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**Unique Experiences of American Tourists from Online Reviews about Lincoln Memorial**

Detailed experiences of travelers are presented in online tourist reviews that affect the way tourists perceive and plan their trips. Online tourist reviews are sources of information in the form of open writing that allows sharing experience about tourist attractions. Previous researches have made use of the tourist reviews to obtain lists of the most well-known attributes of tourist destinations. This study proposes the identification of those tourism experiences that are really unique, as they are related to a tourist’s perception of the sight not to its direct attributes. The study uses a combination of TF-IDF and content analyses. For the purpose of the study, 1 001 online reviews over the period of 2017-2018 about the Lincoln Memorial on the TripAdvisor website were chosen. The reviews were pre-processed and analyzed by Python version 3.7, available through the Python Software Foundation. Two particular modules for Python, Pandas data structures and Word2Vec with Google reviews models, were used for running the algorithms. The selection of unique tourism experiences is based on the keywords analysis methodology. As a novel feature selection, this research proposes identifying the least frequent terms in the corpus as unique tourism experiences about the Lincoln Memorial in contrary to the most frequent terms traditionally analyzed in tourism discourse. Findings reveal that the unique tourism experiences in the reviews about the Lincoln Memorial mostly refer to intangible items and give useful advice how to make a trip to the Lincoln Memorial comfortable and enjoyable.