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BIAŁYSTOK UNIVERSITY OF FINANCE AND MANAGEMENT

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25-27 September, 2014, Burhaniye, Turkey

BOOK OF PROCEEDINGS

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Preface to the Proceedings: 9th of the International Conference: New Perspectives in Tourism and Hospitality Management, 25-27 September 2014, Burhaniye, Turkey

I am pleased to present the proceedings of the 9th of the International Conference: New Perspectives in Tourism and Hospitality Management.

The theme for this year's conference has been *New Perspectives in Tourism and Hospitality Management*. The rationale and relevance of the theme of the conference are reflected in the diverse range of papers, from accounting and finance to marketing and from economics to international relations, which have been submitted for publication. Altogether there have been 68 papers included in the proceedings. Thank you to all those who have contributed to producing such a comprehensive and successful conference and proceedings and thus contributed to the improvement of theory and practice in the field of tourism and hospitality.

I would like to thank all of the presenters who made this conference so interesting and enjoyable. My special thanks should also be extended to the session chairs and to the reviewers from various countries including Austria, Australia, Greece, Poland, Portugal, Turkey, the UK and the US who gave of their valuable time to evaluate the record number of submissions. To the rector of Balıkesir University, Professor Mahir Alkan, the Dean of Bandırma Faculty of Economics and Administrative Sciences, Professor Mehmet Arslan, the two deputies Professor Oktay Oksüzler and Associate Professor Sedat Azaklı, the two editors of the proceedings and my deputies for the conference, Associate Professor Hasan Abdiođlu and Assistant Professor Recep Kılıç, Director of Burhaniye School of Applied Sciences, Associate Professor Mehmet Emin Akkılıç, all of the organizing committee members and the members and staff at Bandırma Faculty of Economics and Administrative Sciences, I owe a great debt as this conference would not have been realised without their hard work and constant efforts.

Finally, I would like to especially thank Professor Clayton Barrows, University of New Hampshire, for coming all the way from the US and delivering his keynote speech.

Professor Erdoğan Koç

Conference President & Chair

9.International Conference: “New Perspectives in Tourism Management”

