesting research to consider is the study of the Shanghai Grand Prix by Liu, D., & Gratton, C. (2010). Their research discovered that the Shanghai Grand Prix causes a positive image effect on the tourists or so-called live spectators. Consequently, the positive image differs from dimension to dimension. The resulting dimensions, in this case, were race performance, event organization, event promotion, facility, transportation, food and beverages, on-site merchandise shop service, and on-site entertainment service. These items

were scaled on a 5-point Likert scale ranging from 1 (very good) to 5 (very poor). Liu, & Gratton, (2010).

To sum up, the presented findings of the literature lead to the following first research proposition:

1: F1 is a multidimensional experience.

The dimensions of experience play an important role when it comes to the tourist experience. The previous study by Chiu & Leng (2019) shortly analysed the satisfaction and dissatisfaction level of the visitor experience. The general results demonstrate that most of the tourists were satisfied and content with the F1 GP and its facilities such as the race, track, live concerts, entertainment, and food and drinks as well.

However, the dissatisfaction was based on the highly expensive tickets, and bad visibility from the stands. The main conclusion that can be drawn is that the tourist experience implicates a variety of satisfied and dissatisfied visitor experiences.

Another important study to consider is by Li et al., (2022) which conducted a research study about negative tourist experiences with different satisfaction levels. Their findings show that tourists negative comments, as well as perspectives were varying differently according to the resulting themes. Therefore, the study led to a multidimensional tourist experience. Li et al., (2022).

Thus, the second research proposition can be identified by the mentioned studies as the following:

2: The dimensions of the tourist experience vary for satisfied and dissatisfied visitors.

2.5 Research context

The study at hand focuses on Grand Prix races from all over the world.

To be specific these are 9 countries which are Bahrain, Brazil, England, France, Germany, Italy (Monza and Imola), Monaco, Singapore, and Abu Dhabi. For each country, 200 reviews have been chosen which makes it a final total data base of 2000 reviews consequently adequate data for the research. These numbers will help to achieve the primary objectives of the dissertation at hand as well as deliver responses to the research questions.

The primary aim of this research study is to find out the main dimensions of the visitor GP experiences based on UGC, thus, accordingly, to discover if the dimensions vary for satisfied and dissatisfied visitors.

Nowadays with the Abu Dhabi Grand Prix 2021 & the Netflix series Drive to Survive, F1 gained rapid popularity (Formula 1, 2020). The unexpected rise of Formula 1 led to the need to investigate the concept of visitor experience further. Not only have the dimensions become popular and important to analyse but also the tourist dependence and usage on UGC.

Therefore, TripAdvisor comes into play with relevant informative segmentations.

Here is a brief description of each 9 GP countries to provide a general overview of their total rankings.

Figure 6. General overview of the ratings & brief description of each Grand Prix

Country	Ratings	Reviews
Bahrain	4,5	797
Singapore	4,5	604
Italy - Imola	4	551
Italy - Monza	2,5	205
Monaco	4,5	363
England	4,5	226
France	3,5	358
Brazil	4,5	862
Germany	4	286
Abu Dhabi	4,5	4331

Source: own elaboration

The Formula 1 Gulf Air Bahrain Grand Prix is in Sakhir, Bahrain, and is known as the Bahrain International Circuit. The very first Grand Prix took place in 2004 and represents 57 laps. The circuit length is 5.412km which equals a race distance of 308.238 km. An important fact to consider is that 474 reviews on TripAdvisor have been marked as excellent which

makes Bahrain one of the most loved and enjoyable circuits. (Bahrain Grand Prix 2023 - F1 Race, 2001).

The Formula 1 Singapore Airlines Singapore Grand Prix 2023 is known for its famous circuit that is called ad the Marina Bay Circuit. The Singapore GP takes place in 2008 and introduced the very first night-time race in the history of Formula 1. The lap number is 63 and the circuit length is 5.063 km. What makes the Singapore GP interesting is that the F1 drivers have a great physical demand due to the humid weather as well as bumpy and uneven circuit and making the drivers lose weight of 3 kilos. 421 reviews from 604 have been categorized as excellent which shows again how satisfied the visitor experience was (Singapore Grand Prix 2023 - F1 Race, 2023).

Talking about Imola (Emilia Romagna Grand Prix), one of the Grand Prix in Italy takes place on the Autodromo Internazionale Enzo e Dino Ferrari where the first GP took place in 1980. The number of laps consists of 63 with a circuit length of 4.909 km and a race distance of 309.049 km. The lap record was held by Lewis Hamilton in 2020 with 1:15.484. 313 reviews from 551 have been categorized as excellent (Emilia Romagna Grand Prix 2023 - Italian F1 Race, Imola, 2023).

However, the other Italian Grand Prix which is known as the Pirelli Gran Premio d'Italia 2023 is known for its very famous circuit name Autodromo Nazionale Monza and hosted its first GP in 1950. The lap number includes 53 laps, with a circuit length of 5.793 and a race distance of 306.72 km. Since 2004 the lap record hasn't been broken and still belongs to Rubens Barrichello with 1:21.046. By having a closer look at the reviews on TripAdvisor it is possible to observe the dominant negative comments that have been shared by the visitors. 112 comments from 206 are labelled as terrible. These results can be traced back to the fact that most of the visitors made negative tourist experiences such as complaints about the organization, long hour queues or no proper views. As illustrated in the table, Monza brings the most dissatisfied visitor experience (Italian Grand Prix 2023 - F1 Race, 2023).

The Monaco Grand Prix also known as the "Crown Jewel" of all the GPs was Initially introduced to F1 in 1950 with its very famous street circuit named: Circuit de Monaco. The number of laps is the highest for Monaco with 78 with a lap record of Lewis Hamilton in 2021 at 1:12.909. However, the circuit length is 3.337 km, and the race distance of 260.286 km. While having a closer look on TripAdvisor it is eye-catching that only 1 of 363 reviews have been labelled as terrible. Thus, having 240 reviews as excellent from 363 clearly shows the high satisfaction of the tourists in Monaco (Monaco Grand Prix 2023 - F1 Race, 2001).

The British GP is eminent for the Silverstone circuit which was hosted into F1 in 1950 and represents 52 laps. The fastest lap was realized by Max Verstappen in 2020. The race distance is 306.198 km with a circuit length of 5.891 km. The Silverstone GP is very well known for its crucial character of being the fastest track in the calendar of F1. Even though

visitors left a small number of reviews in contrast to other GP the positive ones are dominating. 161 reviewers from 226 described their experiences as excellent (British Grand Prix 2023 - F1 Race, 2023).

The French Grand Prix and its popular circuit Paul Ricard opened its doors to F1 1971 by presenting 53 laps. The lap record belongs to Sebastian Vettel in the year 2019 with 1:32.740. Thus, the circuit length amounts to 5.842 km with a race distance of 309.69 km. Interestingly, the reviews on TripAdvisor regarding the French GP mostly draw attention to non-F1 topics such as Bol d'Or or the GT Drive. Most of the tourist experience is based on joining different facilities, events, and interests on the Paul Ricard circuit than the F1 GP. Even though 150 reviews from 358 have been categorized as excellent around 100 comments are still about being experienced as poor and terrible (French Grand Prix 2022 - F1 Race, 2022).

The Brazilian also known as the Sao Paulo Grand Prix presents the Autódromo José Carlos Pace circuit but is named Interlagos as well. The first GP was introduced in 1973, a couple of years later than the mentioned GPs with 71 laps. The fastest lap belongs to the current F1 driver Valtteri Bottas (2018) with 1:10.540. In addition, the circuit length amounts to 4.309 km with a race distance of 305.879 km. A close look at the mentioned table demonstrates that the reviews of the Brazilian GP represent the second highest number which is 862 comments. This draws attention to the fact that a great number of Brazilians deeply enjoy watching the GP and make use of TripAdvisor a lot. Almost half of the reviews are being called excellent (Sao Paulo Grand Prix 2023, Brazil - F1 Race, 2023).

The last German GP that was held in Germany was at the Hockenheimring in 2019. Since then, the German GP was not on the F1 calendar anymore. However, the first GP was introduced in 1970 with 67 laps. The circuit length of Hockenheimring includes 4.574 km and a race distance of 306.458 km. Thus, the fastest lap belongs to Kimi Räikkönen (2004) with 1:13.780 km. (German Grand Prix 2019 - F1 Race, 2019). The average rating for the Hockenheimring is 4.0 with more than half of the reviews being called excellent (148 reviews from 286).

Coming to the last GP is Abu Dhabi which is known for its Yas Marina Circuit. The racetrack was introduced to the F1 world alter than the other GPs which is since 2009. The number of laps amounts to 58 with a circuit length of 5.281 km. However, the race distance is 306.183 km with the fastest lap by Max Verstappen with 1:26.203 and gaining the world championship. Not to forget that those 4331 visitors of the Abu Dhabi GP left their reviews on TripAdvisor. This high number is an obvious indication that the tourists enjoy not only the GP itself but also the diverse facilities that the Yas Marina Circuit offers such as the Ferrari World and the Warner Brothers and therefore makes it a highly satisfying experience. (Abu Dhabi Grand Prix 2023 - F1 Race, 2023).

3. Methodology

For the methodological part of the study, mixed content analysis method will be applied. This means that secondary data will be included by scrutinizing diverse and multiple reviews on TripAdvisor of different Grand Prix races all over the world. With the support of TripAdvisor, significant and promising reviews of Grand Prix races will be compared with each other to discover if the dimensions of the visitor Grand Prix experience regarding satisfaction or dissatisfaction vary and to what extent.

The spontaneous reviews of different Grand Prix countries on TripAdvisor will be collected for the study at hand. The reason for choosing TripAdvisor is that it represents a platform where TripAdvisor provides support for 463 million travellers monthly as well as offering and owning 859 reviews and opinions of the visitor experience (TripAdvisor, 2022). Besides, TripAdvisor offers filter options regarding gender and origin that allow to gain a better insight into diverse demographic segments.

Above all, TripAdvisor offers as well as provides users the right to make use of its content in the framework of research purposes (TripAdvisor, 2023). The data collection for this study includes around 200 reviews for each Grand Prix country that are collected and organized in an excel document. After the data collection, the main purpose and next step will be to include the content analysis tool, Leximancer due to the high volume of words (Wu, Wall, & Pearce, 2014).

Therefore, Leximancer allows the creation of a so-called conceptual map that illustrates the vital concepts that are integrated into the text data as well as information about the associations (Crofts & Bisman, 2010). To sum up, it is essential to articulate that Leximancer has a successful practice and place in tourism research to examine UGC data as well as scrutinizing the experiences of tourists (Brochado & Brochado, 2019).

Finally, the visual conceptual map as well as the valuable outcomes from Leximancer provide a profound overview and understanding of the documented data such as the reviews and comments (Rodrigues et al. 2017).

3.1 Research Design

Before diving into the research design of this study itself it is crucial to explain shortly that the following study focuses on a mixed research design that is defined by Johnson & Onwuegbuzie, (2004) as followed: "Mixed methods research is formally defined here as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study." (p. 14).

