

## APPENDIX 6 TRIPADVISOR REVIEW WORD FREQUENCY

Word	Length	Count	Weighted Percentage (%)	Similar Words
but	3	32	4.08	but
must	4	23	2.93	must
visit	5	21	2.68	visit, visiting
see	3	17	2.17	see, seeing
experience	10	16	2.04	experience
place	5	14	1.78	place
auschwitz	9	13	1.65	auschwitz
should	6	12	1.53	should
everyone	8	11	1.40	everyone
<b>tour</b>	<b>4</b>	<b>11</b>	<b>1.40</b>	<b>tour, tours</b>
moving	6	9	1.15	moving
history	7	8	1.02	history, historic
disappointing	13	7	0.89	disappointed, disappointing
emotional	9	7	1.02	emotion, emotional, emotions
feelings	8	7	0.89	feeling, feelings, feels
<b>guide</b>	<b>5</b>	<b>7</b>	<b>0.89</b>	<b>guide, guided, guides</b>
learn	5	7	0.89	learn, learned, learning
<b>museum</b>	<b>6</b>	<b>7</b>	<b>0.89</b>	<b>museum</b>
sad	3	7	0.89	sad
went	4	7	0.89	went
<b>worth</b>	<b>5</b>	<b>7</b>	<b>0.89</b>	<b>worth</b>
crowded	7	6	0.76	crowded, crowds
glad	4	6	0.76	glad
harrowing	9	6	0.76	harrowing
<b>never</b>	<b>5</b>	<b>6</b>	<b>0.76</b>	<b>never</b>
organised	9	6	0.76	organisation, organised
hard	4	5	0.64	hard
human	5	5	0.64	<b>human, humanity</b>
humbling	8	5	0.64	humbling
<b>important</b>	<b>9</b>	<b>5</b>	<b>0.64</b>	<b>important</b>
interesting	11	5	0.64	interesting
krakow	6	5	0.64	krakow
rushed	6	5	0.64	rushed
trip	4	5	0.64	trip
way	3	5	0.64	way
<b>'rate'</b>	<b>6</b>	<b>4</b>	<b>0.51</b>	<b>rate, 'rate', rated, rating, review</b>
<b>can</b>		<b>4</b>	<b>0.51</b>	<b>how can... rate; describe</b>
avoid	5	7	0.89	avoid
birkenau	8	4	0.51	birkenau
day	3	4	0.51	day (trip, our day)
expected	8	4	0.51	expected, expecting
missed	6	4	0.51	<b>missed, (not to be missed); (something) missing</b>

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mixed	5	4	0.51	mixed
more	4	4	0.51	2 more (what more to say); 2 more (sensitivity/history)
poor, bad	4	7	0.89	poor, poorly (management); bad/badly
site	4	4	0.51	2 site management (poor); 2 site praise (historical/incredible & sobering)
<b>sobering</b>	<b>8</b>	<b>4</b>	<b>0.51</b>	<b>sobering</b>
<b>sombre</b>	<b>6</b>	<b>4</b>	<b>0.51</b>	<b>sombre</b>
visitors	8	4	0.51	visitor, visitors
educational	11	6	0.76	educating, educational, lesson
excellent	9	3	0.38	excellent
eye	3	6	0.38	eye, eyes and open, opening, opener
<b>forgotten</b>	<b>9</b>	<b>3</b>	<b>0.38</b>	<b>forgotten (never to be)</b>
good	4	3	0.38	good
haunting	8	3	0.38	haunting
<b>horrible</b>	<b>8</b>	<b>3</b>	<b>0.38</b>	<b>horrible (critical site/staff/signage, not events)</b>
informative	11	3	0.38	informative
lifetime	8	3	0.38	lifetime
need	4	3	0.38	need,(imperative) needs (improvement - critical site/staff)
poland	6	3	0.38	poland (contingency; 2 critical generalisation)
<b>remember</b>	<b>8</b>	<b>3</b>	<b>0.38</b>	<b>remember</b>
shocking	8	3	0.38	shocking, shockingly - 2 historic site, 1 management critical
worse	5	3	0.38	worse (site critical , including 'should have been much worse)
'conveyor	9	2	0.25	conveyor belt (critical, experience)
'english	8	2	0.25	english, 'english (interpretation - critical)
amazing	7	2	0.25	amazing
anyone	6	2	0.25	anyone
average	7	2	0.25	average
book	4	2	0.25	book, booking (critical)
busy	4	2	0.25	busy (critical)
changes	7	2	0.25	changes for worse - site-critical; life changing
<b>commercialisation</b>	<b>17</b>	<b>2</b>	<b>0.25</b>	<b>commercialisation, commercialised</b>
disorganised	12	2	0.25	disorganised
could		2	0.25	could (have/be) more history/interesting; site critical
disrespectful	13	2	0.25	disrespectful (visitors)
draining	8	2	0.25	draining
felt	4	2	0.25	felt (rushed, ripped-off)
<b>forget</b>	<b>6</b>	<b>2</b>	<b>0.25</b>	<b>forget (never)</b>

