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Evaluation of E-Complaints about Balloon Tours in Cappadocia, Turkey

Kapadokya, Türkiye'deki Balon Turlarına Yönelik E- Şikayetlerin Değerlendirilmesi

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Abstract: Cappadocia is one of the most well-known balloon tourism destinations in the world. Besides its unique nature, recreational activities make a significant contribution to regional tourism. Taking a hot air balloon ride is an alternative tourism activity that is most preferred in Cappadocia. Satisfaction with the balloon rides is a very important factor in terms of tourists' intention to revisit the region and recommend it to others, and the image perception of the destination. Therefore, this study aims to analyze e-complaints about businesses organizing balloon tours in Cappadocia and develop solutions for balloon tours specific to Cappadocia. The research was designed as a case study. To obtain data on the experience offered by balloon companies, a search was made within the location of "Nevşehir or Cappadocia" according to the "balloon" criterion on the Tripadvisor website, a widely used travel platform, and English comments were reached. According to these criteria, a total of 223 comments were obtained for 25 balloon companies operating in Cappadocia. For data analysis, six main themes and 16 sub-themes were defined in the code system. Content analysis was used as the analysis method. Word frequency, sub-theme frequency, and percentage results of the main and sub-themes were given from the descriptive analyses carried out. In the analysis, which included 363 codings, it was determined that the most frequently repeated main theme was "Complaints About Flight Experience" and the most frequently repeated sub-theme was "Flight Personnel". As a result of this research on balloon tours, it was seen that the expectations of many tourists were not met and there are complaints at many stages, from reservation to post-flight services. In order to develop balloon tourism in the region, this study provides important practical recommendations for balloon companies and tourism authorities in the region.

Keywords: Balloon Tours, E-Complaints, Cappadocia

JEL Classification: L83, Z32, Z33

Öz: Kapadokya, dünyanın en bilinen balon turizmi destinasyonlarından biridir. Benzersiz doğası yanında, bölgesel turizme önemli bir katkıda bulunan rekreasyonel aktiviteler de bulunmaktadır. Sıcak hava balonuyla gezi, Kapadokya'da tercih edilen alternatif bir turizm etkinliğidir. Balon turlarıyla memnuniyet, turistlerin bölgeye tekrar ziyaret etme niyeti, başkalarına tavsiye etme ve destinasyonun imaj algısı açısından çok önemli bir faktördür. Bu nedenle, bu çalışma, Kapadokya'da balon turları düzenleyen işletmelerle ilgili e-şikayetleri analiz etmeyi ve Kapadokya'ya özgü balon turları için çözümler geliştirmeyi amaçlamaktadır. Araştırma tasarımı olarak fenomenolojik tasarım tercih edildi. Balon şirketlerinin sunduğu deneyimlere dair veri elde etmek için, yaygın olarak kullanılan bir seyahat platformu olan Tripadvisor web sitesinde "Nevşehir veya Kapadokya" konumu içinde "balon" kriterine göre bir arama yapıldı ve İngilizce yorumlara ulaşıldı. Bu kriterlere göre, Kapadokya'da faaliyet

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gösteren 25 balon şirketi için toplamda 223 yorum elde edildi. Veri analizi için kod sisteminde altı ana tema ve 16 alt tema tanımlandı. Analiz yöntemi olarak içerik analizi kullanıldı. Yapılan betimsel analizlerden elde edilen ana ve alt temaların kelime sıklığı, alt tema sıklığı ve yüzde sonuçları verildi. 363 kodlamayı içeren analizde, en sık tekrarlanan ana tema "Uçuş Deneyimi ile İlgili Şikayetler" ve en sık tekrarlanan alt tema "Uçuş Personeli" olarak belirlendi. Balon turları üzerine yapılan bu araştırmanın sonucunda, birçok turistin beklentilerinin karşılanmadığı ve rezervasyondan uçuş sonrası hizmetlere kadar birçok aşamada şikayetler olduğu görüldü.

Anahtar Sözcükler: Balon Turları, E-Şikayetler, Kapadokya

JEL Sınıflandırması: L83, Z32, Z33

1. Introduction

Destinations can gain a competitive advantage by offering alternative touristic products (De Salvo, Grilli, Notaro & Signorello, 2022). Alongside natural and cultural attractions, unique tourist products are being introduced by the physical and geographical structure of the destination (Jovicic, 2016). In recent years, with the increase and changes in tourism demand, destinations are producing more distinctive products (Cronjé & du Plessis, 2020; Truong, Lenglet & Mothe, 2018). With the influence of social media, it has become even more common to visit popular places and participate in activities that provide a lifetime experience (Narangajavana et al., 2107; Pop et al., 2022). One such activity is the balloon tour, which has gained popularity through social media. As a result, the demand for balloon tours has been increasing. Balloon tours are a significant touristic product of Nevşehir, known as "Core Cappadocia". Visitors who come to the region to see natural attractions, such as fairy chimneys, are often interested in experiencing a balloon tour. Balloon tours offer tourists an authentic, unique, and exciting experience (Novotná, Kubíčková & Kunc, 2021). However, some tourists have expressed dissatisfaction with the balloon service. Ensuring that visitors can enjoy this once-in-a-lifetime activity without any issues is crucial for the image of both the destination and the country.

With the increasing power of digitalization and social media, people can now share their satisfaction or dissatisfaction quickly and easily with a larger audience (Huppertz, 2014). In the context of tourism, users on travel websites such as TripAdvisor and Expedia can publicly share their positive or negative experiences, emotions, and thoughts regarding a particular tourism product. User-generated online reviews play a crucial role in the tourism industry because assessing services, unlike tangible products, is challenging prior to the actual consumption experience (Cox et al., 2009). Consequently, customers heavily rely on word-of-mouth communication as a trusted source of information. Thus, shared comments serve as important

references for potential customers and influence their travel intentions and behaviors (Filieri et al., 2021; González-Rodríguez et al., 2022; Gosal, Andajani & Rahayu, 2020; Zarrad & Debabi, 2015).

The study aims to analyze e-complaints about hot air balloon tours in Cappadocia and develop solutions to address them. Additionally, it aims to provide recommendations to improve service quality in the tourism sector. This is particularly important for Cappadocia, a globally recognized tourism destination where hot air balloon tours make a significant contribution to the region's tourism potential. Dissatisfaction with hot air balloon tours can harm the region's image and discourage tourists from revisiting the destination. Therefore, analyzing tourists' experiences is crucial for developing and sustaining the region's tourism potential. This study highlights the significance of service quality in the tourism sector and offers recommendations to tourism businesses based on tourists' experiences. Additionally, the analysis of balloon tours in Cappadocia provides a fresh perspective to the literature by highlighting the region's distinctive tourism potential.

The study's originality lies in its focus on Cappadocia's tourism potential and its recommendations for tourism businesses based on tourists' experiences. Unlike other studies that concentrate on general tourism services, this study emphasizes the unique tourism experiences available in Cappadocia. The study's far-reaching impact can enhance Cappadocia's competitiveness in the tourism sector and promote sustainable management of the region's tourism potential. By improving experiences and reducing tourist dissatisfaction, tourism can be further developed in the region.

In the literature, there are various studies on balloon tourism and balloon tours. While some of these studies deal with the subject within the scope of experience, service quality, and marketing (Bertan, 2020; Coban, 2012; Kül Avan & Güçlü, 2019; Kül Avan & Kara Küçük, 2020; Özen, 2019; Özen & Özdemir, 2020; Güzel & Şahin, 2020). Many studies have examined the risks and accidents related to balloon tours (Aslaner, 2019; Ballard, Beaty & Baker, 2013; Can & Can, 2019; Kılıç, 2020; Cowl et al., 1998; Frankenfield & Baker, 1994; Kothakonda & Kezirian, 2016). However, no study has been found in the literature focusing on complaints about balloon tours. This study aims to analyze e-complaints about businesses organizing balloon tours in Cappadocia. Therefore, the study is important in terms of detecting e-complaints and developing solutions for balloon tours specific to Cappadocia.

