E-ISSN 2988-0548
Volume 3 Issue 1 (2025)

English and Tourism Studies
https://jurnal.tintaemas.id/index.php/ETS/index

Lombok Tourism Information System with Gamification-Based Quest and Reward Features

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Original Article

Abstract. The development of digital-based tourism applications in Lombok is one solution to improve the tourist experience and support local business actors. This study used a quantitative survey method involving 40 tourist respondents and qualitative interviews with traders and tourism managers in strategic locations such as Goa Lawah Village and Narmada Park. Data analysis showed that the majority of tourists have a high interest in interactive features such as gamification, points/reward systems, interactive maps, and cultural and historical content in tourism applications. In addition, respondents also showed a strong interest in local applications made in the region as a source of tourism information. The interview results support the survey findings by stating that the development of gamification-based applications can increase tourist visits and local merchant income. These findings form the basis for the development of an innovative and sustainable tourism platform in Lombok, which can increase the attractiveness of the destination while strengthening the local economy.

Keywords: Tourist, Gamification, Digital Platforms, Quest, Reward.

Article Info:
Accepted: 21/12/2024 Approve: 16/5/2025 Published: 17/5/2025 https://doi.org/10.59535/ets.v3i1.381

1. Introduction

Lombok Island, located in West Nusa Tenggara, has extraordinary natural beauty and unique and diverse culture. There are several iconic destinations such as Kuta Beach, Mount Rinjani, and Gili Trawangan which are of interest to many tourists, which has an impact on the growth of tourist visits, both foreign and domestic tourists, which has increased during the 2017-2019 period [1]. The increasing number of tourists on Lombok Island should be followed by the availability of facilities/systems to help tourists make decisions while traveling. The lack of comprehensive information regarding facilities, costs, and activities in other locations means that many tourists only know and visit places that are likely to be more publicized [2]. This limited information not only hinders tourists' preparation, but also reduces their satisfaction during their travels, and makes other destinations unknown and neglected, even though many of them have the same or even more unique attractions [3].

This situation creates a gap in the promotion of Lombok's tourism potential as a whole [4]. Many interesting locations that can offer different experiences, such as hidden beaches located in the Sekotong area, cultural villages, and stunning natural attractions, but are unknown to tourists. This not only harms visitors who lose the opportunity to explore wider beauty, but also has a negative impact on the local economy that depends on the tourism sector [5]. Therefore, regional development is very important, especially when associated with the era of decentralization that gives birth to new competencies for local governments to optimize local potential, assets, and social capital [6].

To overcome this problem, an effective solution is needed to provide the information needed by tourists [7]. With the advancement of information technology, various new approaches can be applied to improve the tourism experience. One of them is the use of gamification, which has been proven effective in increasing user engagement in various sectors [8]. Gamification activities involve the introduction, marketing, teaching of ideas, products, or services interactively so that people can enjoy the process. Gamification involves transforming something into a game and using game features to achieve real goals. The implementation of gamification based on a digital platform is expected to provide an interesting experience to visitors, increase their engagement, and encourage active participation in tourism activities on Lombok Island. With this approach, users will be faced with various challenges that encourage them to explore tourist destinations in more depth. As feedback, they can get discounts or attractive prizes that not only increase the number of tourist visits but also support the promotion of tourist locations in a more creative and

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interactive way. Thus, this solution is expected to create a more satisfying and memorable tourism experience for visitors, while also helping to distribute tourist visits to various locations in Lombok [9].

In today's digital era, information technology innovation plays an important role in encouraging inclusive and sustainable tourism promotion [10]. One innovative approach that can be implemented is the application of gamification in tourism information platforms. The concept of gamification, which combines game elements such as challenges (quests) and rewards, has proven effective in increasing user engagement in various sectors. With a gamification-based platform, tourists not only get centralized and relevant information, but are also encouraged to explore new destinations through fun and interactive activities [11]. Through this approach, Lombok Quest aims to provide an innovative solution in distributing tourist visits more evenly to various destinations in Lombok. This system not only improves the tourism experience but also supports the promotion of destinations that have not been optimally published. By providing location-based search features, interactive challenges, and social media integration, this platform is expected to increase tourist satisfaction while supporting local economic growth sustainably.

2. Method

This research is a type of mixed methods research. This type of mixed methods research combines two quantitative data and qualitative data collectively [12]. The method used in quantitative research is an online survey with a questionnaire. This questionnaire contains questions about tourists' habits in searching for information, their experience using technology, and their views on the use of gamification concepts in promoting tourist destinations on Lombok Island. Meanwhile, the qualitative method was carried out by interviewing several tourists and tourist officers on Lombok Island. This interview aims to formulate their views on the potential for tourism development and gamification features that can be used to increase tourist interest. In addition to interviews, direct observations at several tourist locations were also carried out to obtain more real data according to conditions in the field. Quantitative and qualitative data in this study will be used simultaneously to obtain more complete information.

