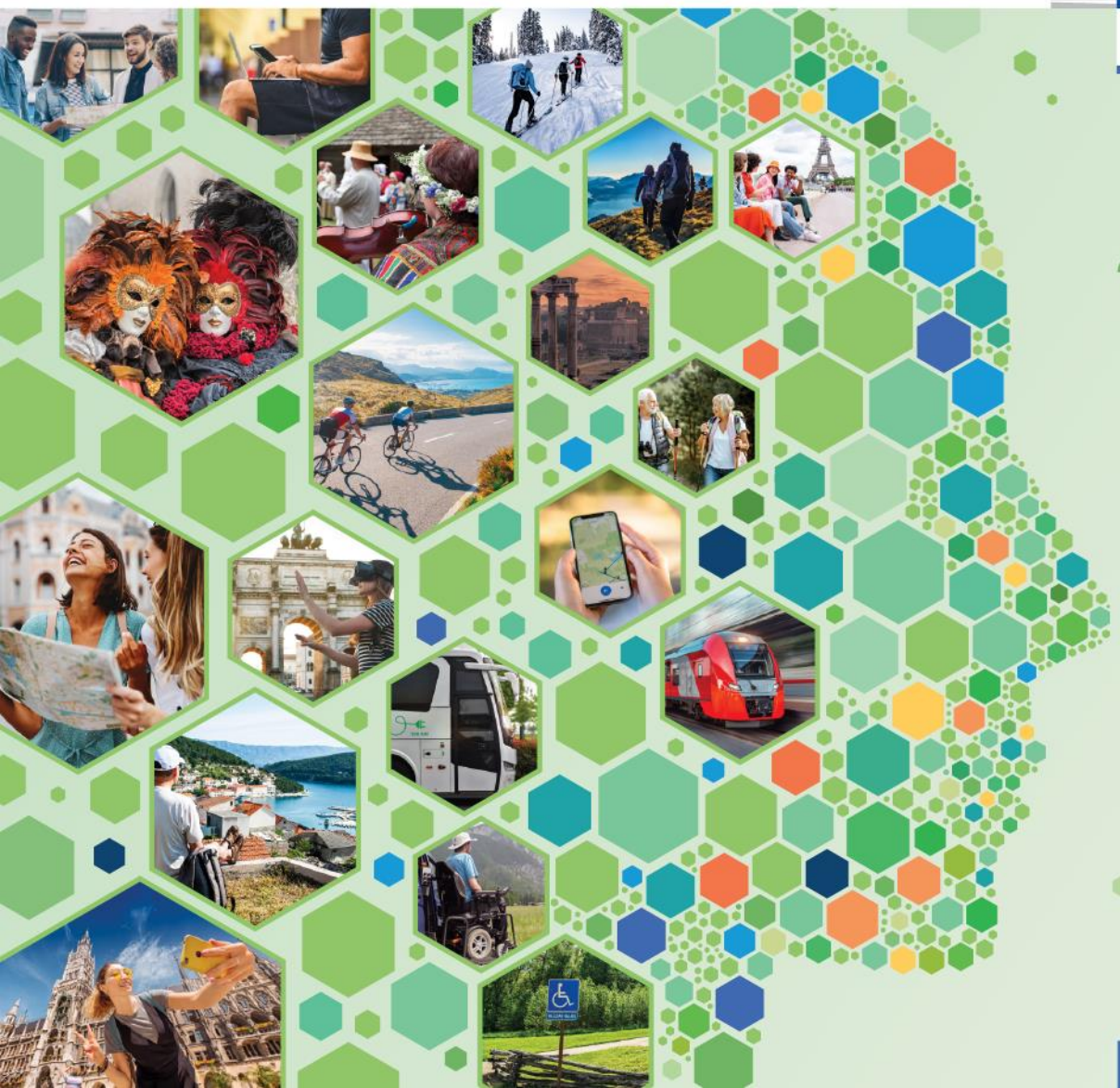

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EUROPEAN TOURISM DAY

5 MAY 2023 | BRUSSELS

GAME BASED TOURISM

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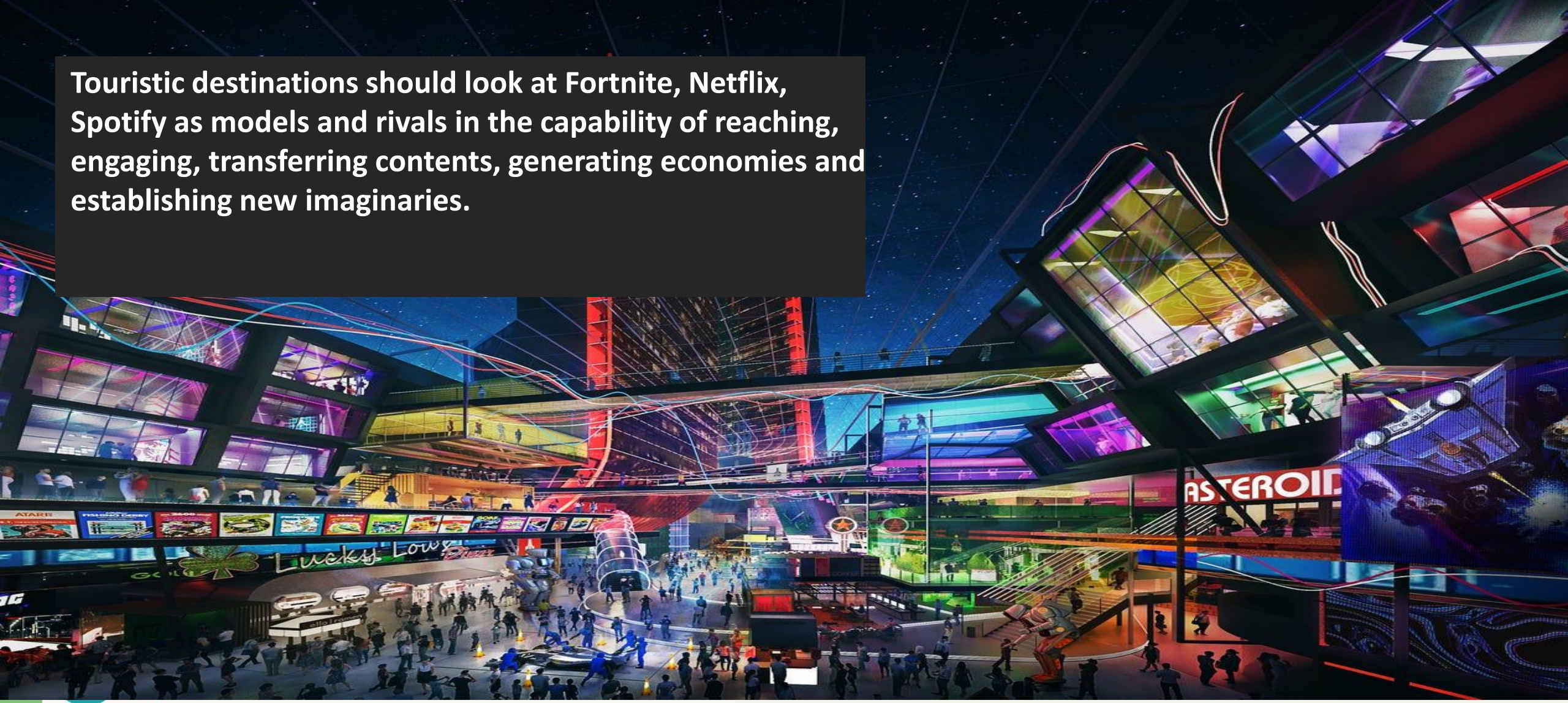
MULTI PLATFORM SPACES

Today any destination is made by the “traditional “ pysical space as well by the digital landscape. Any mayor should govern a mutitude of cities both based on atoms and bytes. We need urgently a whole new approach and trans-disciplinary skills

Touristic destinations should look at Fortnite, Netflix, Spotify as models and rivals in the capability of reaching, engaging, transferring contents, generating economies and establishing new imaginaries.



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I spent my whole life in the gaming industry creating super engaging experiences enjoyed by millions of players worldwide. During a game session people travel digitally and they invest time, money and, above all, skills creating or co-creating the contents.

