Gamification for Marketplace Adventure Tour and Travel

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Abstract: Technology in the world is changing, but the market of tour and travel business does not comply but will grow rapidly with the help of the world of high technology, because technology is changing our lives, new technologies are creating new industries, resulting in, the current generation entering a new era where shopping habits change, when customers change the new need for experiences, facilities and attractions, in offering products where marketing must have something unique to compete in competition, gamification has the potential in handing customers over to fans, gamification helps align consumptive interests with motivational intrigues, reinforced with mechanics and gifts make them come bring friends and keep coming back to use the application, the adoption of gamification can increase engagement and ensure repetition of participans and help from the community to improve collaboration, applying gamification is also expected to help organizations in finding data and more easily interact with players, although it needs a good mechanism in running gamification in a platform, exploring the desire of players is also needed in gamification design, which will provide something new for further research on gamification.

Keywords: Adventure, Element design, Gamification, Marketplace, Tour and travel.

I. Introduction

Technology in the world is changing, but the market of tour and travel business does not according to but will grow rapidly with the help of the world of high technology, the need for a personal relationship 'high touch' (meat press) that can be guaranteed with their colleagues because the Internet changes consumer habits to buy goods and services [1].

Technology is changing our lives, new technologies are creating new industries, resulting in, the current generation entering a new era where shopping habits change, when customers change new needs for experiences, facilities and attractions, in offering products where marketing must have something unique to compete in competition.

Gamification has the potential in handing customers over to fans, gamification helps align consumptive interests with motivational intrigue, reinforced with mechanics and gifts make them come bring friends and keep coming back to use the app, adoption of gamification can increase engagement and ensure repetition of participans and help from the community to improve collaboration, if done correctly, gamification can also provide a sense of pleasure from achievement and progress [2].

Novelty and potential gamification in this field is not much in eliti, which is the basis of this research to be able to develop the concept of the game in the marketplace adventure tour and travel or in tour and travel itself.

II. Concept Review

The gamification of the game has been defined as a system where a player engages in artificial *conflicts with rules, which generates* emotional reactions of players based on fun ideas of interactivity, and measurable feedback [3].

Gamification has a 'fun' aspect, fun being one of the foundations for games that evoke engagement behavior with other components. The first component is that game techniques cover the principles *of* game design, game dynamics, travel, storytelling, and other aspects. The second component is *non-gaming* which can include profession, innovation, inter-player participation, marketing, health and fitness, education and health. The third component refers to competition player behavior, interaction, collaboration, and engagement [4].

Table I: Reward Category [5]

Reward	Description	Example
Monetary	Benefits for financial	Redeem Point
Condition	Recognition in the community	Badge
Achievement	Achievements in the game	Achievement
Learn	Learning in the game	The development of skills in language

TABLE II: GAMIFICATION DESIGN ELEMENTS [5]

Design Elements	Description
Points	Currencies based on participation and performance.
Virtual Badge	Visual rewards that show their achievements after completing specific tasks and missions.
Leaderboards	Player performance comparison board to stimulate competition.
Level & Status	Achievement of progress in the game.
Quests & Challenges	A mission that guides the user to perform a predetermined task.

Design Elements	Description
Development	Visual tools that display the progress of the player and explain the rest of the work to achieve the goal.
Viral Circle	A step that players go through that usually consists of interactions between players or between platforms such as sharing to social media, inviting new players, and working with other players.

In addition, we sampled gamification cases from different contexts and summarized them in terms of purpose, design elements, gifts, and results (see Table III).

TABLE III: GAMIFICATION CASES

Gamification Case Samples				
Case Description	Objective	Design Elements	User Rewards	Organization Results
Phytocracy - gamification for health & fitness.	Improve improvement, nutrition, and training	Points, Virtual Badges, Achivement	Status, Achievement, Learning	Gain new users and keep them engaged [6].
Strava - is a Fitness app with over 55 million users, evolving rapidly into a community of health enthusiasts, with challenging gamefication.	User engagement	Challenge Leaderboard, Badge Progress bar, Social feed	Status, Achievements, Performance rewards	Other Challenges, More Slumps, Increased Customer Engagement [7].
Starbucks rewards program, loyalty program for coffee shops.	Marketing	Points, Levels, Progress	Monetary	Increased brand loyalty, Sales, promoting partner merchandise and offers [8].
Duolingo freemium tool to learn one of 36 languages.	Education	Points, Levels, Badges, Leaderboard, Achivement	Achievements, Learning	Menggambar in new users to make users feel happy about the time they spend in the game [9].

III. GAMIFICATION DESIGN

Foundation

Gamification design for adventure tour and travel marketplace is divided into several types of classifications to design the concept of gamification, according to Colorado Mountain Club [10], divided into 3 classifications that will later become the basis in this gamification design, which is described in the table below:

TABLE IV: CUSTOMER CLASSIFICATION FOUNDATION

Classification	Level	Information
Increase	Members	Round Trip 8 Miles Up and Up to 1200 Feet Increased
Backpacking Trip	Keep	Round Trip Up to 10 Miles
Road	Easy	Roadtrips Such as City and Social Travel

In this design formulated into three classifications that will be mentioned will be the title in the gamification on the marketplace platform adventour tour and travel, in addition to the division not only in the customer but also formulate a classification to the tour guide that will be used to attract customer confidence here is the design.

TABLE V: CLASSIFICATION FOUNDATION OF TOUR GUIDES

Classification	Level	Information
Professional Tour Guide	Members	Performed on Top of 100 Trips and searched
Senior Tour Guide	Keep	Completed 100 Trips and performed searches
Junior Tour Guide	Easy	New Merge

This division is designed to increase the selling power and spirit of tour guides to continue to perform their best service for customers who will later get the title will be given a search.

