

## GAMIFICATION AND THE DEVELOPMENT OF TOURISM DESTINATIONS

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## Abstract

According to the literature, the creation of tourist products and services using technologies to promote unique experiences allows for supporting the tourist experience and provides the creation of a bond between the tourist and the destinations. The use of games in the tourism industry is a reality applied in some tourist destinations, although the reality is still little explored. This study aims to understand the potential of Gamification and its influence on the development of tourist destinations. The methodology applied followed a mixed approach, with the application of a questionnaire survey to a sample of 216 potential consumers of tourism destinations, of which 27 respondents had previously had some experience of gamification in tourism and the remaining 189 had not. Two semi-structured interviews were also conducted with two experts, a manager in the tourism sector and a computer engineer, in order to gather qualitative information from technical experts involving the two areas. The study concluded that gamification can create new experiences and improve visitation, making the destination more attractive and interactive for visitors, appearing as a differentiating element of the destination and being able to reduce seasonality. The sample that had never been in contact with gamification showed great interest and curiosity in using this content if they had the opportunity.

## Keywords

Gamification, Tourism destinations, Tourism experience, Tourism

## 1. Introduction

The new model of tourism focuses on the experience of tourists in destinations and examples of this are the products and services that use technology to promote eternal and unique experiences, so that tourists create a bond with the place (Kovacevic, Zevevic, Veljkovic, 2014). In this sense, the need to understand these new behaviours, habits, preferences, desires and needs arises so that it is possible to delimit strategies that help the offer to remain updated and innovative in the face of the current reality. Following the changes in the tourism sector, the use of some innovative and differentiated issues has been growing in the sector, specifically, the games have been applied in the tourism industry, to provide a memorable experience to visitors.

The current performance of the tourism sector and its future appear to be unthinkable without technological innovation, in parallel with the current conditions of the business environment, being the result of the development of information and communication technologies (ICT) and the wide use of the Internet. Therefore, the concept of e-Tourism is presented as a way of applying ICT in the Tourism industry, with the ability to establish and maintain business relationships in the global network to provide goods and services to the final consumer (Condratov, 2015).

The notion of gamification has been used for several years, however, Burke, 2014) states that there is no exact concept of the term, although there are common particularities, specifically, motivating citizens to change behaviours, develop skills, achieve goals, and stimulate innovation. "Gamified" instruments drive tourists to use digital platforms in order to generate content (e.g. ratings), or motivate them through rewards. Likewise, they co-create value, improve service performance and guarantee the quality of the service offered. From the stakeholders' perspective, gamification contributes to employee training and allows educate consumers (Xu, Weber & Buhalis, 2013).

Through gamification, tourism businesses create engaging tourism experiences to generate satisfaction and profit while helping to increase consumer loyalty (Xu, Tian, Buhalis, Weber & Zhang, 2016). Despite the potential benefits, the adoption of Gamification among stakeholders is very limited (Buhalis & Wagner, 2013). They have been found to face challenges in planning services that are 'gamified' due to the cost of projects and difficulties in measuring outcomes. However, these should constantly strive to improve the tourism experience (Királóvá, 2015).

This study aims to study the importance of gamification for the development of a tourist destination, i.e. as a tool to enhance the experiences of visitors and tourists in tourist destinations. The article was divided into five parts, after the introduction, a literature review is carried out, with a framework of the conceptualization of Gamification, Gamification allied to tourism, the profile, and motivations of the consumer, as well as their loyalty. In addition, it investigated why Gamification turns tourism into a more fun and immersive experience. In section three, the methodological framework and the results of the collected data are presented, as well as the methods

used for data collection. In chapter four, the final considerations are portrayed, whose objective is to relate the literature with the results obtained. Finally, chapter five presents the conclusions of the study.

