Gamification of sustainable tourist routes with ICT

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- Telecommunications Engineer PhD.
- Thesis: Contribution to the digital transformation of Industry 4.0 and its enabling technologies.
- Director at Skills Divers
- 5 years as a software developer
- 12 years of experience in EU project coordination:
  - ✓R&D&I
  - ✓Education

Portfolio of EU projects

Keys UN Tourism (Inspiration of the project)

- **Optimising environmental resources.** Without an ecosystem, there is no tourism, which is why it is important to care for the natural environment.

- **The authenticity of local culture.** Without respect for culture, tourism cannot be sustainable.

- **Distribution of wealth.** Ensuring economic activities that are sustainable over time and that there is a balance in the distribution of socio-economic benefits.

GAP pillars

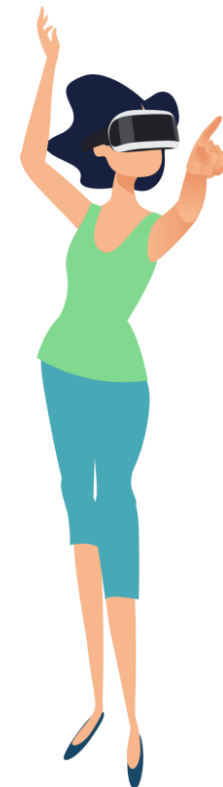1. **Participatory and sustainable tourism.**

Involving citizens in promoting local culture.

2. **Tourism content using gamification.**

Tourism experiences such as treasure hunts or yincanas in collaboration with local businesses.
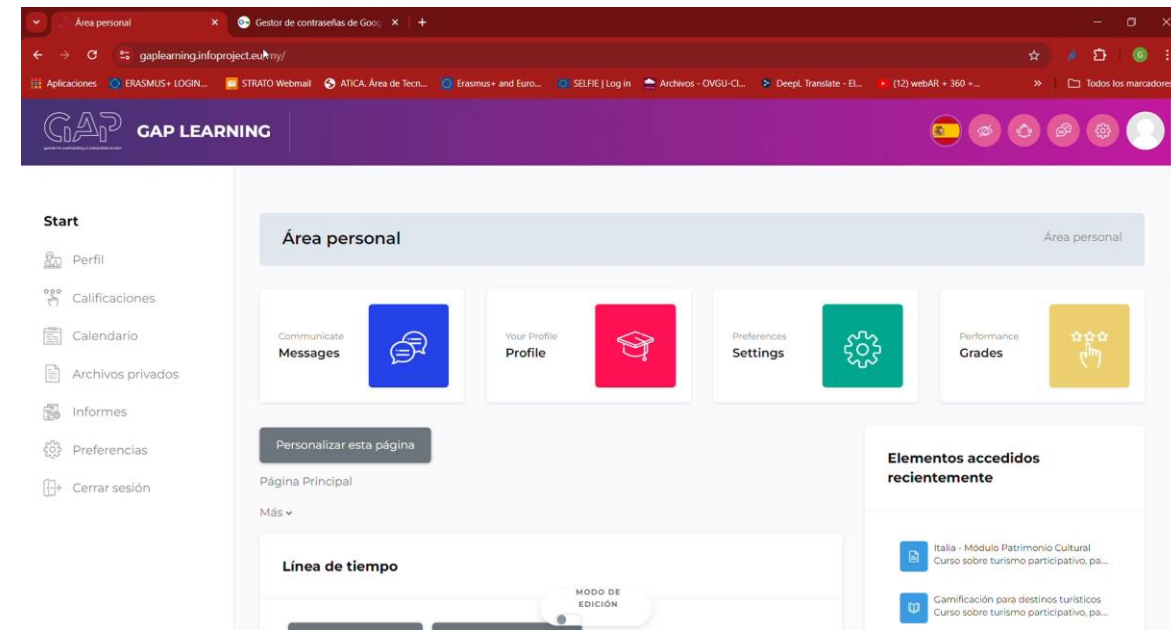
3. **New technologies.**

Support from new technologies (mobile and web apps) for co-creation and tourism experiences.

