

Games & Tourism

Two Fields That Play Well Together

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School of Interactive Games & Media
& the MAGIC Center

lawley.rit.edu

Why games and tourism?

A LITTLE BACKGROUND

Designing a Game for Local Tourism

PICTURE THE IMPOSSIBLE (2010)

WEEK 1 - ARTS AND CRAFTS

This first week we satisfy our eyes. Rochester has a rich tradition of Arts & Crafts. Art Deco? Art Nouveau? The Craftsman movement? All can be found in a short walk downtown. Visit the Frank Lloyd Wright house off East Avenue, architecture by Harvey Ellis, or see the work of contemporary artists in the gallery district.

Bring your friends...Who knows what adventures may await you and what you may find?



Local Challenges

Explore the Arts

This week you'll explore Rochester's vibrant Neighborhood of the Arts. You and your team (of up to...

Find the Facts

This weekend, start your game experience with a visit to the Neighborhood of the Arts! On Saturday...

Picture the Horses

One of Rochester's most successful public art events was the 2001 Horses on Parade city-wide...

Newspaper Puzzles

Wednesday, Sept. 16

Look each week on the front page of your Our Towns section for a piece of the "mystery photo." For...

Saturday, Sept. 12

Look for a puzzle or a challenge each weekend in the Democrat and Chronicle. The puzzle will range...

Sunday, Sept. 13

Check the back of the Sports section each Sunday to find updates on the game, and new opportunities...

Web Games

SlideTiles Holiday Edition (BONUS) UPDATED

Zero points for this one but we thought you'd enjoy a holiday treat. Thanks for making us a part of...

Gears

Week 7 Gears!

Jigsaw

You know the drill... New content for Week 7!

Maptastic

How well do you know Rochester? The name of this puzzle was changed on 10/30/09

Video Quiz

Watch a video (with captions!) and answer questions related to this week's theme. New content for...

Recent Achievements



Auld Lang Syne
Complete the Easy Holiday Bonus Slider
Earned by: [mcandrews5](#)



Bring on the New Year!
Complete the OMG Holiday Bonus Slider
Earned by: [Vickie P](#)



Party Like It's 2010
Complete the Medium Holiday Bonus Slider
Earned by: [barbandkent](#)

5 years ago



ROCHESTER FIRSTS PHOTO FRENZY

This week's individual challenge is to take a photograph of yourself (or a willing model) using at least three of the firsts in our list below. The firsts you use must be taken from our list.

Four winning images will be selected by a panel of judges from the photo staff of the Democrat and Chronicle, according to the following criteria: originality, technical excellence, composition, overall impact, artistic merit and the creative incorporation of "firsts" into the final image.

Images should be saved as JPEG images, and should be at 300 dpi. Only one photo submission is allowed per user. Photos should be submitted using the photo upload utility on the [submissions page](#).

All participants will receive 250 points for submitting a photo that meets the requirements listed. Winners will also receive a [Kodak EasyShare M381 digital camera](#), and two tickets to the Halloween Gala.

Invented in Rochester

- First automobile patent
- The first beauty salon, and the reclining shampoo chair
- Mail chutes in office buildings
- Pipe cleaners
- Bloomers
- French's mustard
- Roll film
- Box camera
- Photocopiers
- Ray-Ban sunglasses

First Used in Rochester

- The first pressurized fire hydrant system in the US.
- The first voting machine manufactured and used in the United States
- Timed locks for banks

First Based in Rochester

- Western Union
- Gannett Newspapers
- Fannie Farmer Candies


GEORGE BALDWIN SELDEN
BORN SEPT. 14, 1846
DIED JAN. 17, 1922
INVENTOR OF THE
GASOLINE AUTOMOBILE.



MARY SELDEN
FRANCIS A. MACOMBER
Born Aug. 22, 1837
Died Nov. 15, 1880.
APR. 5, 1837.
OCT. 12, 1893.