## 2. Theoretical Framework

### 2.1. Gamification

The notion of Gamification has been applied for several years, however, despite the diversity of concepts, the most widely used denominates it as "the use of game design components in non-game scenarios". The purpose of Gamification may or may not be an integral game, but it is essential that it has a clear purpose, so that it can induce the player and influence change in their behaviour (Deterding, Dixon, Khaled & Nacke, 2011)

Huotari and Hamari (2012) describe the term as taking game dynamics and applying them to other web properties to increase engagement, currently exhibiting distinct potential for application and development in dissimilar areas, more in the subject's experience than in the process of Gamification itself.

Gamification features aim to motivate and support the consumer by adding an element to the activity such as providing feedback, analysing progress and encouragement and benchmarking achievable goals. Its engaging elements are employed to create unique experiences (Koivisto & Hamari, 2014).

In agreement with Brigham (2015), Gamification is often used to achieve goals outside the context of a game, such as the goals of greener or healthier living. Unlike a game, Gamification is not a self-contained unit: it does not have a clear beginning, middle and end. It still includes specific elements such as badges, rewards, levels, avatars, time constraints and leaderboards (Blohm & Leimeister, 2013).

Three particularities allow the progress of Gamification, such as: i) new notions about the design and management of experiences; ii) the relationship with the origin of social networks and the progress of mobile phones, laptops, and tablets; and iii) greater dedication in offering engaging experiences (Robson, Plangger, Kietzmann, MacCarthy & Pitt, 2015).

Gamification being a modern trend, it is necessary to analyse and cooperate for this field to develop and influence the selection of elements with support in the context of its use (Marache-Francisco & Brangier, 2013).

### 2.2. Profile and Motivations of the Consumer

Games are immersive by essence (Pace & Dipace, 2015), however, a game does not operate without consumer motivation and approval. According to Zichermann and Cunningham (2011), the player is the foundation of Gamification and the more one understands about who plays and will play, the more understandable it will be to design

an experience that achieves more evidenced engagement, since, it is the player's motivation that drives the outcome of a gamified game or system. The players' main motivations derive from four groups: Achievers, Explorers, Socializers and Killers. These were analysed according to a quadrant where the X axis corresponds to the interaction between players (people) and the game universe (environment) and the Y axis depicts the relationship between action (acting) and interaction (interacting), as highlighted in figure 1 (Bartle, 1996).

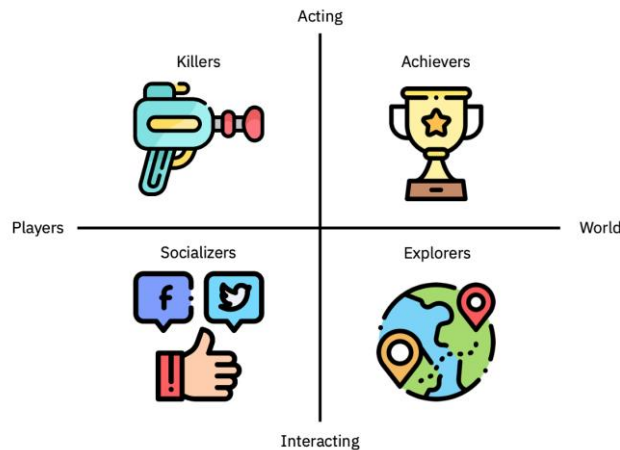


Figure 1. Player Groups  
Source: Provest (2020)

The author Marczewski (2015) shows a classification with six profiles, considering the four types of players presented by Bartle (1996). Taking into consideration the player's profile and the aspects of his motivation, the dynamics that constitute the aspects to be considered in a game are elaborated (table 1).

Table 1.  
Dynamics and Player Aspects

Profile	Description
<b>Entrepreneur</b>	It relates to players who are motivated by mastery. Self-improvement is paramount, and consequently, they seek to exceed challenges and develop new skills. They seek to overcome their own limitations. The most cherished resources are: challenges; certificates, learning new skills, and progression levels.
<b>Innovator</b>	Indicates players motivated by change. They appreciate understanding how the system works and how they can change it. They can act either to improve their own game or to harm it. They value discovering existing flaws, generating conflicts or encouraging other players' actions and reporting bugs. The most appreciated resources are: innovative platforms, voting, and anonymity.