CONFERENCE PROGRAM

Day 1 (25.09.2014, Thursday)	
	Breakfast 07:00 -09:30
	Registration 09:30 – 10.30
	Opening Ceremony
HALL A 10:30 -12:45	<p>Opening Speeches-Açılış Konuşmaları (Conference Hall)</p> <p>Prof. Dr. Erdoğan KOÇ (Conference Chair - Kongre Başkanı) Sn. Necdet Uysal (Mayor, Burhaniye- Burhaniye Belediye Başkanı) Sn. Osman Yenidoğan (County Governor, Burhaniye) Prof. Dr. Mahir ALKAN(Rector, Balıkesir University- Balıkesir Üniversitesi Rektörü) Sn. Edip UĞUR (Mayor, Balıkesir-Balıkesir Büyükşehir Belediye Başkanı)* Sn. Mustafa YAMAN (Governor, Balıkesir- Balıkesir Valisi)*</p> <p><i>*(Katılmaları Halinde / TBC)</i></p> <hr/> <p>Keynote Speech</p> <p>Prof. Dr. Clayton Barrows, Professor of Hospitality Management-University of New Hampshire, USA.</p>
	Conference Banquet (Lunch) 13:00 - 14:00
Session 1 HALL A 14:15 -15:45	<p><i>New Perspectives in Tourism Marketing</i> <i>Session Chair: Adam Edward SZCZEPANOWSKI</i></p> <ol style="list-style-type: none"> 1. NEW HERITAGE-MOTIVATED ATTRACTION OF INNER ANATOLIA: SONSUZ ŞÜKRAN KÖYÜ <i>Aytuğ ARSLAN *, Erkan AKGÖZ</i> 2. THE EFFECT OF WEBSITES ON CUSTOMER PREFERENCES RELATED TO TOURISM PRODUCTS WITHIN THE FRAMEWORK OF TECHNOLOGICAL ACCEPTANCE MODEL <i>Özer YILMAZ *</i> 3. NEW PERSPECTIVES OF CULTURAL TOURISM IN EUROPE AND POLAND <i>Adam Edward SZCZEPANOWSKI *</i> 4. SMARTLY DESIGNING OF TOURISM EXPERIENCE IN THE CONCEPTUAL AGE <i>Göknil Nur SEVER, Salar KUHZADY*</i> 5. FACTORS OF CHANGESIN THE DYNAMICS AND STRUCTURE OF TOURISM IN POLAND <i>Józef SZABŁOWSKI *</i>
Session 2 HALL B 14:15 -15:45	<p><i>New Perspectives in Tourism Marketing</i> <i>Session Chair: Professor Hüseyin KANIBİR</i></p> <ol style="list-style-type: none"> 1. ACTIVITY BASED CUSTOMER PROFITABILITY ANALYSIS: A CASE STUDY IN TRAVEL AGENCY <i>Levent KOŞAN, Kemal ENES*,Okan ÇOLAK</i> 2. NEW PERSPECTIVES FOR PACKAGE TOUR ORGANIZATIONS: A MIXED PACKAGE TOUR PROPOSAL <i>Rıza Haluk KUL*, Hakan EMANET</i> 3. THANATOURISM: NEW PRODUCT DEVELOPMENT IN THE TURKISH TOURISM MARKET <i>İlkay TAŞ*, Erdoğan KOÇ</i> 4. USING CUSTOMER COMPLAINTS MANAGEMENT AS AN INSTRUMENT OF ORGANIZATIONAL DEVELOPMENT: THE CASE OF ESKİŞEHİR <i>Engin BAYRAKTAROĞLU*, Barış DEMİRCİ, Cihan SEÇİLMİŞ</i> 5. THE ECOTURISM NETWORK BETWEEN THE BUG AND NAREW – THE EXAMPLE OF THE REGIONAL ECOTURISM PRODUCT IN POLAND <i>Joanna Omieciuch</i>
Session 3 HALL C 14:15 -15:45	<p><i>New Perspectives in Human Resource Management</i> <i>Session Chair: Professor Erdoğan KOÇ</i></p> <ol style="list-style-type: none"> 1. THE IMPACT OF THE MANAGERS' EDUCATION LEVEL ON THE IMPLEMENTATION OF HUMAN RESOURCES POLICIES IN TOURISM SECTOR <i>Edip ÖRÜCÜ, Çağrı İZCİ, Sinem ATAY *</i> 2. DEPRESSION AND TURNOVER INTENTION AMONG HOTEL EMPLOYEES <i>Erdoğan KOÇ, Recep KILIÇ, Hakan BOZ*</i> 3. THE RELATIONSHIPS BETWEEN CAREER MANAGEMENT, CAREER COMMITMENT AND CAREER SATISFACTION IN HOTELS: THE CASE OF ÇEŞME <i>Nilgün AVCI, Sinem UYSAL*</i> 4. THE EFFECT OF SOCIAL CLIMATE ON WORKPLACE FRIENDSHIP, PSYCHOLOGICAL WELL-BEING AND HELPING BEHAVIORS: AN EMPIRICAL STUDY IN THE HOTEL INDUSTRY <i>Murat YEŞİLTAŞ, Pelin KANTEN*, Selahattin KANTEN, Ümit SORMAZ</i>
	Coffee Break 15:45- 16:00

