

Summer Course Proposal

Total Hours: 40 Hours, 4H/day, from 9:00 to 13:00, during 2 weeks (16 to 27 of July)

ECTS: 4

Course Name: Gamification for Tourism and Hospitality

Course Description: Gamification is the application of game elements and digital game design techniques to real problems, both for the corporate environment and for social impact challenges. Therefore, this course will analyze theoretical concepts and technics of gamification and how it can be applied in an effective way in business and to engage new customers. During the course, several practical works will be conducted of applying gamification in hospitality and tourism businesses.

Main Goals:

Understand gamification methods and technics

Apply gamification methods and technics to change behaviors in hospitality and tourism business

Apply methods and rules for engaging customers with gamification

Syllabus:**1. Introduction to Gamification**

1.1. Definition and basics of gamification

1.2. Components and elements that gamification uses from games

1.3. Gamification in websites and mobile platforms

2. Gamification for Business

2.1. Using gamification in business

2.2. Moving from a task to a game

3. The Science of Engagement with Gamification

3.1. How to engage people

3.2. Building up social relationships

4. Gamification in Action: Models and Technics

4.1. Methods and rules for engaging customers in gamification

4.2. Creating gamification step-by-step

4.3. Examples and applications of gamification

Responsible Teacher (ESHT): Cândida Silva

International Invited Teacher: To be defined

Required course materials: Room with computers for students and projector.

Assessment: The assessment will be during all the course mainly through case studies (70%) and presentations (30%) during the classes.

Main References (maximum 3):

Werbach, K. & Hunter, D. (2015). *The Gamification Toolkit: Dynamics, Mechanics, and Components for the Win*. Wharton Digital Press.

Burke, B (2014). *Gamify: How Gamification Motivates People to Do Extraordinary Things*. Routledge.

Werbach, K. & Hunter, D. (2012). *For the Win: How Game Thinking Can Revolutionize Your Business*. Wharton Digital Press.

Short Bio of responsible teacher (maximum of 200 words):

Cândida Silva is a professor at School of Hospitality and Tourism of Polytechnic of Porto, Portugal, where she is Chairman of Scientific Board, Head of International Relations and Director of Department of Informatics and Mathematics. She has a PhD in Information Systems and Technologies from University of Minho. She is an integrated researcher of CiTUR and research collaborator in the group of Information Systems and Technologies for the Transformation of Organizations and Society (ISTTOS) of the Algoritmi centre of the University of Minho. She was founder and president of AIS Student Chapter of University of Minho (2010-2012), where organized two national case study in Information Systems competition. She is member of AIS Portuguese Chapter and of AIS. She has integrated the organization committee of several national academic seminars and conferences, is reviewer of several international conferences and journals, and has over thirty scientific papers and scientific communications. Link for CV: orcid.org/0000-0002-7342-1282.

Short Bio of other teachers (if applicable - maximum of 200 words):