<b>Free Spirit</b>	They are players motivated by autonomy and representativeness. They revere the experience of relating to the system, especially by exploring the game on different levels. In addition, they like to exercise creativity and create content. They appreciate exploration in the sense of finding something, options of choices, unlockable items with rare content, tools that express creativity and customization.
<b>Altruist</b>	Refers to players who are motivated by purpose. They have an altruistic profile and try to help other players as much as possible. The resources sought are: purposefulness, understanding what they are doing, trading and collecting, gifting and sharing knowledge.
<b>Player</b>	It is motivated by reward. Usually, these players carry out tasks in order to receive something in return. They may do anything to get something. The most appreciated resources are: points, physical rewards, prizes, rankings, badges, and achievements.
<b>Social</b>	It is motivated by relationships. They appreciate interaction with others, whether for cooperation or competition, or even, to pass the time. The most appreciated resources are team organisation, social networks, social status and competition.

Source: Adapted from Marczewski (2015)

Motivation is a central topic in Gamification, as gamified systems are processed to stimulate transition to desired and desirable activities. Motivation in Gamification uses a dual approach, firstly, extrinsic motivation which focuses on the application of "gamified" elements in a non-game context to encourage external motivation and secondly, the notion of the game and motivational design has a positive bearing on intrinsic motivation (Ryan & Deci, 2000).

Intrinsic motivation is related to our core self and not to the external world. Extrinsic motivation comes from what surrounds the consumer (Zichermann & Cunningham, 2011). In Gamification, extrinsic motivation applies to the game elements and intrinsic motivation results from the game environment and its motivational design, which comes from an intimate desire to play (Xu et al., 2016). Thus, the intrinsic rewards fall into the following categories (Xu et al., 2013): the relationship, is the need that the player has to relate to other players, included in the same category of interest, either by means of friends who are inserted in the same gamified system or through social networks related to the game, to share achievements and be distinguished among their peers. In this way, it is essential to create and personalise personal goals to develop a meaningful story and a greater involvement from the consumer. Social connections have a great impact on a consumer's happiness, so it is important to consider them, since they are a favourable source for sharing experiences, creating bonds and forming memories. Competence is a way to convey to the player the feeling that he/she has enough skills to master the system and achieve the goals. The goals should be clear, visual, well structured and varied to motivate the user. The ideal way to create a proper flowing activity is to break down long-term purposes into short, achievable goals. It is crucial to create a flowing

experience in which the degree of difficulty varies so as to encourage the player and encourage him to stay active in the game, and it should neither be easy nor too complicated. Finally, autonomy, is the freedom that the player has to join a "gamified" system voluntarily and to quit at any time. It is important that the user feels that they have autonomy and that they play when they feel the need, otherwise, if they feel that they are being controlled by the system, it will lead to a demotivating experience and to quitting (Xu et al., 2013).

The authors Zichermann and Cunningham (2011) suggest four types of entertainment that act as personal motivators for the subject: hard fun: in which the player tries to compete in some way, easy fun: the player is focused on exploring the game environment; altered state fun: the game changes the way the player feels; social fun: the player socializes and relates with other players.

Furthermore, motivations vary across age groups. Younger consumers tend to look for more sensations, whereas older consumers (over 30) tend to try again when they fail (Eglesz, Fekete, Kiss & Izso, 2005).

### 2.3 Gamification and Tourism

Tourism is a service industry that stands out for the co-created experiences, tourists and stakeholders (Vargo & Lusch, 2008). The tourism industry applies Gamification as a marketing tool to promote destinations in order to provide an opportunity to create informative and fun environments for successful brand awareness, relationships and communication (Xu et al., 2016).