2. Conceptual Framework

Balloon tourism offers destinations a competitive advantage as an alternative form of tourism. Across different regions worldwide, there are tourism types and activities that are unique to each destination, providing them with a significant competitive edge and recognition. For instance, the gondola experience has become synonymous with Venice, while Pamukkale in Turkey is known for its travertine formations. Similarly, when fairy chimneys are mentioned, Cappadocia immediately comes to mind. However, Cappadocia's appeal extends beyond its fairy chimneys; the hot air balloon tour, as an alternative tourism experience, truly sets the region apart. Balloon tours have garnered significant attention from both domestic and international tourists, positioning them as a crucial touristic product in the area. Since the early 1990s, balloon tourism has emerged as a pivotal sector for branding destinations.

Balloon tourism is a popular activity worldwide, with various internationally renowned destinations and tours. Acar and Altaş (2017) and Genç and Şengül (2016) have highlighted some of these destinations, which span the globe, including the Arctic Trip - North Pole, Serengeti National Park – Tanzania, and New Mexico - United States. The Yarra Valley in Australia, Bagan in Myanmar (India), Tuscany in Italy, Chateau D'Òex in Switzerland, Mount Bromo in Java, Indonesia, Bristol in England, the Loire Valley in France, and Masai Mara in Kenya are all popular destinations for hot air balloon rides and observation. Hot air balloon festivals have become immensely popular worldwide, including events such as the Bristol International Balloon Fiesta in England, the International Hot Air Balloon Festival in Château-d'Oex, Switzerland, and the Cappadocia Hot Air Balloon Festival in Turkey. The Cappadocia Hot Air Balloon Festival was inaugurated in 2019 and has since become an annual event held over three days in August (NTV, 2019). The festival offers more than just a stunning visual display. Visitors can indulge in local cuisine, participate in contests, enjoy lively parties, and attend entertaining concerts, making it a multifaceted and memorable experience for tourists.

The popularity of hot air ballooning in the region gained momentum in the 1990s, and it has since become a valuable source of high-added value for the local economy (Özen, 2017). This activity offers visitors a unique opportunity to witness the spectacular landscape of Cappadocia from the sky. The balloons take off in the early hours of the morning from designated locations in the region, rising to heights of approximately 1000 to 1500 feet and remaining airborne for one to one and a half hours (General Directorate of Civil Aviation, 2021). Balloon tours are

conducted at two different times, known as the first flight and the late flight. The first flight is the most popular as it offers an unforgettable sunrise view of the region. Flights are available throughout the year, provided weather conditions are favorable. For safety reasons, flights are canceled in case of rainy or stormy weather, and wind speeds should not exceed 11 km/h (Aydın & Çokal, 2018). Balloon tourism has a substantial contribution to the tourism revenues of Turkey and the Nevşehir province, with Cappadocia, being a significant player. As the number of people experiencing balloon tourism and the income generated from it increased over the years, it has become an essential tourism product for the country's economy and the tourism sector, particularly in terms of foreign exchange earnings. 25 hot air balloon companies in the region marketing balloon tours attract the attention of both local and foreign tourists and serve as of 2021(General Directorate of Civil Aviation, 2021). The popularity of balloon tours has soared in recent years, particularly with the advent of digitalization and technology. Visitors frequently share their balloon experiences on social media platforms, showcasing the region's breathtaking landscapes to a global audience and raising its profile even further. With the help of social media tools, promotional activities have become more widespread, leading to a surge in the number of tourists flocking to the region every year to experience this unique adventure. However, the influx of visitors can sometimes strain the quality of the services provided. The satisfaction of tourists who partake in balloon tours is critical to their likelihood of returning to the region and recommending it to others, as well as to the overall perception of the destination. Therefore, it is essential to handle complaints about balloon tours with care.

Complaints have been a topic of increasing interest in literature for a long time. While most studies focus on complaints about goods, there has been a recent increase in research on complaints about services. A complaint typically arises when there is a mismatch between a customer's expectations and the actual suitability of a goods or service for its intended use (Odabaşı & Barış, 2002). It's worth noting that the perception of a problem with goods or services is subjective and depends on the individual customer. Therefore, it can be said that “the complaint is made to show that the customer is not satisfied with the goods or services purchased or to correct the errors that occur during the purchasing process” (Alrawadieh & Demirkol, 2015: 131). In companies that produce goods, complaints are generally related to those goods, while in the service sector, the subject of the complaints is mostly the employees or the service process.

With the increasing internet usage around the world, customers have started to use information technologies to report their complaints. This concept, which entered the literature as an electronic complaint (E-complaint), is seen as a new complaint channel. While complaints were reported through traditional written communication channels or face-to-face in the past, they are now submitted electronically and online. (e-mail, complaint, and feedback forms on the internet call centers, social networking sites, blogs and forums, virtual communities, comment sites, etc.) (Hennig-Thurau et al., 2004; Lopez & Sicilia, 2014). According to Dogru et al. (2014) and Sun et al. (2006), e-complaint channels, also known as the modern version of traditional word-of-mouth communication, are more impactful because of their quick accessibility, ability to reach a large audience, and convenience of remote communication. Compared to face-to-face interactions, e-complaint channels allow customers to communicate their grievances without the constraints of time and place, without waiting for a response, and to share their complaints with a broader audience.

The source of the complaint, when and how the complaint is made, the behavior after the complaint, and the responses of the businesses to the complaints are the main issues questioned in the research of complaint behavior. According to Adams's (1963) Equity Theory, when the input is proportional to the output, the customer thinks that he is treated equally and is satisfied. The theory of social exchange, developed by Blau in 1968, states that customers have expectations of equality of outcome (perceived outcome and allocation of resources), process (procedures followed in resolving conflicts and making decisions), and interaction (how the person is treated in the process of resolving the complaint) in the case of a complaint (Blau, 1968). To carry out the improvement processes more effectively, businesses need to evaluate these three dimensions together. In Oliver's (1980) expectancy theory, which supports these theories, the customer compares the expected service performance with the performance offered, and as a result either experiences satisfaction or dissatisfaction. Expressing the reactions of dissatisfied customers as complaints also depends on several variables. First, starting the complaint process should be easy, and the customer should be given the right to control and decide on the resolution of the complaint. The complaint resolution process should be flexible according to the customer and the type of the problem, and the complaint should be addressed correctly and promptly (Tax, Brown & Chandrashekaran, 1998). Questions such as the

unwillingness of unsatisfied consumers to complain or the cultural characteristics of the complaining behavior are also a matter of curiosity.

Although e-complaints enable businesses to reach consumers easily and convey all kinds of opinions about the experiences of the consumers, they can sometimes turn into a threat to businesses. One of the main arguments of service businesses is that the benefits of retaining existing customers outweigh the costs of losing customers and acquiring new customers. Some customers take advantage of such satisfaction guarantees and complain to businesses at every opportunity. An example of such cases is the precaution that some hotel chains create a database of incoming complaints and exclude chronic complainants by identifying them (Bojanic, 2010). In recent years, businesses have become increasingly aware of the importance of customer relations and complaint management mechanisms due to the impact of e-complaints. Effective complaint resolution mechanisms involve careful analysis of complaints, issue resolution, and appropriate measures. This enables businesses to be more competitive in the industry. Businesses must systematically analyze and effectively address deficiencies, errors, and situations that could be considered failures. Complaints should be regarded as an important opportunity for businesses to identify their shortcomings and errors (Alabay, 2012:139). In this sense, with the use of data mining in the collective analysis of customer complaints, the issues that businesses fail are pinpointed.

