SERIOUS GAMING FOR URBAN DESTINATION PLANNING

JESSIKA WEBER SABIL , PHD

Serious and Applied Game Design Project Manager and Senior Researcher

LIDIJA LALICIC, PHD

Corporate Transformation, Design Thinking, Assistant Professor Tourism Experience Design

Playful Destination

Origines

ERA-NET JPI Urban Europe Project
Budget 1.4 Mio Euro
Project time 2016-2019

Aim

Support policy makers and other stakeholders by developing deep reflections and insights about sustainable tourism development

Future

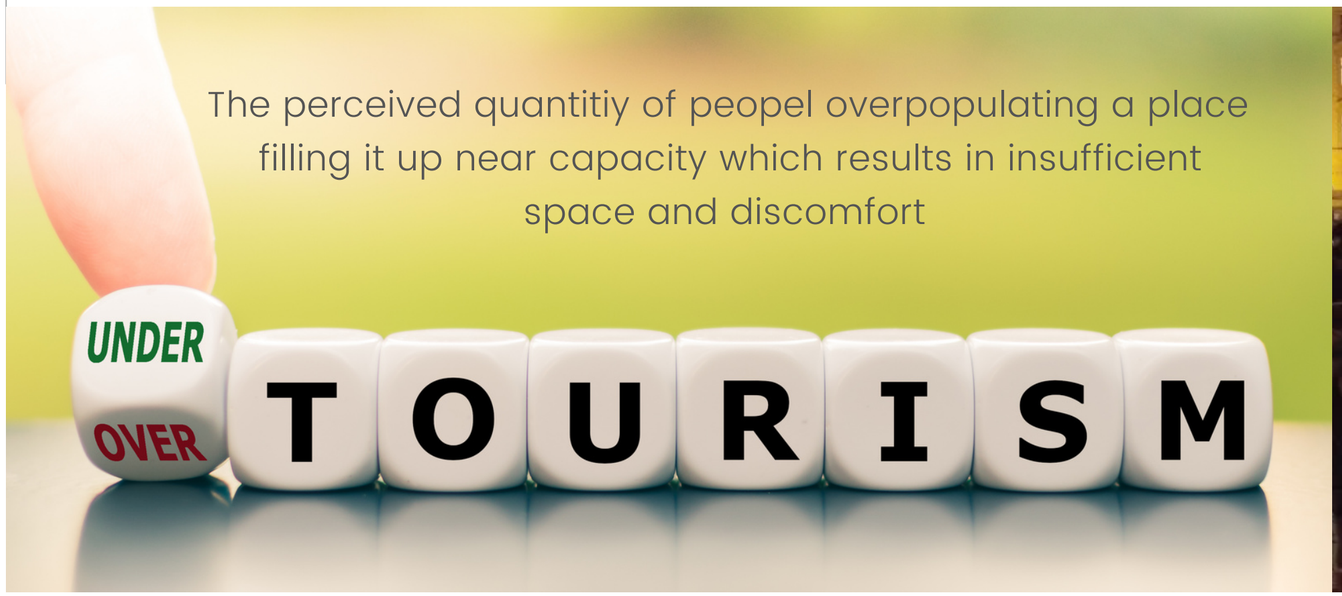
Engage tourism and other stakeholders with playful tools and methods into strategic and sustainable destination development

