

PERCEPTION OF YOUNG GENERATION  
ON THE IMPORTANCE AND PERFORMANCE OF  
GAMIFICATION IN TOURISM

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## DEDICATION

*My humble effort I dedicate to my sweet and loving family,  
Ayah: Mohammad Meseztor bin Mokhty  
Ibu: Zaliha binti Kassim  
Along, Uda, Acu  
&  
To my great supervisor,  
Dr. Syed Muhammad Rafy bin Syed Jaafar for his supportive attitude*

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## **ABSTRACT**

Gamification is not a new concept introduced, it has been implemented not only in tourism industry but also in others field including education, business and marketing campaign and health sector. Games and entertainment centres is fun, excitement and experience industry as people are looking to more than just consoles and mobile apps for entertainment. With the fast growing of technology used, gamification seen suddenly boosted and became a trend due to millennial and gen z who seek for adventure and gamified experiences. In fact, the fundamental changes is gaming experiences have been extended into real world, and are potentially available at any place and any time. Thus, with using six principle perspective on motivational mechanisms with gamification, this study aimed to evaluate the perception of young generation on the importance and performance of gamification in tourism. A total of 99 respondents have been selected through purposive sampling technique where most of them are from young generation who born between the early 1980s and 1990s. The findings shows that young generation perceived the perspective of interest traits is the most crucial elements in gamification. This generations highly attracted towards the gamification activities due to indication of clear goals and worth rewards. Therefore, this study contributed knowledge and information to the tourism stakeholders that young generation has high tendency attracted into gamification activities while travelling to a particular destination.

## ABSTRAK

Penambahan unsur-unsur permainan bukanlah satu konsep yang baru diperkenalkan, ianya telah dilaksanakan bukan sahaja di dalam industri pelancongan malah di dalam bidang lain termasuklah pendidikan, perniagaan dan kempen pemasaran serta sektor kesihatan. Pusat permainan dan hiburan merupakan industri yang menggambarkan rasa keseronokan, kehairahan dan pengalaman kerana individu mencari lebih daripada sekadar menggunakan aplikasi mudah alih untuk hiburan. Dengan teknologi semakin meningkat yang sering digunakan, penambahan unsur-unsur permainan dilihat menjadi satu tren kerana golongan millennium dan gen z kini mencari pengalaman pengembaraan. Malah, perubahan asas terhadap pengalaman permainan telah diperluaskan ke dunia nyata dan berpotensi berada di mana sahaja dan pada bila-bila masa. Oleh itu, dengan berpandukan enam prinsip perspektif mengenai motivasi penambahan unsur-unsur permainan, kajian ini bertujuan untuk menilai persepsi generasi muda tentang kepentingan dan prestasi penambahan unsur-unsur permainan dalam pelancongan. Seramai 99 responden telah dipilih melalui teknik pensampelan bertujuan di mana sebahagian besar daripadanya adalah terdiri daripada generasi muda yang lahir antara awal 1980-an dan 1990-an. Hasil penemuan kajian menunjukkan bahawa generasi muda melihat *perspective of interest* adalah elemen yang penting dalam penambahan unsur-unsur permainan. Mereka sangat tertarik terhadap aktiviti penambahan unsur-unsur permainan kerana ianya menunjukkan matlamat yang jelas untuk dicapai serta menawarkan ganjaran yang bernilai. Oleh itu, kajian ini secara tidak langsung mampu menyumbang serba sedikit pengetahuan dan maklumat terhadap pihak berkepentingan dalam sektor pelancongan. Hal ini menjelaskan bahawa generasi muda seperti ini mempunyai kecenderungan dan minat yang tinggi terhadap aktiviti penambahan unsur-unsur permainan semasa melancong ke destinasi tertentu.

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## **LIST OF ABBREVIATIONS**

AI	-	Artificial Intelligence
AR	-	Augmented Reality
HDMI	-	High-Definition Multimedia Interface
HMDs	-	Head-Mounted Displays
IPA	-	Importance-Performance Analysis
VR	-	Virtual Reality

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This dissertation examines more deeply about the perception of young generation on the importance and performance of gamification in tourism. Generally, this chapter begins with background of the study and the overview of gamer tourism. Next, there were also problems statement been identified. While, research question and research objective were address in the following sections followed by scope of study. Finally, the chapter were determined with structure of thesis.

### 1.2 Background of the Study

Gamer tourism is fun, excitement and experience industry as people are looking to more than just consoles and mobile apps for entertainment. Introducing to a new technologies such as social media, mobile technology and gaming provide technological tools for developing such experiences. Nowadays, gaming has become a trend and been used in various area such as health, education, business and tourism. According to Xu et al. (2015) states that gaming or electronic provide players with an immersive and interactive entertainment experience often through dynamic and real time interaction with their context, local organizations and fellow players. In the past decade, the popularity of video games, empowered by the rapid development of smart mobile devices, allowing mobile experiences and vibrant on site communication has made gaming popular and attractive to a broader group of players (Gentes, Guyot-Mbodji and Demeure, 2010). But then gaming become mobile and allows dynamic interaction at the location of the user (Gentes et al., 2010).