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handicapped	11	2	0.25	handicapped
happened	8	2	0.25	happened (events)
heart	5	2	0.25	heart (heart-wrenching; faint at heart)
historic	8	2	0.25	historic, historical
incredible	10	2	0.25	incredible
lack	4	2	0.25	lack, lacking
let		1	0.12	let-down;
let	3	1	0.12	<b>let me explain</b>
life	4	2	0.25	life (changing) & history to life (site-critical)
like	4	2	0.25	like (comparative critical)
little	6	2	0.25	little (new or exciting)
lot	3	2	0.25	lot
magnitude	9	2	0.25	magnitude
many	4	4	0.50	many (too many people)
organization	12	2	0.25	organization, organized (site & tour critical)
polish	6	2	0.25	polish (critical - guide and national)
rude	4	2	0.25	rude
run	3	2	0.25	run (management critical)
something	9	2	0.25	something (ambiguity)
spoil	5	2	0.25	spoil, spoiled (staff critical)
staff	5	2	0.25	staff
terrible	8	2	0.25	terrible
time	4	2	0.25	time, timing - management critical
tough	5	2	0.25	tough (experience)
<b>tourist</b>	<b>7</b>	<b>2</b>	<b>0.25</b>	<b>tourist (negative)</b>
want	4	2	0.25	want, wanted (didn't get experience wanted; want to write review)
well	4	2	0.25	well (not well) organised; well worth...but, site critical
worthwhile	10	2	0.25	<b>worthwhile</b>
write	5	2	0.25	<b>write</b>
'assembly	9	1	0.13	assembly -line, see conveyor belt
<b>abhorrent</b>	<b>9</b>	<b>1</b>	<b>0.13</b>	<b>abhorrent</b>
<b>acknowledge</b>	<b>11</b>	<b>1</b>	<b>0.13</b>	<b>acknowledge</b>
action	6	1	0.13	action
advice	6	1	0.13	advice
again	5	1	0.13	again (never)
<b>allow</b>	<b>5</b>	<b>1</b>	<b>0.13</b>	<b>allow</b>
alright	7	1	0.13	<b>alright</b>
amplified	9	1	0.13	amplified
anybody	7	1	0.13	anybody
appreciate	10	1	0.13	appreciate (too busy to... site critical)