Challenges for DMOs

Restart after the Pandemic

Challenges for DMOs

Overcowded places



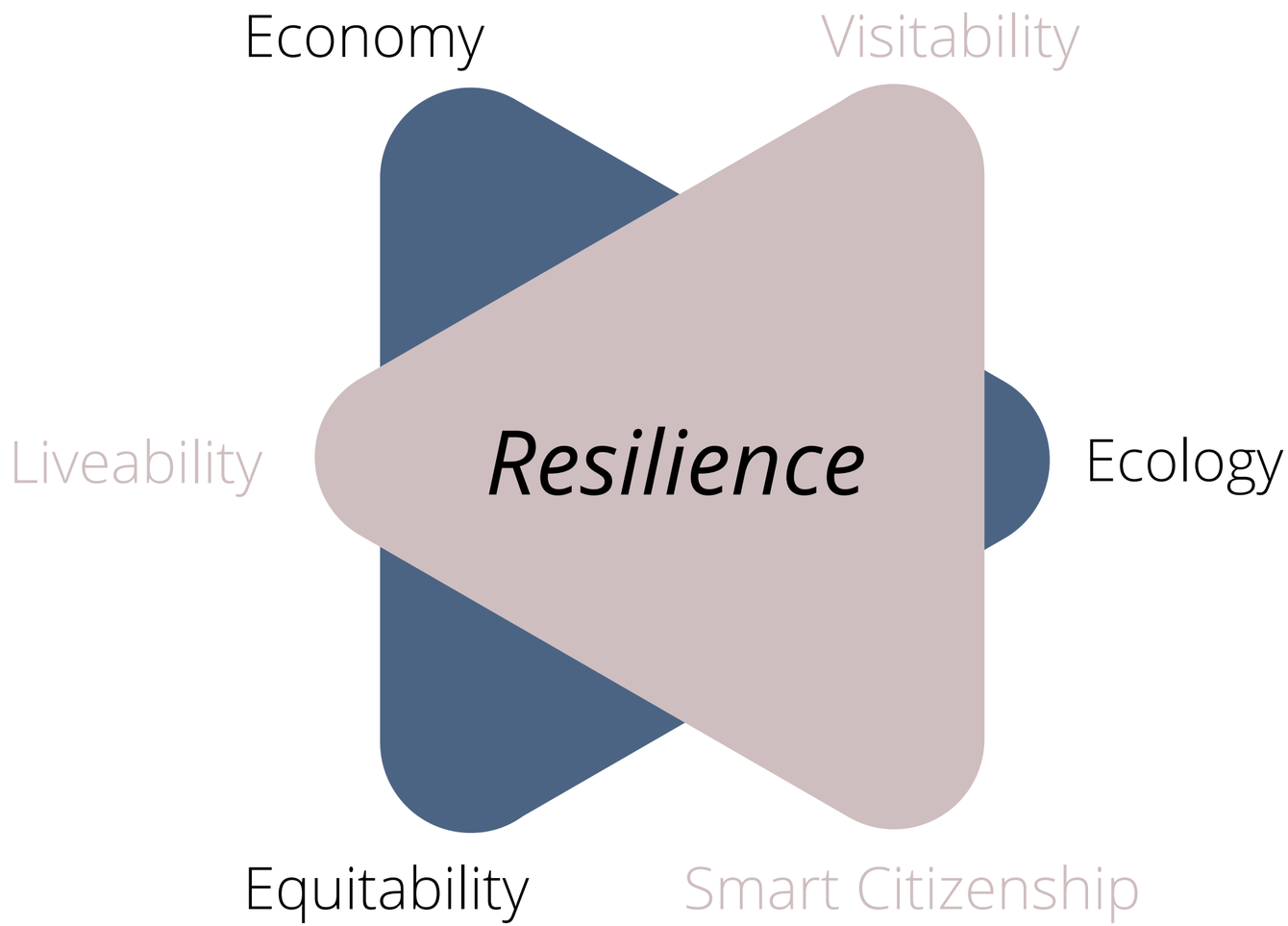
Challenges for DMOs

Pollution

Problem Statement

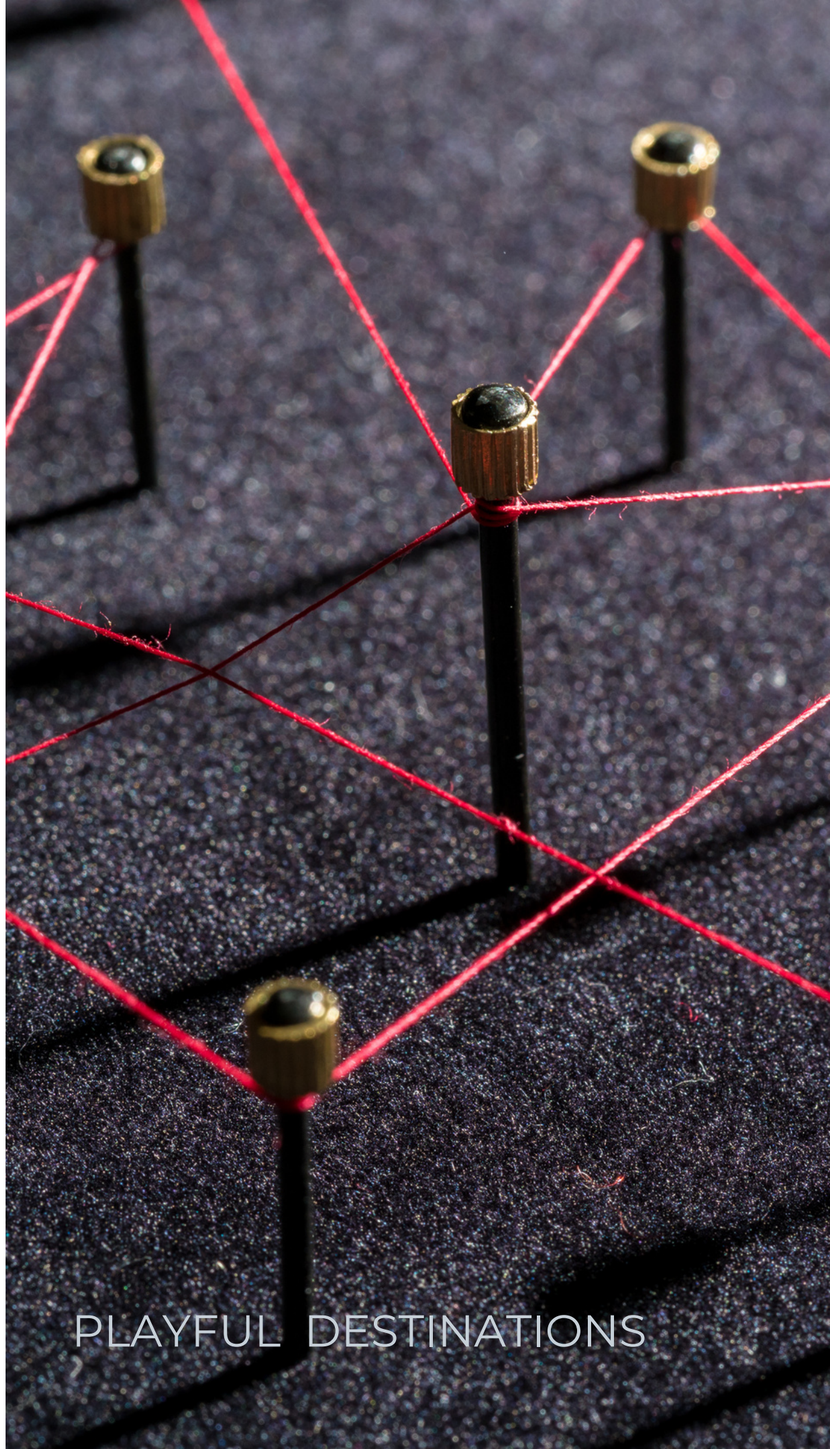
- Increasing challenges around tourism growth in urban destinations
- Lack of innovative and disruptive methods to support planning
- Limited focus on process of governance in urban tourism planning

Competing Values in a City



HOW CAN WE .....

- Create an **understanding of complexity** of tourism system beyond tourism?
- **Engage stakeholders** from within and outside tourism – smart citizenship?
- Stimulate **deep reflections** among stakeholders?



