

Gamification in Education and Tourism

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Weak interaction among students and lack of motivation has led educational institutions to seek solutions to enhance learning and motivation. Based on this premise, the present study aims to investigate the role of gamification and tourism as effective tools and strategies in learning. Given the nature of the topic and the research objective, the dominant research method is descriptive-analytical. Data and necessary information have been collected through archival sources, consulting journals and books related to the subject. The results indicate that gamification encourages active participation of students in educational processes and activities, enhancing the educational outcome compared to traditional methods. Additionally, student learning through travel and tourism can lead to broadening their perspectives on the world and acquiring general life skills, mathematics, map reading, and other cultural values. In this regard, incorporating gamification programs into tourism also engages students' five senses, creates memorable experiences, and consequently improves learning. Therefore, considering that both gamification and tourism have significant positive effects on learning and expanding students' horizons, using gamified educational content in student trips and field visits can effectively advance educational goals. Hence, stakeholders should design and develop relevant educational games and pay attention to producing suitable educational content alongside recreational trips.

Keywords: Gamification, Education, Learning, Tourism

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