

Gamification in travel review platforms: A systematic literature review

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MOTIVATION

Travel review platforms (e.g., TripAdvisor) are using gamification to motivate travelers to contribute to them for free by making the reviewing experience more game-like. However, research into the impact of gamification on travel review platforms is scarce, fragmented, and suffers from several limitations. This study aims to summarize existing research analyzing gamified elements included in travel review platforms to provide useful insights for research and practice.

RESEARCH QUESTIONS

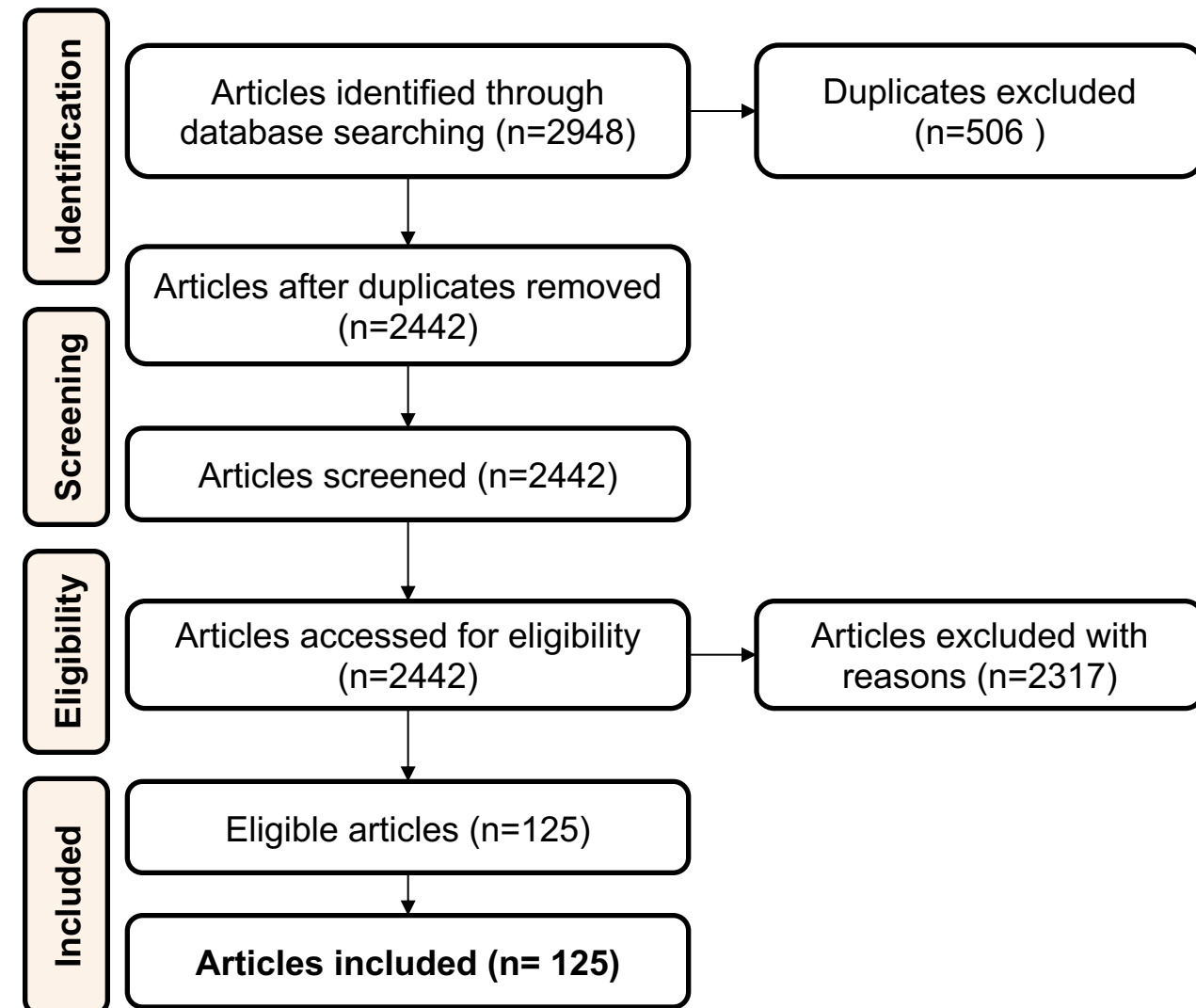
- What are the most common game elements used in travel review platforms?
- What effect do game elements have on reviewers?
- What are the main lines of future research into this topic?

METHOD

Systematic literature review:

- Research articles in peer-reviewed academic journals, written in English, and published as of December 2023
- ScienceDirect, Emerald, SAGE Journals
- Search: “tourism” OR “review” AND “game” OR “gamification” OR “vote” OR “profile” OR “status” OR “followers” OR “badge”

Figure 1. PRISMA flowchart of the systematic literature review



EXPECTED RESULTS

This systematic literature review aims to provide insights about the main game elements analyzed in previous research and their impact on user-generated content and to propose directions for further research.