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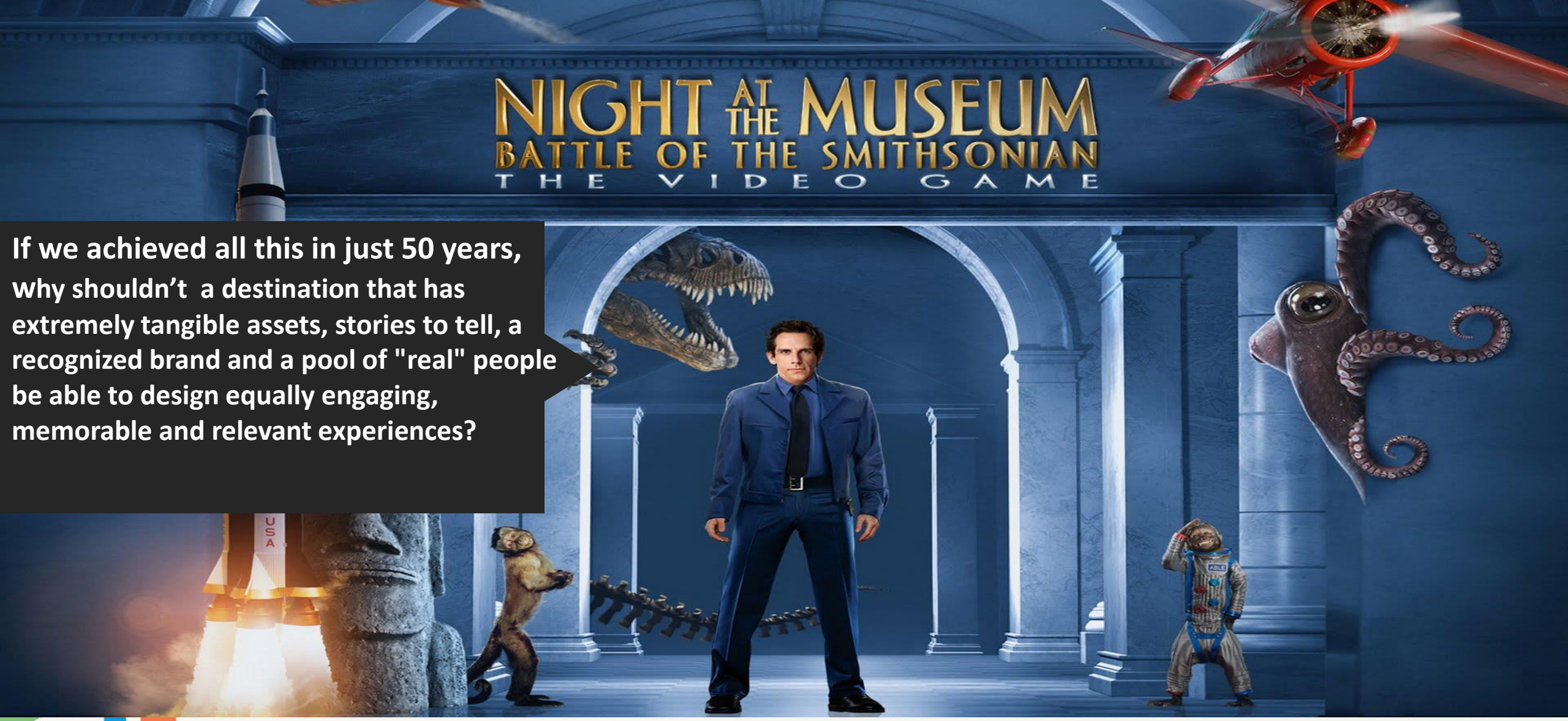

If we achieved all this in just 50 years, why shouldn't a destination that has extremely tangible assets, stories to tell, a recognized brand and a pool of "real" people be able to design equally engaging, memorable and relevant experiences?

ROOTS

We have inherited from our ancestors and nature an extraordinary tangible and intangible heritage that we try to preserve and enhance

WINGS

Today the challenge is to give wings to our roots letting them to travel whenever and wherever we are. The lens, languages and imaginaries fostered by the younger generations become crucial in the XXI century.

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Father and Son has been the first video game published by a museum for a worldwide audience. 6 years after the free release on App Store and Google Play we reached over 5 million downloads and created a bridge between the digital experience and the physical exploration of Naples and its Archeological Museum thanks to the check-in feature. Over 80.000 people geo-localized in order to unlock extra in-game contents.

PROGETTO GIOCHI ATTIVITÀ

SCOPRI LE BELLEZZE DI ALGHERO A

The official future vision of the city of Alghero (Sardinia, Italy) aimed to establish itself as a premiere game based tourism destination. A set of 10 game based projects, physical and digital, help citizens and tourists to discover the cultural and touristic spots in the city and increase the circulation and number of nights.
Game designers, artists, tech specialists, archeologists, tourist destination managers worked together after having got an EniCbcMed funding grant.