When a customer is willing to complain and believes that their complaint will lead to a satisfactory resolution, they may decide to voice their grievances, hoping to improve the service delivery process in future experiences. A customer whose pre-purchase expectations are not met and who decides to share his complaint with the business will have new expectations of how the business will compensate for the error (Lewis & Spyrakopoulos 2001). Customers rate businesses' responsiveness and how they respond to complaints and their ability to resolve issues. Responding to customer complaints in a way that meets customers' expectations will affect the customer's response to the business (Oliver, 1997). If the response to the customer equals or exceeds the expectation, the customer will be satisfied with the service provider (Singh & Widing, 1991). Online customer evaluation channels offer customers the ability to compare various factors, such as product or service quality, pricing, and other opportunities, and share their experiences with others. These channels are increasingly important in the tourism industry, where customers use websites such as TripAdvisor, TripTime, HotelChatter, WAYN, BootsnAll,

Wikitravel, and VirtualTourist to post reviews and feedback about their travel experiences. Among these, TripAdvisor is currently one of the most widely used platforms for customers to express their appreciation or criticism of hotels, restaurants, and other travel-related services. These platforms not only provide valuable feedback for other customers but also serve as an important source of information for businesses to improve their offerings and customer experiences.

Tourists who are dissatisfied with their experience may share their negative feedback with others verbally or through e-complaints, which are commonly used today (Demirel & Eren, 2021). Complaint management systems provide businesses with valuable insights into areas that need improvement, allowing them to enhance their service quality and improve customer satisfaction. By actively addressing negative feedback, companies can demonstrate their commitment to customer service and potentially regain the loyalty of dissatisfied customers. Furthermore, in today's digital age, where online reviews and ratings heavily influence consumer decisions, the way businesses handle complaints can have a significant impact on their reputation and customer acquisition. By addressing negative comments and making corrective efforts, balloon companies can show their dedication to providing excellent service and increase their chances of being preferred by customers in the future.

3. Methodology

The evaluation of tourist comments made on Tripadvisor for balloon tours in Cappadocia is handled with the qualitative research method. The most basic feature of qualitative research is to reveal how individuals construct and interact with their social worlds. The research was designed as a case study. The negative aspects of the balloon flight experience discussed in Tripadvisor were examined and the importance of complaints in a destination was emphasized. Online reviews are defined as user-generated opinions, narratives, ratings, or images about all components of tourism, such as destinations and products. These reviews are a serious source of data for businesses and support their prevention processes. Businesses need to identify negative comments and take measures (Marine-Roig, 2022).

In order to obtain data on the experience offered by balloon companies, a search was made within the location of "Nevşehir or Cappadocia" according to the "balloon" criterion on the Tripadvisor website, and English comments were reached. All negative comments (scored as 1, 2, 3) in English until September 15, 2021, have been compiled taking into account the given

criteria. According to these criteria, a total of 223 comments were obtained for 25 balloon companies operating in Cappadocia, and the comments were compiled by eliminating word errors. The obtained data was defined to the MAXQDA (2018) software in document form for content analysis. Before the coding process was carried out by two coders, the data were read one by one and categorized. The categories (main and sub-themes) determined by the researchers were discussed and finalized as the explanations shown in Table 2. For analysis, six main themes and 16 sub-themes were defined in the code system for coding. Both coders read and coded the data according to this road map. By performing the content analysis with the MAXQDA software program, a detailed perspective on the sub-themes was obtained and a general judgment on balloon tours was contributed.

Validity and reliability rules were taken into consideration in the study. Patton (2001) states that validity and reliability affect the quality of the study when designing qualitative research, analyzing the results, and evaluating the quality of the study. Similarly, Seale (1999) supports the concept of consistency and reliability in qualitative research. The consistency of the data can be ensured when the steps of the research are verified by examining elements such as evaluating raw data, data reduction methods, and process notes (Campbell, 1996).

To ensure the validity and reliability of the data, it is necessary to identify and conceptualize the meanings within the data before conducting the analysis. In order to enhance the validity and reliability of this study, two different researchers independently conducted the coding process. For coders to reach a consensus, both of them should have a thorough understanding of the themes and interpret the data accordingly. The detailed explanation of the themes and the creation of a roadmap, as shown in Table 2, contribute to the coders' comprehension of the meanings and enable them to code in alignment with each other. The Kappa value obtained in this process represents the level of agreement between the coders in understanding and interpreting a statement, indicating the level of agreement among their interpretations. Essentially, it indicates the random determination of coding matches among two or more coders (Brennan & Hays, 1992). The calculation of Kappa involves merging the coders' files and comparing the codes to obtain the value.

Table 1. Kappa Scores of Intercoder Agreement

		Coder 1		
		1	**0**	
Coder 2	**1**	a = 476	b = 125	601
	0	c = 125	0	125
		601	125	726

P(observed) = Po = a / (a + b + c) = 0.66

P(chance) = Pc = 1 / Number of codes= 1 / 18 = 0.06

Kappa = (Po - Pc) / (1 - Pc) = 0.64

In cases where there are variations in the number of codes per section or when there is a single code to be evaluated:

P(chance) = Pc = Number of codes/ (Number of codes + 1)^2 = 0.05

Kappa = (Po - Pc) / (1 - Pc) = 0.64

Hence, in this study, the Kappa reliability value (0.64) was derived from the intercoder agreement feature in the MAXQDA software program, aiming to enhance validity and reliability. Ensuring clarity in coding is crucial, especially in studies with a substantial amount of data, to achieve consistent coding and accurate thematic outcomes, ultimately leading to reliable data interpretation. In qualitative content analysis, it is expected to have a high-reliability value derived from the codings of multiple coders (Burla et al., 2008). Cohen's Kappa value ranges between -1 and +1. A value of +1 indicates absolute agreement between coders, while values below 0 indicate decreased agreement. A high Kappa value is indicative of consistent coding (Burla et al., 2008). The obtained Kappa values can be interpreted as follows: 0.00 (unacceptable), 0.01-0.20 (slight), 0.21-0.40 (fair), 0.41-0.60 (moderate), 0.61-0.80 (substantial), 0.81-1.00 (almost perfect) (Everitt, 1996). The obtained Kappa value (0.64) indicates a strong level of reliability, suggesting consensus and a shared understanding among the coders in perceiving the same meanings.

4. Results

Word frequency (word cloud), frequency, and percentage results of the main and sub-themes were given from the descriptive analyses carried out in line with the six main themes and 16 sub-themes determined in the research. In addition, tourist comments supporting sub-themes and providing evidence for complaints were compiled. First of all, it is important to give explanations about the main and sub-themes that form the main lines and guide the research. The main and

sub-themes created with the inductive method, that is, with the data coming from the field, were created in line with user (tourist) comments. The main and sub-themes are shown in Table 2.