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around	6	1	0.13	around
atmosphere	10	1	0.13	atmosphere (lost - site critical)
atrocities	10	1	0.13	atrocities
attention	9	1	0.13	attention (facilities need)
<b>audiences</b>	<b>9</b>	<b>1</b>	<b>0.13</b>	<b>audiences</b>
believe	7	1	0.13	believe
better	6	1	0.13	better (could be, site critical)
beware	6	1	0.13	beware
bleak	5	1	0.13	bleak
mindblowing	7	1	0.13	
bucket	6	1	0.13	<b>bucket list, imperative</b>
can't	5	1	0.13	<b>can't</b>
chance	6	1	0.13	<b>chance - opportunity, don't miss</b>
chapter	7	1	0.13	<b>chapter - events of history</b>
chilling	8	1	0.13	chilling
<b>circus</b>	<b>6</b>	<b>1</b>	<b>0.13</b>	<b>circus (Picadilly - site critical)</b>
confusing	9	1	0.13	confusing (experience, critical)
<b>confrontational</b>	<b>15</b>	<b>1</b>	<b>0.13</b>	<b>confrontational (challenging)</b>
<b>critique</b>	<b>8</b>	<b>1</b>	<b>0.13</b>	<b>critique</b>
dark	4	1	0.13	dark
dated	5	1	0.13	dated
dead	4	1	0.13	dead
dealing	7	1	0.13	dealing (management of disability)
deeply	6	1	0.13	deeply (moving)
<i>depends</i>	7	1	0.13	<i>depends (ambiguity visitor experience)</i>
difficult	9	1	0.13	<b>difficult (to review)</b>
disabled	8	1	0.13	disabled
discarded	9	1	0.13	discarded
discredit	9	1	0.13	discredit (interpretation critical)
dismal	6	1	0.13	dismal
<b>disneyland</b>	<b>10</b>	<b>1</b>	<b>0.13</b>	<b>disneyland</b>
distressing	11	1	0.13	distressing
disturbing	10	1	0.13	disturbing
ears	4	1	0.13	ears
earth	5	1	0.13	earth (hell on)
eery	4	1	0.13	eery
entry	5	1	0.13	entry
essential	9	1	0.13	<b>essential</b>
ever	4	1	0.13	shouldn't ever (see never)
explain	7	1	0.13	<b>explain (review)</b>
explore	7	1	0.13	explore (no time to, critical)
extremely	9	1	0.13	extremely (rude staff, critical)
facilities	10	1	0.13	facilities (critical)
faint	5	1	0.13	faint

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far	3	1	0.13	far (too busy, critical)
figure	6	1	0.13	figure (out, critical and imperative)
first	5	1	0.13	first
fitting	7	1	0.13	fitting (not, inappropriate)
friendly	8	1	0.13	not disabled- friendly - critical
great	5	1	0.13	great (historical site)
hand	4	1	0.13	hand
hastened	8	1	0.13	hastened, see rushed, critical
heartbeaking	12	1	0.13	heartbeaking
heartbreaking	13	1	0.13	heartbreaking
hell	4	1	0.13	hell on earth
hollywood	9	1	0.13	hollywood, critical, eg Disneylandd
honest	6	1	0.13	honest (own critique)
honesty	7	1	0.13	honesty (site critical, interpretation)
horrific	8	1	0.13	horrific
horror	6	1	0.13	horror (magnitude lost)
humankind	9	1	0.13	humankind
improve	7	1	0.13	improve (guide, critical)
inaccurate	10	1	0.13	inaccurate
incomprehensible	16	1	0.13	incomprehensible
inconsistent	12	1	0.13	inconsistent (tour routes, critical)
indescribable	13	1	0.13	indescribable
individual	10	1	0.13	individual
insensitive	11	1	0.13	insensitive (guide, critical)
invaluable	10	1	0.13	invaluable (experience) BUT
issues	6	1	0.13	issues
krakau	6	1	0.13	krakau
landmark	8	1	0.13	landmark
limited	7	1	0.13	limited (too many people)
living	6	1	0.13	living
location	8	1	0.13	location
logistics	9	1	0.13	logistics
look	4	1	0.13	look at history
loss	4	1	0.13	loss
lost	4	1	0.13	lost
managed	7	1	0.13	managed (badly)
manners	7	1	0.13	(remember your) manners
memorial	8	1	0.13	memorial
messy	5	1	0.13	messy (site critical)
mixture	7	1	0.13	mixture
mobility	8	1	0.13	mobility
monument	8	1	0.13	monument
muddy	5	1	0.13	muddy (rushed, confused - site critical)