SPECTATOR →SPECTACTOR

The shift from the idea of passive and contemplative viewer to an active and pro-active role is at the heart of engagement processes. The ability to perform, physical emotional and intellectual actions inside and around the experience and your efforts impact the content

SPECTACTOR →SPECTAUTHOR

The additional step of engagement occurs when publics create or co-create contents by completely changing the source content and shaping it collectively and connectively

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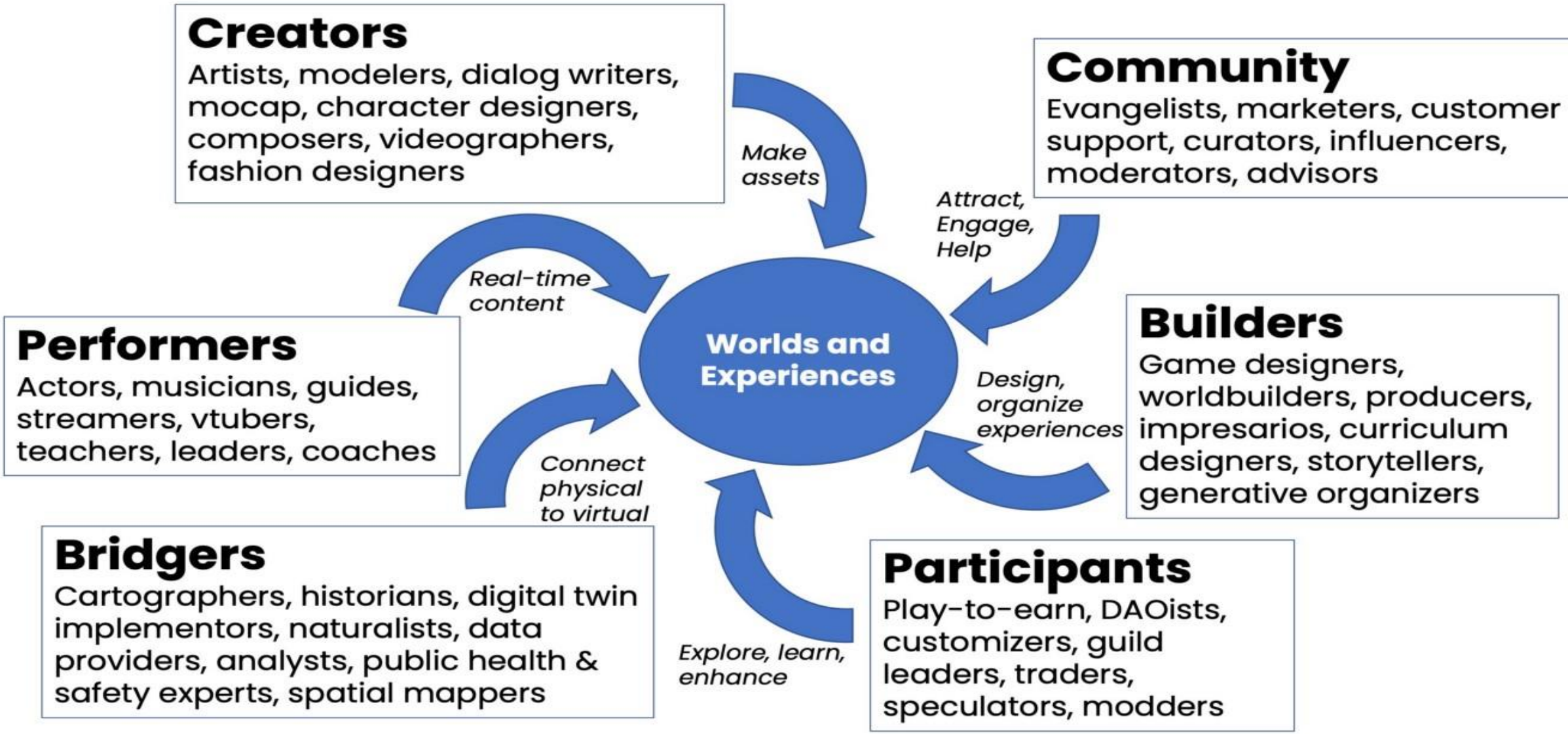
NEW VALUE CHAINS