Therefore, for this research study, secondary data was conducted due to the collection of online reviews from TripAdvisor. The implementation of exploratory research was significant to collect new perspectives on this topic. Qualitative data collection with the indirect method. The data at hand focuses on visitor experience reviews that have been shared online (Brochado et al., 2019).

As a result, to answer the research questions, a mixed content analysis was applied that integrates qualitative and quantitative approaches (Brochado et al., 2019).

To find out the main dimensions of visitor experience, in total 2000 reviews have been extracted for 9 countries from TripAdvisor. Therefore, the study provided a two-step content analysis approach.

Firstly, the quantitative part relied on the software of Leximancer that performed the conceptual maps of the main dimensions whereas the qualitative focuses on the narrative analysis. This is the reason why the dissertation at hand includes a mixed content analysis.

In a nutshell, for the first step, Leximancer software was taken into consideration. The quantitative approach helps to better understand the analysis of individual reviews as well as to conclude the created concept maps but to better as well. (Brochado et al., 2019).

The second part is the qualitative approach that mainly concentrates on the narrative analyses of the web reviews. Each chosen review from TripAdvisor had to be analysed carefully on an individual basis. As a result, the main aim is to be able to comprehend as well as draw crucial conclusions from Leximancer (Brochado et al., 2019).

However, before applying the software Leximancer, a word cloud analysis was conducted in advance to gain a first glance at the overall view of the visitors' dimensions.

To sum up, a mixed content analysis was applied to gain a bigger picture of the research problem that empowers the trustworthiness of the conclusion as well.

3.2 Data collection

According to Hox & Boeije (2005), there are two significant approaches to data collection which are known as primary and secondary data collection. The research study at hand takes the secondary data collection into main consideration. In this context, secondary data collection refers to information that has been previously collected and gathered by using already existing data. Sreejesh et al. (2014) highlight the following “Secondary data analysis and pilot studies are the most popular tools used in exploratory research. Secondary data are the data that have already been collected previously for some other research purpose” (Sreejesh et al., 2014, p. 15).

To provide answers to the research questions, secondary data collection was chosen since the research study only focuses on the inclusion and integration of review collections from TripAdvisor. Firstly, the secondary data was fulfilled with the support of TripAdvisor.

Therefore, 10 races and 9 countries have been chosen that hosted a GP race and for each country, 200 reviews were collected which sums up to 2000 reviews in total. The 9 countries that have been chosen are the following Bahrain, Brazil, England, France, Germany, Italy (Monza and Imola), Monaco, Singapore, and Abu Dhabi. It is crucial to mention here that Italy hosted 2 GPs in different cities which makes it at the end of 10 GP races.

Here it is relevant to highlight that 10 GP were selected because only these had enough reviews shared online which are 200 and relevant for the data analysis.

The data collection took place manually and was carried out in a table in an excel sheet.

The first step consisted of choosing and inserting 200 reviews to the according country in the table excel sheet. This step included the following relevant variables: country, circuit, the title of the review, date, the review itself, traveller type as well as satisfaction level.

An example is illustrated in Figure 7. The rating system on TripAdvisor is that the reviewer must decide between the ratings 1 ('Terrible'), 2 ('Poor'), 3 ('Average'), 4 ('Very good') and 5 ('Excellent').

Figure 7. TripAdvisor excel variables

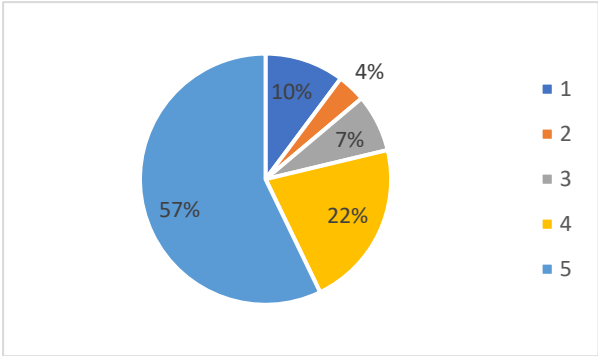
Country	Circuit	Title	Date	Review	Traveller type	Satisfaction Level TripAdvisor
Singapore	Marina Bay Street Circuit	Lessons to be learnt.	Sep 22	It was an exciting race due to conditions but really the track is crap. Had a multi seat grandstand so each day I had a different stand / seat which I thought was great. Thing is beer was 15 bucks and food was very expensive on site. Even when you were in the MRT station by the track you would be hard to know there was a Grand Prix happening, few signs ,flags or anything to see to let you know a world sporting event was happening outside. Also on some of the inside stands the crowds get funnelled through some very tight spots where one even had a knee high pole in the middle which was only visible one you walked into due to the crush. All in all I suppose they have to make do with what they've got but lessons could be learnt from other circuits. I would still recommend it and go again as I love Singapore.		3
Singapore	Marina Bay Street Circuit	The Most Amazing experience	Sep 22	This has to be the best place to watch a Grand Prix. Right in the City with super efficient transport systems. A night race which gives you all day to explore the City. Great drama, well organised. Something for the bucket list Such friendly people. I will be back		5

Source: TripAdvisor; own elaboration

Firstly, pivot tables were created in advance to understand the sample profiles detailed. Not only the pivot tables but bar and pie charts were created to simplify the data and have better first look at the resulting data.

The following topics results from creating the pivot tables: count of country, count of satisfaction level on TripAdvisor, average satisfaction level on TripAdvisor, count of traveller type, average satisfaction level of traveller type as well as number of different traveller type by GP. Most of the ratings as shown in the previous chapter in the research context, demonstrate an average rating of 4.5 with dominating 'excellent' reviews (Figure 6). This satisfaction can be traced back to the pivot table of the count of satisfaction levels as well (Figure 8) that shows that satisfaction level 5 is mainly dominating with a percentage of 57%.

Figure 8. Count of satisfaction level



Source: TripAdvisor; own elaboration

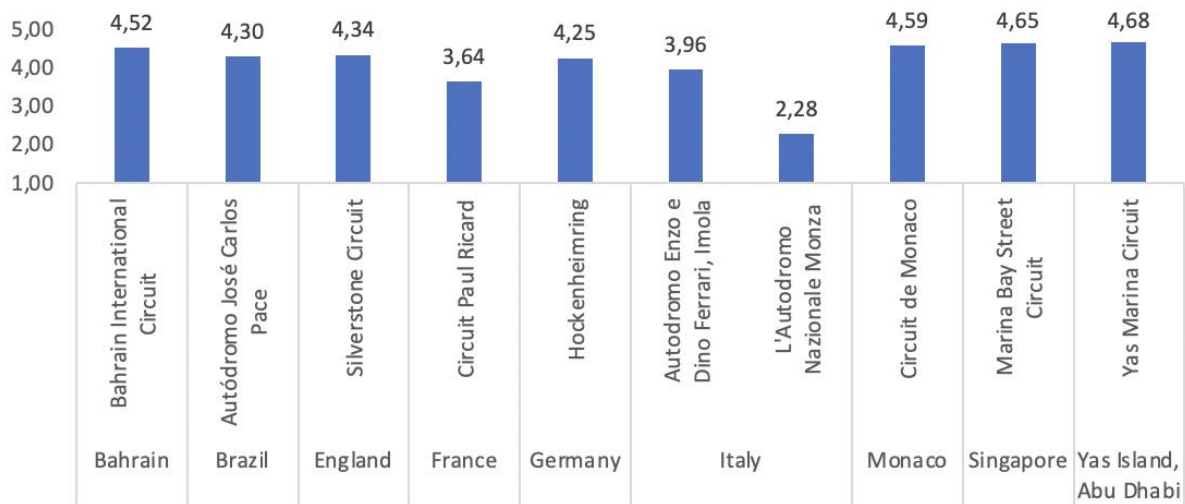
Thus, it becomes necessary to provide a short inside overview of the pivot tables results that have been created before focusing on the data analysis.

When it comes to the average satisfaction level of the GP countries as illustrated in Figure 9, the Abu Dhabi GP represents the highest number of average satisfactions with 4,68 while the lowest average satisfaction number is demonstrated by the Monza GP with 2,28 followed up by Singapore with 4,65 (Figure 9).

Nevertheless, the average satisfaction level by traveller type (Figure 10) revealed that the lowest number belongs to the category friends as it can be seen with a value of 3,97 whereas the traveller type business represents 4,63 and thus highlights the highest value.

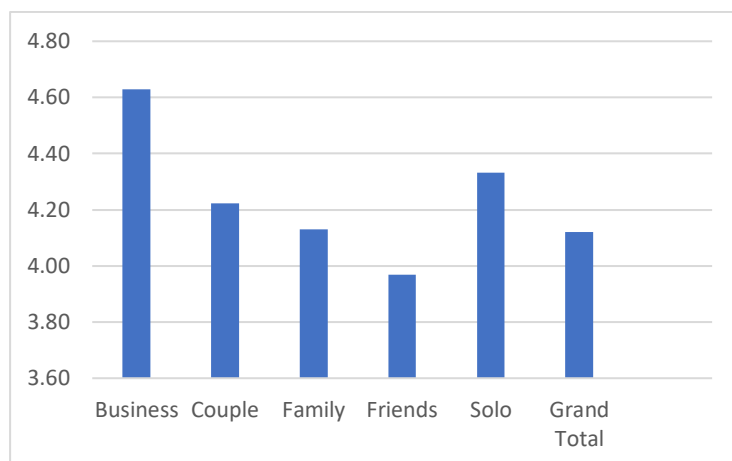
Furthermore, going into more detail, it becomes significant to investigate the average satisfaction by traveller type with the countries as well.

Figure 9. Average satisfaction level with Grand Prix



Source: TripAdvisor; own elaboration

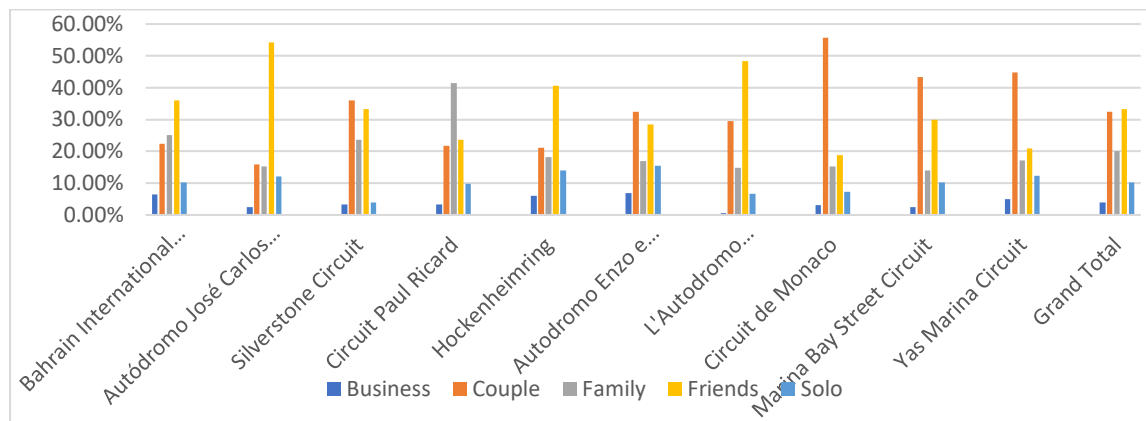
Figure 10. Average satisfaction level of traveller type



Source: TripAdvisor; own elaboration

Finally, the last pivot table in Figure 11, describes the number of different traveller types by GP. The most noticeable about the bar graph is that the highest number of traveller types was the couple's category regarding the Monaco GP (55,76%) closely followed up by Brazilian that enjoy visiting the Autódromo José Carlos Pace circuit as friends (54,14%).