Table 2. Explanations of Main and Sub-Themes

Main and Sub-Themes	**Explanations**
Complaints About Personnel	
Agency Personnel	Complaints about the agency manager or office personnel who sell balloon tours. These complaints include lack of communication during the information process, lack of prompt response to emails sent for reservations or other inquiries, being rude and inattentive, or not speaking English well.
Flight Personnel	Complaints about balloon pilots and drivers. These are comments such as the pilot not giving information about the route, being rude, not speaking English well, and not managing the flight well due to lack of experience.
Complaints About Price	
Unbalanced Pricing	Complaints about different pricing applications of each agency and offering different prices to people on the same flight. When customers flying in the same balloon basket realize that they are paying different prices for the same flight, it causes frustration for customers paying higher prices.
High Price	Complaints about high prices or the short flight not worth the price paid. The customers whose expectations are not met feel that the flight experience is not worth the money they pay.
Complaints About Transportation	
Distance to Flight Area	Complaints regarding the distance between the hotel where the tourist is staying, the balloon departure point or the breakfast area, and the balloon departure point.
Waiting Time Before/After the Flight	Complaints about not picking up tourists at the promised time and long waiting time for flight at the balloon take-off point. Drivers not arriving at the hotel at the promised time and making tourists feel that they are late for their flight by making them wait for a long time, or picking them up from the hotel too early and making them wait for too long for the flight area, lead to dissatisfaction.
Complaints About Flight Experience	
Balloon Basket	Complaints regarding the size of the balloon basket or the number of people. Customers complain that the balloon basket is overcrowded and unsafe. They also feel uncomfortable because the basket space is too small and they cannot move around.
Flight Time	Complaints about the moment the balloon flies in the air, such as failing to catch the sunrise. The discrepancy between the flight time stated by the agency and the actual flight time may cause dissatisfaction. Short flights (especially low flights) cause customers not to have the

	experience they expect, or customers who miss the opportunity to watch the sunrise in the sky are dissatisfied.
Flight Route	Complaints about non-compliance with the promised flight route, failure of the flight to take place on the expected route or valley. If the balloon does not fly over the view of the fairy chimneys that customers expect to see or are not in a position with a good view of the sunrise, it may cause dissatisfaction.
Flight Altitude	Complaints such as flying lower than other balloons or flying close to fairy chimneys. The short duration of low flights and insufficient scenery may cause dissatisfaction.
Other Complaints	Complaints about the color and pattern of the balloon, the planning process, the sudden landing of the balloon, and the old and dirty shuttles. Dissatisfaction may arise when customers are not able to ride balloons in the colors and designs they expect, when the balloon lands too hard, and when there are no stairs to make it easier for passengers, especially the elderly, to get on or off the balloon.
Complaints About Reservation	
Cancellation	Complaints regarding the cancellation of flights due to weather conditions, and the resulting communication problems. Cancellations due to weather conditions should be considered normal, but tourists feel that they should have been informed of this problem in advance. Customers are very disappointed when flights are canceled after getting up early in the morning and arriving at the flight area.
Reservation Failures	Complaints about errors in flight reservations such as flight time, balloon basket, or other criteria. Errors in the number of people taken for reservation, giving the wrong price and specifying a different time for the balloon departure time in the reservation cause dissatisfaction
Misinformation	Complaints about incorrect information regarding the reservation process (route, altitude, breakfast, basket, etc.). For instance, dissatisfaction occurs when the flight does not arrive within the specified time, passengers are transferred to the next flight, and the sunrise view is not seen even though promised.
Complaints About Additional Services	
Services After the Flight	Complaints about post-flight services such as offering champagne, snacks, and transportation services. Negative thoughts about alcoholic and non-alcoholic beverages served after the flight cause dissatisfaction.
Services Before the Flight	Complaints regarding refreshments such as breakfast, coffee, and tea were offered before the flight. Carelessly prepared breakfasts with a limited variety of food do not meet customers' expectations. Complaints were often made about small portions of cakes, poorly packaged food and a small variety of drinks.

In the research, MAXQDA software was used to create visual data, and a word cloud was created from the visual tools tab of this software. In this analysis, in which word frequencies were also obtained, the excluded list was applied and the process of determining the outline of the research was facilitated. Conjunctions, prepositions, numbers, and words that don't make sense on their own are purified from the excluded list. In addition, plural and singular words with the same meaning, verbs with the first and second forms were combined and the word cloud was given its final form. As a result of the analysis of the qualitative data obtained, 16941 words and 3573-word groups were determined. The most repeated words and the related word cloud are shown in Figure 1. Frequent repetition of the balloon experience, which is the subject of the research, is common. Then the words flight, company, experience, and ride are integral. Apart from these, the most mentioned term was the word pilot. It turns out that the complaints are mostly directed at pilots. Also, the frequent repetition of the word time indicates the existence of complaints about flight time or departure time. Subsequent analyses also support these data.

Figure 1. Word Cloud

Table 3. Frequency and Percentage Results for Main and Sub-Themes

Main and Sub-Themes	Frequency	Percentage	Main and Sub-Themes	Frequency	Percentage
Complaints About Personnel	**87**	**23.97**	**Complaints About Flight Experience**	**133**	**36.65**
Agency Personnel	23	6.34	Balloon Basket	43	11.85
Flight Personnel	64	17.63	Flight Time	43	11.85

Complaints About Price	**35**	**9.64**	Flight Route	18	4.96
Unbalanced Pricing	10	2.75	Flight Altitude	13	3.58
High Price	25	6.89	Other Complaints	16	4.41
Complaints About Transportation	**37**	**10.19**	**Complaints About Reservation**	**27**	**7.43**
Distance to Flight Area	6	1.65	Cancellation	11	3.03
Waiting Time Before/After the Flight	31	8.54	Reservation Failures	6	1.65
Complaints About Additional Services	**44**	**12.12**	Misinformation	10	2.75
Services After the Flight	16	4.41			
Services Before the Flight	28	7.71			
TOTAL		**363**	**100**		

The frequency results obtained from the subcode statistics tab of the MAXQDA software are shown in Table 3. In the analysis, which included 363 codings, it was determined that the most frequently repeated main theme was "Complaints About Flight Experience" and the most frequently repeated sub-theme was "Flight Personnel". In light of these data, it can be said that the tourists who experience the balloon tour complain about the balloon basket and the number of people in it, the height of the flight, the flight route, and the flight time. Also, it is understood that they made negative comments towards the flight personnel or the pilot as it appears in the word cloud. Detailed percentage analysis of the sub-themes is shown below and supported by comments.

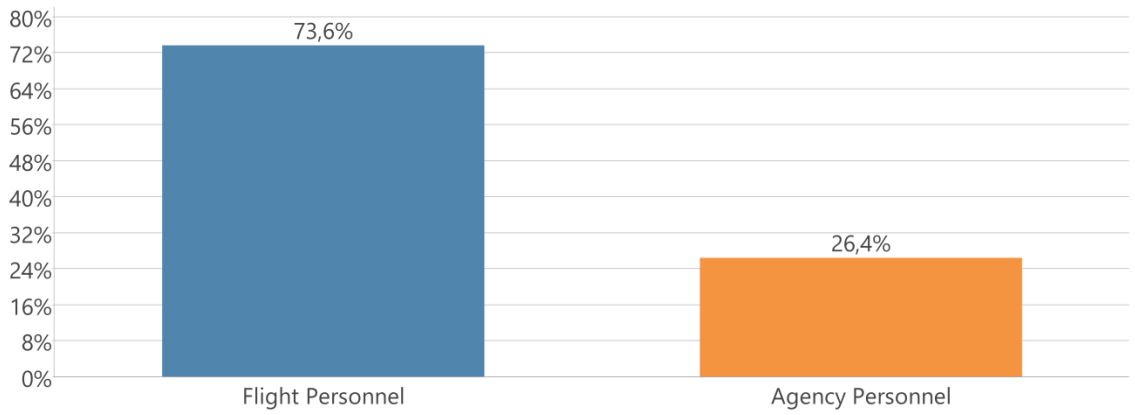

Figure 2. Complaints About Personnel

It is noteworthy that the "Flight personnel" sub-theme under the main theme of "Complaints about Personnel" has a rate of 73.6% within its main theme. This shows that there are many complaints against the pilot and the shuttle driver who brought the tourists to the field for the flight. In general, comments such as the pilot not giving information about the route, being rude, not speaking English, not being able to manage the flight well due to being inexperienced, and flying the balloon low depending on experience are on Tripadvisor. Some of these comments are as follows;

"Pilot and staff were rude and didn't care to fix the problem."