GAP RESULTS / e-LEARNING

1. Planning and management of sustainable and participatory tourism

2. Gamification for tourist destinations

3. Heritage Management and Territorial Marketing

4. Modules on cultural heritage in 5 countries

https://gaplearning.infoproject.eu/

GAP RESULTS / Co-Design of the Treasure Hunt

Methodology for the design and creation, together with 10 locals, of an urban tourist route including game elements and new technologies:

- ✓ Cultural heritage
- ✓ Typical food and customs
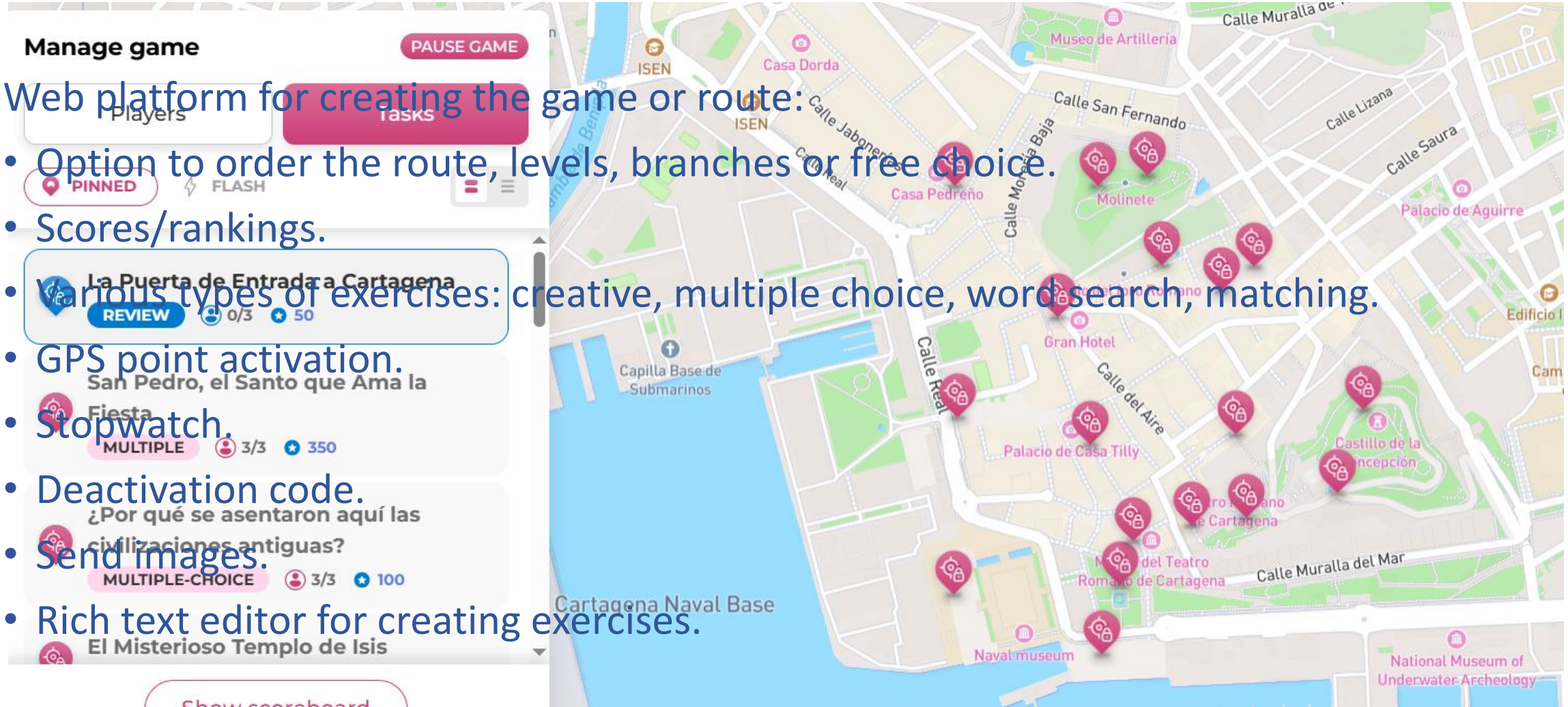- ✓ Environmental protection issues.
- ✓ Nature
- ✓ …