Figure 11. Number of different traveller type by Grand Prix



Source: TripAdvisor; own elaboration

To gain further detailed insight into the graph analysis, the rest of the pivot tables can be found in the appendix.

Moreover, mostly English reviews have been chosen and inserted in the excel sheet. The ones that have been reviewed in English were translated by Google directly as an option provided by the TripAdvisor website.

3.3 Data Analysis

To fulfil the data analysis, two significant approaches are included which are WordArt, a word cloud generator, and the Leximancer software.

As a first step, the word frequency was performed by only including the review's titles. Therefore, all 2000 "titles" from the excel sheet were uploaded to the free online software in this case WordArt. By copying all review titles and inserting them into the table of WordArt, the software automatically ranks most mentioned words from the highest to the lowest in a table and therefore creates a figure or rather a cloud that represents all frequently used words. In this case, the bigger the word appears on the cloud the more often it has been included. (Word Cloud Generator, n.d.).

Afterward, Leximancer, a content analysis tool was integrated to discover responses regarding the first research question of finding out the main dimensions of the visitor GP experience based on narratives shared online, due to the high volume of words (Wu, Wall, and Pearce, 2014). Thus, Leximancer allows the creation of a so-called conceptual map that illustrates the vital concepts that are integrated into the text data as well as information about the associations (Crofts & Bisman, 2010). In other words, Leximancer represents easy usage

and an uncomplicated interface and therefore leads to valuable insights into the outcomes from the collected data (Engstrom et al., 2022).

To sum up, it is essential to articulate that Leximancer has a successful practice and place in tourism research to examine UGC data as well as scrutinize the experiences of tourists (Brochado & Brochado, 2019, Chiu & Leng 2019).

Finally, the visual conceptual map as well as the valuable outcomes from Leximancer provide a profound overview and understanding of the documented data such as the reviews and comments (Rodrigues et al., 2017).

However, a further necessary point to consider is the colour of the so-called themes, the closer the themes are to the red colour the more significant and connected they become (Indulska et al., 2012).

Apart from that, Leximancer has gained popularity, particularly within the tourism as well as hospitality industry which are confirmed by the studies conducted by Brochado et al. (2017), Rodrigues et al. (2017) & Lupu et al. (2017). As a result, the Leximancer software offers great support and benefit for researchers addressing the subject of tourism. This is articulated by the website of Leximancer in the following way as well. "Text is more than a collection of words...Identifying the concepts quickly and effectively is key to taking advantage of what the text is saying" (Leximancer, n.d.).

Another relevant quote about Leximancer was described "Objective data analysis as researcher bias coder subjectivity is removed" (Sotiriadou et al., 2014).

Next was to deliver responses to the second research question thus a new conceptual map was created with the aid of Leximancer software to comprehend the satisfaction levels better regarding the visitor experience dimensions or in other words to better understand the main concepts concerning the satisfaction rating values.

4.2 Leximancer overall results

After applying the word cloud generator, it becomes crucial to have a profound and detailed look into the results of Leximancer. The concept map of Leximancer helps and assists to comprehend the collected reviews such as the visitors' experiences, complaints, and different emotions as well as further interesting concepts that have been created by Leximancer or in other words the main dimensions of visitor GP experience based on narratives shared online in this case TripAdvisor. Thus, Leximancer performs the most frequent themes as well as main concepts obtained from the reviews. As a result, the mixed content analysis or in this case the quantitative approach identified conceptual map of the main dimensions of the visitor GP experience.

The results of the first step of Leximancer revealed 13 relevant themes as illustrated in Figure 13. Red represents the most important theme, whereas light violet shows the least. Thus, in-between the frequency or so-called hits of the words are included as well.

Therefore, the hits mainly address the frequency of a specific term or concept referring to a data set. Words with higher hits count represent greater importance.

Therefore, these are the themes and the hits are in order of importance: "race" (2803), "circuit" (2360), "day" (2245), "F1" (1683), "stands" (1677), "experience" (1555), "event" (1336), "food" (1285), "organization" (968), "train" (720), "visit" (701), "hour" (632) and "tour" (296) as illustrated in Figure 13.

4.3 Overall results for the main dimensions of the visitor Grand Prix

4.3.1 Race

The theme “race” dominantly and clearly demonstrates the most important theme and can be seen as the central point of visitor GP experience. Thus, the themes include the following main concepts: race (count: 1443, relevance: 100%), track (951, 66%), place (457, 32%), view (353, 24%), drivers (162, 11%), nice (169, 12%), straight (110, 8%), full (97, 7%).

A typical tourist review for race can be presented as following.

“The race track is fantastic. We went for the 4h of Imola which was a great race. [...]”
(Italy, Imola, 4, Friends, May 2016).

Another review on TripAdvisor included:

“This was the highlight of our trip. Amazing race with incredible views at the Ermanno Palace. [...]” (Monaco, 5, Family May 2017).

Not only is the theme “race” associated with positive tourist experience reviews but with personal historical reasons as well. A Brazilian tourist highlighted:

“For a Brazilian who used to watch F1 race just because of Ayrton Senna, this is a historically important place. He's won the race 3 times in a row here. [...]” (Germany, 3, Family, January 2016).

Another significant point to consider is the visitors satisfaction regarding the views of the GP races. A tourist shared:

“Absolutely fantastic venue. We watched this weekends F1 in the south stand, excellent views. [...]” (Abu Dhabi, 5, Friends, April 2018).

One of the tourists emphasized the following:

“[...] The night race is absolutely amazing!. [...] We have ample view down to pit lane and turns 1,2 and 3. Definitely recommend having a walk around the track to experience qualifying from a range of positions. [...]” This is a must see track for any F1 fans out there! PS don't forget to walk the track down to the Padang stage for the great entertainment.”

(Singapore, 5, Couple, September 2019).

4.3.2 Circuit

The theme “circuit” represents the second biggest theme or in other words the second relevant theme regarding the dimensions of the visitor GP experience.

This theme includes the main concepts: circuit (819, 57%) cars (517, 36%), walk (463, 32%), parking (320, 22%), take (311, 22%), area (263, 18%), able (144, 10%) down (121, 8%), top (120, 8%), outside (83, 6%).

One visitor described the circuit experience as the following:

“Fantastic F1 experience (my first). Circuit was immaculate, toilets the same. Food was a decent price and lots of choice. Would definitely recommend this.” (Abu Dhabi, 5, Couple, November 2017).

In another reviewer from Italy, Imola explained:

“Exciting to see this place live ... the circuit is immense, the park around it is enormous and the thrill of seeing the cars turn and hearing the roar of the engines with your own ears is priceless ... Beautiful”. (Italy, Imola, 5, Friends October 2019).

However, when it comes to the cars the visitors were mostly impressed by the speed and sound of them which adds up to the positive visitor experience.

Regarding the main concept cars one tourist shares:

“Highly recommend going there during the Bahrain Grand Prix. Awesome experience, those little cars are as fast and noisy as they say they are. Wonderful experience. Get noise head cancelling headphones if you can buy you will be fine without them too.”
(Bahrain, 5, Family, November 2017).

This theme analysis shows that most of the tourists connect “circuit” with positive characteristics.

4.3.3 Day

The next theme is called “day” with the following main concepts: day (712, 49%), tickets (541, 37%), time (563, 39%), grandstand (261, 18%), entertainment (157, 11%) whole (142, 10%), main (128, 9%), facilities (163, 11%), Saturday (127, 9%), lots (100, 7%).

A further tourist experience was based on the following statement:

“My husband and son decided to visit the F1 circuit at Monza whilst my daughter and I went shopping. They drove there to find not only was it FREE to get in and park but that there was racing taking place as well! They had a fantastic time.” (Italy, Monza, 5, Family, November 2018).

Furthermore, other visitors shared their negative reviews about the tickets as following:

“Silverstone Circuit Management Board - Hang your heads in shame. You've ripped the heart and soul out of true racing fans Families are now having to sell their pre-booked camping tickets as they can't afford your scandalous pricing for the racing tickets. [...]”. (Singapore, 1, Family, September 2015).

However, further tourists shared further interesting reviews regarding the day.

A visitor underlined the following:

“[...] The circuit has excellent facilities with most of what is going on behind the main stand this is where the concerts were on the Friday and Saturday took place, there was also plenty of entertainment during the day for adults and children. [...]”. (Bahrain, 5, Couple, April 2018)

A further tourist shared:

“Incredibly expensive nearly SGD \$600 dollars, for an entrance ticket, and that is without a seat! The best corner (turn 7) and fastest place on the circuit does even have audience access to view. [...]. The grandstand layout is also poor, in that the stands all view the straights, where nothing happens in an F1 race (you need to see corners). The track itself is tight and bumpy with little passing opportunities and the current rules and cars make for very boring racing. [...]”. (Singapore, 1, Family, September 2015).

4.3.4 F1

Coming to the next theme which is “F1” it can be categorized as the fourth in the conceptual map. The main concepts are: F1 (836, 58%), fans (327, 23%), watch (294, 20%), best (247, 17%), night (188, 13%), during (144, 10%).

It is interesting that tourists mainly associate the main concept “F1” race with their first live experience live on location.

A typical review that describes “F1” is the following:

“First time watching F1 live in Singapore, and it was tremendous. Seeing many great drivers under the night lights with amazing views. Also, the addition of music performance made it worth every penny. Would love to go to Singapore GP again.” (Singapore, 5, Solo, September 2018).

In addition to this, the main concept “fans” revealed following reviews.

An example of this type of review is:

“Important to warn F1 fans who would not have a seat in the stands. Almost impossible to see a car except by building a platform with the fallen branches in the woods, or the tires looted by the locals who make do with this galley. Positive point, 3 hours out and 3 hours back without the possibility of drinking.” (Italy, Monza, 1, Friends, September 2022).

A further negative review was highlighted as:

“F1 organisers should hang there heads in shame for the disaster that was Monza 2022. No regard for safety of fans. Lack of facilities for everything from the toilets to getting water/food. Your token system has now been proven to be a shambles along with everything else at Monza 2022. Italy and the vast majority of the Italian people were great just a pity about F1 destroying what should have been a fantastic weekend.”
(Italy, Monza, 1, September 2022).

However, the theme “F1” in particular, the main concept “best” provided positive results as well.