"The pilot does seem very young and spent most of the flight over the flat ground when all the other companies were in and out of the fairy chimney area. when I asked about this he was quite rude."

Complaints against "Agency Personnel" are less than complaints about flight personnel. This situation is mostly associated with a longer time spent in-flight experience. Complaints about agency personnel include lack of communication during the information process, not responding to e-mails for reservations, being rude and careless, or not speaking English well. The comments for flight personnel are as follows;

*"We made complaints to the company and the travel agency but they did not care. There are several other balloon companies around, so we would recommend you to choose another one, but not **** Balloons."*

"Company initially got defensive and angry and lied about the flight duration, then finally gave a small refund."

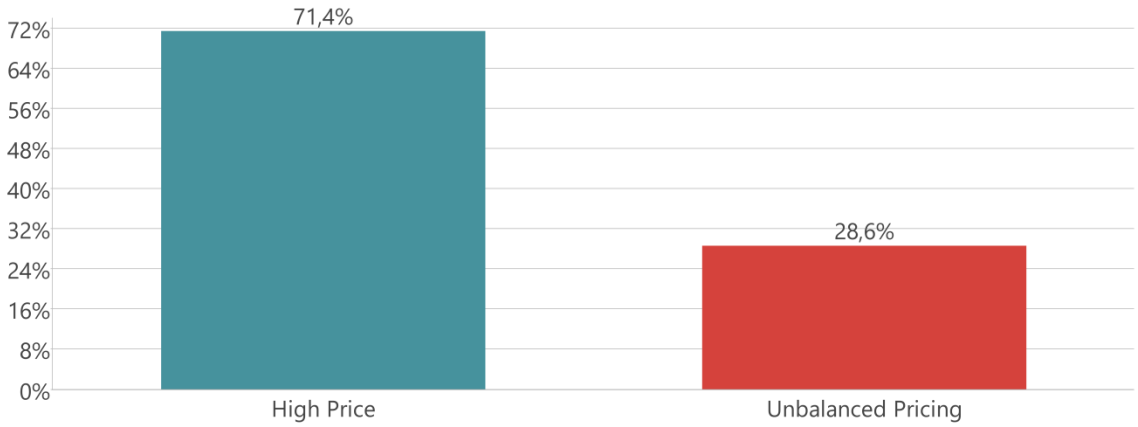

Figure 3. Complaints About Price

Tourists complain about the high prices. Especially the tourists whose expectations were not met think that the flight experience is not worth the money they pay. The fact that some balloon companies offer lower prices while others offer higher prices creates dissatisfaction. However, it has been determined that customers who want to fly VIP with fewer people are faced with very high prices and therefore they make negative comments on the Tripadvisor platform. Comments on this are as follows;

"Absolutely terrible experience, very greedy company overfilling the balloon basket to grab more money."

"……but I wouldn't book with this company again. For such an expensive experience, we would hope for a more memorable experience."

There are price differences between balloon companies, and this leads to customer complaints. Customers flying in the same balloon basket realize that they pay different prices for the same flight as a result of communicating with each other, and this causes disappointment for customers who pay high prices. Instead of asking prices from many balloon companies, customers expect a single standard price application. Comments on this situation are as follows;

"They are an unbelievable amount of ballooning companies - so it's hard to provide a balanced price review without having tried them all".

*"Then after a lot of trying I spoke to an agent and he said he can get us a slot with ***Balloon but we'll have to pay €250 whereas the normal price is €170."*

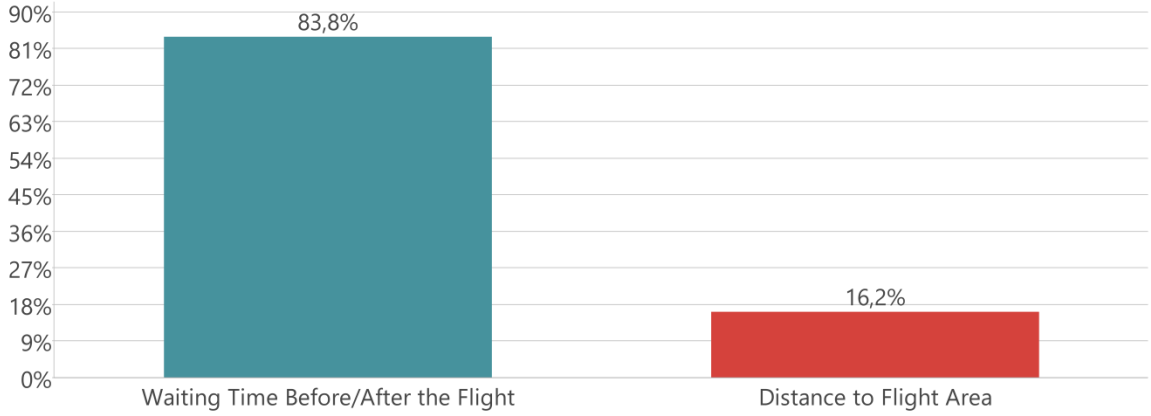

Figure 4. Complaints About Transportation

Complaints about the transportation service offered from the hotel to the breakfast area or from the breakfast area to the flight area are mostly related to delays. The biggest problem is that the drivers do not come to the hotel at the promised time and the tourists are kept waiting for a long time. It has also been stated quite often that tourists who are brought to the flight area at an early hour have to wait for a long time for the flight.

> *"Finally we left for the balloon site where even though we were already over an hour late for the flight the balloons still weren't ready."*
>
> *"It is part of why you sacrifice by waking up at 4:00 in the morning! We got to the headquarters at 4:30 and then waited nearly an hour to leave to the balloon."*

There are also complaints about the inability of the balloon to take off or its delayed take-off after reaching the flight area. Similarly, situations such as getting up early and not being ready after traveling a long way cause customers to be dissatisfied. Comments on this are as follows;

> *"I had a very disappointing flight, we took off early but were a good 2 km from the valley which is what you want to see..most other balloon companies take off where the action is."*
>
> *"We were picked up from our hotel at 4.30 am and driven to a restaurant in the middle of nowhere outside Goreme for breakfast which unlike the location was ok. After breakfast, we were then driven back through Goreme to the location of our flight about 20 minutes drive to the outskirts of the opposite side of town. We arrived at 5.30 but our balloon was not ready."*