<p>Session 4 HALL A 16:00 - 17:30</p>	<p><i>New Perspectives in Management, Organization and Strategy</i> <i>Session Chair: Assoc. Prof. Dr. Göknil Nur SEVER</i></p> <ol style="list-style-type: none"> 1. THE ANALYSIS OF RELATIONSHIP BETWEEN PERCEIVED ORGANIZATIONAL SUPPORT AND JOB SATISFACTION :AN EMPIRICAL STUDY IN HOSPITALITY BUSINESSES <i>Çağlar DOĞRU *</i> 2. THE RELATIONSHIP BETWEEN SYSTEMATIC SOLDIERING AND ORGANIZATIONAL COMMITMENT IN HOSPITALITY BUSINESSES <i>Serkan BAYRAKTAROĞLU, Metin ULUKÖY, Çağrı İZCI*</i> 3. AN AHP FRAMEWORK FOR HOTEL SELECTION BASED ON MASLOW'S NEEDS HIERARCHY <i>Mahsa SERPOUSH*, Cemalettin Öcal FİDANBOY</i> 4. DOES EXPRESSING TOURISM AS "HOSPITALİY BUSINESS" SUFFER FROM MARKETING MYOPIA? A DISCUSSION FROM CONSUMER PERSPECTIVE <i>Göknil Nur SEVER*, Şebnem YILDIZ</i>
<p>Session 5 HALL B 16:00 - 17:30</p>	<p><i>New Perspectives in Tourism and Hospitality</i> <i>Session Chair: Assoc. Prof. Dr. Sima NART</i></p> <ol style="list-style-type: none"> 1. AN EXAMINATION OF HOTELS' SPA WEBSITE DESIGNS <i>S. Pınar TEMİZKAN, Beybala TİMUR*, Rahman TEMİZKAN</i> 2. TRADITIONAL AND REGIONAL PRODUCTS AS A COMPETITIVENESS FACTOR IN THE REGION (THE EXAMPLE OF THE PODLASKIE VOIVODESHIP) <i>Elzbieta ZALESKO *</i> 3. THE RELATIONSHIP OF TOURISTIC CONSUMER PERSONALITY TRAIT, DESTINATION PERSONALITY AND BEHAVIOURAL INTENTIONS: THE CASE OF TURKEY <i>Sima NART, Özlem AKSOY *</i> 4. THE EFFECTS OF INTERNAL MARKETING PRACTISE ON COMPETITIVE PERFORMANCE OF EMPLOYEES: EVIDENCE FROM TOURISM INDUSTRY <i>Sima NART, Senem NART *</i> 5. MEASURING EFFICIENCY OF TOURISM SECTOR IN TURKEY BY USING DEA-BASED MALMQUIST PRODUCTIVITY INDEX <i>Hale KIRER, Gülçin BEKEN*</i>
<p>Session 6 HALL C 16:00 - 17:30</p>	<p><i>New Perspectives in Economics</i> <i>Session Chair: Professor. Ivanka NESTOROSKA</i></p> <ol style="list-style-type: none"> 1. SUSTAINABLE TOURISM DEVELOPMENT IN HALFETİ AND AYVALIK AS THE RECENT AND POTENTIAL CITTASLOWS <i>Mehmet Behzat EKİNCİ*</i> 2. CLIMATE CHANGE AND ITS EFFECT OF TURKISH TOURISM <i>Yasin Nuri ÇAKIR*, Ivanka NESTOROSKA</i> 3. THE EFFECT OF CREDIT USAGE ON TOURISTIC CONSUMPTION AND APPLICATION IN TURKEY <i>Kudret GUL, Melike GUL*</i> 4. THE ROLE OF SOCIO-CULTURAL AND ENVIRONMENTAL EFFECTS OF TOURISM IN PERCEIVED TOTAL TOURISM EFFECT <i>Çağrı ERDOĞAN*, Seyit Ahmet SOLMAZ, Burhanettin ZENGİN</i>
<p>Coffee Break 17:30 - 17:45</p>	
<p>Session 7 HALL A 17:45- 19:15</p>	<p><i>New Perspectives in Tourism and Hospitality Research</i> <i>Session Chair: Assist. Prof. Dr. Erkan TAŞKIRAN</i></p> <ol style="list-style-type: none"> 1. THE SCHOLARSHIP ON THE SCHOLARLY RESEARCH OF RECREATION: CONTEXT OF TOURISM AND OTHER RESEARCH AREAS <i>Göknil Nur SEVER*, Mehtap ÖZKAN BUZLU</i> 2. DATA MINING: USAGE AND APPLICATIONS IN TOURISM INDUSTRY <i>Eyüp AKÇETİN, Alper KILIÇ, Nilüfer YURTAY, Okutman Yüksel YURTAY, Emin ÖZTÜRK*</i> <i>Onur Alper ŞAHİN</i> 3. PROPOSITION OF A NEW CONSTRUCT FOR RECREATION RESEARCH <i>Göknil Nur SEVER*, Gamze YILDIZ</i>
<p>Session 8 HALL B 17:45- 19:15</p>	<p><i>New Perspectives in Human Resource Management</i> <i>Session Chair: Assist. Prof. Dr. Recep KILIÇ</i></p> <ol style="list-style-type: none"> 1. TURİZM SEKTÖRÜNDE MEVSİMLİK İSTİHDAMIN SEKTÖR ÇALIŞANLARININ ÖRGÜTSEL BAĞLILIKLARINA ETKİSİ: BÜYÜKADA KONAKLAMA İŞLETMELERİ ÇALIŞANLARINA YÖNELİK BİR ARAŞTIRMA <i>Recep KILIÇ, Yasin Nuri ÇAKIR, Said Kerem TEKER*, Adnan ÇALIŞKAN</i> 2. TURİZM SEKTÖRÜNDE DEĞİŞEN İK STRATEJİLERİNE YÖNELİK BİR İNCELEME <i>Burçin ÇETİN KARABAT, Mustafa ŞEKER *</i> 3. TURİZM VE OTEL İŞLETMECİLİĞİ ÖĞRENCİLERİNİN PROGRAMI SEÇMEDE ETKİLİ OLAN FAKTÖRLER: BALIKESİR ÜNİVERSİTESİ ÖRNEĞİ <i>Adnan ÇALIŞKAN*, Yasin Nuri ÇAKIR</i> 4. AVRUPA BİRLİĞİ EKONOMİK KRİZİNİN TÜRKİYE'DEKİ TURİZM TALEBİNE ETKİSİ <i>Alpaslan SEREL, Musa BAYIR*, Ayça ÖZEKİN</i> 5. KONA KLAMA İŞLETMELERİNDE DUYGUSAL EMEK: YAPISAL EŞİTLİK MODELİ İLE BİR ANALİZ <i>Işıl ARIKAN SALTIK*, Tuncer ASUNAKUTLU</i>