A typical tourist commented on TripAdvisor:

“The venue and circuit are incredible, the organization is perfect, and the facilities work perfectly. We bought a Starter pack at F1Experiences with my brothers for the Sao Paulo GP, and it has been by far the best trip of my life! [...]”. (Brazil, 5, November 2022).

4.3.5 Stands

Moreover, the theme stands are linked to these main concepts: stands (408, 28%), people (400, 28%), seats (325, 23%), access (199, 14%), need (201, 14%), long (155, 11%), free (165, 11%), front (95, 7%), available (100, 7%), short (73, 5%)

One tourist stated:

“[...] Secondly, don't book grandstand X because the view is poor- it's like watching the GP from a prison cell, plus there is no big screen to watch the event. [...]”. (Monaco, 2, Couple, May 2018).

A further visitor highlighted the following:

“[...] of all the people who accompanied me [...]. The top, however, was reached when I arrived at the Villeneuve grandstand. To find the seat assigned to me, I had to count all the seats in the row, as there was no suitable numbering. [...] However, after reading discussions and bad moods, I finally manage to sit in my seat (the one indicated on the purchased ticket). Many other people were in the same situation as I was, as the grandstand was filling up. Once settled, we realize something, however dangerous. In all the stairways leading to the grandstand, as well as along the balustrade, there were crammed unauthorized persons, who in my opinion bought tickets, for the circular and arbitrarily, without any control, had access to the grandstand, going to undermine the structural safety of the grandstand itself, due to the excessive weight to which the structure had to undergo [...]”. (Italy, Imola, 1, April 2022).

The main theme stands is explained by the following review as well:

“[...] The grandstand cannot even be defined as such: small plastic seats placed directly on the ground of the hill, dirty with earth, worn out and with the grass coming out of the holes.

The staircase to reach the seats was "built" with wooden planks that broke after the first day. Because of these boards many people have fallen and a girl sitting next to me even broke her leg. [...] The stands where you could buy caps and t-shirts were in unpaved spots where cardboard was used to cover the mud (which got soaked and broke with the rain). Caps on water bottles were forbidden (to say the controls for safety reasons, but obviously it was to force people to buy on site). [...] To earn more, the organizers sold many more circular tickets than they could and many infiltrated uncontrolled grandstands (such as the Rivazza), so those who had paid only €90 for the ticket were next to me who had paid more than 450€. Twice we had to move people who had sat in our seats, and other people in neighbouring rows had to argue with the occupants who didn't want to vacate the seat others had paid for. [...] for this it was also difficult to watch the race (there was little visibility) [...]". (Italy, Imola, 2, April 2022).

4.3.6 Experience

The sixth significant theme as illustrated in the conceptual map from Leximancer represents the following main concepts: experience (652, 45%), Grand Prix (453, 31%), year (302, 21%), amazing (208, 14%), fantastic (142, 10%).

The main concepts of "experience" includes positive reviews to a large extent and are mainly connected with the Grand Prix experience itself.

A relevant visitor review was stated as:

"It was our first Grand Prix experience and it was totally worth it [...]" (Singapore, 5, October 2022).

Another visitor review was based on:

"The F1 GP experience was fantastic. We went Saturday and Sunday. There is activity all the time. Other car races, parade and more. It's amazing when it starts. We stayed in sector G, very good because it is on the opposite straight and there is good visibility of the racecourse. Bathrooms very good and clean all the time. Expensive food and two types: barbecue or cone pizza. Could have more varieties with fast foods. Water is more expensive than in Bumbodromo (Parintins) and Sambodromo (RJ). It's really worth going. It would only make the food better." (Brazil, 4, Couple, November 2017).

Further crucial reviewer considered:

“The Grand Prix as a race is fantastic, good atmosphere, amazing circuit [...]”.
(Italy, Monza, 1, September 2022).

It is interesting to observe that a great number of tourist reviews on TripAdvisor regarding the theme “experience” are addressed with the two crucial main concepts “amazing” and “fantastic”.

4.3.7 Event

Coming to the next theme which focuses on the following main concepts: event (598, 51%), weekend (333, 23%), atmosphere (210, 15%), recommend (228, 16%), absolutely (101, 7%).

A positive review of the theme event is the following:

“Wow - Simply an Extravaganza that must rate with one of the worlds great event attractions; and F1 is only part of this great weekend spectacle. World class entertainment with something for everyone This year Kylie Minogue, Queen & Adam Lambert and KC & Sunshine Band were of my genre but much more [...]”. (Singapore, 5, Couple, September 2016).

A further visitor articulated:

“Visiting a racetrack is always exciting, then Imola is particular, so much history and so many emotions that concern this circuit where every weekend there is an event relating to engines. A trip for everyone, adults and children, even for those who, like me, are not very passionate, recommended.” (Italy, Imola, 5, August 2019).

Another review from a Family from England described the theme as:

“Superb British Grand Prix once again. It is the best atmosphere of any Grand Prix we have been to. This years was even better as we brought the kids (10, 6 & 1) for the first time. We all enjoyed it and can't wait until next year. Still a little pricey, but it's expected at a big event like this. Recommended to everyone of any age.” (England, 5, Family, July 2017).

4.3.8 Food

The theme “food” deals with the following main concepts: food (482, 33%), drink (318, 22%), queue (279, 19%), buy (182, 13%), toilets (169, 12%), staff (169, 12%), pay (131, 9%), bad (132, 9%).

A typical review concerning food is the following:

“Everything others have said about organisation is true. Impossible to get any food or drinks and disgusting toilets. Long walks and queues to stands where you don’t even get a seat for your £500. Not suitable for anyone with mobility issues or anyone who can’t walk at least 4 miles. We met two couples who went in the Saturday and didn’t return in the Sunday”.

(Italy, Monza 1, Couple, September 2022).

A further supporting shared review is:

“[...] Food stalls massively overpriced and poor quality with massive queues and almost non-existent seating / tables to eat. [...] Large screen gave up for half an hour on main race which was very frustrating and toilets are a joke far and few between with massive queues!!! [...] . Badly laid out venue with very poor services and very poor views for track viewing. Would be so much better at Brands Hatch!!! Sorry Silverstone but I give you a solid 1/10.” (England, 1, July 2017).

Another reviewer explained as followed:

“[...] Already bad feeling for me! But let's move on!! The briefing over, everyone rushes to take their turn... so if we've arrived before you have to jostle to get to the piloting! Still bad feeling! [...] We have the impression that despite a staggering amount of staff (or volunteers), nothing is managed with professionalism! Even the ancillary services are disastrous... For a coffee or chocolate, you have to count 2€ for 10 or 20 cl... of water! [...]” (France, 2, Friends, November 2016).

4.3.9 Organization

Continuing with the next theme “organization” it is crucial to present the main concepts that are: organization (300, 21%), price (213, 15%), expensive (187, 13%), everything (140, 10%), money (113, 8%), everyone (101, 7%).

An interesting review regarding the theme organization as shared as:

“Truly horrible and at times dangerous. Everything could be bought only using tokens(water, food) and the lines for tokens were so long that I waited for an hour while being pushed from stewards selling tokens from one side and 500 angry people from the other side(see the picture). [...] After the race I wanted to get the money back for unused tokens or just buy something, but all stands with tokens or food were GONE so probably nobody could get their money back. Organization should be ashamed and at least issue some sort of an apology. Never again at Monza”. (Italy, Monza, 1, Solo, September 2022).

Another reviewer explained:

“Gp 22/23/24/April 2022 Organization of parking lots and grandstands to be reviewed Endless queues for rivazza grandstands H, shameful ticket prices 350 euros Rivazza H subscription mind [...] So let's see if we can improve for next year because in Europe there is no organization like this even at the Hungaroring.” (Italy, Imola, 3, Solo, April 2022).

Nevertheless, a contrary review was describing as well regarding the main concept organization:

“The venue and circuit are incredible, the organization is perfect, and the facilities work perfectly. We bought a Starter pack at F1Experiences with my brothers for the Sao Paulo GP, and it has been by far the best trip of my life! It is recommended to look for accommodation near the autodrome or the metro, since we stay near the Plaza de la República and, although the sector is very central and there is everything, at times it is a bit dangerous for tourists.” (Brazil, 4, Family, November 2018).

4.3.10 Train

Another interesting theme to consider is “train” with the main concepts: train (225, 16%), minutes (174, 12%), bus (119, 8%), entrance (129, 9%), inside (105, 7%), traffic (93, 6%).

A typical tourist shared on TripAdvisor the following:

“Incredible experience. Fast cars, pleasant weather and a nice atmosphere. Was pleasantly surprised by the Italian public transportation system and how easy it was getting to the track without a car, I highly recommend getting the train and shuttle bus combo if you stay in Milan (the train from Milano centrale was only 10 minutes and there were plenty of busses). [...]”. (Italy, Monza, 4, Friends, September 2022).

A further visitor highlighted as follows:

“[...] Stay in Monaco if you can, but if you cannot then the train from Nice is reliable and spectacular as it hugs the coastline and sheer drop to the Mediterranean ocean.” (Monaco, 5, Friends, July 2016).

A relevant reviewer explained:

“[...] The infrastructure is good, although the cafeteria in my sector has become tumultuous. The race track is far away and there is no parking. The transport options are train, taxi/uber or bus. On F1 days, the city hall "makes available" a non-stop bus route, leaving from some subway stations (the closest one is Jabaquara), for an unfriendly price but which I thought was the best option, even due to the rain (38 round trip).” (Brazil, 5, Solo, November 2016).

4.3.11 Visit

Regarding the theme “visit” the following concepts have been created by Leximancer.

Visit (430, 30%), worth (216, 15%), world (121, 8%)

A visitor explained the following:

“The Bahrain International Circuit is one of the best F1 Circuits in the world and is worth visiting. There are many activities held there through out the year. 2020 F1 event is a must to see.” (Bahrain, 5, April 2019).

A further reviewer underlined:

“For the pure experience of the F1 world a walk around the marina is a must ,just to see how the other half live is quite fascinating. There's some great bars & restaurants there to relax have a drink & people watch. Well worth a visit.” (Abu Dhabi, 5, November 2018).

Another tourist shared as followed:

“It is really worth taking a break from Bologna and visiting this race track in the city of Imola (about 45 km from Bologna). Historic for Brazilians and world motorsport, it was here that Ayrton Senna died after an accident at the San Marino Grand Prix in 1994.” (Italy, Imola, 4, September 2015).

4.3.12 Hour (queue)

The theme “hour” was changed in the Leximancer software as “queue” since it was better suitable than hour. Thus, the main concepts are: hour, water, site, left

A visitor described the review as:

“The GP F1 event at Interlagos is always a show, but the racetrack should improve some points that cause a lot of inconvenience and dissatisfaction, such as the long queues for half-price tickets. [...]. Not being able to bring water and food in is ridiculous, clearly to force internal consumption. There are no security restrictions that justify this.” (Brazil, 3, November 2015).

