



HUMAN RESOURCES AND INTERNAL MANAGEMENT

WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

Gamification is a new and very effective strategic tool for managing people in tourism. Employees today are hyper-connected, there is a lot on their minds and giving them a training manual to read is no longer the best way to teach people. With gamification, employees feel excited about their workplace while completing the same tasks they were before.

Did you know that:

- The global gamification market is projected to grow from \$7,8 billion in 2019 to \$76,3 billion by 2030 (PS Market Research, 2020),
- Gamification has been shown to improve employee engagement by over 84% and productivity by 89% (Gartner, 2020), and
- Gamified versions of training material increase knowledge retention and workers are more likely to stay at a company for 3+years when tasks are gamified (Gartner, 2020)?

That is exactly WHY within TOURBAN project we will have focused discussions around the topics.

RELEVANCE:

- Generation Z will represent the largest share of the global population, numbering 2.6 billion, by 2040 (UWTO, 2021). They are tech savvy, and their new behaviours create trends towards digital and innovative services, especially mobile. At the same time, they will demand personalized experiences.
- An increase in the penetration of smartphones and IoT is driving the adoption of gamification solutions and services.
- According to SHRM study (2020), 89% of employees said that gamification helps them feel productive and happy at work, with 33% expressing a desire to have game-like features in their training software.
- With gamification, cost is focused on the development of the training app and the training. Supplemental training costs like travel, accommodation, venue, and equipment rental become unnecessary. Andriotis (2019) notes that e-learning uses 90% less energy and emits 85% fewer carbon emissions per learner compared to face to face.

OPPORTUNITIES FOR DESTINATIONS AND SMEs

- Improves the techniques and skills in which professionals usually have some difficulties to deal with, since the learning scenario is different and conducive to development.
- Develops teamwork since team must unite to achieve the gamification objectives.
- Modernizes HR processes and solutions to engage, motivate and improve the level of employees' satisfaction.
- Productivity is promoted, considering that employees will strive more to achieve the goal and, of course, the proposed reward.
- The EU long-term COVID-19 recovery plan is focused on the green and digital transition therefore SMEs will have chance for financial support.

TOPICS ADRESSED:

- Importance of digital skills in the tourism and hospitality industry

TOURISM SECTOR EXPERIENCE:

The institute for tourism activities are governed by an integrated approach to tourism development and management, which considers the development aspects of a company or a tourist destination, as well as the national tourism policies. The Institute for Tourism works together with tourism industry players with whom it shares a common goal – to achieve a higher level of competitiveness for Croatian tourism.

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