Session 9 HALL C 17:45-19:15	New Perspectives in Marketing Session Chair: Prof. Dr. Necdet HACIOĞLU <ol style="list-style-type: none"> 1. YARATICILIK VE HİZMET ODAKLILIK: YIYECEK İÇECEK İŞLETMELERİNDE BİR UYGULAMA <i>Neslihan SERÇEOĞLU*, Fatma GÜNDÜZ</i> 2. TURİSTİK ÜRÜN TERCİHİNİN A TİPİ VE B TİPİ KİŞİLİK ÖZELLİKLERİNE GÖRE BELİRLENMESİ <i>Salim İBİŞ*, Ümit ŞENGEL, Burhanettin ZENGİN, Orhan BATMAN</i> 3. DİYARBAKIR İLİNİN TURİZM POTANSİYELİNİN SWOT ANALİZİ İLE BELİRLENMESİ <i>Ayhan KARAKAŞ, İbrahim ÇENBERLİTAŞ*</i> 4. HİZMET PAZARLAMASINDA DEMARKETING (PAZARLAMAMA) STRATEJİSİ VE EGE BÖLGESİ BUTİK OTELLERİNDE BİR ARAŞTIRMA <i>Berrin ONARAN, İlknur MAZAN, Selçuk SERT*</i> 5. MEDİKAL TURİZM KÜMESİNİN GELİŞİMİ: ANTALYA ÖZELİNDE BİR DEĞERLENDİRME <i>Pelin ARSEZEN-OTAMIŞ*, Oğuz DOĞAN</i>
	Dinner 19:30 - 21:00
	Day 2 (26.09.2014, Friday)
	Breakfast 07:00 -09:30
Session 10 HALL A 09:30-11:00	New Perspectives in Marketing Session Chair: Assoc. Prof. Dr. Yaşar SARI <ol style="list-style-type: none"> 1. HAVAYOLU İŞLETMELERİNDE İLETİŞİM KANALLARININ İŞVEREN MARKASINA YÖNELİK OLARAK İKY AÇISINDAN DEĞERLENDİRİLMESİ <i>Mustafa ŞEKER*, Ümit ŞENGEL, Salim İBİŞ</i> 2. ÇEVREYE DUYARLI OTELCİLİK KAPSAMINDA YEŞİL YILDIZ UYGULAMASI: ANTAKYA GÜNGÖR OTTOMAN PALACE ÖRNEĞİ <i>Melihat YILDIRIM SAÇILIK*, Samet ÇEVİK</i> 3. SÜRDÜRÜLEBİLİRLİK BAĞLAMINDA TURİZMDE MEVSİMSELLİK OLGUSUNA GENEL BİR BAKIŞ <i>Yaşar SARI, Orhan YABANCI*</i> 4. BÖLGESEL OTEL İŞLETMELERİNİN KÜRESEL OTEL İŞLETMELERİ İLE REKABETTE BİLGİ İLETİŞİM TEKNOLOJİLERİNİN ÖNEMİ <i>Mustafa ŞEKER*, Salim İBİŞ, Ümit ŞENGEL</i> 5. İŞE ALIM SÜRECİNDE SOSYAL AĞ WEBSİTELERİNİN KULLANIMI: İSTANBUL'DAKİ BEŞ YILDIZLI OTEL İŞLETMELERİNDE BİR UYGULAMA <i>Ömer L. MET*, Serap ÖZDEMİR GÜZEL, Filiz DALKILIÇ YILMAZ</i>