ARTHUR ROGERS SELDEN

BORN OCT. 5, 1850

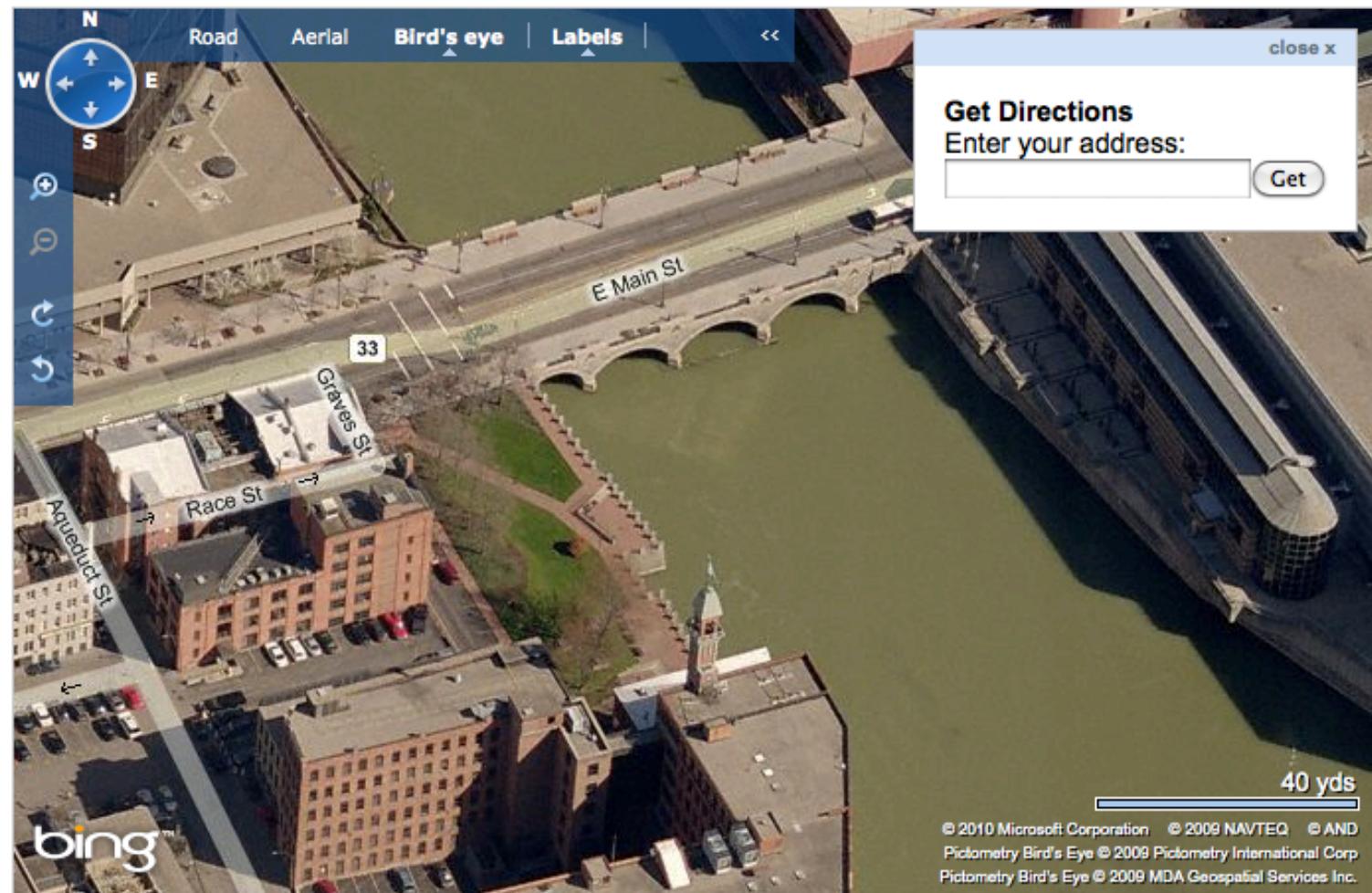
DIED SEPT. 18, 1927



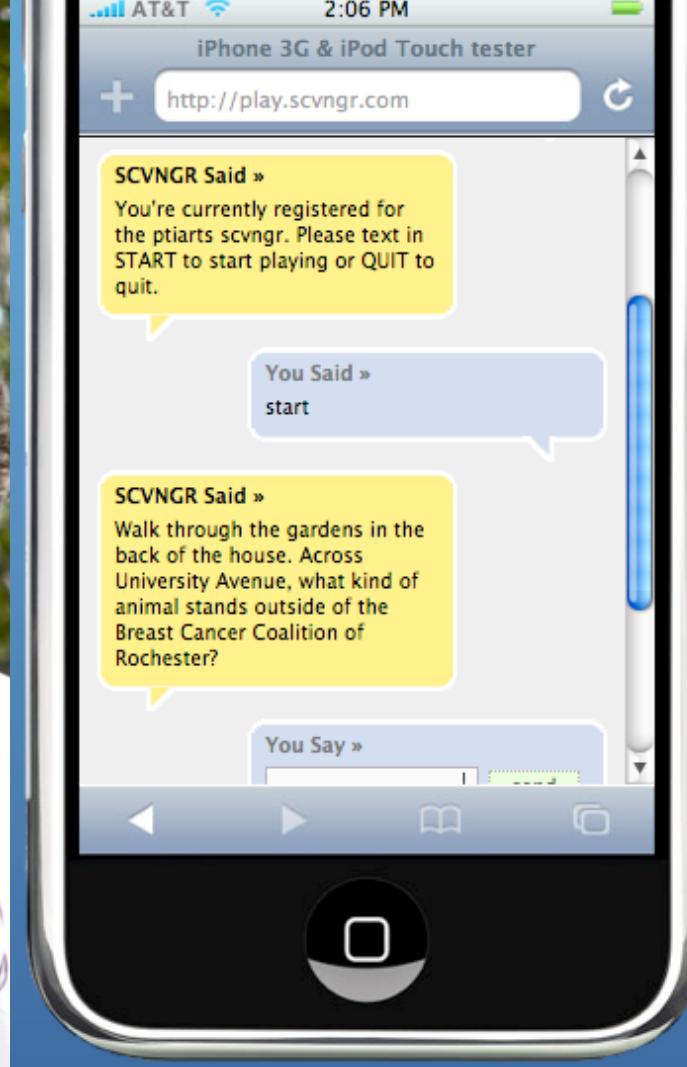
EXPLORE ROCHESTER INNOVATION

This week you'll explore Rochester's central city area, where you'll learn about some of the amazing inventions and companies that started here. You and your team (of up to five people) should meet at Aqueduct Park, alongside the Genesee River on Main Street (use the accompanying map to get directions there), and then text the word PTIFIRSTS to 728647 (SCVNGR). Or, if you prefer, you can use SCVNGR's mobile Web or iPhone application. The hunt takes most people between 45 and 60 minutes to complete.

Be sure to save the team code you receive when you begin. After you finish the hunt, make sure you've sent the required photo via email to pics@scvngr.com (include your pilot's 10-digit phone # in the subject line!). You and your team members will need to enter your team code on the submission page before 8 p.m. on Thursday. On Friday we'll check your photo, and assign your 250-point achievement if you finished the hunt.