Another tourist included:

“Had an amazing day, HOWEVER, toilets for women were horrendous- queues were massive and sometimes had to wait up to an hour for a wee!! I ended up going in the men's with my partner which was disgusting! Half of the Marshalls didn't know which way to send us when we asked where our seats were [...].” (England, 4, July 2022).

Another tourist reported:

“[...] It is best to register before you travel - this is free and avoids queueing and a cost of circa £4 per person on the day. A leisurely walk took just over an hour, and it was great to see the track from all perspectives. Take water and enjoy working up an appetite for one of the superb Yas Marina restaurants.” (Abu Dhabi, 5, February 2019).

4.3.13 Tour

The final theme only includes two concepts which are tour (169, 12%) and beautiful (127, 9%).

One tourist underlined the following:

“very interesting guided tour of the circuit with access to the lodges and telemetry cabins the circuit is magnificent.” (France, 4, July 2017).

A further tourist reviews was explained as:

“The track itself is fantastic, it has a beautiful layout and provides great racing. However, the structure for the public needs to be improved, offering better quality snacks. The restrooms were as clean as possible, but I believe they could be permanent rather than temporary installations.” (Brazil, 3, November 2015).

4.4 Results of the main dimensions linked with satisfaction and dissatisfaction ratings

The main purpose of the second research question was to determine if the previously discovered dimensions of the visitor GP experience vary for satisfied and dissatisfied visitors and therefore to investigate more profoundly into the dimensions. For this step, Leximancer was included again to perform a conceptual map as well as to discover the satisfaction perspectives of the tourist experience.

The second round of creating a conceptual map, Leximancer performed the eight following dimensions for the satisfaction level, including the hits: "race" (3893 hits), "day" (3052), "circuit" (2757), "food" (1810), "experience" (1528), "queue" (1408), "weekend" (1217), "tour" (296).

The findings revealed significant differences such as that visitors associate the satisfaction 5 with "experience", "weekend" and "race" whereas the satisfaction level 4 draws attention to "circuit" and "tour". To gain further valuable insights into the satisfaction perspectives of the tourist experiences, satisfaction 4 and 5 have been merged as satisfied. 1, 2 and 3 has been categorized as dissatisfied visitor experience. Therefore, as illustrated in the Figure 14 below, the satisfaction level 1, 2 and 3 mainly concentrate on "queue", "food" and "day".

Figure 15. Summary of main themes and concepts for satisfaction rating

Group	Theme	Main concept & likelihood
	Race	view (79% 5:61% & 4:18%) nice (92% 5:49% & 4:33%)
4 & 5 satisfied	Experience	experience (82% 5:65% & 4:17%) Grand Prix (77% 5:55% & 4:22%) amazing (94% 5:79% & 4:15%) fantastic (85% 5:70% & 4:15%)
	Weekend	event (71% 5:51%, 4:20%) weekend (84% 5:67%, 4:15%) atmosphere (85% 5:69%, 4:16%)
	Circuit	circuit (75% 5:52% & 4:23%) cars (74% 5:55% & 4:19%) area (62% 5:43% 4:19%)
	Tour	tour (92% 5:59%, 4:33%) beautiful (81% 5:61% & 4:20%)
1, 2 & 3 dissatisfied	Queue	hour (68% 3:11%, 2:12%, 1:45%) water (65% 3:7%, 2:11%, 1:47%)
	Food	food (37% 3:7%, 2:6%, 1:24%) drink (42% 3:6%, 2:6%, 1:29%) queue (47% 3:9%, 2:9%, 1:49%) toilets (67% 3:10%, 2:6%, 1:32%) bad (61% 3:14%, 2:18%, 1:29%)
	Day	tickets (42% 3:10%, 2:6%, 1:26%) grandstand, (35% 3:9%, 2:7%, 1:19%) entertainment (11% 3:5%, 2:3%, 1:3%) facilities (26% 3:7%, 2:9%, 1:10%)

Source: own elaboration

When it comes to the theme race, reviewers that rated with a 5 mostly talk about the “view” (co-count 217, likelihood: 61%) and how “nice” (co-count: 84, likelihood: 49%) the experience is.

A typical satisfied reviewer described:

“We just returned from attending the Grand Prix of Monaco. It is a spectacle unequalled by any other race in the world. [...] . We watched the race from The Monaco Dance Academy and had a great view of the first turn and the Piscene straightaway. [...] Fortunately, the race was clean , with only a couple of caution flags and 1 crash was did not result in any injuries. The F1 drivers are truly athletes. The stamina it takes to finish one of these races is amazing. It's an expensive proposition but there is nothing like it anywhere else in the world.”
(Monaco, 5, Couple, May 2017).

Another positive tourist experience was shared as:

“The race track is very nice and you can stay very close to the track. I was in front of the pits, close to the finish line. There are snack bars at fair prices and clothing and souvenir shops

(these are very expensive). I just missed a locker - to store purchases, bags and objects (I came and would return on the same day). Otherwise, enjoy." (Brazil, 5, Friends, November 2018).

Next to the theme "race", the theme "experience" is associated with rating 5 as well. Visitors mostly talk about the main concepts "experience" (co-count: 424, likelihood: 65%), "Grand Prix" (251, 55%), "amazing" (165, 79%) and "fantastic" (100, 70%).

An enthusiastic reviewer shared:

"If you haven't attended a Formula 1 Grand Prix race before, you simply have to experience the Bahrain Formula 1 Grand Prix. [...] There is something for the whole family here which leave you with three days of wonderful memories, that will last you a lifetime, and leave you with a desire to return for more." (Bahrain, 5, Family, April 2018).

A pleasant experience was based on:

"Amazing experience at British grand Prix 2021 with husband and eldest son, camped at woodlands in a hired motorhome and had seating at Becket's 2 rows from the front, fantastic views on race day and sat in grandstand overlooking pit lane on practice day. [...] Thanks to Rachel for sorting mobility scooter parking at club Silverstone stand. Loved the atmosphere, friendly people and staff, belated golden wedding anniversary treat for us as covid postponed our original 2020 trip, best experience ever if you like F1. And Lewis won, that's my boy!!." (England, 5, Couple, July 2021).

The positive reviews continued as:

"Absolutely wonderful experience cycling around the fantastic Yas Marina Circuit . This is a Free experience-that just requires you to register either online or on the evening. Very well Organised, we arrived at around 5.30pm for the opening of the circuit. You can walk, run or cycle around the 5.5km Circuit. This truly was a unique experience and a must do". (Abu Dhabi, 5, Friends, January 2018).

Furthermore, the theme "weekend" has been categorized by the TripAdvisor reviewers as 5 as well.

A typical positive reviewer commented:

“As an avid F1 fan, I was excited to be able to attend my first live Grand Prix experience in Singapore. Personally, I think the event itself will cater to people who like F1 or if you don't, the off entertainment for the events will probably be enough to keep you entertained. The whole atmosphere of the race is just absolutely amazing. [...] Getting around to and from the circuit is pretty convenient via public transport. Though it's pretty costly overall to visit Singapore during the F1, especially with the soaring hotel prices for that weekend, but the whole experience makes it worth it”. (Singapore, 5, Friends, September 2017).

Another highly satisfied visitor review was:

“Very very good weekend! Very nice circuit! Very good atmosphere, really superb. The only negative point was the cancellation of visits from the stand. My for all the rest nothing to say except top! We will be there next year!”. (France, 5, Couple, September 2016).

Other example of this typical review is:

“We were at F1 weekend. Unfortunately, the year is no longer in the F1 calendar. Excellent atmosphere, very good organization. The race was a sensational one. Verstappen won”. (Germany, 5, Jul1 2019).

On the other hand, the rating 4 mainly addresses the themes “circuit” and “tour”. The theme “circuit” includes the main concepts “circuit” (co-count: 191, likelihood: 23%), “cars” (99, 19%) and “area” (49, 19%). The theme “tour” only consists of two main concepts which are “tour” (56, 33%) and beautiful (25, 20%).

A typical shared comment regarding the theme “circuit” is the following:

“One of those GPs I've always wanted to visit. The UAE is a spectacular place and this circuit is a perfect compliment to the many incredible architectural achievements you see in this area of the world. [...] I love this corner of the circuit and was glad to get a ticket here as you get to see the cars coming over the hill and down through the series of corners quite close and then head back up the long straight [...]”. (Abu Dhabi, 4, Solo, November 2019).

A further satisfied reviewer explained:

“A circuit that carries a large part of the history of world motorsport, even though it is an event venue other than races, the emotion of going through the Senna S curve (even on foot) was indescribable... Seeing the entry curve on the straight is an unimaginable feeling the speed that 'downhill' cars can reach so powerful. The dream of going to the race track to see an F1 race is still alive, but the emotion of knowing it was indescribable. It's so worth it”. (Brazil, 4, March 2017).

Next to the theme “circuit”, “tour” becomes relevant as well.

An example of this review is:

“Beautiful day full of emotion during the 10000 tours du castellet. Very nice to open to the public. We had a great day with my 2 year old son who loved it. Only downside: few staff to guide us. Big negative point: no brewery or point of sale to buy something to drink a coffee or a cold drink. Very bad reception of the only bar available.” (France, 4, Family, September 2018).

Another review for this concept was:

“Having not been to the circuit since 1980, it was good to be able to enjoy the daily tour that is available to visitors. [...] I was lucky to be in a group with someone to translate where necessary, but our guide Walter was really enthusiastic about the place. A well constructed tour.” (Germany, 4, Solo, March 2017).

Reviewers that evaluate their tourist experiences on TripAdvisor with a 1, 2 or 3 are more likely talking about their dissatisfaction. Thus, the themes “queue”, “food” and “day” represents mostly the discontent of visitor GP experience. The main concepts for “queue” are “hour” (likelihood: 3:11%, 2:12%, 1:45%) and “water” (likelihood: 3:7%, 2:11%, 1:47%). In this case, the likelihoods were presented together as showed in the brackets since the rating 1,2 and 3 are merged (Figure 14).

Starting with the theme “queue” and its main concepts which are “water” and “hour”.

For instance, one visitor reported:

"[...] Massive queues at the train station for shuttle buses (pre-paid). Massive queues to gain entry to the circuit. Idiotic pinch points cause further queues. Our stand was 45 minutes' walk from the entry, so we needed some drinks when we got there. To get refreshments you had to queue for an hour to buy tokens, then queue in the bar/food stall to get drinks/burgers. 2 hours for a bottle of water or a beer. Even then they ran out of tokens, the tills stopped working, the staff got flustered. After racing long queues to exit quickly develop. Very dangerous - do not go with small kids or elderly or overweight friends. VIP cars ploughing through the crowds. Shuttle bus queues back to the rail station were swamped at the end or racing. We queued for 45 mins without moving then gave-up and walked back into Monza. Trains to Milan were rammed full. Never again Monza." (Italy, Monza, 1, September 2022).