Session 11 HALL B 09:30-11:00	New Perspectives in Marketing Session Chair: Assist. Prof. Dr. Ferhat TOPBAŞ <ol style="list-style-type: none"> 1. DEMOGRAFİK ÖZELLİKLERİ AÇISINDAN TURİSTLERİN, CİTTASLOW UYGULAMASI İLE İLGİLİ TUTUMLARININ DEĞERLENDİRİLMESİ VE TEKRAR ZİYARET ETME NİYETLERİNE ETKİSİ: PERŞEMBE ÖRNEĞİ <i>Üzeyir KEMENT*, Murat GÖRAL</i> 2. TÜKETİCİLERİN KİŞİLİK ÖZELLİKLERİNE GÖRE ALGILADIKLARI RİSK TÜRLEMLERİNİ BELİRLEMeye YÖNELİK BİR ARAŞTIRMA: DÖRT VE BEŞ YILDIZLI OTEL İŞLETMELERİNDE BİR UYGULAMA <i>Erdem TEMELOĞLU*, Sebahattin KARAMAN</i> 3. YEREL HALKIN TURİZM ALGISI: AYVALIK ÖRNEĞİ <i>S. Banu YILDIZ*</i> 4. YIYECEK-İÇECEK İŞLETMELERİ BAKIŞ AÇISIYLA ŞANLIURFA YEMEK KÜLTÜRÜNÜN, ŞEHRİN TURİZM AÇISINDAN PAZARLANABİLİRLİĞİNE ETKİLERİ <i>Gül ERKOL*, Nuray ÇILDIREL EKER, Burhanettin ZENGİN</i>
Session 12 HALL C 09:30-11:00	Contemporary Accounting Applications in Tourism and Hospitality Session Chair: Assoc. Prof. Dr. Hasan ABDİOĞLU <ol style="list-style-type: none"> 1. TÜRKİYE MUHASEBE VE FİNANSAL RAPORLAMA STANDARTLARI VE VERGİ MEVZUATINA GÖRE KONAKLAMA İŞLETMELERİNDE MUHASEBE DÜZENİ VE FİNANSAL RAPORLAMA <i>Hasan ABDİOĞLU, Burcu İŞGÜDEN KILIÇ*, Ömür KIZILGÖL</i> 2. SAĞLIK TURİZMİNİN BİR TÜREVİ OLARAK İLERİ YAŞ VE YAŞLI TURİZMİNDE MALİYET DAĞITIM TABLOSU OLUŞTURULMASININ ÖNEMİ: ÖRNEK OLARAK SAĞLIK KURULUŞU BULUNDURAN BİR JEOTERMAL OTELİN MALİYET UYGULAMASI <i>Ayşenur TARAKCIOĞLU ALTINAY*</i> 3. TURİZM İŞLETMELERİNDE SOSYAL SORUMLULUK MUHASEBESİ <i>Ayşe Nur BUYRUK AKBABA*</i> 4. GELİR YÖNETİMİ UYGULAMALARI: ANKARA'DAKİ OTEL İŞLETMELERİNDE BİR ARAŞTIRMA <i>Mehmet Selami YILDIZ, Çiğdem GÜR*</i>
	Coffee Break 11:00- 11:15
Session 13 HALL A 11:15 - 13:00	New Perspectives in Tourism and Hospitality Session Chair: Assist. Prof. Dr. Sabriye ÇELİK UĞUZ <ol style="list-style-type: none"> 1. TÜROFED ÜYESİ DERNEKLERİN İNTERNET SİTELERİNDE TANITIMA YER VERME DURUMUNUN İÇERİK ANALİZİ YÖNTEMİYLE DEĞERLENDİRİLMESİ <i>Özge GÜDÜ DEMİRBUĞLAT*, Gencay SAATÇİ, Düriye BOZOK</i> 2. TÜRKİYE'DE MEDİKAL TURİZM: ÖZEL HASTANELERE YÖNELİK NİTEL BİR ARAŞTIRMA <i>Fatih KOÇ, Hasan YILDIZ*</i> 3. TURİZMDE GEÇMİŞTEN GELECEĞE ARACILARIN ROLÜ ÜZERİNE BİR DEĞERLENDİRME <i>Yaşar SARI, Murat KATRAN*</i>

