

A NEW POSSIBLE WAY OF PROMOTING TOURIST PACKAGES THROUGH COMPUTER GAMING TECHNIQUES

Rodica Pamfilie¹, Robert Bumbac², Andra Vasilcovschi³

¹⁾²⁾³⁾ Bucharest University of Economic Studies, Romania

ABSTRACT

Society nowadays is increasingly reliant on technology and the trend for the following years seems to maintain. At the same time, public and private organizations are searching for ways to innovate and optimize their activities and the internet as well as the increased use of electronic devices provide new perspectives for this.

Besides the public sector, high ranking companies from domains such as commerce to health or tourism, have started using a new tool: gamification.

While some of the first attempts to implement the idea of 'games' for selling products go as far back as 1912, the scientific concept of 'gamification' is quite new and has just recently been recognized as study domain. In addition to this, a rising interest in the field is also proven by a rising number of searches for the term on search engines as well as in scientific databases recently.

The gamification approach implies using techniques specific to the gaming industry in a non-gaming context in order to motivate, engage or change the psychological behaviour of users. Furthermore, current studies show that, by using gamification tools, subjects can improve important psychological areas, such as enhancing focus and strategic thinking.

This paper aims to offer a contribution to the research in the field of gamification, to show some of the revolutionary solutions found by top organizations and to propose a model for optimizing the activity of a Romanian tourism company through the use of gamification. Based on the Tripadvisor example, the research builds a game-specific architecture for the clients of the Romanian tourism site Perfect-tour.ro. This includes elements specific to games, and characteristic for the gamification concept, such as: avatar, rewards, challenges, points, badges, leader board.

The study finishes with opinions regarding the economic and social benefits of implementing gamification as an innovative technique in tourism.