Download and print [this PDF instruction sheet](#) to help you with your hunt.



Picture the Impossible

[Home](#) [About](#) [News](#) [Submit Answers](#) [This Week](#) [Leaderboard](#) [Forums](#) [Invite a friend](#)

Welcome back, Liz
Lawley

[YOUR PROFILE](#) | [EDIT](#)
[LOG OUT](#)



MAPTITUDE

How well do you know Rochester? New content for Week 3!

Location 2/12: Nick Tahou Hots

386

1500 **2250** **2700**

Available Achievements

- "sometimes you want to g
Became a regular by solving
- Solve at least 30 web puz
Solve at least 30 web puzzles
- Solved at least 60 web pu
Solved at least 60 web puzzle
- Solved at least 90 web pu
Solved at least 90 web puzzle
- Solved at least 105 web p
Solved at least 105 web puzz
- Renaissance (wo)man
Solved 1 web puzzle per day
- Full course meal
Solve 1 web puzzle per day fi
- Getting things started
Solve 1 web puzzle per day fi
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Solved 1 web puzzle per day
- Solved 1 web puzzle per c
Solved 1 web puzzle per day

383 **0.6 miles**

© 2009 Microsoft Corporation © 2009 NAVTEQ © 2009

Earn Achievements

Submit your codes, answers to puzzles, Photosynth URLs, photos, scavenger hunt team name, etc.

Submission Page

Recent Achievements



"Obviously the blue on the map is the land"
Complete the easy Arts & Crafts Maptitude puzzle

Earned by: chrisk
7 sec ago



Mark of the Searcher:
Marquis
Keen eye before the feature presentation

Earned by: Sonia Tafoya
1 min ago



Under Construction
"I've checked my sources
about Saturday's paper; that's
no misprint"

Earned by: hfljazzguy
7 min ago

View Your Achievements

Picture the Impossible

[Home](#) [About](#) [News](#) [Submit Answers](#) [This Week](#) [Leaderboard](#) [Forums](#) [Invite a friend](#)

EXTENDED LEADERBOARD

| | | |
|-----|---|-------|
| 1. |  scrapchris | 5,905 |
| 2. |  thena444 | 5,905 |
| 3. |  derubel | 5,905 |
| 4. |  Dev | 5,905 |
| 5. |  EmDeeEm | 5,905 |
| 6. |  jknapp | 5,905 |
| 7. |  aknapp | 5,905 |
| 8. |  igator210 | 5,905 |
| 9. |  Dirt5298 | 5,905 |
| 10. |  gypsyandme | 5,905 |
| 11. |  hfjazzguy | 5,865 |
| 12. |  firelilly | 5,840 |
| 13. |  jmink | 5,805 |
| 14. |  klesko86 | 5,765 |
| 15. |  shilfiell | 5,740 |
| 16. |  G0bsm4ck3d | 5,680 |
| 17. |  Scott | 5,680 |
| 18. |  puddleofsick | 5,680 |
| 19. |  bethyalamode | 5,680 |
| 20. |  fooyey | 5,680 |
| 21. |  dtrabjohns | 5,680 |
| 22. |  beautymama | 5,655 |
| 23. |  michaelrhoda | 5,655 |
| 24. |  Tazwalker | 5,640 |
| 25. |  JaredLyon | 5,630 |

The top 150 players at the end of the game are guaranteed an invite to the party. You may still be invited if you are close to the top 150, but there's no guarantee. Winners of individual challenges receive automatic invites into the party regardless of points standing within the game.

Not in the top 150? Here are some tips

- If you complete a web game on the day it's released, you will receive more points.
- Newspaper puzzles and local challenges are worth more points than individual web games, so you can earn a lot of points on the weekend.
- Stick with the web games! Even if you can't complete the hardest level every day, you'll receive a bonus for completing one web puzzle every day in a given week, regardless of difficulty.

Looking for Leo?

Leo Roth's features will return to the DO IT! page in November. Until then, check out updates and activities on this page related to Picture the Impossible. We will move Leo's outdoors and recreation coverage to other pages in the Sports section.

ROCHESTER, NEW YORK

DO IT!

SUNDAY, SEPTEMBER 13, 2009

Scoreboard

Check out this scoreboard every week for the individual top scores in the game, as well as the faction standings. Results are through Friday at 8 p.m. Live standings at picturetheimpossible.com.

Faction Standings

| | Early bird points |
|-----------|-------------------|
| The Tree | 45.8% |
| The Watch | 33.5% |
| The Forge | 25.7% |

About the game

What is Picture the Impossible?

It's a new community-wide game that will engage people online, in the newspaper and in collaborative activities (such as scavenger hunts and photo assignments).

Do I have to register to play?

If you want to score points, play online or submit answers online, you'll need to register. If you just want to participate in the newspaper activities, you don't.

How do I register?

Go to picturetheimpossible.com and follow the instructions.

Why are you asking for information about me?

We ask for your e-mail address so we can notify you about prizes and event invitations. We ask for validation either through Facebook or a valid cell phone number.

Want to get prints for the newspaper puzzles and activities?

Most puzzles will give you a key word or phrase to submit online if you want to get the puzzle correctly.

When does it start playing the first week?

That's OK. The game is designed so you can start anytime. However, many of the puzzle solutions are worth more the sooner you complete them.

Who do I win for a good score?

Weekly prizes will be awarded to individual players. Winning factions (players who join one of three) will see their efforts pay off to benefit their members.

More questions: Click on the story about Picture the Impossible on DemocracyAndCommerceToday to read more about the game and submit your own questions.

