

Gamification and Tourism - II

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What we've learned last week

- Gamification
 - To use *game mechanics* in non-game contexts in order to motivate/engage people into a certain activity
- Examples of gamification in tourism
 - Stamp rally
 - Treasure hunting
 - Mystery tour
 - Local-oriented smartphone games

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What's the common problem of local-oriented smartphone games?



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Do you know Geocaching?



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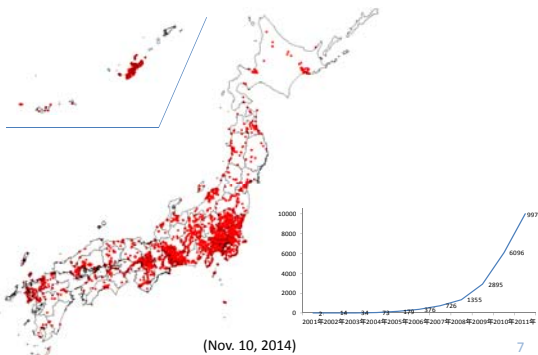


Geocaching is a serious treasure hunting game, which secretly use the real world and immerse its fans into the battle of hiding and searching wisdoms



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20,654 geocaches in Japan!



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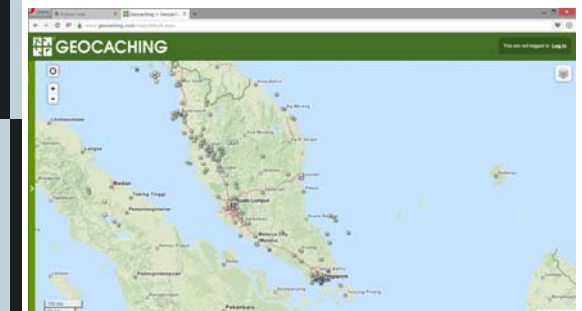
Not only in Japan!



2,526,067 Geocaches in the world (Nov. 10, 2014)

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In Malaysia, too



348 Geocaches in the world (Nov. 10, 2014)

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Why are there so many geocaches all over the world?



Because they are UGC

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CGM and UGC

- UGC: User-Generated Contents
- CGM: Consumer Generated Media
- e.g.



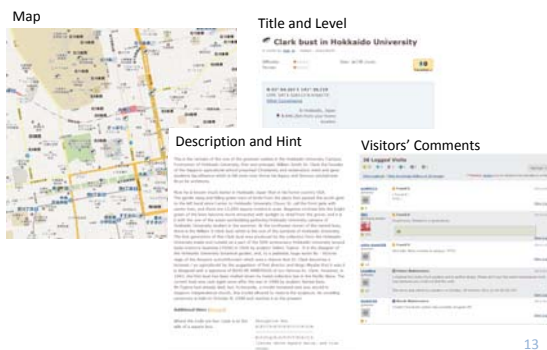
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Mechanism of Geocaching



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What are on Geocaching.com



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User-driven Smartphone Games like Geocaching



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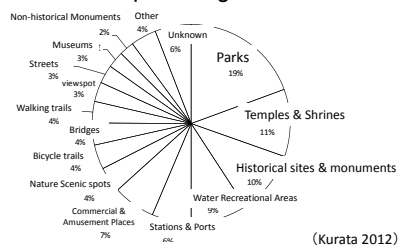
Every participant can hide their own geocaches at any place they want

As a result, the geocaches are placed where the owner wants to introduce to other people

In this process, various tourism resources, even if they are not well-known, are discovered and introduced to the public

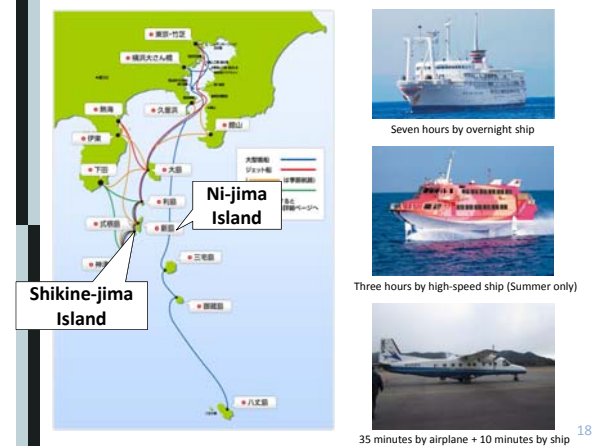
Geocaches and Tourism

- 78% of Japanese geocaches have tourism information on its description
- Classification of Japanese geocache Locations



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Tourism Promotion through Geocaching: Shikine-jima's case



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Shikine-jima Island, Tokyo



Shikine-jima Island, Tokyo

Why Geocaching in Tourism?