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SMARTLY DESIGNING OF TOURISM EXPERIENCE IN THE CONCEPTUAL AGE

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ABSTRACT

According to Pink, in the conceptual age right hemisphere of brain and six senses including: Design, Story, Symphony, Empathy, Play and Meaning, will be more active. Obviously, these shifts will change tourist's wants. Thus, in designing experience for a new generation of tourists, destinations need to focus on these senses. Based on this situation, the study was to explore how with using of augmented reality and gamification destinations can smartly respond to these senses. The results of study indicated that with AR and gamification, they can smartly and effectively respond to the six senses of conceptual age.

Keywords: *Tourism Experience, Conceptual Age, Smartly Designing*

1. INTRODUCTION

Tourism has made a significant contribution to the economies of many communities around the world because of its ability to create income, taxes, and jobs (Lee & Brahmastre, 2013). Accordingly, trying for getting more share of this market is increasingly growing. So, Competition between destinations has attracted much attention (Kozak et al., 2009; Vanhove, 2011; Hallmann, Müller, & Feiler, 2012; Zainuddin, Radzi, & Zahari, 2013). For responding this situation, due to effective impacts of ICTs on the efficiency and effectiveness of tourism organizations (Wang & Pizam, 2011), growth, expansion and offering of new products (Consoli, 2012), adoption of information and communication technologies (ICTs) in tourism for getting competitive advantages are widely considered (Buhalis, Leung, & Rob, 2011; Sirirak, Islam, & Khang, 2011; Berne, Garcia-Gonzalez, & Mugica, 2012).

Today, with integration ICTs in tourism industry, the tourist experience is no longer restricted to services encounters on-site, but is extended to before, during and after of travel or service (Neuhofer & Buhalis, 2012). Therefore, in planning for providing better experience for visitors, destinations have to focus on it. At the same time, development of ICTs and specially Web 2.0 by facilitating information sharing, collaboration and interaction (Power & Phillips-Wren, 2011) led to increasing attention to customer. Based on this new situation, consumer have been more demanding, powerful and knowledgeable (Al-Shammari, 2009). So, like any business, and even more than them,

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tourism as a service industry (Singh, 2008) which in its interactions and shared experiences with other tourists form a crucial part of the experience (Rihova, Buhalis, Moital, & Gouthro, 2014), is being more consumer centric. Emerging concepts like: customer-dominant (CD) logic (Heinonen et al., 2010), Customer is the king (Bose, 2007), C2C (Huang & Hsu, 2009), value co-creation (Navarro, Andreu, & Cervera, 2014), can be evidences for this shifting.

On the other hand, another transition which is called by Pink as conceptual age (Pink, 2006), is going to be more important. In the conceptual age, right part of brain, which is responsible for emotion, visual and creative (Jennifer, 2011) and six senses will be more active, including: design, story, symphony, empathy, play and meaning (Mooth, 2008). It is clear that this trend will change the consumers. Accordingly, for effectively meet the needs and wants of new tourists, destinations need to update their activities based on this shift. Based on this change, it's possible to say that only using of ICTs and offering information on a different websites will not be enough. Instead, in trying to designing experience for their visitors, destinations have to be smarter and accept new and creative way, in order to effectively respond to these new senses.

Unfortunately, in the field of tourism, this subject has been overlooked. Therefore, research try to show that in the conceptual age, how with integration of Augmented reality and gamification in experience designing, destinations can smartly and pioneering respond to the six senses of emerging tourism generation.

2. LITERATURE

Conceptual age

According to Pink(2005) by passing agriculture, industrial and information ages, we are going to enter the conceptual age (Patki, Patki, & Kulkarni, 2009). In this new age, in opposite of information age, which has been dominated by left-brain, right brained qualities will be more valuable (Langlie, 2008). Pink(2005) believes we need to maintain our Ldirected skills, but business succession and personal satisfaction will increasingly depend on six essential Rdirected natural abilities, or six senses including: Design, Story, Symphony, Empathy, Play, and Meaning(Ryn, 2013).

