

PROTOTYPING A GAMIFICATION EXPERIENCE WHEN VISITING THE ARARIPE GEOPARK (CEARÁ – BRAZIL)

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Gamification is the use of mechanics, aesthetics, and game-based thinking to engage people, motivate action, and solve problems. Considering its potential application to the tourism sector, the present study describes a process of prototyping an app designed to add experience for the Araripe Geopark (Ceará) visit. From the framework proposed by Werbach & Hunter (2012) for the design of gamefied experiences, an application was developed for smartphones with Android Operating System (OS) Kit Kat or higher. After its conception, it was made available to visitors of the Araripe Geopark, who tested and answered a survey of 22 items, divided in 5 categories (profile, perceived utility, compatibility with the site, intention to use and perceived fun). After the data analysis, it was possible to observe that the participants had a good perception about the game, which suggests that it is able to contribute to the maximization of the experience of visitors in the Geopark

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