

Gamification in tourism and hospitality review platforms: How to R.A.M.P. up users' motivation to create content

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Abstract

Tourism and hospitality review platforms use gamification to motivate consumers to create user-generated content. However, the motivational processes driven by gamification to promote content creation within these platforms have received scant attention. This study proposes and tests a model based on the R.A.M.P. (Relatedness-Autonomy-Mastery-Purpose) framework to analyse the impact of interacting with gamification on psychological need satisfaction, motivation and intentions to create user-generated content. Using data from a sample of 266 TripAdvisor users from the U.S., the findings showed that interacting with gamified elements promotes psychological need satisfaction and controlled motivation. The findings also showed that feelings of mastery and purpose promote autonomous motivation. Finally, of the two types of motivation, this study demonstrated that autonomous motivation alone has a significant impact on intentions to create content in the review platform.

Keywords: *Gamification; Motivation; User-generated content*

Track: Tourism Marketing