A. Gamification concepts applied to tourism.
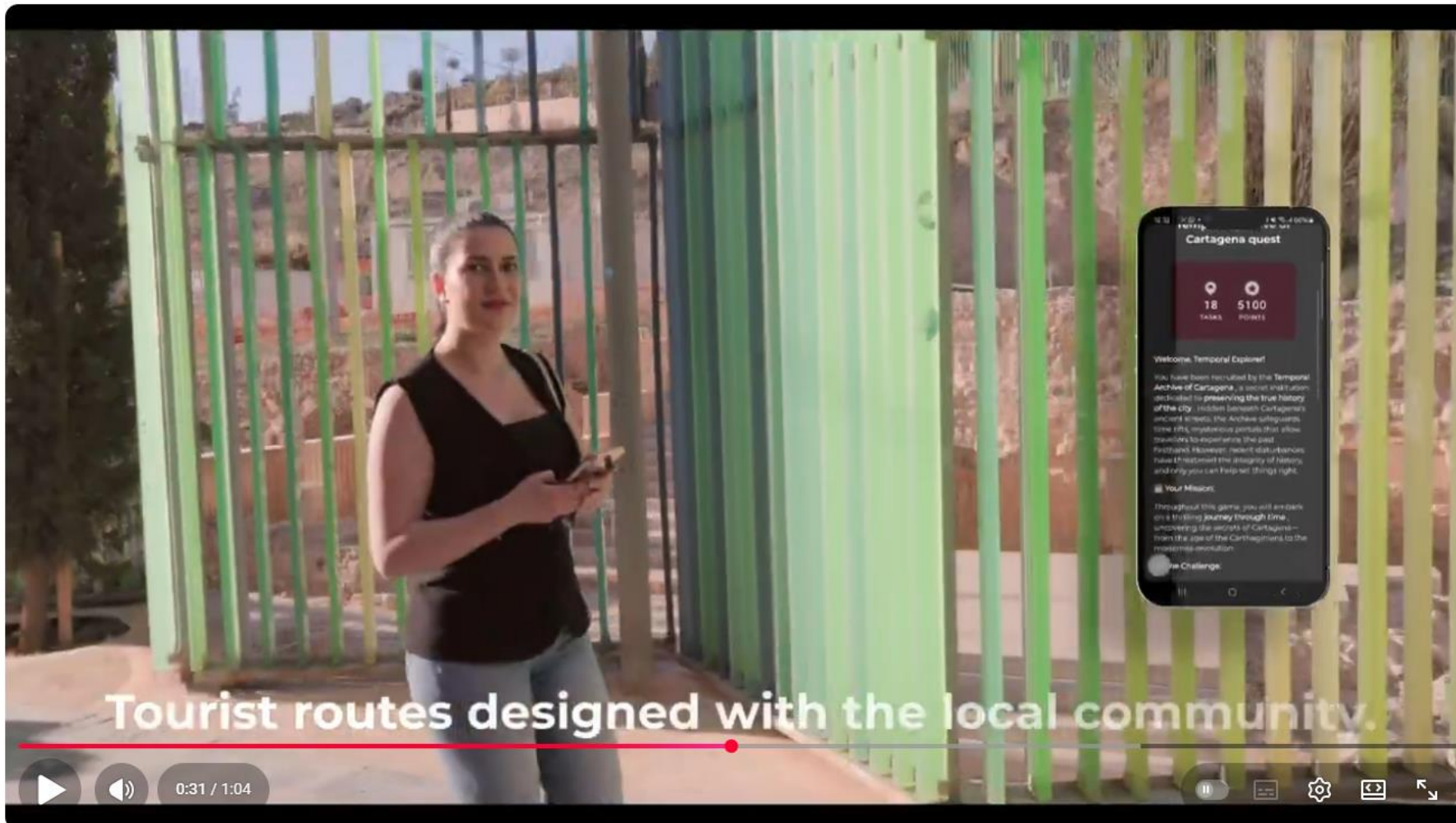B. Web platform for game creation

GAP RESULTS / Gamified and sustainable urban routes

Web platform for creating the game or route:

- Option to order the route, levels, branches or free choice.

- Scores/rankings.

- Various types of exercises: creative, multiple choice, word search, matching.

- GPS point activation.

- Stopwatch.

- Deactivation code.

- Send images.

- Rich text editor for creating exercises.

https://www.youtube.com/watch?v=PJMijLdM470

https://gap.infoproject.eu/

GAP

games for participatory & sustainable tourism

The project GAP aims to foster the transition towards more sustainable models of tourism by studying good practices, developing trainings, and creating urban games. This 3 years partnership is funded by Erasmus + programme. GAP aims to pursue the following general objectives:

- Fostering innovation and sustainability in tourism
- Fostering participatory tourism and bottom-up promotion of territories

Thank you!

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