There are two types of gaming that has been used in tourism industry which is online/offline games and location based mobile games. Online/offline games basically used for brand awareness to increase the potential customer's especially young generation and to develop destination image. While, location based mobile games are used to encourage the tourist's involvement on real site experiences with more fun and informative ways so that they can be a part of destination. Apart from that, gaming as a newest idea, is rising as a great tool and has been utilized by some tourism organizations for promoting and for dynamic interaction with users. As a new approach to promote tourism destinations, gaming provides tourism organizations and destination marketers with an opportunity to create informative and entertaining settings for successful brand awareness, interaction, and communication (Xu et al., 2015).

### **1.3 Problem Statement**

Gaming seem to be a new segment and emerging area in tourism industry. This is suddenly boosted and became a trend due to millennial and gen z who seek for adventure and gamified experiences (Skinner, Sarpong and White, 2018). This new generation of tourism consumers who seek richer digital and often gamified tourism experiences. The popularity of video games in the past decade, empowered by the rapid development of smart mobile devices, allowing mobile experiences (Gentes, Guyot-Mbodji and Demeure, 2010) and vibrant on site communication, has made gaming popular and attractive to a broader group of player. Apart from that, Benford, Magerkurth and Ljungstrand (2005); Gruter (2008) state one of the fundamental changes is gaming experiences have been extended into real world, and are potentially available at any place and any time.



Dublin Augmented Reality Project, in Dublin, Ireland is one of the best example who implement augmented reality (AR) application in tourism industry (Han, Jung, & Gibson, 2014). This successful project got fully supported and funded by Dublin City Council. Dublin Augmented Reality Project has been established to support Dublin's brand development to become an innovative city and targeted the first European city to implement AR infrastructure, not solely benefiting tourists but also the people itself (Han et al., 2014).

Previous researcher have found that gaming are not always successful. Some of them fail to engage travellers, as they lack of fun and hardly implement facts about tourist spots (Xu et al., 2015). Game developers who have a technical background are often not fully aware of tourists' needs and motivation to play. Therefore, a user centred approach in game design is critical (Erni & Mayra, 2005). This reflected how importance to understand the tourists' motivation and experiences in designing these games. The games design can be based on their preferences.

As tourist seek for the experiences, one of the issues in gamer tourism is that the game designers need to understand both the tourists' needs and the gamers' desires, and then blend them seamlessly to deliver memorable, fun, and engaging gaming experiences, for this particular segment (Xu et al., 2015). In this case, tourism-specific games need terribly a specific data of a selected destination compared with traditional games, that typically tough to incorporate into the games.

Other issue that being highlighted is lack of understanding of tourist players (Fernandes, Almeida, & Rosseti, 2013). Tourist players are often play in unfamiliar environment with a limited time and they are also interested in their surrounding environment compared with traditional games players (Fernandes et al., 2013). Therefore, a clear understanding on tourists' motivation is essential to create a game that convincing and useful for users to enhance their experience.

#### **1.4 Research Question**

This study will answer the following question:

- (a) What is the importance of gamification in tourism from young generation perceptions?
- (b) To what extent the performance of gamification in tourism from young generation perceptions?
- (c) What are the significant differences between both socio-demographic and psychological perspectives through gamification in tourism?

#### **1.5 Research Objective**

The aim of this study is to evaluate the perception of young generation on the importance and performance of gamification in tourism. Hence, the research objectives as follow:

- (a) To identify perception of young generation on the importance of gamification in tourism.
- (b) To determine perception of young generation on the performance of gamification in tourism.
- (c) To determine the significant differences across both socio-demographic and psychological perspectives through gamification in tourism.

#### **1.6 Scope of Study**

The scope of study is to evaluate the perception of young generation on the importance and performance gamification in Malaysia. Perception on the importance and performance will be evaluate through empirical study by using the variables as mentioned in conceptual framework of this study such as trait perspective, behaviourist

learning perspective, cognitive perspective, perspective of self-determination, perspective of interest and also perspective of emotion. The study area is focusing on The Rift, Mid Valley Megamall, Kuala Lumpur which is the first Augmented Reality (AR) and Virtual Reality (VR) Theme Park in Malaysia and also the largest in South-East Asia. In addition, this study will focus on the young generation in the age between 21 to 30 years old.

### 1.7 Conceptual Framework

To analyse the perception of young generation on the importance and performance of gamification in tourism, researcher has adopted six principle perspectives on motivational through gamification as follow:

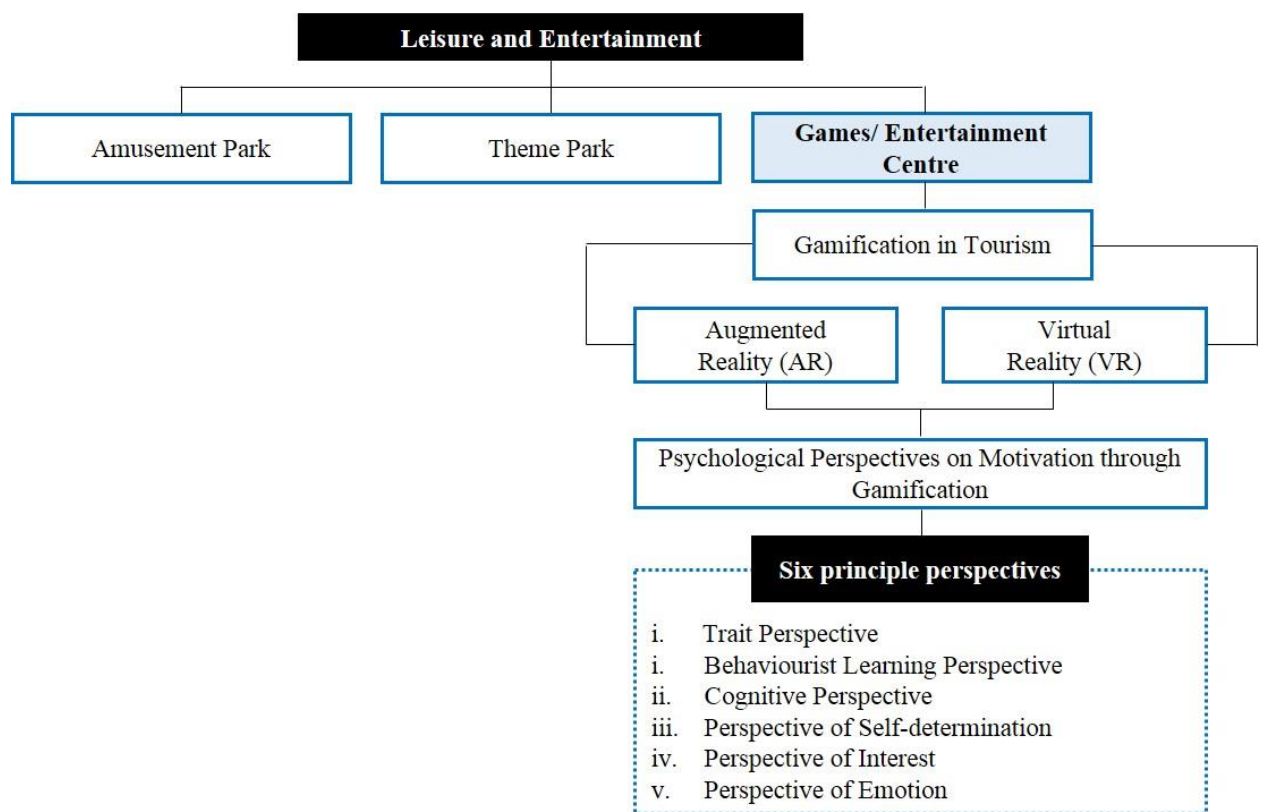


Figure 1.1 Proposed conceptual framework of study. Adopted from Sailer, Hense, Mandl and Klevers (2013)

## **1.8 Significant of the Study**

This study is expected will give significance contribution. The contribution that can be obtained as follow:

### **(a) Contribution to the Industry**

The findings of this study help Digital Entertainment and Technology Company who had a great engagement with Havson Group, Media Soft Entertainment and Exa Global regarding on games in industry. Moreover, the findings also will assist those company to improve and sustain their products in term of interactive game design, providing a popular and wide-ranging entertainment virtual reality (VR) activities and sort of corporate events. This is aligned with their target market who focus on urban youth, young adults and established hard core games and adults with the ages 10-21 years old and 40's.

### **(b) Contribution to the Academician**

The study contributes to the academicians as it will be sources of information and knowledge on the elements of gamification in tourism. They will be more exposed which of the gamification elements are crucial and highly attracted by young generation. This will help the academician to explore more about the topic especially regarding perception on the importance and performance gamification in tourism.

## **1.9 Structure of the Thesis**

This thesis consists of five chapter respectively including Introduction, Literature Review, Research Methodology, Analysis and Findings as well as Discussion and Conclusion. The first chapter, introduction explains on the direction of this research and overview of gamification in tourism.

At this stage, several relevant problem statement has been identified that lead to the formation of research questions, research objective and scope of study. This chapter provides an overview of the research conducted and preliminary survey regarding perception of young generation on the importance and performance of gamification in tourism.

Chapter 2 is a general study related to gamification in tourism for a better understanding. This includes, the terms and theories of gamification from a different perspective, leisure and entertainment, the concept of games, gamification in the context of tourism, augmented reality (AR) and virtual reality (VR), the application of AR and VR and also psychological perspectives on motivation through gamification. This chapter also more to reviews on reading materials, previous research, journals, academic papers, books and other related within the topic.

Chapter 3 will explained about the methodological of quantitative approach for this study. This includes research design, research approach, sampling size and data collection method. The use of several methods such as observation, interviews and questionnaires will be useful in carrying out this study. In addition, the selection of sampling size will be presented to determine the actual number of respondents to be taken during the survey.

Chapter 4 is analysis and finding of the research which reflected to the objectives. The final chapter will discuss summary of finding according to the research objectives. Chapter 5 also consists of contribution of the study and presents its limitations, and provides several related recommendations for future studies as a conclusion.

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