- Motivate people to visit unfamous nice spots
- Add 'adventure values' to the current tourism resources
- Increase the average time tourists spend
- Work as a "mobile guide"
- Visitors may add another geocache.



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However, the uniqueness of Shikinejima's challenge is represented by its **CITO Event**

CITO = Cache-in Trash-out
Treasure hunting + Collecting trashes
But Shikinejima's CITO is slightly different...



Shikine-jima Island, Tokyo

Why is it nice to have a CITO event with local children?



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The reason to have a CITO Event with Local Children



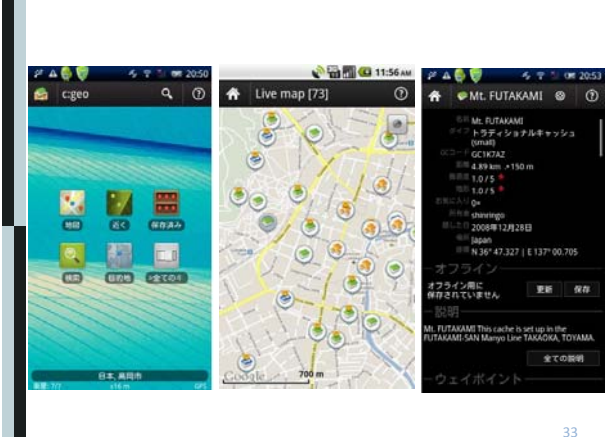
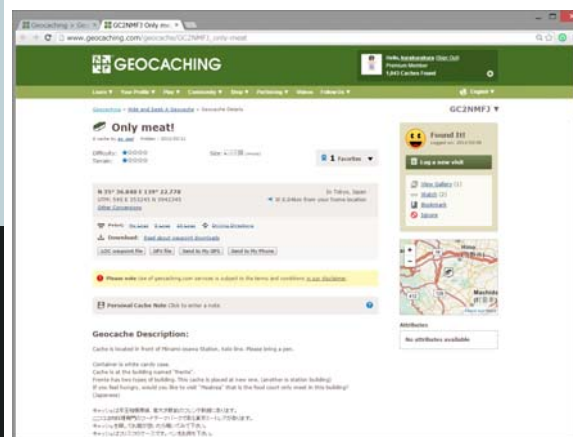
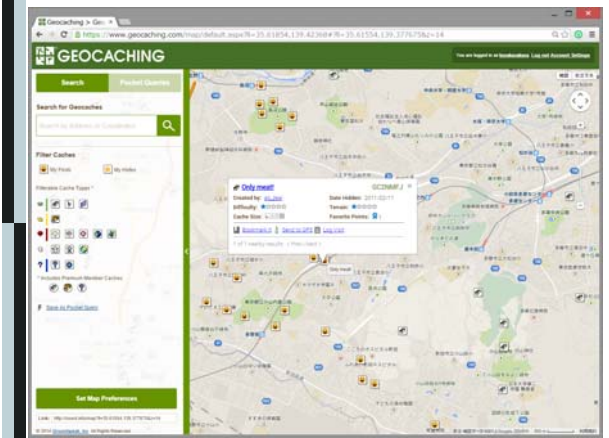
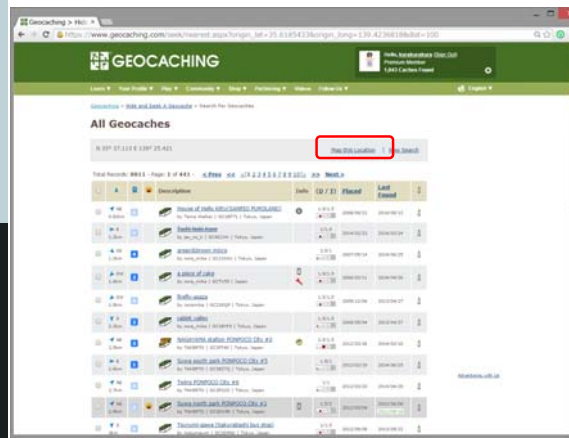
How can I start Geocaching in the real world?



Please register at
geocaching.com

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What's important

- Thanks to its user participation mechanism, Geocaching continues evolving and spreads all over the world
- In other words, user participation makes this game highly *sustainable*



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Eight things to consider when practicing a “game” in a tourism destination

1. Game genre
2. Motivating technique
3. Positioning technique
4. Sustainability
5. How to be noticed
6. How to motivate SNS posting
7. How to replace troubles
8. Data utilization



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Keywords

- Gamification
- Geocaching
- User participation
- UGC and CGM
- User-generated games



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