IV. GAME MECHANICS

A. Quest

The design of quests in gamefications will be divided into sections where these quests can give the number of points divided into sections described in the table below

TABLE VI: LOOKUP TABLE

Quest	Max Point
Daily	100
Weekly	1000
Monthly	30000
Event	Special Point
Promote	-

This search is expected to make customers or tour leaders become more loyal because of involvement in the game in adventure tours and travel marketplaces.

This search system will add points and become one of the conditions that must be met by tour leaders or customers to level up in this gamification.

A simple example that will be applied to this gamification is as follows:

TABLE VII: DAILY SEARCH CUSTOMERS

Quest	End
Daily Check in Login	20
Bagi Photo about Trips from Platform	50
Whislist 1 Trip on the Platform	30

TABLE VIII: DAILY QUEST TOUR LEADERS

Quest	End
Daily Check in Login	20
Share about Trips from the Platform	50
Reply Chat from Customer	10
Give a Rating to a Customer	20

With searches like this it is expected that customers or tour leaders will be more aware of the use of customers who will help adventure tours and travel markets in obtaining data from customers or tour leaders.

B. Double Point and Economy

The points system applicable in gamification is divided into 2 points to level up from customers or tour leaders and points that can be redeemed to get vouchers - attractive vouchers.

Examples in the use of this points system will be described in the table below:

TABLE IX: CUSTOMER LEVEL INCREASE POINT SYSTEM

Classification	Level	End	Tree Point
Explorer	Members	100000	10000
Adventure	Keep	30000	3000
Traveler	Keep	10000	1000
Walker	Easy	1000	100
Beginner	Easy	0	0

TABLE X: POINT SYSTEM INCREASE TOUR LEADER LEVEL

Classification	Level	End	Tree Point
Professional Tour Guide	Members	100000	10000
Senior Tour Guide	Keep	30000	3000
Junior Tour Guide	Easy	100	10

This point system which is highly dependent on the active users of the platform that is expected to help the marketplace can grow faster with the formation of society or competition of this game, the point of the system is immediately changed to a grass point where the point of the tree can be exchanged in the form of vouchers, the selection of currency in the form of trees is the reason that the importance of keeping the tree to human survival where we have to keep the plant so that we keep alive and must continue to care for the tree for human life.

C. Badges and Levels

Badges become one of the selling points that can increase game engagement, badges can be more loyal customers who in badges help players to know the efforts they give in the game, according to orliggamification.com [11], "Let players know that their efforts are appreciated and help them to move towards a greater experience."

The in-game badge division is divided into 3 basic badges, achievement badges, and award badges described in the table below:

TABLE XI: SHARING TABLE BADGES

Badge	Description
Basic Badge	The most common badges used in the form of simple symbols are given to players on the easy or basic target of the game.
Achievement Badge	This badge is given to players in completing complex tasks in gamification.
Special Awards/Badges	This badge is awarded as a one-time exclusive effort as players can complete a quest on specific events.

The distribution of badges will be divided according to the marketplace strategy, where the distribution of badges is

required to complete the search to get the expected badges with games like this then each player will maximize their efforts to do the game, resulting in the appearance of pride in the ownership of the badge.

The badges to be awarded will also use the terms - meaningful and relevant adventure terms themselves whose terms will increase the player's pride, which will later make the badget the setting has a goal - a goal that is meant to attract involvement from the game.

An example of a badge given in this game, the badge is created according to the adventure journey and has a term that motivates the player to get better every day.
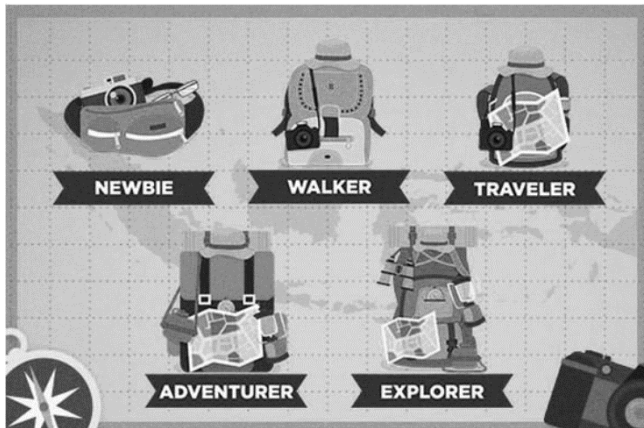

Fig. 1: Customer Badges

V. Leaderboards

Competition becomes a fun thing in a game, where the leaderboard becomes a good way to stimulate competition and increase involvement between players in the process in the game, according to grendelgames.com [12], the leaderboard can increase engagement with the presence of social comparisons that on the leaderboard should have the following elements:

- The leaderboard is a visual representation of the competition in the game.
- The game makes the rules easier to compete.
- There is a goal setting that can be determined by the player.
- The presence of a player-related capability tracker feature.
- Social comparison features.
- Social rewards for players' hard work.

In this gamification design will be designed how the leaderboard will be placed on a panel that can be seen by each player, to increase the points on the leaderboard then the player must complete a quest or event where within a certain period of time the highest ranked player will get badges and rewards for appreciation of their efforts in this game.

VI. Conclusion

The above game design can be used in other markets, but please note that there should be changes in the naming, search and badges used, which is a need for re-research in designing gamification in different line businesses, since the interest of players with napa designed in this paper should be different from other line businesses. Gamification can also be combined with other elements that fit the player segment in the goal, where the combination is expected to enrich research on gamification in the future.

Implementing gamification is also expected to help organizations in finding data and more easily interact with players, although it needs a good mechanism in running gamification in a platform, exploring the desire of players is also needed in gamification design, which will provide something new for further research on gamification.

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