Gamification is a trend for the coming years in tourism and has been attracting consumers from all age groups. According to the Amadeus (2015) report, "Future Traveler Tribes 2030, Understanding Tomorrow Traveller" travel trends will be defined, in particular, by the intensive use of technology, social, cultural criteria, such as, the ease of travel management and travel.

Tourists have information needs that differ from other actors, often tourists have a restricted time at their disposal, and are not used to the place, consequently, when playing games, tasks need to be less ambiguous and challenging. Why tourists play, when they play, what kind of games they choose, and what they expect from game-based marketing are critical design aspects (Fernandes, Almeida & Roseli, 2013; Yovcheva, Buhalis, Gatzidis & Elzakker, 2014).

The purpose of applying Gamification in tourism is divided into two groups. Firstly, Gamification should increase the motivation of visitors and employees to achieve a change in behaviour (buying products, working efficiently). Secondly, Gamification should enable visitors and employees to co-create value and thus provoke intrinsic motivation (Xu et al., 2013). Gamified" instruments drive tourists to use digital platforms in order to generate content (e.g. ratings), or motivate them through rewards. Likewise, they co-create value, improve service performance and guarantee the quality

of the service offered. From the stakeholders' perspective, Gamification contributes to employee training and allows educating consumers (Xu et al., 2013).

Through Gamification, tourism companies create engaging tourism experiences in order to generate satisfaction and profit while helping to increase consumer loyalty (Xu et al., 2016). Despite the potential benefits, the adoption of Gamification among stakeholders is very limited (Buhalis & Wagner, 2013). They have been found to face challenges in planning services that are 'gamified' due to the cost of projects and difficulties in measuring outcomes. However, they should constantly strive to improve the tourism experience (Kiráľová, 2015).

## 2.4 Loyalty

Loyalty is associated with the attachment a visitor has for a particular brand, or the favourable attitude towards a product or service. Loyalty related to a particular destination or attraction is defined as the extent to which an individual is more attached to a destination, including the intention to visit again or the intention to promote it through feedback or word of mouth (Nam, Ekinici & Whyatt, 2011). The level of loyalty and satisfaction with a destination varies according to the degree of tourist engagement and commitment that are generated in the information acquisition process (Sigala, 2015), while visiting places of interest, information and memorable experiences drawn from the elements of Gamification are directly linked to loyalty, such as behavioural intentions and word of mouth (Bulencea & Egger, 2015). When the use of Gamification in a destination is favourable, the chances of long-term engagement can increase, which in turn can strengthen the level of behavioural outcomes such as loyalty to the destination (Kim & Ahn, 2017). According to Lucassen and Jansen (2014), Gamification is considered a key player in promoting key marketing consequences such as active participation, brand recognition and brand loyalty. They also found that rewards from "gamified" elements play a critical role in promoting the formation of long-term memories, thus increasing loyalty towards certain destinations (Xu, Buhalis & Weber, 2017).

Customer loyalty includes behavioural loyalty, attitudinal loyalty and composite loyalty (Jacoby & Hestnut, 1978). Gamification can improve tourist loyalty when it adds fun and rapport to the experience by motivating dynamic interactions between distinct players through teamwork, sharing and between the player and the game itself through challenges and achievements (Clanton, 1998). By using mechanics such as points, rewards, leaderboard, sharing and competition, Gamification can address both the behavioural and psychological needs of the visitor, creating a bond in both behavioural and attitudinal loyalty and stimulating a more dynamic and fun process for building behavioural, attitudinal and composite loyalty (Xu et al, 2017).



### 3. Methodology

The methodology applied followed a mixed-method research approach, with the application of a questionnaire survey and two semi-structured interviews. The methodology applied for the development of this work was applied in three phases. The first phase consists of the theoretical framework, taking into account the focus and assimilation of the consolidation of the subsequent terms: i) preliminary approach to the concept of Gamification; ii) consumer profile and motivations; iii) Gamification allied to tourism and its applications in the sector, as well as loyalty, through bibliographic research. The second phase was based on a qualitative approach, with the design of a questionnaire for the general population and the application of interviews. The third phase presents key ideas that link the two previous processes.