Tourism Policy Making

Tourism Policy Interventions

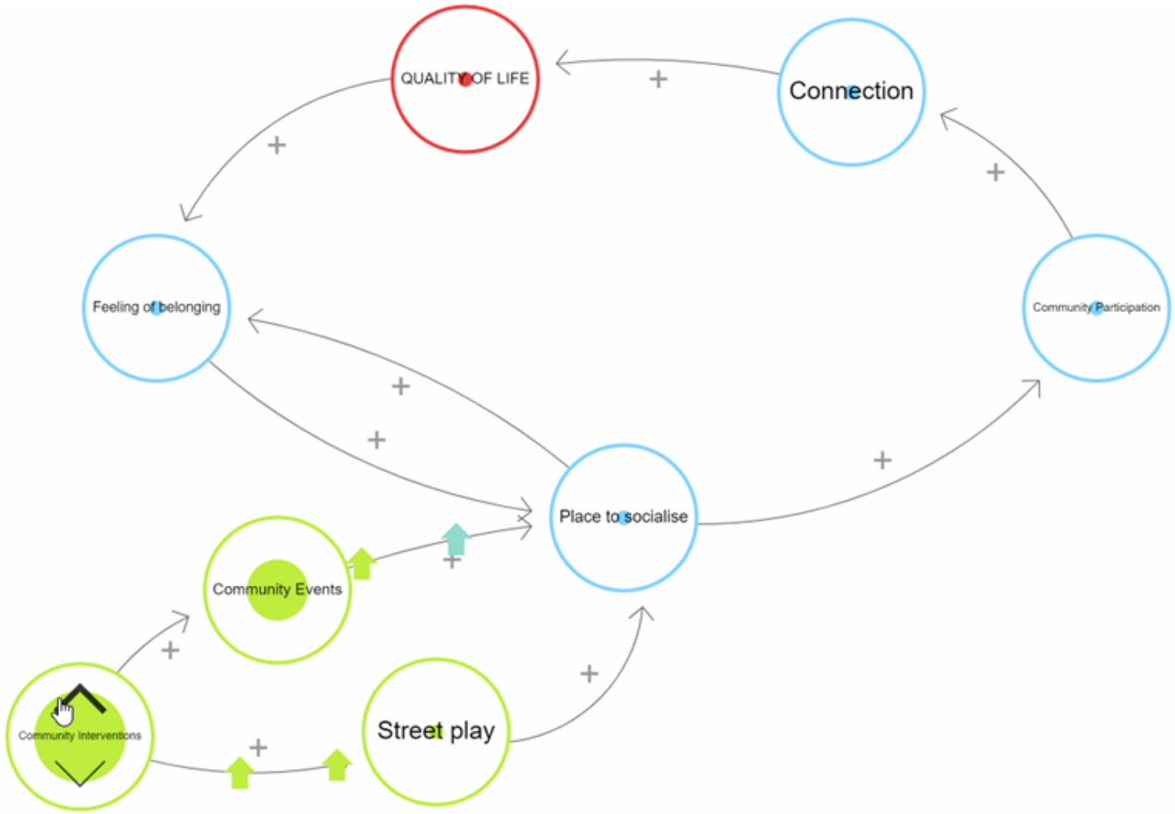
Policies

- Local gov
- National gov
- Official state bodies (DMO)