Picture the Impossible

Achievements



On-line Games

Local Challenges



Newspaper Puzzles

Themes



Online



Several Web games, including jigsaw puzzles like the one above, will have easy, medium and difficult levels.

In Print



Mystery Photo

Beginning

Wednesday

for four consecutive

weeks players will

find one piece of

the picture in each

of the four Our

Towns zones.

In the community



You and your team should meet at the George Eastman House, and then send the word PITPARTS by SMS to 50490 (728847). Tip: Bring a camera.

Arts in Rochester

BY LARRY SHARER

Across

1. Sister who said, "I want to be alone"
6. Rights
10. Acclaimed novelist and consumer Nancy who lives in Sault Ste. Marie
14. Time and _____, over- strength
15. Roger Rehn's p.c.
20. Condo division
27. "Saying it" (debut novel)
30. Seventy-
35. With 5-Division, area of Rochester and this year's new name
36. Personality system
38. Groups formed to chase chess
39. Who walks a beat
40. Makin' noise
44. Cherries green
45. More than double
46. In debt
47. Content jealousy
48. Get instant
49. Poth hole
50. Mainly involved
53. Within Fourte
55. Hours once seen as an annual Rochester festival
56. Large metal
57. Not overripe
58. Idiot
59. Tree
60. Fingered in a disrupt
61. Appleton brand
62. Who's got it
63. Monster's look
64. Celebrated metal sculptor Abbie who resides in Rochester

29. in (induced
30. ... probably)
31. Cream of the crop
32. ... of the year
33. Survey of TV news
34. Rock band in a 1984 film parody
35. Rock band in a 1984 film parody
36. ... in the city
37. ... in the city
38. ... in the city
39. ... in the city
40. ... in the city
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61. ... in the city
62. ... in the city
63. ... in the city
64. ... in the city

Down

1. ... in the city
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63. ... in the city
64. ... in the city



After you've found the key phrases, which is explained in the clues, go to picturetheimpossible.com and click on "Submission".

Prize: \$100 if you submit your answer by 8 p.m. tonight, and 25 points if you submit it later.

<http://bit.ly/ptivideos>

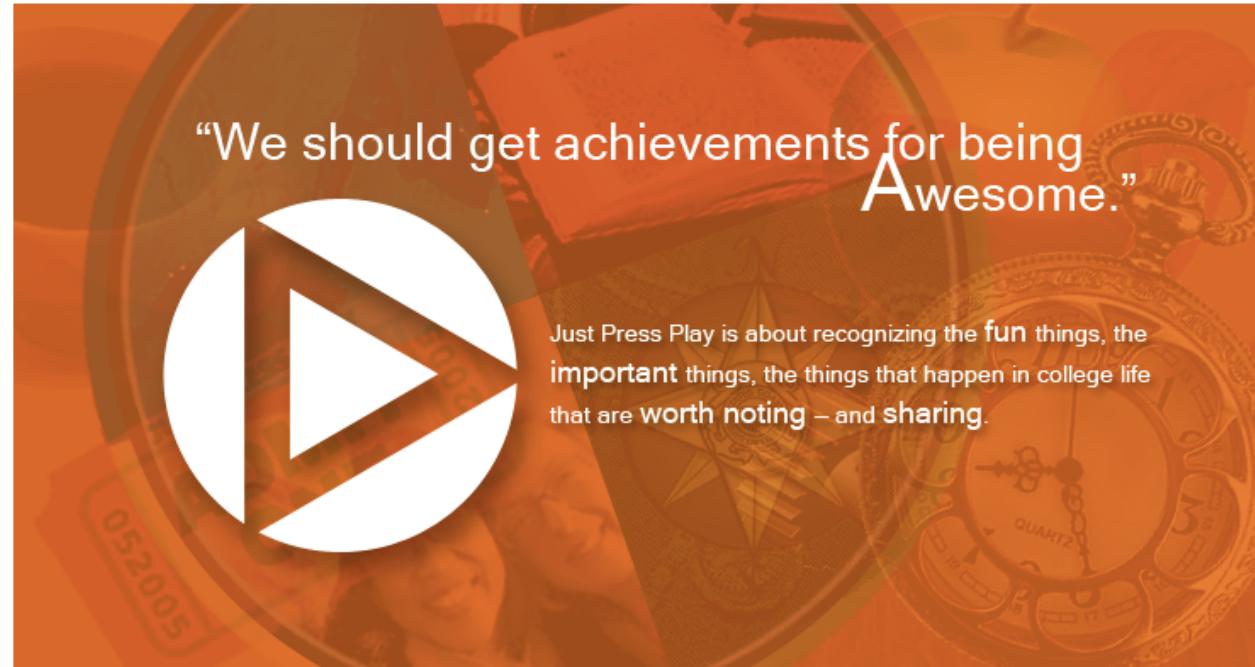
Creating a Game for Student Engagement

JUST PRESS PLAY (2011-2014)

At this time Just Press Play is only open to IGM majors. ([Find out more?](#))

Create. Learn. Explore. Socialize.

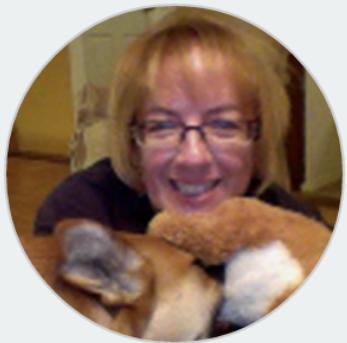
JUST
PRESS
PLAY



Just Press Play adds a game layer to our undergraduates' daily life. We invite students in RIT's School of Interactive Games and Media to engage in a playful way with their educational environments and experiences.

