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	Nota di contenuto	Frontmatter -- Contents -- Figures and Tables -- Contributors -- 1 Introduction: Gamification in Tourism – The Cutting- Edge Trend in Tourism -- Part 1: Gamification Theories -- 2 Gamification, Game Mechanics, Game Thinking and Players' Profile and Life Cycle -- 3 Understanding Games and Gamified Experiences: The MAPS-AIM Model -- 4 Gamification: Practices, Benefits and Challenges -- Part 2: Gamification Application and Case Studies -- 5 Gamification Applications in Hospitality and Airline Industries: A Unified Gamification Model -- 6 Innovating the Restaurant Industry: The Gamification of Business Models and Customer Experiences -- 7. Destination Marketing via Gamification: A Case Study of the Austria Adventure Game -- 8 Gamification and Geocaching for Tourism Destinations: Marketing Madeira, Portugal -- 9 Advergaming in Tourism: Spanish Cases -- 10 Pokémon GO: Serious Leisure and Game-Playing Tourists -- 11 Playfulness and Game Play: Using Geocaching to Engage Young People's Well-being in a National Park -- 12 Gamification: Augmented Reality, Virtual Reality Games and Tourism Marketing Applications -- 13 Conclusion -- Index
	Sommario/riassunto	This book examines the cutting-edge concept of gamification in tourism. The chapters offer valuable insights and examples of best

practice and address key issues of game mechanism and game design principles. This will be useful for students and researchers in tourism marketing, smart tourism and tourism futures, as well as industry practitioners.