The Conceptual Age, is one in which creativity is the dominant skill and center of economic activity (Fortino, 2013). Given these changes, it can be say that competitive advantage will be equal to being creative. Therefore, destination and tourism business need to be more creative toward effectively answering to the new coming economy, in order to getting competitive advantage from hyper-competitive market.

Augmented reality (AR)

Is a term that applies to the enhancing the user perception of the real world with virtual elements (Nikobonyadrad, 2012). AR is defined as adding computer-generated information to the real world in

order to enhance perception of reality (Furht, 2011). In other words, AR is overlaying, for example, map, video, audio, link on the real world (Kipper & Rampolla, 2012), unlike the virtual reality (VR) which completely limited user's to computer simulated environment (Jimeno-Morenilla, Sánchez-Romero, & Salas-Pérez, 2013). In generally, AR can provides following benefits for business:

- Offering unique and creative way for business and The content created by AR is highly interactive, entertaining (Smith, 2010).
- Increase the perceived value of product and Low expensive, in contrast of other medias (EC, 2014).

Given the introduction of Augmented Reality apps on smartphones and Tablets, for example, layer with more than 10,000,000 downloads in the play store (play.google.com), and more recently, Google's glass and wearable technology, AR quickly going to be new buzz word, especially in tourism industry. Using of AR in different ways will revolutionize the way tourist experience, destinations and services within the industry, including:

- Enhancing booking experience (Barcode scanner)
- Interactive advertising like AR broacher
- Making attractions more interactive
- AR browsers in the destination and facilitating of finding an address (layer, wikitude, junaio...)
- Services in the Restaurant (izkaya.nl)
- Re-living historical site, life and events
- Transportation (street lens)
- Translation (world lens)

Although AR technology has existed for more than 10 years, still has not yet been fully developed in tourism industry (Han, Timothy, & Gibson, 2014). Thus, with this variety range of applications and benefits that using of AR can provides, tourism, in the near future, it will be more effective in tourism experience.

Gamification

Play is an important component of our daily lives and nowadays, a game is more than just something to entertain yourself and others, it is also a tool that can be used to teach or learn matters of every sort (Koorevaar, 2012: 6). Based on this idea gamification developed as:

The process of adding game mechanics to processes, programs, and platforms that would not traditionally use such concepts (Elizabeth, 2013: 6). Or gamification is the use of game design elements, characteristic of games, in non-game contexts (Simões et al., 2013:346). In this relation, three changes in the cultural-economic atmosphere aid in explaining the emergence of gamification including:

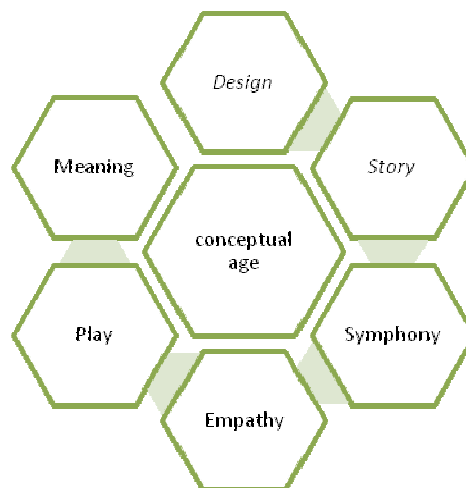
- Development of ICTs
- The relevance of social networks and the participatory culture to gamification is explored and discussed.
- Emerging conceptual age

Gamification is often applied by a business, corporation or any other initiative to solve a certain problem. This problem informs the goal of, for example, promoting user retention, activation, participation, or more generally to influence certain behavior. Based on this, today in tourism like other industry using of gamification have been started (4food, pixmeaway, stray boots...).

3. Discussion

According to pink (2006) looking for success in the conceptual age involving to pay attention to the six new senses (figure2).

Figure 2: The six sense of conceptual age



Based on his view in the 21st century right hemisphere of the brain will be more active. So, businesses must pay attention to this change. In this new age only offering information to consumers will not be enough because by passing the information age they have a huge volume of information. Creativity and innovation will be a future competitive advantage for any business. It is completely obvious that conceptual age will affects the tourism experience. In opposite of past destination have to

strengthen the right hemisphere, which is responsible for emotion and creativity. Based on six dimensions of conceptual age, destinations with the applying of AR and gamification will be able to positively and smartly affect the dimensions of a new age.