With the generous support of Microsoft Research Connections, we're working to make the platform available to other educational institutions.

play.rit.edu

[Edit Profile](#)

LIZ LAWLEY

mamamusings

Herder of cats, slayer of dragons.

I was the production lead and one of the game designers for this here achievement thingy. I teach classes in web dev, social computing, and game design. Other activities include raising two kids (both of whom are at RIT), playing with my dog, working out at the SLC, cooking dinner for friends, and trying to accept the existence of pandas in WoW,

Create

Learn

Socialize

Explore

mamamusings



YOUR TIMELINE



mamamusings earned
UNDYING: HARD (GDD WINTER 2012-13)
2/27/2013



You haven't shared your story yet! Click here to get started.

[Expand · Share](#) Write a comment...

mamamusings earned
RUN THE GAUNTLET: WINTER IS COMING
12/19/2012



YOUR COLLECTIONS

Quests - 1

10,000

Achievements - 45

[Prev](#)

1/4

[Next](#)

Putting the Pieces Together

GAMES & TOURISM: THE AHA! MOMENTS

ONE MILLION VISITORS TO DUBROVNIK WALLS FOR FIRST TIME

croatiaweek 5 days ago News



Dubrovnik Walls (photo credit: Beyond Silence under CC)

For the first time in history on Thursday afternoon the one millionth entry ticket to Dubrovnik's famous stone walls was purchased inside a year...

“I’m living in Assassin’s Creed.”

-my 16yo son, March 2013, Dubrovnik



Our“Assassins’ Creed” Tour of Italy

DRAG 1: [Dubrovnik, Dubrovačko-neretvanska županija, Croatia](#)

DRAG 2: [Bari, Apulia, Italy](#)

DRAG 3: [Rome, Lazio, Italy](#)

DRAG 4: [Florence, Tuscany, Italy](#)

DRAG 5: [San Gimignano, Tuscany, Italy](#)

DRAG 6: [Trento, Trentino-Alto Adige/South Tyrol, Italy](#)

DRAG 7: [Venice, Veneto, Italy](#)

DRAG 8: [Forlì, Emilia-Romagna, Italy](#)

DRAG 9: [Bari, Apulia, Italy](#)

DRAG 10: [Dubrovnik](#)

The map illustrates a circular tour route across Italy and its neighboring countries. The route begins and ends in Dubrovnik, Croatia. It then proceeds clockwise through Bari, Apulia; Rome, Lazio; Florence, Tuscany; and San Gimignano, Tuscany. From Rome, the route continues through Umbria and Marche to Forlì. After Forlì, it returns to Bari and then follows the Adriatic Sea coast back to Dubrovnik. Major cities like Milan, Genoa, and Bologna are also visible on the map.



On the Scenic Trail of Intrigue: Adventures in 15th-Century Italy

By SETH SCHIESEL DEC. 7, 2009

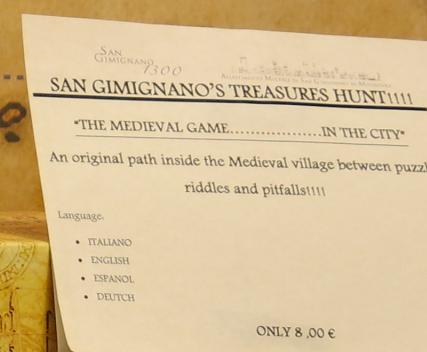
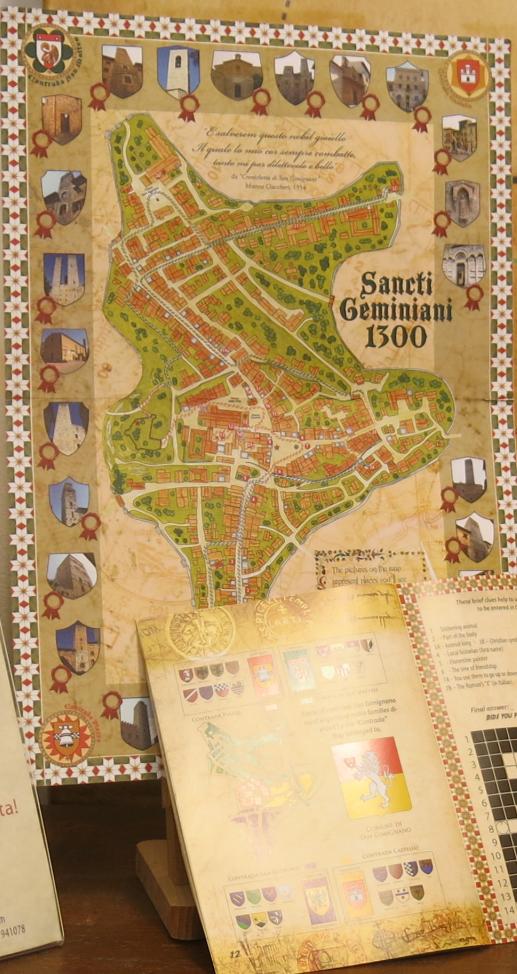


Assassin's Creed II, by Ubisoft, shifts the fight between Templars and Assassins to Renaissance Italy.

Ubisoft Screen

Whatever the Italian tourism board is paying Ubisoft for making the spectacular new game Assassin's Creed II, it isn't enough.