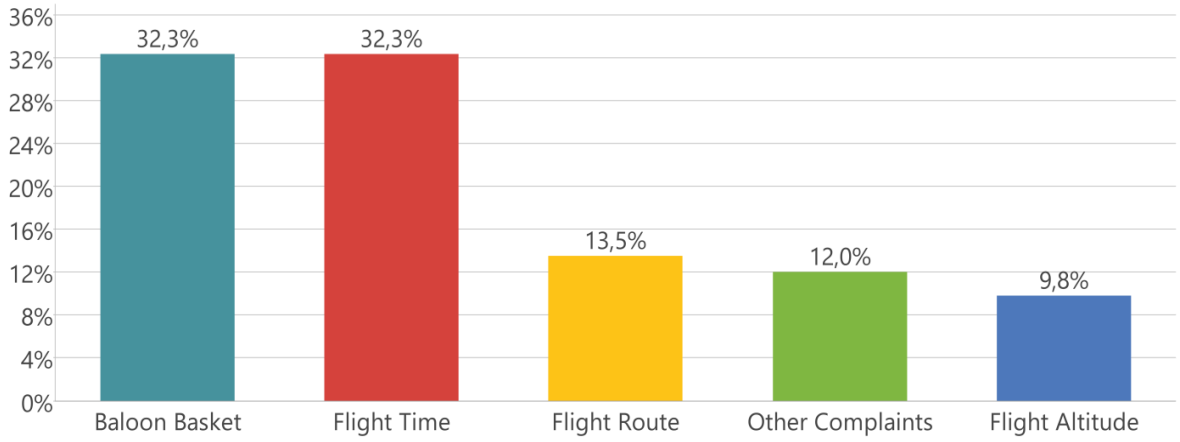

Figure 5. Complaints About Flight Experience

The sub-themes of balloon basket and flight time, which are included in the main theme of complaints about flight experience, were equally mentioned. Customers complain that the balloon basket is crowded and unsafe. Tourists, who cannot be side by side with the accompanying person due to the crowd and cannot take place in the same photo frame, complain about this situation. In addition, the very small basket area and the inability to move cause them discomfort. They think that there are more people in the basket than it should be. Complaints regarding this situation are as follows;

> *"Because the original basket was for 12 people and the replacement basket held 16, we had 3 ground crew jump in and fly with us. I have been on other hot air balloons elsewhere, and these items caused a bit of a disappointment.*
>
> *12 people crammed in tightly, and if, like me, you are in the 'back' row of a section, you can't look down over the edge of the basket Once up in the air, our pilot explained what we needed to do for a crash landing."*

The inconsistency between the flight time mentioned by the agency and the actual flight time creates dissatisfaction. Short-term flights (especially low flights) cause the customers not to have the experience as expected. Tourist comments on this are as follows;

> *"But the flight was disappointing as we were guaranteed a flight time of approximately an hour, minimally 45 min, and in fact, it was only 30 minutes."*
>
> *"They told us the flight was going to be an hour, and it only ended up being 45 minutes."*

The places that tourists want to see the most are the valleys (especially the Valley of Love). For this reason, the fact that the flight route is not in the expected places, for example, due to the direction of the wind, only seeing the agricultural areas does not satisfy the tourists. Also, balloons that cannot rise in the valley reduce the possibility of seeing the view and even cause the sunrise to be invisible. Complaints regarding this are as follows;

"We seemed to drift along very near the ground, over the local dump, and then got stuck near a cliff face waiting for other balloons to go over. There were about 250 balloons up in the sky, some quite high but we never went very high and only went over farmland. When I asked if we were going to go over any fairy chimneys - the whole point of the balloon ride - the pilot said they were all around. Well, they were about a kilometer away. We landed after one hour, very disappointed."

"Compared to other flights, we flew in a straight and uninteresting line right to the landing point. Other flights dipped down into the valleys and passed by some impressive cave homes and churches. We didn't do that. We did fly over the only garbage dump within 200km, though, adding insult to injury."

Other complaints are about the color of the balloon, the planning process, other tourists not wearing masks, the sudden landing of the balloon, no discount for children, and the old and dirty shuttles. Comments on other complaints are as follows;

"The balloon itself was also bland black and white while other companies had very colorful beautiful balloons. Avoid this company if you don't want your day ruined."

"The organization was not very well planned, people haggled to catch the first balloon, and we managed to fit on the second one, if they placed a short ladder things would have been easier, especially for the senior passengers."

The low flying of the balloon causes the tourists not to see the fairy chimneys view and the sunrise properly. Staying high for a short time and suddenly descending also creates the perception that the price paid is not worth it.

"However, we were disappointed with our flight. We took off just before sunrise and we were looking forward to watching the sunrise from the balloon up in the air with 100 other balloons. However, we stayed very low for most of the flight and missed the sunrise because we were down in a valley!! Now, I understand that going down through the valleys takes a skilled pilot, and it was cool to do it, but most of the flight was spent very

low to the ground. We wanted to be up in the air!! By the time the pilot took us higher into the sky where we could finally get a view most of the balloons were landing."

*"Pilot V***only took us high once, really high, for a couple of minutes, then went down, and stayed at low altitude, until some shepherds got scared by our balloon. And we keep on low altitude until the end of the ride!! The view we got was just like riding a double-decker bus."*

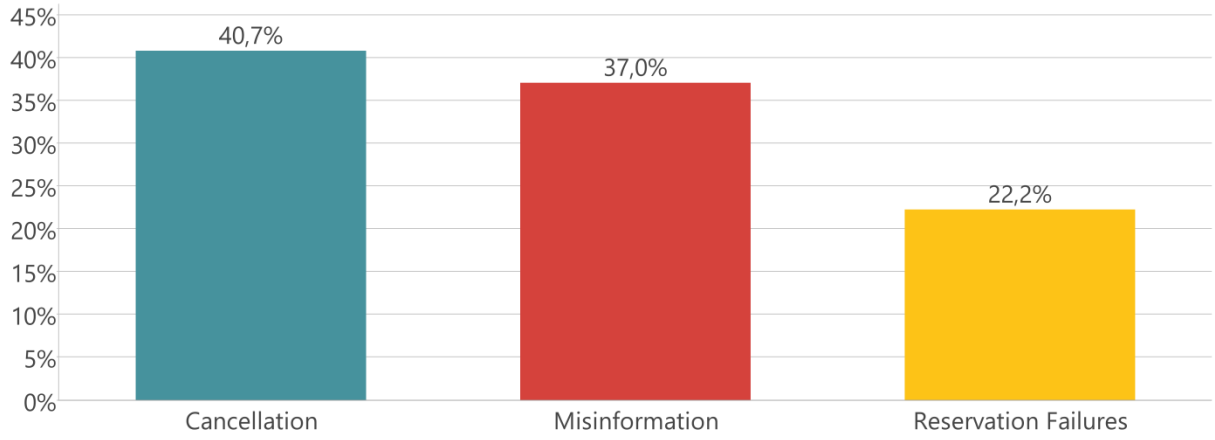

Figure 6. Complaints About Reservation

Cancellations due to weather conditions are considered normal, but tourists think that this problem should be reported earlier. Cancellation of flights after waking up early in the morning and arriving at the flight area causes great disappointment in customers. Comments on this are as follows;

"They have the worst kind of customer service. They don't have any manners on how to deal with customers and also they don't provide any help when your ride is canceled."

"Unfortunately our balloon flight was canceled for safety reasons which are fully understood. However, we were nonetheless woken at 4.30 am, driven around for half an hour collecting others from hotels, and then delivered to their office where we were told the flight was canceled."