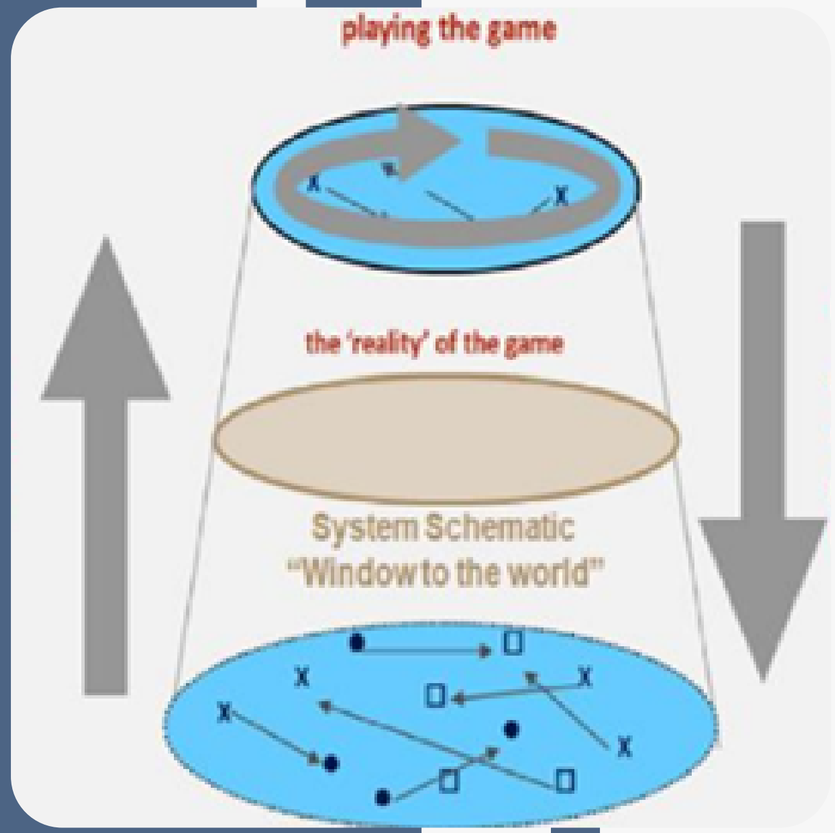
Interventions

- Communities
- NGOs
- Private sector
- Private/Public partnerships
- Resident groups