SAN GIMIGNANO'S TREASURES HUNT



**CACCIA AI TESORI
DI SAN GIMIGNANO**

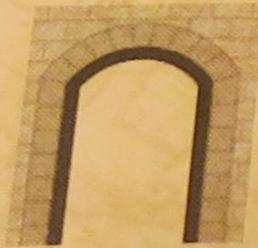
*Check the arches you have recognised
while walking the trail of the Treasure Hunt*



Round arch



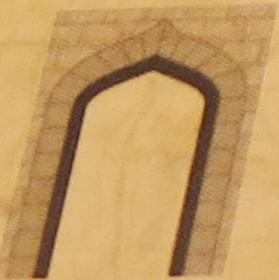
Gothic arch



Surbased arch



Moorish arch



Tudor arch



Trefoil arch

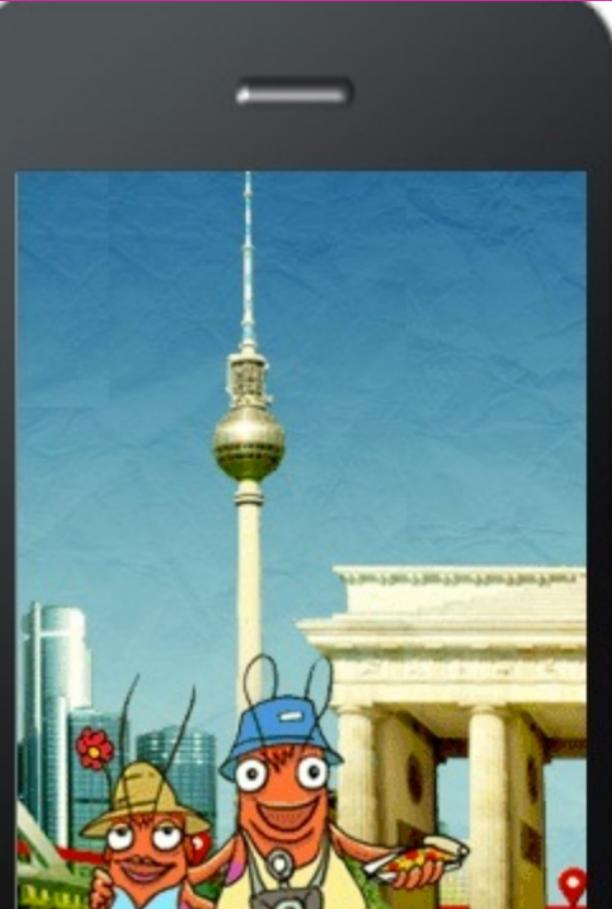


Ogival arch

**ONCE YOU HAVE COMPLETED THE CROSSWORD PUZZLE,
SOLVE THE FINAL ENIGMA.**



Gaming and Gamification in Tourism





cultural heritage games



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About 2,850,000 results (0.78 seconds)

Learning cultural heritage by serious games - ScienceDirect

www.sciencedirect.com/science/article/pii/S1296207413001349 ▾ ScienceDirect ▾

by M Mortara - 2014 - Cited by 56 - Related articles

Serious game proposition in the cultural sector. Cultural content is very diverse: on the one side, there is the physical, or "tangible", cultural heritage, such as historic sites and buildings, monuments, documents, works of art, machines, and other artefacts, which are considered worthy of preservation for the future ...

Developing serious games for cultural heritage: a state-of-the-art ...

link.springer.com/article/10.1007/s10055-010-0177-3 Springer Science+Business Media ▾

by EF Anderson - 2010 - Cited by 94 - Related articles

The second part investigates those computer games technologies that are potentially useful for the creation of cultural heritage games, such as real-time ...

Analysing Cultural Heritage and its Representation in Video Games ...

www.digra.org/.../analysing-cultural-heritage-and-its-representation-in-video-games/ ▾

Abstract: This paper outlines research towards strengthening our understanding of the representation of cultural artifacts in video games. The approach ...

[PDF] What can gamification add to cultural heritage? - Digital meets Culture

www.digitalmeetsculture.net/.../Sara_de_Freitas_What-can-Gamification-add-to-cultur... ▾

1) Serious Games Institute: hybrid model bringing together industry and academia. ... transformative moment in culture and cultural heritage, e.g. cuts to national ...

Playing Games With Cultural Heritage: A Comparative Case Study ...

gac.sagepub.com/content/6/4/373.abstract ▾ SAGE Publications ▾

by J Barwick - 2011 - Cited by 21 - Related articles

Abstract. Digital games are major part of popular culture. They are also an important part of the history of play and as such they deserve to take their rightful ...



 App Store

 Google play

<https://youtu.be/fvZIMH0M3bA>

<https://youtu.be/Ss-Z-QjFUio>

BUSINESS > CONSUMER

TRAVEL ECONOMY PERSONAL FINANCE MARKETS

BUSINESS AUG 12 2016, 1:50 PM ET

Travel Destinations Are Using 'Pokemon Go' to Capture Tourists

by NICOLE AUDREY

SHARE



Want to capture more Pokemon? Consider booking yourself a vacay. Travel brands and tourist spots are tuned into the Poke Stops near them, and are flaunting the presence of Pokemon to draw in travelers.

"Just within the past month, there have been many museums, landmarks, airports, hotels, theme parks, destinations and art galleries using 'Pokemon Go' [to attract visitors]," said John Findlay, co-founder of Launchfire, a digital engagement shop that specializes in gamification and game-based promotions.



As Kimberly Beaudin, vice president of marketing and communications at Atlanta Hall Management/College Football Hall of Fame points out, any user can set up a "lure" to alert fellow players of a Poke Stop.

"A lure is a device you activate at a Poke Stop, and it's beneficial to

There have been some successes.

But most of these games failed.

Why?