A further typical negative review was shared as:

"[...] Arrived on site, inevitably my husband had missed the briefing and we were asked for an additional 10€ for a more complete lap (and also, not specified on the voucher or CG) Explaining that we were at the hour but blocked by the "dam". The hostess turning a deaf ear (cause you always interest me) In short, not even a glass of water (thinking that the 10€ paid at the entrance would be used for the open bar) Too many and not enough seats for s sit. Duration of the activity more than an hour with a child of 5 years old outside with an icy wind. GREAT Under no circumstances will we do it again with them!". (France, 2, Family May 17).

Apart from the theme "queue", "food" plays a major role as well when it comes to negative tourist experience. Thus, the main concepts are "food" (likelihood: 37%: 3:7%, 2:6%, 1:24%), "drink" (42% 3:6%, 2:6%, 1:29%), "queue" (47% 3:9%, 2:9%, 1:49%), "toilets" (67% 3:10%, 2:6%, 1:32%) and "bad" (61% 3:14%, 2:18%, 1:29%).

The dissatisfaction was highlighted by a visitor as follows:

"[...] The toilets were plentiful, but extremely dirty. Expensive food and drinks that can only be purchased with tokens. Security checks only at the entrance and sometimes superficial. [...] In conclusion, due to this extremely negative experience, I will no longer go to the Imola racetrack for the Grand Prix, despite it being the closest destination to where I live. Everything seen on TV is selected and filtered by journalists who only show "the warmth of the fans and

full houses for the event". PS. cars in parking lots also got stuck in the mud, with many helping each other to push them out." (Italy, Imola, 2, April 2022).

Another negative review was explained as:

"I am struggling to put into words just how shockingly, badly organised this event was last weekend. [...] So on transport to and from the metro both days, there were simply not enough buses, but the main issue was no organised queuing system, [...] the Sunday, things were starting to really heat up as we left. [...] Worse was to come - inside, the utterly inadequate number of food and drink outlets would not take cash - you had to buy tokens to spend, but there was absolutely no notice that this would be required. There were exchange stands set up to buy the tokens, but these were in an unsurfaced promenade, about 15m wide and set up directly opposite the food sellers. The mix of queues for the food and tokens resulted in a sea of literally thousands of people and I know that some people were in line for 3 hours just to get tokens. There were not enough toilets (set up near the food and exchange just adding to the queues), they were utterly disgusting and with no water to wash your hands and I was very grateful to be a man [...]." (Italy, Monza, 1, September 2022).

The last theme that draws attention to the dissatisfaction classification is the theme "day".

Thus the main concept for this are: "tickets" (42% 3:10%, 2:6%, 1:26%)

"grandstand", (35% 3:9%, 2:7%, 1:19%), "entertainment" (11% 3: 5%, 2:3%, 1:3%), "facilities" (26% 3:7%, 2:9%, 1:10%).

Tourists that rated the GP experience with the minimum classification of 1 underlined:

"Chose the T1 Enclosure as I was taking my father who is approaching 80 so the promise of exclusive facilities away from the main crowds, plus all weekend reserved grandstand seats was important. Unfortunately it did not deliver, and I definitely wouldn't spend out on it in future.

NEGATIVES

Majors

- 1) Based on T1 Grandstand size and rough male/female ratio, there were approximately 140 men per "exclusive" urinal or men's cubicle in the T1 enclosure. That was during the times they were all working. For comparison, Wembley has about a 30 to 1 ratio.
- 2) There was no screen visible from the grandstand seating for the T1 area. So for most of the race it was guesswork. Every other area of the track had screens and they are pretty important when watching F1 from a grandstand.

3) The "exclusive" food stalls in the T1 enclosure consisted of Mac and Cheese, or Salmon Bagels. Not really what most people wanted, made obvious by their lack of trade.
Minor

4) The free parking pass for my car failed to materialise.

5) The entertainment in the T1 area could have been better, or at least on for more than a couple songs. It was a shame with the facilities there, that it wasn't utilised better.

POSITIVES

1) All the staff in the T1 area were brilliant, cleaners, bar staff, etc.

2) The actual T1 Marquee, bar area, private space was excellent, with screens etc.

3) Racing was good, or what I could hear over the radio." (England, 3, July 2019).

A final negative review included:

"Monza F1 2022. The worst circuit I have experienced - the facilities were shocking. For sure you expect some queueing but there was a stupid system of needing to queue for 45+ mins to buy tokens (with booths not even fully staffed) and then queue 45+ mins to buy food/drinks with the tokens - very limited food/drinks stalls (which were all cramped together) there was a 'free for all' - chaos! No entertainment at the end. Felt like poor treatment of fans for what's not cheap tickets. Not a circuit we'd return to." (Italy, Monza, 1, Friends, September 2022).

4.5 Discussion

The primary objective of the research study at hand was to discover the main dimensions of visitor GP experience based on the narratives that have been shared online. The Leximancer software performed 13 significant themes: “race”, “circuit”, “day”, “F1”, “stands”, “experience”, “event”, “food”, “organization”, “train”, “visit”, “hour” and “tour” as illustrated in Figure 13.

When comparing the results to those of older studies that have been mentioned in the literature review it must be pointed out that there are results that agree with previous studies as well as there are findings that are different from other studies or even contribute new insights into the study that previous studies didn't cover.

For instance, in this study, the theme “race” represents the most relevant theme of all the 13 ones. Visitors mainly share their positive thoughts about the races. These satisfied experiences are related to the race track itself, the good view that is offered as well as the historical meaning behind the races. As reported in the prior studies by Chiu & Leng (2019) that talk about tourist experience in the Singapore GP, the theme “race” represents the most dominant theme when it comes to sports tourist experiences as well. However, it becomes highly relevant to mention that even though the themes of this study and the previous study are the same, the main concepts of each theme reveal significant differences. While the reviewers of this study talk about the content and pleasant experiences of the race, the racetrack, the view, or the place, the reviews of the study of Chiu & Leng (2019), talk differently about the races such as about the “F1”, “amazing” and the “weekend”.

The second common theme in this study is “event” and mainly refers to the pleasant atmosphere, having a good weekend, and visitor recommendation of the races whereas in Chiu & Leng's (2019) study, the theme “event” covers mainly “Grand Prix”, “organized” and “entertainment”.

Coming to the last similar theme which is “food”, an interesting observation is present. While the theme “food” in this study addresses mainly negative visitor experiences such as long queues, expensive foods, and unhygienic toilets. A previous study by Chiu & Leng (2019) shows different insights. In this case, the theme “food” has easy access and high availability. On the other hand, though, the reviews in this study describe how expensive and overpriced the foods are.

To sum up, by taking a closer look at the study of Chiu & Leng (2019) that focuses on the sports tourist experiences at the F1 Singapore Grand Prix, 3 similar themes with different main concepts can be discovered which are “race”, “event” and “food”.

Apart from the Singapore Grand Prix that was analysed by Chiu & Leng (2019), the results of this study are in some points in accordance with other previous studies mentioned in the literature review.

As Liu & Gratton (2010) discovered in their study about the Shanghai F1 GP that the dimension “race performance” represented the highest appraisal which is in line with the presented study as well. Through this it is possible to conclude that, as confirmed in the Singapore Grand Prix as well, the dimension race is always seen as a positive highlight and crucial experience for the visitors. This result can be traced back to the main purpose of going to a Grand Prix which is watching the race, locally onsite. A further similarity is the dimension “food and beverages”. The results of this study confirm the existing evidence by the research paper of Liu & Gratton (2010). In both cases the dimension food is reviewed with very low evaluation such as being expensive and inadequate with long waiting queues. As a result, in both studies the tourists need, and demands were not fulfilled. Next to the theme “race”, “facility” plays a key role in the study of Liu & Gratton (2010) as well. The facilities were reviewed as the second highest evaluation whereas in this study regarding the overall visitor GP experience the facilities had positive associations which can be traced back to the theme “day”.

Nevertheless, when comparing the current results to prior studies, Watanabe et al. (2018) pointed out regarding the Malaysia Grand Prix the importance of so called “core products” such as the “speed of the race” is an important variable for visitors to stay. This dimension was identified in this study as well, particularly in the theme “circuit”, tourists were highly impressed by the speed and sound of the cars. Through this finding it is possible to conclude that the visitors enjoy the high and intense speed of the race which adds up to their positive visitor experience as well as show the relevance of the race dimension.

Furthermore, it is crucial to have a deeper look into the resulting themes and the individual concept analysis that have been created with the help of Leximancer or in other words it is highly relevant to investigate the new insights that the study has contributed.

By analysing the main concepts on an individual basis, it is relevant to start with the theme “race” which includes the main concepts “race”, “track”, “place”, “view”, “drivers”, “nice”, “straight”, and “full”.

In general, the reviewers are highly impressed by the race, in particular with the race track and deeply enjoy the views over the races as well. However, an interesting observation is that a great number of tourist visitors draw different parallels with the main concept which is the walking on the race “track” which adds up another level to the visitor experience since many tourists enjoy and appreciate being able to walk the race track where the GP takes place. Thus, the visitors take the theme “race” as a very positive experience with them.

The next relevant theme “circuit” mainly focuses on “circuit”, “cars”, “walk”, “parking”, “take”, “area”, “able”, “down”, “top”, “outside”.

Next to the circuit, cars are the mentioned main concept in the reviews. Not only are the visitors talking about the positive characteristics of the circuits but also their fascination with

the race cars. When it comes to the cars the visitors were mostly impressed by the speed and sound of them which shapes their visitor experience. In addition, the incredibly high sound in the decibel of the F1 represents the main real attraction and therefore demonstrates why so many tourists come and watch the race.

In the theme “day” the most significant concepts are “day”, “tickets”, “time”, “grandstand”, “entertainment”, “whole”, “main”, “facilities”, “Saturday”, “lots”. The reviewers from TripAdvisor contributed positive thoughts regarding the main concepts of “day”. In this case, the visitors mainly complement the entertainment offered for everyone, having an enjoyable time as well as the diverse facilities that can be experienced at and during the race. However, the main concept of “tickets” was mainly associated with negative visitor experiences such as the highly expensive tickets and the main concept “grandstand” was experienced as a disappointing experience. Thus, the bad layouts of grandstand emphasize the visitor complaints as well. Not only that but even though the visitors bought expensive tickets they were not able to sit. These shapes the visitors experience unpleasantly as well.

A further clearly relevant theme to talk about is “F1” which integrates the concepts “F1”, “fans”, “watch”, “best”, “night”, “during”.

It is interesting that tourists mainly associate the main concept “F1” race with their first live experience to watch it live on location, being present at the race. Moreover, the fans in general were displeased with their visitor experience since they were not enough safety and no seating capacities in the stands. Through this, it can be concluded that even though F1 visitors enjoy the races, it is not enough to complete a fully satisfied tourist experience and therefore led to disappointment.

“Stands” represents the fifth important theme and shares mainly negative reviews as well. Main concepts: “stands”, “people”, “seats”, “access”, “need”, “long”, “free”, “front”, “available”, “short”.

Visitors deeply articulate their problems in not finding their seats or not being available at all despite having paid for the tickets. In addition, many people were struggling with the same problems. Not only that but the “stands” which are mainly referred to in this context as the grandstands revealed issues such as being made from plastic or even their unsafeness. It is possible to conclude from these that most negative reviews were inspired by this theme.