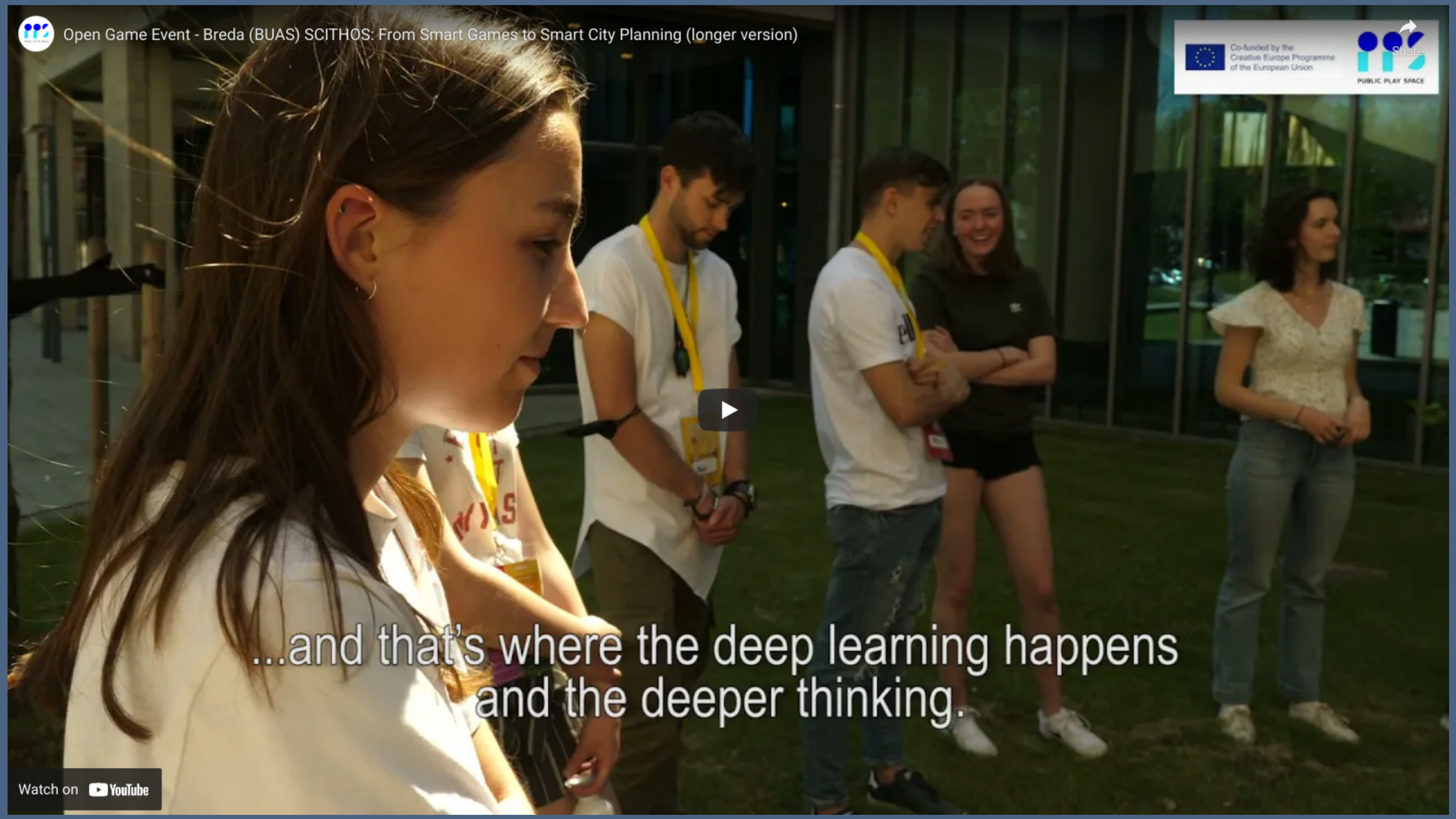
Policies Influence System



Simulation Game



- Simplified representation of the real-life situation
- Tailormade city configuration
- Disruptive manner to bring stakeholders together
- Room for dignified disagreements and perspective taking
- ‘Co-design’ future destinations
- Testbed for scenario developments


Open Game Event - Breda (BUAS) SCITHOS: From Smart Games to Smart City Planning (longer version)
Co-funded by the Creative Europe Programme of the European Union
PUBLIC PLAY SPACE
Share
...and that's where the deep learning happens
and the deeper thinking.
Watch on YouTube