- The first part of new age is a *design* which indicates that it will not be enough to create a product or service that's merely functional; it must also be beautiful. In this relation with applying of AR, destination or business in tourism can improve attractiveness and beauty of their products and services. For example, using the augmented reality menu in the restaurant which consumer by using of smartphone or near future Google glass be able to getting multimedia information about food or drinking they are going to choose. Or using AR map which transfers old tourist map, to interactive one.
- The second part is the *story*, is needed because we are already inundated with information and data. So a compelling narrative is essential for persuasion. In this relation using of AR can be helpful. For example, by adding AR to museums, visitor during the visit can easily access to virtual Interpretive to covering the need for compelling narrative (British museum).
- *The Symphony*, the third aptitude, is the ability to put the pieces together to create big picture. In this relation, AR browser with offering interactive data about destinations can be helpful. by enter to a destination tourists can more easily find a big view of tourism facilities and establishments such as attractions, hotels, restaurants, shopping centers, transportation, and etc. For example in field of food and accommodation, by using of AR Browser app (such as Street lens and Junaio) tourists in a big view will be able to see different type of information about hotel and restaurant like location, review of other tourists, call, pictures, video, ...
- *Empathy*, the fourth part, is needed because logic alone is not enough to convince anybody. It is somewhat related to this new P in marketing which rather than just buying presence, modern consumer expects business to be supportive and accessible. In this relation destination by offering gamification and AR browser, AR map, AR brochure, AR in attractions in before, during and after the trip can induce tourists that they are with them. So, positively can affect the tourism experience.
- *Play*, is fifth part, in the *conceptual Age*, in work and in life, we all need to play. For responding to this change and positive effect on tourism experience, applying of gamification in tourism will be useful, because makes travel and service more funny and enjoyable. In this relation 4food, pixmeaway, strayboots are intrestig example of using gammification in tourism.
- The sixth part is the meaning. The process of meaning-making is the process of making sense of experience, of explaining or interpreting the world to ourselves and others. Accordingly, for

example in museum, meaning is made in the connections between artefacts and visitors' knowledge and experience (Kevin, 2010). Therefore, by offering augmented reality about artefacts not only connection between visitors and artefacts by interactive data will be increased but in contrast of paper label with augmented label, museums can offer more information to visitors and therefore will be able to increase knowledge and make experience more enjoyable. Based on this, AR by Enrichmentrelationship between above tree factors can be useful in meaning making for tourists.

4. CONCLUSION

Conceptual age will change tourists. Accordingly, destination and tourism business need to be more creative toward effectively answering to the new coming economy, in order to getting competitive advantage from hyper-competitive market. In this new era, right hemisphere which is responsible for emotion and creativity and six senses including: Design, Story, Symphony, Empathy, Play and Meaning, will be more active. For responding to these senses integration of augmented reality and gamification is useful. By use of AR and gamification destination and tourism stakeholders will be able to add more visual information to real product (such as package of foods and souvenirs) and finally offer more attractive and beautiful products or services (Not just function but also Design). gamification and AR by offering possibility of using of virtual information, sound, video and 3D, instead of only argument, make destinations able to tell story and effectively respond to the need to compelling narrative (Not just argument but also Story). Create big picture of a destination will be more easily, tourists by using their smart phones and AR apps can access to surrounded tourism establishment and facilities in categorized group (Not just focus but also Symphony). By integrating ICT, tourism experiences has taken a new form, which including 3 stages: pre-travel, during travel, post travel. Accordingly, availability of AR and gamification induced tourists that destinations and tourism business are with them all of time (before, during and after) (Not just logic but also Empathy). Finally, gamification makes the process more funny and enjoyable. Therefore, increase participating of tourist in make meaning. Accordingly, we can say that by these creative, innovative tools destinations and tourism business can smartly and pioneering respond to the six senses of emerging tourism generation.

Totally, by using these tools they can make themselves different from competitors and offer exceptional value for money and time. One important note, AR applications often require an Internet connection. However, all destination or sites are not fully covered with internet. So, offering free Internet connection and 3G must be considered.

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