The sixth significant theme “experience” represents the following main concepts: “experience”, “Grand Prix”, “year”, “amazing”, “fantastic”.

The main concepts of “experience” includes positive reviews to a large extent and are mainly connected with the Grand Prix experience itself.

It is interesting to observe that a great number of tourist reviews on TripAdvisor regarding the theme “experience” are addressed with the two crucial main concepts “amazing” and “fantastic” and takes the visitor experience to another level. Apart from that “experience” itself was emphasized by its diversity, from using simulators to taking part in pit stop challenges. Thus, it is possible to conclude that the visitor experience itself was verified positively.

Regarding the theme “event”, Leximancer provided these concepts “event”, “weekend”, “atmosphere”, “recommend”, “absolutely”. Through these concepts, it is possible to obtain mainly positive shared reviews. The positive visitor experience was shaped by the offered event attractions, the whole weekend GP experience as well as the final recommendation to everyone.

At the beginning of this chapter, it was explained that the theme of “food” mostly covers negative impressions.

The theme “food” deals with the following main concepts in this study: “food”, “drink”, “queue”, “buy”, “toilets”, “staff”, “pay”, “bad”.

As previously mentioned at the very beginning of this chapter, the negative reviews are triggered by this theme since the visitors had to go through unpleasant experiences such as long waiting queues to buy expensive food and drinks, unhygienic toilets as well as unprofessional staff. To sum up, now it can be stated that already 3 themes: food, day, and stand have been recognized till now as negative visitor experiences.

The next theme deals with the “organization” and the concepts of “organization”, “price”, “expensive”, “everything”, “money”, “everyone”.

In this context, it is interesting to point out that on the one hand, visitors complain about the bad organization, particularly regarding the disorganized token system as well as the overpriced ticket prices. On the other hand, an opposite review was shared as well that the organization was conducted perfectly.

Thus, it becomes crucial to mention touch points with the theme “food” which refers to expensive race tickets as well as food and drinks.

The next theme “train” has the concepts of “train”, “minutes”, “bus”, “entrance”, “inside”, “traffic” and mainly draws attention to the easy and uncomplicated transportation option to the

racetrack by train and bus. Through this, it is possible to conclude that the visitors appreciate the proximity of public transportation and the effortless accessibility.

“Visit” takes only these concepts “visit”, “worth”, and “world” into consideration. The reviewers deeply highlight the worthiness of going and visiting a race and categorizing F1 as world motorsport. These findings demonstrate the high satisfaction level of the tourist experience.

However, the theme “hour” includes the main concepts: “hour”, “water”, “site”, and “left”. The theme “hour” was changed to “queue” since it fits better in the context of Leximancer software.

These concepts show that the visitors made a negative experience of having long waiting hours as well as dealing with the prohibition of bringing water. As a result, it is necessary to mention that a further connection can be found with the theme “food” regarding the long queues.

The final theme “tour” only depicts “tour” and “beautiful” as the main concepts. It is interesting to observe that the word “beautiful” mostly refers from the viewpoint of the reviewers to the track layouts as well as the satisfying tour guides at the race that add up to the tourist experience as well.

To sum up, negative experiences with the concept of tickets can be found in 3 themes: day, stand, and organization.

In conclusion, it can be highlighted that the main dimensions for the visitor GP experience are race, circuit, day, F1, stands, experience, event, food, organization, train, visit, hour, and tour in order of importance. These dimensions are the ones that have been shaped by the visitor’s race experiences. Moreover, these dimensions demonstrate what exactly matters to the visitors the most and to what extent they feel attracted to them. Especially to be more particular the main dimensions race, circuit and day represent the highest and the most relevant frequencies in the software.

By analysing the results, it can be observed that the visitor GP experiences bring emphasis on the four realms of experience: entertaining, esthetic, education and escapist which will be explained in the following.

Coming back to the literature review it is of great importance to discuss the 4 realms of experience. The findings of this study at hand led to connections with the 4 dimensions of experience. As a result, the results of the visitor GP experience revealed a focus on entertainment, escapism, and esthetic.

The dimension of entertainment can be rediscovered in the theme “day” as an important main concept. Visitors deeply enjoy and appreciate the variously offered entertainment during a race as well as the well-organized facilities. This is consistent with the previous studies from the literature review (Garrod & Dowell, 2020). In addition to that the theme “F1” reflects the entertainment dimension as well, particularly the main concept “watch”. Visitors are entertained by watching the GP race, especially watching it live, and therefore become indirectly involved in the process of entertainment. These findings are in accordance with the prior literature review by Garrod & Dowell, 2020.

Nevertheless, for the dimension “escapist”, the theme of “experience” becomes relevant. Visitors enjoy making contributions to their experiences and therefore participate actively such as taking spins on the simulators or recreating a pit stop challenge. This result is in accordance with the previous study of Garrod & Dowell, 2020 which highlights the need of tourists to escape their current reality and therefore immerse into their active participation.

Moreover, the realm of “esthetic” is highly important as well. Visitors deeply appreciate the physical environment at the race or particularly find contentment by being passively involved and being present at the event without causing any actions to the event taking place. Thus, the atmosphere plays a key role or rather in this case the aesthetic. (Garrod & Dowell, 2020).

This result ties well with the previous studies by Garrod & Dowell, 2020. The realm “esthetic” can be discovered in the satisfaction theme of “experience” regarding the main concept of “Grand Prix” which includes the well-constructed grandstand layouts and views.

As a result, tourists try to immerse in the presented environment and come closer to their wished tourist experience or in this case as close as possible to the race track.

To sum up, it is of great necessity to highlight that there is potential to improve and ameliorate the realm of education. This realm was not extensively described by the reviewer’s tourist experience in this study. According to Garrod & Dowell (2020) visitors in general talk about self-educational experiences but in this case, they don’t. These results indicate that the educational realm has room for development.

In conclusion, it can be stated that all 4 realms of dimension exist in some instances.

However, the educational dimension is open for growth.

To sum up, it is of great necessity to reach completion of experience with the 4 dimensions to find out and fulfil the perfect visitor GP experience.

The second objective of this study was to find out: “Do the main dimensions of the visitor Grand Prix experience vary for satisfied and dissatisfied visitors?” that can be traced back to the usage of the software Leximancer to obtain answers. The second round of creating a conceptual map, Leximancer performed the eight following dimensions or in other words the

themes for the satisfaction level, “race”, “day”, “circuit”, “food”, “experience”, “queue”, “weekend” and “tour”.

As previously mentioned in the results chapter, the ratings 1, 2, and 3 can be categorized as dissatisfied reviews whereas the ratings 4 and 5 can be seen as satisfied visitor experiences.

As demonstrated in Figure 13, satisfaction level 5 mainly addresses the themes “experience”, “weekend” and “race”. Satisfaction level 4 draws attention to the theme’s “circuit” and “tour”. However, satisfaction levels 1, 2, and 3 mainly integrate queue, food, and day.

The third column in Figure 15 shows the most relevant main concepts that have been chosen and filtered from the data analysis.

The theme “experience” from the rating 5 is brought up by visitors connecting to the main concepts of “experience”, “GP”, “amazing” and “fantastic”. It highlights only positive comments such as the exceptional and impressive experience of the GP that they have attended. This visitor experience is reinforced by the usage of enthusiastic adjectives such as “amazing” and “fantastic”. This is the most ideal way to express their visitor satisfaction.

Moreover, regarding the theme “weekend” which includes only “event”, “weekend” and “atmosphere” as very relevant, visitors mostly articulate the positive experience referring to the successful weekend, serving events, and most importantly the enjoyable atmosphere that is present at the race. These results provide evidence that since the F1 GP takes place on a Sunday, the weekend becomes a crucial positive dimension for the visitors.

A further theme that represents the rating 5 is “race” itself with the resulting main concepts of “view” and “nice”. In this context, visitors highly complement the great views of the nice racetracks which shows that the visitors are happy and glad to be attending the race.

To sum up, satisfaction level 5 leads to the understanding that “amazing” is the most dominating main concept as illustrated in Figure 15 with the highest likelihood of 94% or in other words that the theme “race” is ultimately what counts the most for the visitor experience.

Coming to the rating 4, “circuit” plays a key role in satisfying the visitor GP experience. The reviews on TripAdvisor are mainly based on the main concept “circuit”, “cars” and “area”. Regarding the “circuit”, visitors share their admiration for the areas of the circuit and emphasize its historical importance. However, talking about cars becomes more relevant as the visitors are impressed to see the fast and powerful cars on the racetrack. This exposure solidly adds up to the satisfaction level of the visitors as a sensory experience.

In addition, the theme “tour” represents significance as well, especially with the two main concepts “tour” and “beautiful”. Satisfied visitors explain on TripAdvisor their gladness of the visitor tours on the race day.

Nevertheless, visitors that rated between 1, 2, and 3 often share negative comments regarding the themes “queue”, “food” and “day”. Starting with “queue” it is of great necessity that most of the visitors complain about the long and devastating queues as well as the time-consuming lines just to get water including the token system. Not only that but the main concepts of “food” draw massive unpleasant reviews as well. The token system example was present in the “food” theme again with overpriced food and drinks or even unhygienic toilet problems. However, the visitors often mention how bad the overall experience was. As mentioned in the prior chapter and studies “food” is the one theme that depicts most of the dissatisfied comments in total.

The final negative theme can be attributed to “day” with its crucial main concepts of “tickets”, “grandstand”, “entertainment” and “facilities”. These comments are even classified as 1 from 5. The visitors who gave this type of classification were displeased with the expensive tickets again, having disappointing views from the grandstands or even complaints about the lack of facilities as well as not being entertained enough.

Regarding the theme “day” an interesting observation could be gained which is that the main concept “entertainment” revealed only negative results while the study of Chiu & Leng (2019) and (Liu & Gratton, 2010) showed positive and neutral findings.

On the one hand, a part of this dissertation’s results is consistent with the literature review and points out similar dimensions and satisfaction themes. On the other hand, the study provides new and different insights into the main dimensions and satisfaction perspectives of visitor GP experiences as well.

Regarding the results of the satisfaction dimensions, it is of great necessity to share several consistencies with previous studies from the literature review.

According to Chiu & Leng (2019), the visitors at the Singapore GP mainly complained about the high prices, expensive tickets. In the results of this study’s satisfaction ratings, the overpriced tickets can be found in the “day” theme. However, a further dissatisfied review by Chiu & Leng (2019) are the restricted views from the seating places whereas in the current study the views are dominated by the contrary view which are pleasant tourist experiences that can be traced back to the theme of “race”. Further similarities are the theme “race” as well. In both studies visitors deeply enjoy the races and collect satisfied experiences. Nevertheless, the main concept “entertainment” was described by Chiu & Leng (2019) as joyful activities while in the current study “entertainment” represents disappointed visitor experience due to a lack of activities. Coming to the last aspect which is the theme “food” has simple access and high availability. This is not the case in this study. Visitors’ complaints are based on the expensiveness and limitation of food and drinks.