In this sense, in addition to the theoretical framework, based on a literature review, a questionnaire survey was applied, consisting of closed questions and evaluation scales.

The study was carried out in Portugal, the questionnaire was applied to resident consumers from different regions of the country, having a total sample of 216 respondents. Data collection was applied in May 2022, online using the Google Forms format. It is aimed at all consumers and intends to study and analyze the potential of Gamification for the tourist development of a territory. The questionnaire was divided into two sections, one to gauge the opinion of consumers who had already been in contact with Gamification and another for those who had never been. After analysing the questionnaire, another methodology was applied using interviews with two experts in the areas under study, specifically, a semi-structured interview was conducted with a tourism professional and another interview with a computer engineer expert in the area of Gamification. During the interview, the experts assessed suggestions regarding the tourism development of a territory through Gamification.

### 4. Results

#### 4.1. Questionnaire

The study sample is mostly female, 53.2% are women and 46.8% are men and the average age is close to 25 years, with 77.1% aged between 18 and 24 years. The rest of the public is fairly evenly distributed across the age groups considered: between 35 and 44 years old and over 45 years old. The remaining 14.1% are aged between 25 and 34 years.

Concerning the preferred types of tourism, the choice of cultural and nature tourism is similar (46.3% and 53.7%). However, there is a clear emphasis on sun and beach tourism, with 83.3% of respondents choosing this typology as one of their favourites. The type of adventure represents 32.4% of the choices and health and well-being 24.1%, gastronomic tourism (11.1%), sports (12.5%) and rural (12%) are distributed in

quite a balanced way. The other types of tourism are creative, business and religious, each representing 5.6; 2.8% and 4.2%, respectively (figure 2).

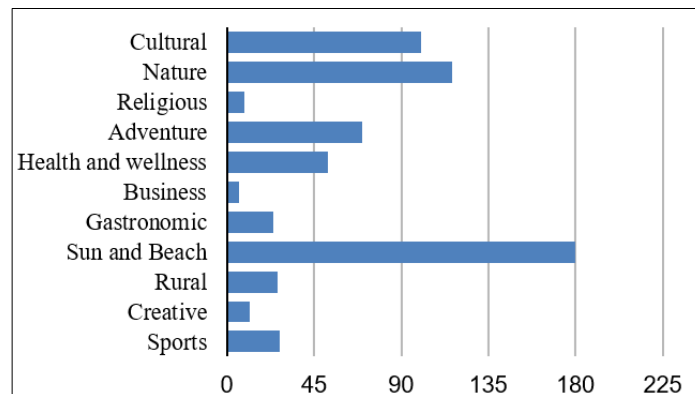


Figure 2. Type of Tourism  
Source: Own Elaboration

Of all respondents, 12.5% have been in contact with Gamification and the remaining 87.5% have never been in contact (figure 3). The result obtained demonstrates that gamification is innovative when associated with a tourist destination, in addition, it allows for creating value for the brand and allows the tourist to have unique experiences. Thus, as it becomes a unique experience, if gamification is well employed, it will favour (e)-customer engagement as it will create a bond with the destination, which will subsequently be able to retain, satisfy and create loyalty in the tourist. In this context, gamification becomes a method capable of pleasuring the tourist and, due to its low adherence to destinations, it can motivate consumers to become loyal.

Gamification can strengthen an innovative and disruptive structure that can help to win new fans at the destination and conquer key markets. In this sense, a well-designed strategy can be developed based on the consumer's profile and motivations.

Briefly, the results demonstrate that gamification, in a tourism context, can become a market opportunity that destinations should/can adopt to create a competitive advantage.

