

Gamification and Tourism - I

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Why does Kura-Zushi have “dish slot machines”?



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Why does Toyota equip their cars with “eco-drive indicators”?



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Why do men's toilets often have a target?



“Toilet” ©SEGA

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Gamification

- To use *game mechanics* in non-game contexts in order to motivate/engage people into a certain activity
 - Shopping
 - Education
 - Employee management
 - Election
 - ...

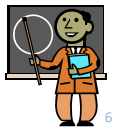


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Purpose of Today's Lecture

First, we learn gamification techniques used for motivating people.

Then, we look at some pioneering examples of gamification in tourism and think about its possibilities and issues



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Game Mechanics used for gamification

- Onboarding
- Story
- Mission
- Competition
- Score/Ranking
- Level/Badge
- Community
- Come-from-behind victory by luck



Puzzle&Dragon

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Game Mechanics used for gamification

- Onboarding
- Story
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- Competition
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- Community
- Reversal (come-from-behind victory)



Airline Mileage Cards

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Game Mechanics used for gamification

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NIKE+ GPS

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Gamification in tourism: Is it a new idea?



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Stamp Rally

- People collect stamps located at several checkpoints in an area



Poke-Mon Stamp Rally
by JR East



Takao-Jinba
Stamp Hike

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Japanese Pilgrimage and Stamp Rally



Shikoku-Henro



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Why do Japanese railway companies
often conduct stamp rally events for
children?



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Other sorts of games in tourist destinations



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Treasure Hunting

Kuroi-Cist (Kuroishi, Aomori)



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“Board Games” using the real world



Nagasaki Machiaruki Sugoroku (Nagasaki)

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“Board Games” using the real world



Real Jinsei Game
(Yoron Is., Kagoshima)



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Trading Cards



Fuku-Meku (Fukuyama, Hiroshima)

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Mystery Tour

(Detective Conan's Mystery Tour by JR West)



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Real Escaping Game



<http://realgame.jp/>

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Alternate Reality Game

- An interactive game that uses the real world as a platform and uses transmedia storytelling to deliver a story
- What are possible problems of ARG when it is applied to tourism?



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An Easier Way: To Use Smartphones



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Art Hunter: A Mission in Saku-shima



Saku-shima, Aichi



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Kyoto Yo-kai Emaki



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Tokimeki Gamago-ri



Gamagori, Aichi

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Haunted Planet

(Dublin, Ireland)



<https://www.hauntedplanet.com>

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What's are the problems of
such local-oriented smartphone games?



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Local-oriented Smartphone Games: Merit and Demerits

- No need to place people or object in the real world (→ Oeasy maintenance)
- Tourists behavior can be recorded
 - × Work load and cost for programming and game creation
 - × Difficult to be found by tourists
 - × People pay less attention to the real world
 - Once enjoyed, no more visit

The following examples overcomes some of these problems... 28

Menehune Adventure Trail

(Aulani Hawaii Resort & Spa, Hawaii)



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BRICK STORY

(Ebetsu, Hokkaido)



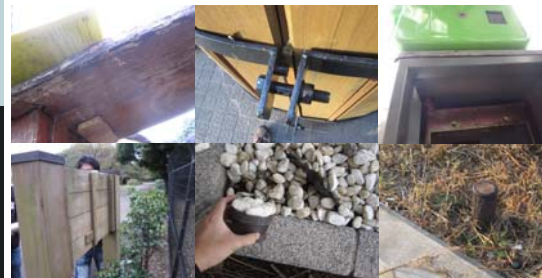
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Zen-Sekai Guide-san

A tool for creating game-like online virtual tours



Geocaching



To be continued...

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Today's Keywords

- Gamification
- Onboarding
- Mission
- Stamp Rally
- Treasure hunting
- Adventure games
- ARG
- Local-oriented games



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