

# The Role of Gamified Technology in the Tourist Experience

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Game-related technologies have been discussed as a promising means for tourists' co-creation of meaningful experiences. However, little is known about tourists' motivations for engaging with gamified technologies. This study investigates tourists' socio-psychological motivations for engaging with gamified technology during a pleasure vacation. The findings of this study contribute to the understanding of the motivational needs underlying tourists' engagement with gamified technology and consequently, the role of gamified technology engagement in the tourist experience.

**Key words:** Gamified Technology, Usage Motivations, Engagement, Tourist Experience.

**Notes:**