00:00 – 00:10

[Music; text comes onto screen reading “Gamification is the application game mechanics in non-game contexts. Sandy wants to investigate how this concept can be used in tourism, hospitality or the workplace.”]

00:10 – 00:20

[Sandy sitting in chair]

Gamification is a concept of applying game design thinking to non-game context to make them more fun and engaging.

00:21 – 00:23

[Video of teacher in a classroom]

Gamification has been applied in diverse contexts including education,

00:23 – 00:25

[Video of tourists taking photos]

Marketing, tourism and hospitality.

00:25 – 00:32

[Sandy sitting in chair]

My research will have both theoretical and practical impacts.

00:33 – 00:42

[Video of tourists taking photos]

From a practical perspective I investigated the motivations to play or to use a gamified context.

00:43 – 00:48

[Someone designing a blue print at a desk]

Therefore, it will let the designers know why they should create gamify the context,

00:49 – 01:11

[Sandy sitting in chair]

And how to create this kind of context to satisfy people's motivation. I think gamification is a good trend and I want to contribute by looking at the theoretical foundations and looking at the previous practices to provide some implications for it’s future development.

01:12 – 01:16

[Music; screen fades to red with University of Guelph logo appearing; College of Business and Economics logo appears]