Complaints about misinformation are generally related to the flight time not occurring within the specified time and the sunrise views not being seen even though it was promised. Also, when

the reservations made for the first flight are transferred to the second flight, delays in the pick-up time occur. Comments on this are as follows;

> "*We booked a balloon ride through the local correspondent travel agency in Turkey named Honest Travel. It was promised we would ride for one hour and will watch the sunrise! We were excited about the attraction! It started with a late pick-up at the hotel and when we arrived at the place we saw several balloons already in the air. Our balloon was not ready and we missed the sunrise in the air."*
>
> *"Everything seemed great, with someone confirming my date and 4:00A pickup time almost immediately. When I got to Cappadocia, I again confirmed my pick-up time for 4:00. After coming back from dinner with friends that night, my hostel said my pickup time had been changed to 5:30 AM. Very confusing. They did, in fact, pick me up at 5:30 AM."*

Reservation errors include mistakes made in the number of people in the balloon basket, incorrect pricing, and inconsistencies in balloon times. Moreover, it is observed that recoveries are not made for the problems that occur due to delays. Tourist comments on this are as follows;

> *"Delays over confirmations of dates for flying. When finally allocated a date, we got picked up and sent to the launch site only to be told there was a technical glitch and we couldn't fly that day. And postponed to the next day."*
>
> *"Unfortunately, what they did was simply cancel our reservation completely, telling us they were fully booked. I understand the concept of weather affecting flights (I have a private pilot's license), and I understand that other people had booked the following days, however, I felt they should have made a better effort to accommodate the people who had booked months earlier, as opposed to just telling us " sorry, we are fully booked"*

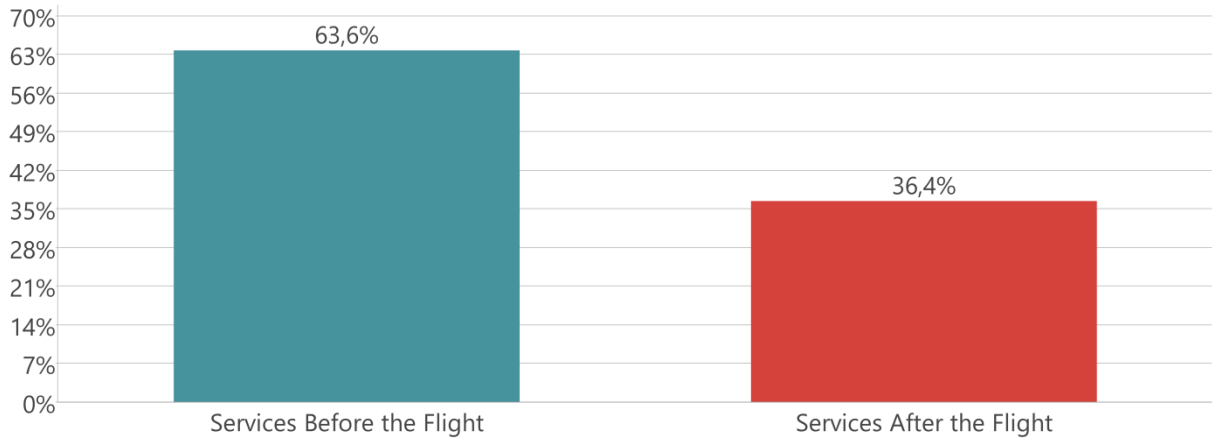

Figure 7. Complaints About Additional Services

The abundance of negative comments regarding the breakfasts served before the flight draws attention. Breakfasts, which are prepared carelessly and contain a limited variety of food, do not meet the expectations of the customers. Complaints were frequently written about small portions of cakes, packaged poor-quality foods, and beverages with few varieties. Some of the comments regarding this situation are as follows;

> *"Services before the flight; After our early am pickup we were herded into the "breakfast" area. The food was beyond wretched - cookies and dry bread and jam. Instant coffee and creamer."*
>
> *"The 'breakfast' before the flight is avoidable. Carry something of your own to eat at the breakfast venue."*

There are negative reviews regarding cakes, and alcoholic and non-alcoholic beverages served after the flight. It is especially criticized that champagne is served in the morning hours. In addition, those who do not oppose serving champagne complain that the staff does not want to open a new bottle when they demand more champagne. However, the effort of the staff to collect tips and sell the videos and photos after landing disturbs the customers.

> *"As soon as we had landed, we were given a 1 Turkish Lira-sized slice of marble cake and a non-alcoholic glass of champagne! The staff were more interested in showing us where the tip box was located and selling us videos of the flight than anything else. Thank*

God that on our return journey to the hotel, the driver had calmed down and we managed to get back without any accident."

"It alienated the rest of us, and this got much worse after the landing, for the 'champagne toast' when they ended up 3 glasses short. Of course, the three of us got passed over until we explicitly requested a glass (after the toast), and after asking "You don't want cherry juice instead?" they begrudgingly opened another bottle."

When the complaints about the balloon companies serving in the Cappadocia region are considered, it has been determined that there are certain complaints at every stage of the balloon flight.

5. Conclusion

Destinations can enhance tourists' experience by offering alternative tourism activities that are unique and memorable. These activities may include both natural and human-made attractions. Destinations that boast of both natural and cultural attractions are more competitive than those that don't. Cappadocia, with its rich natural and cultural attractions, stands out as a superior destination compared to its competitors. There are numerous tourism activities available in Cappadocia that appeal to tourists. However, the most sought-after experience that visitors look forward to is the balloon tour, which provides an unforgettable experience.

Balloon tours, which are an important source of income for the region, are also a very important touristic product for businesses. As in every product or service presentation, problems may also occur in balloon tours and this may cause visitor dissatisfaction. As a result of these dissatisfactions, customer complaints occur. With the effect of digitalization, customers can announce their complaints to everyone online. When the publications on balloon tourism are examined, the following issues are encountered; consumer experience (Kül Avan & Güçlü, 2019; Özen, 2019), service quality (Kül Avan & Kara Küçük, 2020), destination marketing (Coban, 2012; Özen & Özdemir, 2020; Güzel & Şahin, 2020), success factors in experience (Bertan, 2020), the risks and accidents of balloon tours (Aslaner, 2019; Ballard, Beaty & Baker, 2013; Can & Can, 2019; Kılıç, 2020; Cowl et al., 1998; Frankenfield & Baker, 1994; Kothakonda & Kezirian, 2016) and balloon tour as a recreational activity (Novotná, Kubíčková & Kunc, 2021). However, no study has been found in the literature dealing with complaints about balloon tours. Therefore, this study is important in terms of detecting e-complaints about balloon tours specific to Cappadocia and developing solutions.

As a result of the analysis of the negative comments on the balloon tours on Tripadvisor, it is seen that the tourists have negative perceptions about every stage of the flight regarding the balloon experience. People who participate in balloon tours usually participate in balloon tours with the expectation of having an unforgettable experience. However, as a result of this research on balloon tours, it was seen that the expectations of many tourists were not met. Indeed, Çamlıca et al. (2012) delineated electronic complaints concerning balloon tours in their research. The identified subcategories encompass issues related to the tour itself and pricing concerns. There are complaints at many stages, from reservation to post-flight services. The most prominent among these are the negative evaluations of flight personnel. It is noteworthy that there are many negative comments about the pilot and the shuttle drivers who transport the tourists to the flight area for the flight. Pilots who cannot direct the flight well are perceived as inexperienced. Also, the flight personnel's failure to provide information when tourists ask questions about the region is an issue that tourists complain about. In addition, the rude behavior of some pilots and the fact that they do not speak English disturb the tourists. Tourists complain that the drivers talk too loudly, act rudely, and drive their vehicles fast. Another prominent issue is the flight time, the basket being unsafe and full. The lack of sufficient space to apply for the specified security positions, especially during landing and take-off, causes tourists to feel insecure. In addition, it draws attention that short-term flights do not satisfy customers and they think that they do not get what they pay for. Indeed, this finding is consistent with the observation made by Çamlıca et al. (2022). In their study, as well, the most frequently encountered complaints include unjustified cancellations of tours and high prices. In contrast to these findings, another study (Yetiş, 2018) observed that tourists did not complain despite being unable to fly due to skipping the necessary reservation for a balloon tour, considering it as a reason to visit the region instead.

It has been noted that tourists who experience the breathtaking view of Cappadocia during a hot air balloon tour gain a unique aesthetic experience (Çeti & Atay, 2020). However, to enrich this experience for tourists and provide them with unforgettable memories, companies need to improve every aspect of their balloon tour service.

