# Article information:

Sci-Hub | Role of generativity on tourists’ experience expectation, motivation and visit intention in museums. Journal of Hospitality and Tourism Management, 43, 120–126 | 10.1016/j.jhtm.2020.03.002  
<https://sci-hub.ru/https://doi.org/10.1016/j.jhtm.2020.03.002>

# Article summary:

1. This article examines the role of generativity on tourists’ experience expectation, motivation and visit intention in museums.

2. The study found that generativity has a positive effect on tourists’ experience expectation, motivation and visit intention in museums.

3. The results suggest that museums should consider incorporating generative elements into their design to enhance visitors’ experiences.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The trustworthiness and reliability of this article is generally high. The authors have conducted a thorough literature review to provide a comprehensive overview of the topic, and they have used quantitative methods to analyze the data collected from their survey sample. Furthermore, the authors have provided detailed explanations for their findings and discussed potential implications for museum management practices.

However, there are some potential biases that should be noted. For example, the study only focused on Chinese tourists, so it is unclear whether the results would be applicable to other tourist groups or countries with different cultural backgrounds. Additionally, the study did not explore any counterarguments or alternative perspectives on generativity in museum design, which could have provided a more balanced view of the issue. Finally, there is no discussion of possible risks associated with incorporating generative elements into museum design; this could be an important point to consider when making decisions about how best to enhance visitors’ experiences in museums.

# Topics for further research:

* Generativity in museum design
* Generative elements in museum design
* Generative design in museums
* Generative design and visitor experience
* Generative design and museum management
* Generative design and cultural context

# Report location:

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