

Serious Gaming: an Innovative Method to Engage Stakeholders with Sustainable Tourism Planning

Lidija Lalicic, MODUL University Vienna

Irem Önder, MODUL University Vienna

Ko Koens, Breda University of Applied Sciences

Jessika Weber, Breda University of Applied Sciences

lidija.lalicic@modul.ac.at

This paper introduces the method of serious gaming to reveal the complexity of destination planning but also to engage all stakeholders to work towards a more participatory approach of sustainable tourism planning. Based on game play with four European urban destinations, varying according the degree of destination planning practices and challenges faced, interesting insights are generated. Not only is the method proven to be successful, contribution to theories in the field of sustainable destination management and stakeholder engagement are given.

Key words: serious gaming, tourism planning, stakeholders, urban destinations

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