- First, customers have voiced apprehensions regarding the congested and precarious conditions within balloon baskets, aggravated by the restricted space impeding movement and causing discomfort. To efficaciously tackle these issues, several tangible measures

can be enacted. Firstly, the social carrying capacity of the balloon basket should undergo meticulous assessment, incorporating parameters such as dimensions, weight distribution, and adherence to safety protocols. Subsequently, based on these evaluations, appropriate restrictions on passenger numbers permitted in the basket ought to be delineated to ensure sufficient space and safety for all occupants. Furthermore, it is imperative to enforce rigorous and periodic inspections of balloon baskets to ascertain adherence to safety standards. This necessitates comprehensive scrutiny encompassing structural integrity, material quality, and equipment functionality. Instances of non-compliance with stipulated standards should promptly warrant withdrawal from service until requisite repairs or enhancements are affected. Additionally, investment in advanced technologies, such as real-time monitoring systems for preemptively detecting potential hazards during flight, holds significant promise in mitigating safety risks. Through the implementation of these concrete measures, balloon tour operators can effectively assuage customer apprehensions regarding safety and comfort, thereby fostering a positive and gratifying experience for all passengers.

- Second, customers have expressed grievances regarding non-adherence to scheduled pickup times and prolonged waiting periods at the balloon launch site. To mitigate this issue, firms can implement specific measures to enhance the management of pickup schedules and flight timetables. Primarily, companies ought to establish pickup schedules considering potential traffic congestion and weather conditions, thus establishing more realistic timeframes. Additionally, ensuring punctuality among drivers and staff to meet scheduled pickup times necessitates the implementation of effective organizational and communication strategies. Furthermore, the optimization of equipment maintenance protocols and staff training initiatives can streamline flight preparations, consequently diminishing waiting durations. Lastly, the provision of advanced notifications regarding potential delays or alterations and the reinforcement of communication channels are imperative. Firms can employ communication tools such as automated notifications or SMS services to apprise customers of possible delays or revisions in pickup schedules or flight itineraries. This fosters improved customer awareness regarding waiting periods and facilitates effective expectation management.

- Third, there is a prevalent issue of complaints regarding employee conduct, underscoring the necessity for thorough customer service training for both pilots and all personnel involved in customer interactions. To effectively tackle this matter, companies should institute focused training initiatives aimed at bolstering communication abilities, conflict resolution strategies, and fostering empathy towards customers. These initiatives ought to be tailored to the specific requirements of balloon tour operators and regularly updated to address evolving challenges. Moreover, the efficacy of such training endeavors should be systematically assessed through routine evaluations and solicitation of customer feedback, thereby enabling companies to pinpoint areas for enhancement and adapt their training methodologies accordingly. Additionally, to enhance the tourist experience, pilots must possess comprehensive knowledge encompassing the history, geography, and natural landmarks of the region. Hence, companies must ensure that their pilots undergo thorough training programs covering these facets. Furthermore, companies can arrange periodic refresher courses and workshops for pilots to remain abreast of pertinent information and sustain their knowledge base. Furthermore, the implementation of standardized protocols and certification processes for pilots can ascertain adherence to requisite competency standards and facilitate the delivery of premium narrations and information throughout the flight. Through sustained investment in ongoing training and education for pilots, companies can elevate the overall tourist experience and establish a distinctive presence in the competitive market.
- Furthermore, complaints have arisen regarding varied pricing practices among agencies, where different prices are offered to individuals on the same flight. To address this issue, negotiations should be conducted both internally within companies and externally between companies to standardize pricing for the service. Initially, a pricing model should be developed considering the predetermined cost factors of a flight (such as fuel, personnel costs, maintenance, etc.). Subsequently, this model should be universally accepted and implemented across all agencies and companies. This would bring an end to the practice of offering different prices for the same service, thereby providing consumers with greater transparency regarding pricing. Additionally, it is important for agencies and companies to regularly review their pricing policies and adjust as necessary to offer competitive prices to consumers and enhance their credibility. Finally, adopting a

transparent pricing policy to provide clear and concise information to consumers about price disparities can help build consumer trust and increase satisfaction.

- Additionally, concerns persist regarding the inconsistency in service quality and pricing across various businesses. To effectively address this issue, destination management organizations (DMOs) and tourism entities should take proactive measures to establish and enforce standardized protocols for balloon flights. These protocols should encompass key aspects such as safety measures, customer service standards, transparent pricing structures, and environmental sustainability practices. Furthermore, DMOs and tourism entities can facilitate collaborative efforts among balloon tour operators to develop industry-wide agreements on service standards and pricing strategies. Regular audits and inspections can be conducted to ensure adherence to these standards, with penalties or corrective actions imposed on businesses failing to comply. Additionally, educational campaigns targeting both businesses and tourists could be implemented to raise awareness about the significance of standardized services and the mutual benefits they bring to both tourists and the local tourism industry. By fostering cooperation and standardization within the balloon tour sector, DMOs and tourism entities can significantly enhance the overall quality of the tourist experience and contribute to the sustainable growth of the destination.
- Balloon companies can effectively manage customer complaints by facilitating easy communication through online platforms and applications, encouraging customer feedback, utilizing customer relationship management software, organizing regular customer satisfaction surveys, providing prompt solutions, and strengthening customer communication. Moreover, establishing a customer feedback system to incentivize customers to share their experiences is essential. This system can assist companies in continuously monitoring service quality and making improvements.

It is important to note that reducing complaints about tours is crucial for the success of balloon tourism in Cappadocia, as it has a significant positive effect on Turkey's international tourism revenues (Atioğlu, 2021, pg.379). Companies must manage complaints effectively by following up on digital media complaints, providing timely feedback, and establishing a well-functioning complaint management system. As the trend for balloon tourism continues to grow

globally, companies in Cappadocia need to manage complaints effectively to maintain their success in the long run (Öztürk, Tanrıverdi & Kaplan, 2019, pg. 508).

While the present research offers valuable perspectives, it is crucial to recognize its limitations. First, the study relied exclusively on tourist-generated data sourced from Tripadvisor, which may not fully encompass the wider range of online platforms. Second, the researchers' proficiency in English led to the exclusion of non-English comments, potentially overlooking significant insights expressed in other languages. Third, the complaints addressed in this study are specifically related to the Cappadocia region and do not represent balloon tours in other destinations.

Suggestions for future studies include collecting qualitative data through face-to-face interviews with tourists who have experienced ballooning, in addition to the data collected on Tripadvisor to obtain more detailed information. Quantitative methods can be employed to measure several factors, including but not limited to tourists' perception of service quality, repurchase and recommendation tendencies, and their perceptions of service recovery effectiveness. Furthermore, in this study, only balloon complaints regarding balloon tours in Cappadocia have been addressed. Future research can examine complaints in other hot air balloon destinations. Finally, it's worth noting that only negative reviews were analyzed in this study. Nonetheless, it can be equally important to examine positive reviews to enhance overall satisfaction, as they provide insights into what aspects are valued by customers. In addition to the recommendations, future research endeavors could delve into examining the implications of environmental sustainability initiatives within the hot-air balloon industry. This could entail investigating tourists' attitudes and behaviors towards eco-friendly practices adopted by balloon tour operators, such as minimizing carbon emissions, reducing plastic waste, or fostering support for local communities. Furthermore, longitudinal studies aimed at tracking tourists' perceptions and behaviors over time could yield valuable insights into the enduring effects of ballooning experiences on tourist satisfaction and loyalty. Additionally, exploring the role of technology in augmenting the balloon experience, including the utilization of virtual reality simulations or interactive mobile applications, could present innovative avenues for enhancing customer engagement and overall satisfaction.

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