The Game Players

- Public Transport
- Hospitality
- Tourist Attractions
- Green NGO
- DMO

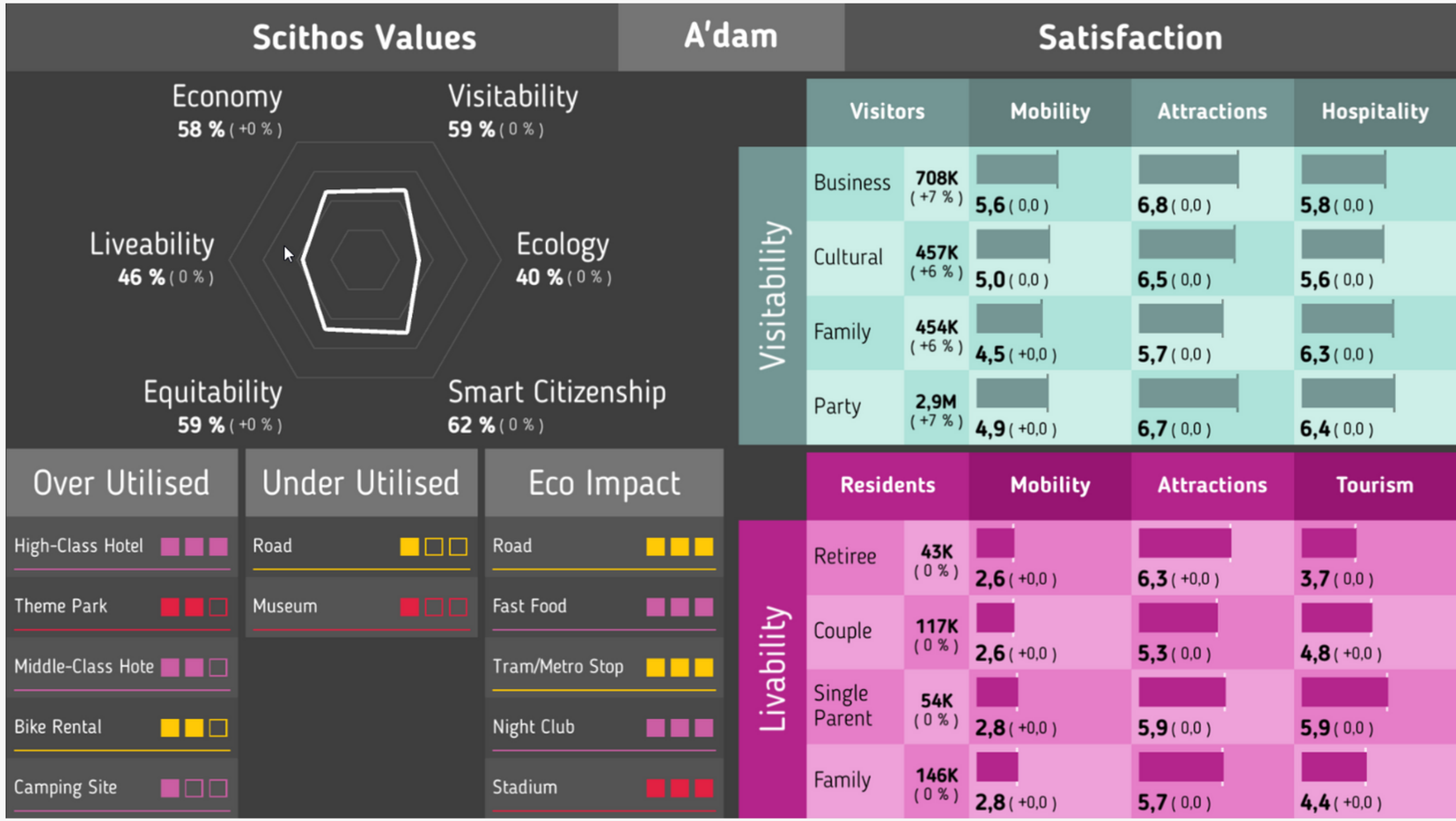
Game Board

Visualising a simplified version of the city incl. city facilities e.g. hotels, transportation

Dashboard

Presenting the values and parameters of sustainable tourism planning

*Visitability
*Livability



Policy Cards

Interventions and policies that interact with the urban tourism ecosystem to plan sustainable strategies

City Use Cases

Valencia

Amsterdam

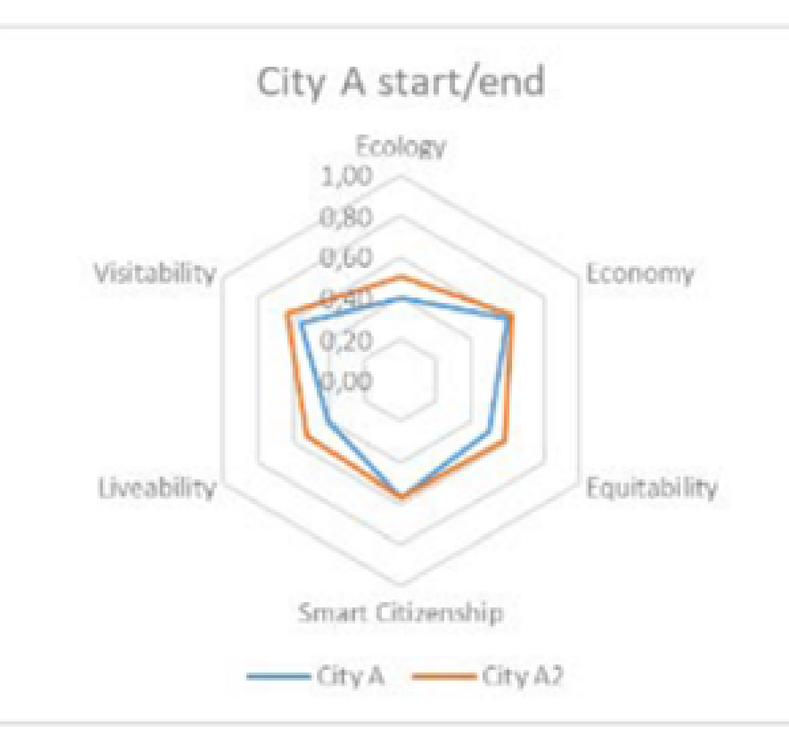
Gothenburg

Belgrade

Darmstadt

Stavanger

Case Amsterdam



Focus Quality of Life

- Mutual acceptance between residents and visitors
- Increase safety
- Decrease social impact of tourist shops, night clubs and fast food

Increase Quality of Experience

- Improve quality and quantity of tourism attractions
- Demarketing of entertainment facilities
- Decrease negative impact of sharing economy platforms
- Optimise city infrastructure

Voices from the Players

- Creative tourism planning tool
- Cooperation is essential
- Dependence of stakeholders is high
- Including everyone is crucial
- Fun to play and learn

Future Plans

2022

Establishing a business model for the game incl. series of interventions for tourism planning

2023

Extensions and modifications of the game e.g. other languages, park or coastal extensions

beyond

Online version of the game based on regional and real-time data

Lidija

Jessika

Contact to stay in touch about the latest developments

jessika.weber@gmx.de