Open-Ended vs Time-Limited

The Just Press Play website features a large orange play button icon in the center. To its left is a green and white graphic of a stylized horse head. The main headline reads "Create. Learn. Explore. Socialize." Below the play button is a quote: "We should get achievements for being Awesome." A large orange banner at the bottom contains text about the platform's purpose and support from Microsoft Research Connections.

The Picture the Impossible website has a light blue header with navigation links like Home, About, News, Submit Answers, Weekly Challenges, Leaderboard, and Forums. The main content area features a large image of various vases and a section titled "WEEK 1 - ARTS AND CRAFTS". It includes three columns: Local Challenges, Newspaper Puzzles, and Web Games, each listing specific challenges or puzzles. On the right side, there is a sidebar for logging in and a section for recent achievements.

Monetization/ROI



Boredom



Administrative Load



**ARE TOURISM RESEARCHERS
THINKING ABOUT GAMES, TOO?**

THE J. WILLIAM FULBRIGHT FOREIGN SCHOLARSHIP BOARD

Office of the Chair



April 21, 2014

Dr. Elizabeth Lawley
235 Overland Trail
West Henrietta, NY 14586-9753

Dear Dr. Lawley,

On behalf of the J. William Fulbright Foreign Scholarship Board (FSB), I am pleased to congratulate you on your selection for a Fulbright award to Croatia. The FSB is the Presidentially appointed 12-member Board that is responsible for establishing worldwide policies for the Fulbright Program and for selection of Fulbright recipients. Your grant is made possible through funds that are appropriated annually by the U.S. Congress and, in many cases, by contributions from partner countries and/or the private sector.

Your selection for a Fulbright award is, in itself, an achievement for which you can be justly proud. However, please bear in mind that there are several more steps to be accomplished before you become a Fulbright grantee. These include but are not limited to the following. This award is contingent upon your obtaining official research clearance from the host country, where applicable. It is also contingent upon your obtaining a satisfactory medical clearance and the necessary visas. The terms and conditions of your award and other pertinent information will be forwarded to you by the Council for International Exchange of Scholars (CIES) following completion of all formalities. After the necessary grant documents containing the terms of your grant have been provided to you for signature, you must sign them and see that they are returned as instructed.

As a Fulbright grantee, you will join the ranks of distinguished participants in the Program. Fulbright alumni have become heads of state, judges, ambassadors, cabinet ministers, CEOs, university presidents, journalists, artists, professors and teachers. They have been awarded 43 Nobel Prizes. Since its inception more than 60 years ago, approximately 300,000 Fulbrighters have participated in the Program.

Developing international understanding requires a commitment on the part of Fulbright grantees to establish open communication and long-term cooperative relationships. In that way, Fulbrighters enrich the educational, political, economic, social and cultural lives of countries around the world. We expect that you, too, will become involved in the community while on your Fulbright exchange. In so doing, you will demonstrate the qualities of service, excellence and leadership that have been the hallmarks of this Program for more than 60 years. As a representative of your country in Croatia, you will help fulfill the principal purpose of the Fulbright Program, which is to increase

Zotero

All Fields & Tags

| Title | Creator |
|---|--------------------------|
| The concept of flow in collaborative game-based learning | Admiraal et al. |
| Marketing and Brand Design of Destination Experiences: The Role of ICT | Agapito and Lacerda |
| Let Me Tell You Something about (Y)our Culture? | Airchinnigh |
| Storification in History education: A mobile game in and about medieval Amsterdam | Akkerman et al. |
| The WalkAbout framework for contextual learning through mobile serious games | Almeida et al. |
| Travel Social Media Involvement: A Proposed Measure | Amaro and Duarte |
| Serious games in cultural heritage | Anderson et al. |
| Developing serious games for cultural heritage: a state-of-the-art review | Anderson et al. |
| Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences | Anderson |
| Co-creation of experience value: A tourist behaviour approach | Andrade and Dimanche |
| Mobile augmented reality for cultural heritage | Angelopoulou et al. |
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ENTER¹⁷ eTourism Conference

@ Rome

Issues to be covered at the conference include, but are not limited to, the following areas:

| Information Systems | Digital Marketing | ICT, Governance & Business Models | Information Science |
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| <ul style="list-style-type: none"> • Big Data, Measurement, Text Mining and Analytics • Mobile Services and Wearable Technologies • Location-based Services and Context-Aware Systems • Internet-of-Things and Smart Destinations • Travel Information Search and Retrieval • Geospatial Web • Artificial Intelligence and Robotics | <ul style="list-style-type: none"> • Gaming, Gamification and Augmented Reality • Website Design and Evaluation • E-Marketing and Social Media Strategies • Social Networking, Social Media and Social Inspiration • ICT and Tourism Experience • ICT Adoption, Use, and Value Creation | <ul style="list-style-type: none"> • E-strategy and e-Business models • Advanced Distribution Systems and Strategies • ICT-enabled Partnership and Collaboration • ICT for Innovation and Service Design • E-Learning, life-long learning and MOOCs • ICT for Regional Development and Sustainability • Legal and Social Aspects of ICT • E-Government and public policy in tourism • Digital Divide and Socio economic development • Privacy and Internet Security | <ul style="list-style-type: none"> • Semantic Web • Privacy and Data Security |

Augmented Reality Gaming: A New Paradigm For Tourist Experience?



Jessika Weber is a Graduate Researcher at the eTourismLab at Bournemouth University. Her research project, supervised by [Dr. Feifei Xu](#), Dr. Feng Tian and [Professor Dimitrios Buhalis](#), aims to explore Augmented Reality Gaming (ARG) as a new paradigm of the tourist experience.