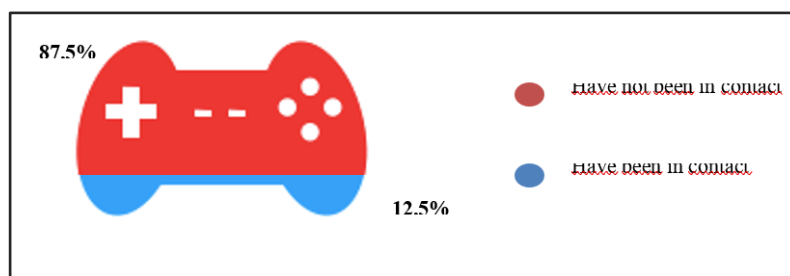


Figure 3. Contact with gamification  
Source: Own Elaboration

According to the results of Figure 4, Gamification has the ability to attract visitors to other points of the destination, with 81.5% of respondents having not visited the places if they were not in contact with the game. On the other hand, 18.5% say they did not visit the site because of *Gamification*.

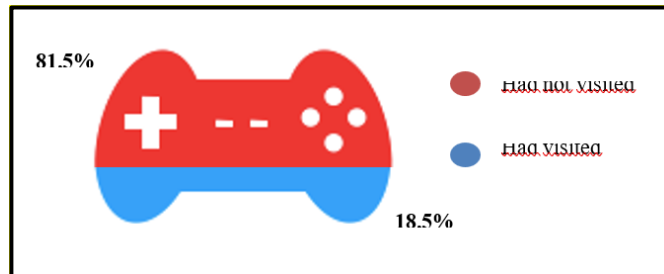


Figure 4. Visited Places  
Source: Own Elaboration

Regarding the part of the sample that has not been in contact with *Gamification*, 77.3% declare that if they have the opportunity, they are curious to try it. Already 20.6% say they are indifferent and the remaining 2.1% are not curious because it is something that does not satisfy them.

In addition to the respondents expressing curiosity about trying out *Gamification*, they also know how to justify their interest. Subjects who would just like to try it out of curiosity represent 68.7% of respondents. A large part of the public intends to use it to obtain information about the place (41.8%) and to experience new experiences (43.8%) and entertainment is an important factor (35.6%). The remaining 32.8% are shared by sharing experiences (21.2%) and accessibility (11.6%).

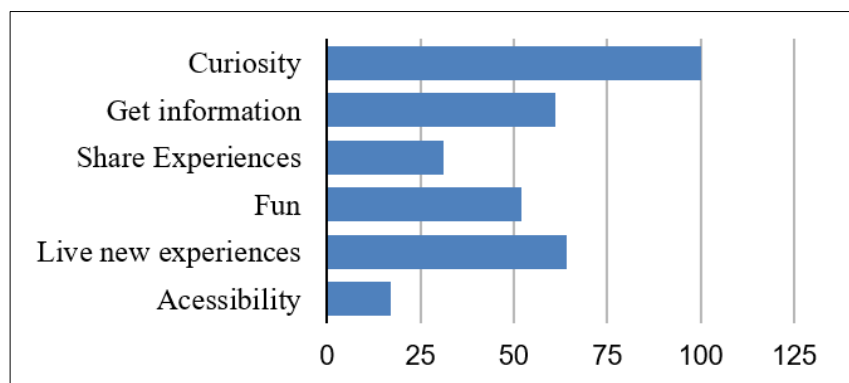


Figure 5. Reason of the curiosity  
Source: Own Elaboration

To explore the potential of education, respondents answered on several levels, and it is clear that the learning stages are higher and that they learn more while being entertained and having fun, in addition, they enjoy the journey more and do not feel

distracted from the environment. This is an important concept as respondents could be very present in the game and not pay attention to the surroundings.