Furthermore, dissatisfied results were discovered as well. According to the study Watanabe et al. (2018) “peripheral services” led to lower satisfaction level in his study,

particularly with facilities and events. On the one hand regarding the facilities both studies are in line and share unpleasant views.

To sum up, the findings and discussion of this study revealed that the visitors mostly gained pleasant experiences during their GP races. As a result, visitors' tourist experiences mainly integrated the fascination of the nice races with the good views, mostly describing the GP experience itself as amazing, enjoying a pleasant weekend, being highly impressed by the speed of the cars as well as the organized visitor tours at the circuit. However, the need for articulating dissatisfied reviews is significant as well. The low level of satisfaction can be traced back to the long waiting hours to get water with a token system. Not only that but being offered expensive food and drinks as well as only providing unhygienic toilets make the visitor experience even more unpleasant.

Similarly, it is essential to add further negative, bad experiences such as the long queues as well as lack of facilities and entertainment. Concluding this section, the visitor's dissatisfied experience was based on the overpriced tickets and the disappointing grandstands.

To sum up, "The dimensions linked with satisfaction and dissatisfaction vary" is verified.

These findings enhance our understanding of the dimension's "race", "day" and "circuit". Visitors overall positive impression of the "race" provide great evidence for their satisfaction as well as showing what matters to them most by participating in GP and watching the race. Moreover, the dimension "circuit" draw mainly attention to the fascination of the car sounds. On the other hand, the dimension "day" represents the common negative visitor experiences and what disappoints them mostly in the majority.

The following conclusion can be drawn from this study that this research sheds new light on the subjective perspectives of the visitor GP experiences by analysing reviews from 10 GP races. In other words, the results of this study revealed innovation because they add new dimensions to previous studies. Thus, this study aimed to discover the main narratives and concepts that relate to satisfied and dissatisfied web reviews. Nevertheless, ratings are crucial to comprehend the main reason why visitors tend to leave a positive or negative review on TripAdvisor.

5. Conclusion and recommendations

5.1 Theoretical contribution

The research study at hand provides a broader perspective of the visitor GP experience compared with the prior studies that have been summed up in the previous chapters of this study. Thus, this study took the exploration as well as the advancement of the dimensions one step further. Not only the crucial dimensions fully for the visitor GP experience was discovered but found out the varying dimensions of satisfying and dissatisfying tourist experiences as well.

As a result, the dissertations analysis offers a profound insight as well as a new understanding of visitor GP experiences. Equally essential is the additional relevance to the existing literature review since the visitor GP experience can cause various influences of further advancing the sport tourist experiences in different racing countries.

Moreover, the findings of this study support the great significance of involving online reviews from TripAdvisor to better understand the visitors' tourist experiences since they add more valuable insight to the tourism industry than any other approach. In addition to that TripAdvisor aids to lower the response bias in contrast to surveys or interviews. What makes this study even more innovative and credible is the integration of a mixed content analysis that includes online reviews from 10 GP countries, that had not been done yet in prior studies that included online reviews. The results demonstrate how multidimensional the satisfaction level experience can be.

To sum up, this research's findings add to the literature by having identified the varying dimensions of the visitor GP experience associated also with satisfied and dissatisfied perceptions of tourists. The software Leximancer performed the main overall themes of visitor GP experience some more important than the other themes. Thus, the study demonstrates two rating perspectives (satisfaction and dissatisfaction) of visitors that reveal significant differences in their online reviews about visitor experience at the GP races. Therefore, it can be concluded that the satisfaction dimensions evoke interesting and contrasting insights into the tourists' perspectives. Low ratings mainly talk about queues, food, and the day itself whereas high ratings compliment the races, experiences, weekends, circuits, and the tour. Prior studies slightly included the satisfaction level by taking the ratings from excellent to terrible from TripAdvisor. The satisfaction results were shared as review citations in the findings chapter. However, no dimensions have been found or rather no conceptual map was created by Leximancer in the framework of the F1 world with more than one GP.

Consequently, these research findings fill a gap in the literature by further and more profoundly identifying, new visitor GP experience dimensions.

5.2 Managerial implications

As a start, the findings of this study offer innovative and diverse insights into visitor perceptions of the F1 GP experience. By considering the increasing relevance of F1 as well as the integration of visitor experience during the GP races, the research confirms the high significance of each dimension that can bring the tourist experience to another level. As a result, the findings underline that only by fulfilling all four realms of experience an experience can be considered complete. (Pine & Gilmore, 1998; Quadri-Felitti & Fiore 2013).

According to Pine & Gilmore, it is crucial to find the “sweet spot” that leads to a better visitor experience (Pine & Gilmore, 1998).

It can be concluded that each dimension from the 4 realms of experience was partially present and, in some improvements, can be implemented as well.

For instance, the realm “education” as priorly mentioned does not include a big role in the visitor GP experience. In this case, it is crucial to broaden the visitor’s knowledge with active participation. An example for managers could be to include more events where the tourists can slightly relate to the F1 drivers. For example, by including driving school events, managers can give the tourists the ideal opportunity to drive the same racetrack as well as educate them by sharing the functionalities of the cars. Depending on the tourist’s experience, it can be engineering, aerodynamics, or learning from the pit crew how to change tires and their significant differences in the F1 world.

Moreover, coming to the dissatisfied themes of the visitor experience, a few progresses can be included. To deliver a complete experience for each visitor it is crucial to focus individually on the dimensions. For instance, for the theme “queue”, visitors complained about the long waiting hours to get water, especially with the token system. Here, providing an uncomplicated organization becomes crucial such as offering an application where tourists can in advance put their credits to avoid waiting in long lines for the token systems. Next to this, it can be successful to have a great number of water vendors that sell water, walking through the whole of the paddock, especially around grandstands. This can help avoid long queues as well as wasting time.

When it comes to “food”, F1 managers need to realize that the food and drink prices are excessively high. An example to engage with the visitors could be allowing more food companies to be more present at the paddock. This can have business advantages such as offering low prices for the visitors and making the food less overpriced.

Not only that but according to Walter et al. (2012) hygiene plays a major role when it comes to satisfied reviews and this aspect is in line with the findings of this study because consumers attach great value to the toilets. Here, it could be practical to use chemical toilets located away from grassy places but in a cleaner environment.

However, coming to the final negative dimension, the theme of “day”. One aspect that can be improved by managers is the engagement point. As previously mentioned, the Monza GP depicts the most negative reviews regarding entertainment. New and creative ideas could include, especially for design fans such as allowing the visitors to design a car and therefore give the visitors the perfect opportunity to show their talent. If the car designs are persuasive enough, they might be carefully considered in the next car launches. In addition, building an interactive photobooth regarding the country's GP could be involved as well. This can be done with the F1 team's kits that reflect the brand colours of their team. These examples can help managers to avoid low ratings on TripAdvisor and reinforce the facility management.

Apart from that it becomes significant as well for the future to focus on the subjective perspective of the visitors further and catch them on a personal level such as offering bike tours on the racetrack that can get the tourists involved more with the GP. Other examples can be to offer free give aways such as the F1 team cups, merchandises or even picking random fans from the crowd and offering meet and greet with the drivers or having the ultimate chance to have a look into the F1 garage.

To sum up, it can be concluded that online reviews represent the most essential source to gain feedback in the tourism sector due to their diverse user rating filters Chiu & Leng (2021).

As a result, managers always should have a closer eye on the online reviews on TripAdvisor and thus deal with community management in depth to understand the visitor experience better and make use of this beneficial source of platform.

5.3 Limitations and future research recommendations

There are some limitations in the research study at hand. Since only English reviews could be included in the Leximancer software, only English comments from TripAdvisor could be integrated. However, this study made use of the Google translator option on the website of TripAdvisor, even though this translation of the study is accurate, it can lead to biases in translation.

Regarding Leximancer one important limitation to consider is that similar words can have different meanings such as “Nice” as a city and “nice” as an adjective. That is the reason why attention must be paid when reading and analysing the results.

Even though this dissertation focuses on mixed content analysis, further studies can conduct a quantitative approach to discover a more numeric in-depth understanding of visitor GP experiences, this can be done with surveys for example. In-depth interviews can be an example as well for validating the dimensions.

Moreover, future studies can focus on other GP races in different countries since the F1 calendar changes every season, and this can provide a different aid and perspective to this study as well as lead to more interesting dimensions.

Another room for future research is to look at other online review platforms that talk about tourists' F1 experiences apart from TripAdvisor. This approach can add up to the already existing findings.

To sum up, a final limitation is that in this research study, demographic information such as age and gender were not included. By taking this information from TripAdvisor, future researchers can differentiate which age and gender appeal more to the satisfaction levels and the belonging dimensions. Since this dissertation mainly focused on the satisfaction aspect and generalized results, no conceptual map has been performed regarding the genders, traveller types as well as the GP race countries. By creating conceptual maps for each of them, further in-depth results as well as varied perspectives can be obtained.

In conclusion, the findings of this study can be understood as a great potential for further developing the tourist experience in the world of F1 as well as addressing the research gap. Conducting further research can enrich and enhance the visitor experience or in other words find out further varying dimensions for satisfied and dissatisfied visitors.

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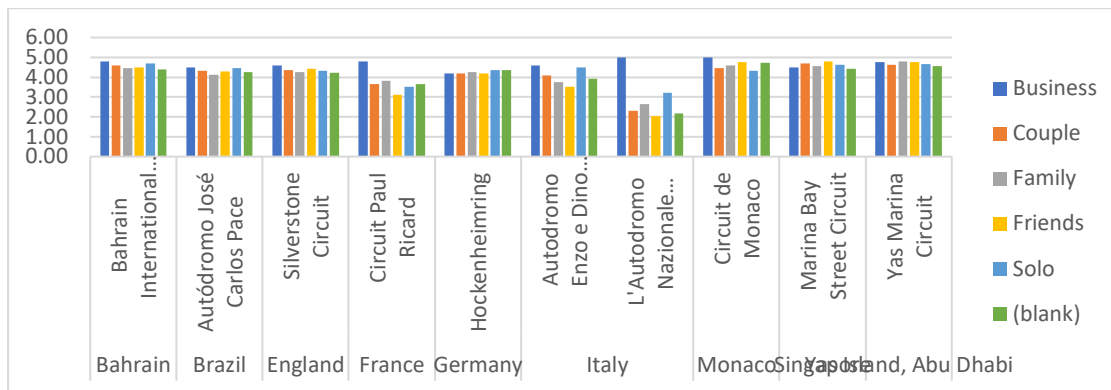
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Appendix C - GPs & The Average Satisfaction By Traveller Type



Source: TripAdvisor; own elaboration

Appendix D – Statistics of WordArt

Filter	Size
F1	393
Grand Prix	244
Great	171
Experience	169
Race	153
Circuit	101
Track	83
Amazed	81
Weekend	73
Visit	61
Very	53
Event	51
Day	51
Good	49
Drive	48

Source: WordArt: own elaboration