

I'm Off: Advergames' Potential to Stimulate Attitude, Visiting Intention, and Recommendation in Traveling

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Abstract

Gamification is an increasingly popular digital marketing instrument for destination promotion in the tourism sector. It can contribute to the formation of positive attitudes which themselves can trigger intention to visit a destination. This study investigates the potentials of advergames in attitude formation on the basis of the tripartite ABC model of attitude consisting of affect, behavior, and cognition. It addresses advergames as a specific form of gamification. With qualitative data collected from 16 frequent travelers, the study shows that a touristic advergame can stimulate positive affect and increase users' awareness and further cognitive responses. This can further foster the intention to visit the involved destinations whereby particularly destinations benefit from such attitudes that were previously unknown. The findings stress the potentials of gamification for attitude formation and its effectiveness as a promotional instrument in digital tourism marketing.

Keywords: *Advergame; Attitude; Tourism*

Track: Digital Marketing & Social Media