As for sustainability, the respondents feel more motivated and have in mind the achievement of what is asked by the game and still are influenced to have behaviours, at this stage we already know that sustainability has not only its environmental aspect, but also the social and economic aspect, so we can use Gamification to encourage sustainable behaviours, behaviours that should go according to the objectives of each organization.

Concerning engagement, as analysed in the questionnaire, rewards are the best way to increase engagement. Respondents further state that Gamification favoured social interaction. Upon receiving the first rewards and unexpected rewards they are excited and satisfied, thus increasing engagement with the destination. In the evaluation of loyalty, the questionnaire shows that with Gamification, visitors enjoy their trip more, as well as making it more convenient. The result is that visitors intend to return to the destination they had this interaction.

## 4.2. Interviews

The interviewees state that Gamification makes learning more enjoyable and grabs the visitor to the destination history, this is interesting to encourage the tourist to visit other places, provides clear and objective information, this aspect is positive because it does not create confusion with distorted information, so the tourist will feel safe and will not be misled, still offers a greater baggage of culture, because it has the ability to keep the visitor attentive and as it encourages the tourist to visit other places, offers more information.

In the interviews it was observed that these games should compel/include sustainable behaviours, it still puts local markets on the map, motivating tourists to visit more disadvantaged parts of the destination, it still mitigates confusions between visitors and the local community.

In the interview it was analyzed that the Gamification motivates tourists to visit other places that they did not have in mind, allows the visitor to live the experience in his own way, as we know the people with whom we make the trip have a preponderant weight in the experience and if the personalities and motivations are different, it can lead to a negative experience, so the gamification allows to improve the experience in this sense because it is designed taking into account the profile of each person. The game must be designed in a way that does not make the consumer overuse it, as this can make the competition unhealthy.

On the interview side, it is mentioned that a way to obtain real advantages can be implemented and it is essential to understand, during the creation of the game, that all parties should win. When asked about how loyalty can be improved, it is through the creation of levels, quests, daily goals, among others.

During the interview the supply side was also evaluated and they stress that it is a differentiated element in the destination and increases spending by visitors. They receive feedbacks in real time, which has as a consequence a faster progression of the services according to the visitor's needs and by the more effective improvement of the services. This is a great advantage, since one of the things we have learned in marketing is that the product should be designed taking into account the objectives and needs of the consumer. The interviewees mentioned some difficulties in the implementation of gamification, such as the first use by the visitor, this is because it can create an unconscious aversion for being something new in the market. One way to combat this aversion is through dissemination which is another difficulty, many destinations create the game and expect the results to come by themselves, it is necessary to bear in mind that the game should be disseminated and that it should be in constant development, because tourism is always evolving, as are the trends and needs. Other difficulties are the lack of manpower, difficulties in mapping and little knowledge of its benefits on the demand side.

## 5. Conclusion

The concept of Gamification is still quite current, along with its application in tourism and for this reason, there are few people who have been in contact with Gamification in the territories. On the other hand, this means that it is an innovative concept if employed in a destination and has the ability to impose itself as a differentiating factor against competing destinations.

According to Xu et al (2013), the implementation of Gamification in society has generated an increased attention to the challenges created by the "supergamification of life". This statement allows underlining that "supergamification" is a challenge, being preponderant that the Municipality outlines the objectives for this concept to be applied in the correct way.

The study carried out shows that different personalities create different motivations when using "gamified" content; however, however diverse the motivators may be, the use of Gamification is essential to improve the service offered and create dynamic interaction between visitors. Furthermore, even the subjects that had never been in contact with Gamification showed great interest and curiosity in using this content should they have the opportunity, so it is undeniable that it is a differentiated process if it is associated with a destination.

Based on the research carried out, we can already conclude that Gamification in the tourism sector does not aim to increase visitors to a particular destination, its main objective is to promote the tourist experience using a video game. In addition, it serves as a regulator of the benefits and objectives of destinations. It is further added that Gamification can create new experiences and improve visitation. Gamification makes the destination more attractive and interactive for visitors, it also attracts, involves and entertains by conveying information and improves participants' awareness of local

culture and history. The dissemination of the gamified content by the destinations is essential, being this a necessity for the proper functioning of the game.

