

Study of nurturing gamification of cultural heritage, in the example of “Be a carpenter of Chinese dragon boat” in Macau

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Abstract

In this digital era, intelligence devices are closely linked in our daily lives. Practice of using intelligence devices becomes a social norm, thereby, exploring new methods in interpretation of cultural heritage and intelligence devices is a future trend. Using intelligence devices would also create an intimate atmosphere and have a radiative impact on the social community. In this article, by the example of nurturing plan “Be a carpenter of Chinese dragon boat” in Macau, to explore how to use gamification application (APP) in intelligence devices, by the base of using role-play game (RPG) learning experience, to complete different designed story tasks, to enrich the experience and interaction between the participants and culture heritage. Through this positive personal experience in cultural heritage, the participants would tend to share with the local community through social media, as a result of creating a sustainable society via cultural aspect.

During the investment of APP, the article also studied the varieties of cooperation with different economic bodies and non-governmental organizations, inviting different shareholders in the community to be involved in the APP development, and understanding the insight of different users, by categorizing ages, needs, cultural background etc. By understanding the insights of different users, this nurturing plan gamification of “Be a carpenter” would be able enlarge the types of application users, especially to the groups of participants who is hard to cover by traditional heritage interpretation methods, this is committed to enhancing an inclusive society, also exalted the micro-economic bodies in local community by the cooperation during development. Furthermore, this study also includes the elements of cultural tourism, in the method of enhancing quality tourist experience, by extending cultural information through the APP, which would diversify the tourist experience, in the result of benefiting the local community. This article would conclude the path of reaching the goal of diversified sustainable economic and social development in the local community by gamification application in cultural heritage.

Bibliography

The research team had a project “Dreams in Floating – Brilliance, Waning and Renaissance of Culture” presented in Asia-Pacific Heritage 20/20 Forum in 2019

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