Gaming allows us to experience reality and can prepare and engage individuals for a future event. Smart phones make gaming part of everyday life and its potential to enhance a tourists experience represents a new industry frontier which this project will pioneer.

Aim: to create a new industry paradigm by engaging tourists in a dynamic, personalized and contextualized experience, through Augmented Reality Gaming (ARG) delivered via smart phones. ARG, which leverages power from both augmented reality and

gaming technology, will engage tourists in a fun, informative and memorable way through an entire trip (pre, during and post). This represents a new frontier for both the tourism and gaming industry; a frontier that this project will pioneer.

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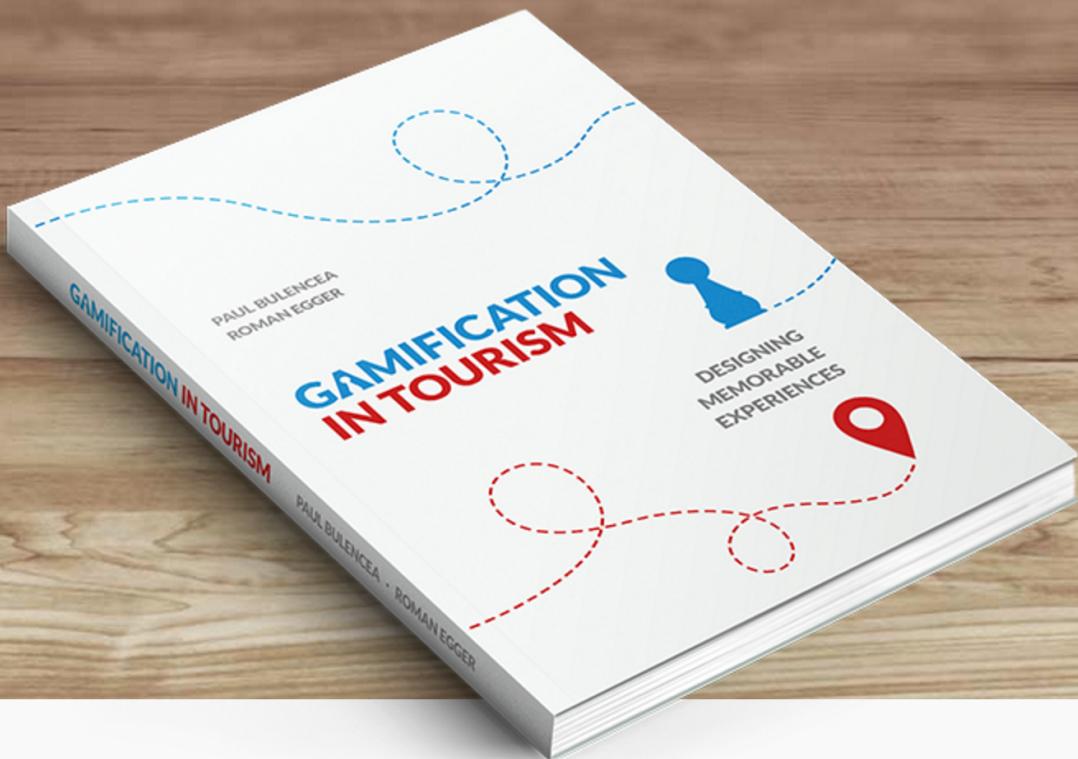
Reviving Dublin through Augmented Reality

Background

In November 2012, the Manchester Metropolitan University launched the Dublin AR project in collaboration with the Dublin Institute of Technology and the Dublin City Council to connect the city's heritage with cutting-edge technology known as Augmented Reality.

GAMIFICATION IN TOURISM

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The eTourism field is one of the main focuses of the programme “**Innovation & Management in Tourism**” at the **University of Applied Sciences in Salzburg** (UoASS). IMT is offered in the form of two bachelor programs (one program in German, the other one as an international program taught in English) and an international master program. We have formed a VR in Tourism Research Division that underlines the importance that the topic currently has for us in the IMT program.

CONCEPTUAL OVERLAP & INTERDISCIPLINARY POTENTIAL



Self-Determination Theory

AN APPROACH TO HUMAN MOTIVATION & PERSONALITY

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"To be self-determined is to endorse one's actions at the highest level of reflection.

When self-determined, people experience a sense of freedom to do what is interesting, personally important, and vitalizing."

Edward Deci & Richard Ryan



Self-Determination Theory (SDT) is a [theory of motivation](#). It is concerned with successful and healthy ways. SDT has been researched and practiced by a [network of researchers](#).

The theory was initially developed by Edward L. Deci and Richard M. Ryan at the University of Rochester. Since then, scholars from many countries have contributed to the theory. Deci and Ryan are professors in the Department of Psychology at the University of Rochester, where they direct a pre- and post-doctoral training program focused on SDT.

This website presents a brief overview of SDT and provides resources that address the basic needs of autonomy, competence, and relatedness. We hope you will find this website useful in your efforts to understand and apply Self-Determination Theory to:

Daniel H. Pink

author of *The New York Times* bestseller

A Whole New Mind

DRiVE

The Surprising Truth
About What Motivates Us



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Daily insights on user experience, experience design and people-centred innovation, by international UX consultancy Experientia.

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Service design in tourism

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Co-creation Service design Book

21 November 2008

Service design in tourism

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SOMETIMES, SLIGHT CHANGES ARE MADE IN A GAME TO MAKE SURE IT WILL BE PROPERLY RECEIVED BY DIFFERENT CULTURES.



SO, NOW WHAT?