Many destinations create the game and do not disclose it, this prevents the tourist to obtain knowledge of its existence and this error can become a determinant failure or success of Gamification. It is also important to understand that Gamification does not have a beginning, middle and end, should be in constant development in order to follow the trends.

The results reveal the ability to move visitors to less visited places and that Gamification is promising in younger people. It is no news that the new generations are constantly in contact with technologies, and it is in this sense that Gamification is important because it can motivate and create interest in these young people through games. It still allows interaction with artefacts in a more adventurous way, such as answering questions or completing tasks. This interaction combined with fun evokes feelings of presence in previous eras and with people who lived at that time. In this way, it represents an advantage for motivating young people to preserve the intangible heritage, traditions and customs of a particular society. For this topic to work perfectly, it must ensure the sustainability of the heritage visited, namely, the maximum number of tourists in the place at the same time, the number of daily, monthly visits, the cleanliness and care of tourists in the spaces.

Dynamic interaction is essential because it allows for improving tourist loyalty, through teamwork, sharing and between the player and the game itself by means of discounts, vouchers or promotions that tourists value. With this, partners will still feel an increase in demand for their services or an increase in spending by visitors in their businesses. Loyalty is a favourable attitude towards an attitudinal object and the results show that when they come into contact with Gamification, most visitors intend to return to the destination.

For sustainable policies, the game should include and promote sustainable behaviours and reward visitors who follow them. Gamification has the ability to encourage tourists towards sustainability issues (economic, social and environmental), by raising awareness and promoting sustainable habits, it still favours the reputation of the destination. Some examples of its benefits in this topic are: it boosts the local economy, taking tourists to more economically and socially deprived places, increases the quality of life of these regions, decreases the confusion between tourism and the community and promotes sustainable behaviours.

Interconnecting the previous processes, Gamification makes learning more enjoyable and "grabs" the consumer to the story. If the game attracts tourists to other types of Heritage, it will still offer the tourist, a larger baggage of culture, Sustainability also increases loyalty, brand recognition and involve tourists in acts of charity.

Taking into account the results, from the supply side, it is important to mention that as the benefits of Gamification are not very well understood, it creates insecurity when investing in this topic. However, it creates intrinsic motivation in order to improve the quality of services, besides getting more bookings and positive reviews. Still obtain

feedback in real time and allows them to improve the service. tourists and / or visitors can better know and with that take advantage and own benefits, so this is already a great benefit for the destination. Gamification in itself is a differentiating element of the destination and can decrease seasonality, over time it will also allow the destination to highlight itself by improving its services, since, for example, it will get feedback in real time.

It is considered essential that in Gamification all parties win, the stakeholders, the destination and the visitor. In addition, Gamification works directly with psychology, since its use requires the intrinsic motivation of each consumer, so it is necessary to meet consumer expectations.

In conclusion, and taking into account future research, it is necessary to explore other variables such as its impact on economic, social and environmental levels. It would be pertinent to replicate this study with a longitudinal nature to further clarify the relationship between the variables and increase the geographical areas for data collection, exploring the intercultural differences.

Regarding limitations, it was quite difficult to find experts in the area under study, specifically within the scope of Gamification in a tourism context. Another limitation was the obtaining of answers in the questionnaire from a higher age group, with an average age of 25 years, limiting the research to a profile of younger people.

Regarding the implications of the present study, we highlight the importance of the contribution of the study in the strategic planning of tourist destinations, namely through the promotion of tourism through Gamification. Strategically, the creation of a game feature for visitors will allow visitors to discover new sites and receive real-time feedback from other players. In addition, games can influence the behaviour of tourists whether in the management of places to visit, behaviours and even from a perspective of developing tourist destinations.

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