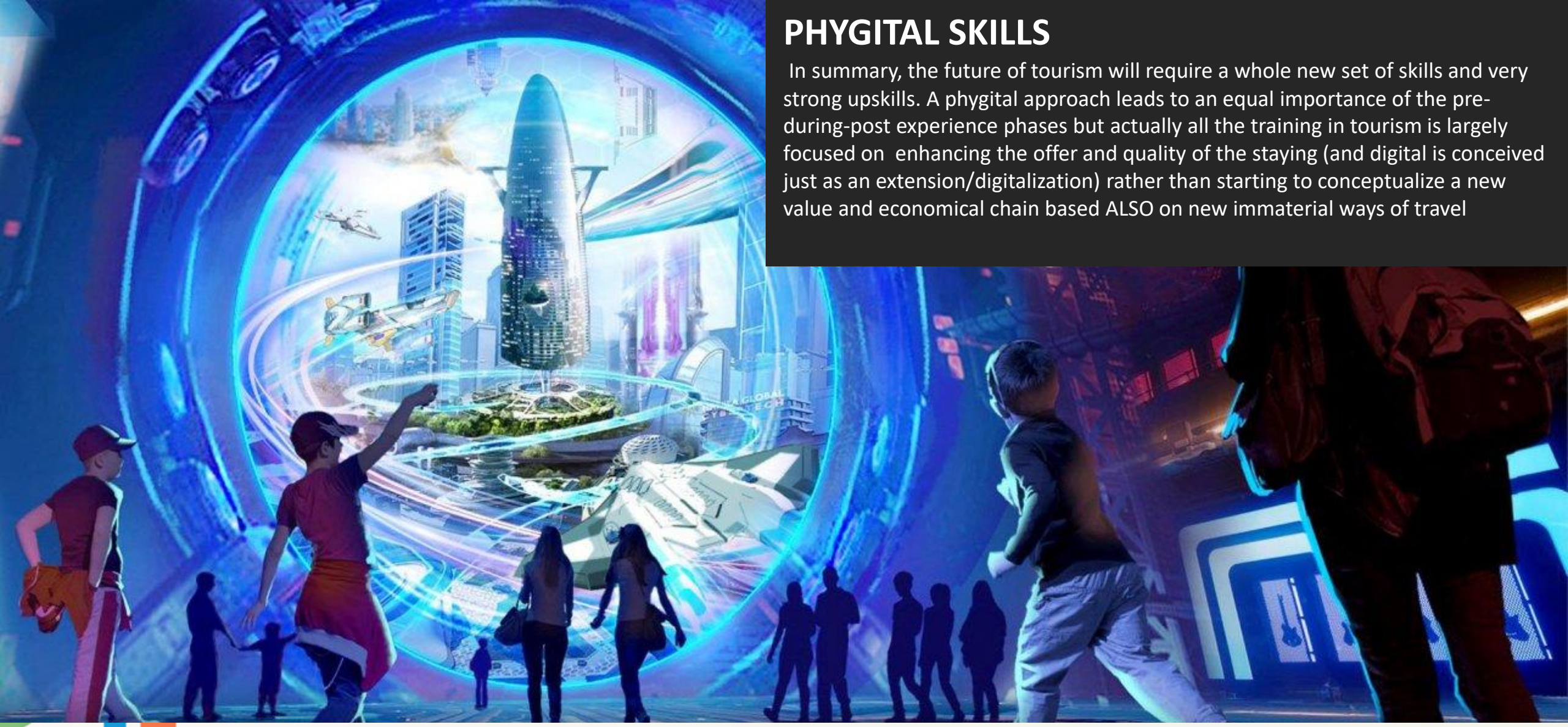


GOING OVER THE DIGITALIZATION

The examples we have seen are creative responses that go beyond the simple digital transfer of a pre-existing physical experience. It's what I call native use of digital. Creativity first, technology has to follow. Our main focus is to create memorable and engaging experiences for the a new generation of participants…

PHYGITAL SKILLS

In summary, the future of tourism will require a whole new set of skills and very strong upskills. A phygital approach leads to an equal importance of the pre-during-post experience phases but actually all the training in tourism is largely focused on enhancing the offer and quality of the staying (and digital is conceived just as an extension/digitalization) rather than starting to conceptualize a new value and economical chain based ALSO on new immaterial ways of travel



GAME OVER

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