

NEVIANA KRASTEVA

Sofia University "St. Kliment Ohridski", Bulgaria

DEISLAVA ALEXOVA

International Business School, Sofia, Bulgaria

BASED ON GAMIFICATION AND OBSERVATION POSITIVE ONLINE DESTINATION EXPERIENCE (ODE) SURVEY FOR BULGARIA

Abstract:

Despite the ongoing scholarly debate on technology-driven tourism experiences, research on pre-travel online destination experiences (ODEs) is still in its infancy, and theoretical knowledge about the nature of ODEs is limited. In particular, a suitable instrument is lacking to measure to evaluate the value of the pre-travel experience on destination websites. The present study applies a methodology to evaluate the pre-travel ODE of destination websites. In order to control non-incentive factors influencing ODE, while ensuring a high degree of personal relevance regarding the presented topic and destinations, the sample was composed of a homogeneous group, namely millennials (25–35 years old) living in Bulgaria with an affinity for vacation and an interest in traveling to at least one of the selected sample destinations. The narrowing of the sample to Bulgarian millennials is based on the fact that this target group has a strong preference for travel and online activities (Ketter 2021) and uses destination websites more often than average for inspiration or information before traveling (Godovykh M, Tasci AD (2020)). Several aspects guided the selection of target websites. Destinations should provide many natural and/or cultural attractions, making them potentially interesting for the target group. The combination of different destination categories (city, nation, region) should show that the scale is applicable regardless of destination scope. However, based on the experience marketing perspective, the most important selection criteria were experience design and website quality. The report presents the results of this study.

Keywords:

Gamification, Online destination experiences, Pre-travel

JEL Classification: M30, Z00, Z10