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neanderthals	12	1	0.13	neanderthals
objectionable	13	1	0.13	objectionable staff, site critical
obstructive	11	1	0.13	obstructive staff, site critical
online	6	1	0.13	online
operations	10	1	0.13	operations, poor - site critical
overcommercialised	18	1	0.13	overcommercialised -site critical
overreact	9	1	0.13	<b>overreact - own review</b>
overwhelming	12	1	0.13	overwhelming
peak	4	1	0.13	peak
pickpoclets	11	1	0.13	pickpoclets
<b>please</b>	<b>6</b>	<b>1</b>	<b>0.13</b>	<b>please (show respect)</b>
poignant	8	1	0.13	poignant
powerfully	10	1	0.13	powerfully (moving)
practical	9	1	0.13	practical
pretend	7	1	0.13	pretend (I didn't go)
processing	10	1	0.13	processing (of visitors, site critical)
<b>provoking</b>	<b>9</b>	<b>1</b>	<b>0.13</b>	<b>(thought) provoking</b>
quality	7	1	0.13	quality (low service, site critical)
<b>reality</b>	<b>7</b>	<b>1</b>	<b>0.13</b>	<b>reality</b>
<b>reflective</b>	<b>10</b>	<b>1</b>	<b>0.13</b>	<b>reflective</b>
reputation	10	1	0.13	reputation, risk - site critical
<b>respect</b>	<b>7</b>	<b>1</b>	<b>0.13</b>	<b>respect (show)</b>
ridiculously	12	1	0.13	ridiculously (disorganised - site critical)
ripped	6	1	0.13	ripped-off - site critical
<b>routes</b>	<b>6</b>	<b>1</b>	<b>0.13</b>	<b>routes</b>
<b>rugby</b>	<b>5</b>	<b>2</b>	<b>0.13</b>	<b>rugby,scrum - site critical</b>
ruined	6	1	0.13	ruined (by tours)
<b>sanitised</b>	<b>9</b>	<b>2</b>	<b>0.26</b>	<b>sanitised - interpretation, site critical</b>
season	6	1	0.13	season - avoid tourist
security	8	1	0.13	security (staff critical)
sensitive	9	1	0.13	sensitive (need to be - staff critical)
service	7	1	0.13	service (low quality)
shame	5	1	0.13	shame (about crowds)
<b>shouldn't</b>	<b>9</b>	<b>1</b>	<b>0.13</b>	<b>shouldn't (ever be forgotten)</b>
signage	7	1	0.13	signage (horrible lack, site interpretation critical)
<b>spectacle</b>	<b>9</b>	<b>1</b>	<b>0.13</b>	<b>spectacle</b>
<b>spoilt</b>	<b>6</b>	<b>1</b>	<b>0.13</b>	<b>spoilt (by tourists)</b>
<b>strange</b>	<b>7</b>	<b>1</b>	<b>0.13</b>	<b>strange (mixture)</b>
suffering	9	1	0.13	suffering
support	7	1	0.13	support (facilities)
<b>surreal</b>	<b>7</b>	<b>1</b>	<b>0.13</b>	<b>surreal</b>
suspected	9	1	0.13	suspected
<b>tacky</b>	<b>5</b>	<b>1</b>	<b>0.13</b>	<b>tacky</b>

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terrors	7	1	0.13	terrors
thought	7	1	0.13	thought
tickets	7	1	0.13	tickets
tips	4	1	0.13	tips
totally	7	1	0.13	totally (disappointing)
<b>tourism</b>	<b>7</b>	<b>1</b>	<b>0.13</b>	<b>tourism</b>
<b>traded</b>	<b>6</b>	<b>1</b>	<b>0.13</b>	<b>traded (integrity)</b>
tragic	6	1	0.13	tragic
translations	12	1	0.13	translations
<b>trap</b>	<b>4</b>	<b>1</b>	<b>0.13</b>	<b>trap (tourist)</b>
unbelievable	12	1	0.13	unbelievable
unchanged	9	1	0.13	unchanged (translation)
unfortunate	11	1	0.13	unfortunate (staff)
unhelpful	9	1	0.13	unhelpful (staff)
unorganised	11	1	0.13	unorganised
upsetting	9	1	0.13	upsetting
urgent	6	1	0.13	urgent (attention, facilities)
<b>voyeurism</b>	<b>9</b>	<b>1</b>	<b>0.13</b>	<b>voyeurism</b>
weekend	7	1	0.13	weekend
<b>weird</b>	<b>5</b>	<b>1</b>	<b>0.13</b>	<b>weird</b>
witness	7	1	0.13	witness
words	5	1	0.13	words (have the right words)
work	4	1	0.13	<b>work*</b>
<b>worst</b>	<b>5</b>	<b>1</b>	<b>0.13</b>	<b>worst (voyeurism at its)</b>
wrenching	9	1	0.13	wrenching