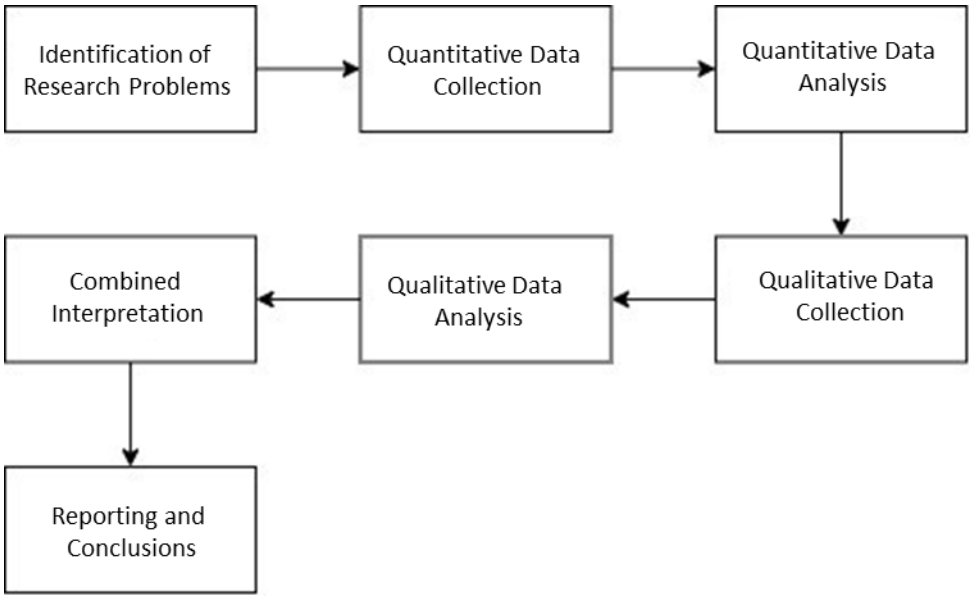

Figure 1. Research Flow Diagram

In this study, there are several tourist attractions visited to obtain qualitative data, namely Goa Lawah Tourism Village, Narmada Park, Udayana Park, and Klui Beach. Meanwhile, quantitative data was obtained through an online survey using a questionnaire involving 40 respondents. The data collection process in this study used an explanatory sequential design strategy, namely a combination of two methods (quantitative and qualitative) which were carried out sequentially in two different research phases. The data analysis technique in this study was carried out in two stages. First, quantitative data was analyzed with the help of Origin 2021 software using descriptive and inferential statistical analysis techniques, such as mean tests, percentage distributions, Standard Deviations, Upper and Lower Values, to identify patterns, trends, and relationships between answers.

3. Result and Discussion

3.1 Results

The results of this study include quantitative data obtained from online questionnaires, qualitative data from interviews, and Figma-based system design to support the tourism information platform. The results of the respondents' answers can be seen in Table 1.

Table 1. Results of Respondents' Answers regarding Tourism Platform Opportunities

No	Question	Answer Options	N	%	Mean	Std Dev	Lower 95% CI	Upper 95%CI
1	When traveling in Lombok, visitors tend to visit certain areas	City of Mataram	11	27.5	19.25	11.66726	-85.57619	124.07619
		West Lombok	10	25	17.50	10.60660	-77.79654	112.79654
		East Lombok	11	27.5	19.25	11.66726	-85.57619	124.07619
		North Lombok	3	7.5	5.25	3.18198	-23.33896	33.83896
		Central Lombok	5	12.5	8.75	5.30330	-38.89827	56.39827
2	How important is the integration of interactive features such as gamification in travel platforms to enhance the travel experience?	Very important	6	15	10.50	6.36396	-46.67792	67.67792
		Important	19	47.5	33.25	20.15254	-147.81342	214.31342
		Quite Important	11	27.5	19.25	11.66726	-85.57619	124.07619
		Not important	4	10	7.00	4.24264	-31.11861	45.11861
		Very Unimportant	0	0	0.00	0.00000	0.00000	0.00000
3	How often do you use digital apps when planning a travel trip?	Always	10	25	17.50	10.60660	-77.79654	112.79654
		Often	15	37.5	26.25	15.90990	-116.69480	169.19480
		Sometimes	11	27.5	19.25	11.66726	-85.57619	124.07619
		Seldom	4	10	7.00	4.24264	-31.11861	45.11861
4	What do you think is the most important feature in a travel app?	Recommended destinations	14	35	24.50	14.84924	-108.91515	157.91515
		Interactive map	12	30	21.00	12.72792	-93.35584	135.35584
		Visitor reviews	10	25	17.50	10.60660	-77.79654	112.79654
		Gamification features	4	10	7.00	4.24264	-31.11861	45.11861
5	Are you interested in the quiz/trivia feature about tourist attractions?	Very interested	12	30	21.00	12.72792	-93.35584	135.35584
		Interested	14	35	24.50	14.84924	-108.91515	157.91515
		Neutral	9	22.5	15.75	9.54594	-70.01688	101.51688
		Not interested	5	12.5	8.75	5.30330	-38.89827	56.39827
6	Would using a points/rewards system encourage you to explore more destinations?	Strongly agree	13	32.5	22.75	13.78858	-101.13550	146.63550
		Agree	16	40	28.00	16.97056	-124.47446	180.47446
		Neutral	6	15	10.50	6.36396	-46.67792	67.67792
		Don't agree	5	12.5	8.75	5.30330	-38.89827	56.39827
7	How important is cultural and historical information in travel apps?	Very important	16	40	28.00	16.97056	-124.47446	180.47446
		Important	15	37.5	26.25	15.90990	-116.69480	169.19480
		Quite Important	6	15	10.50	6.36396	-46.67792	67.67792
		Not important	3	7.5	5.25	3.18198	-23.33896	33.83896
8	Do you feel travel apps help you in making destination decisions?	Very helpful	10	25	17.50	10.60660	-77.79654	112.79654
		Help	18	45	31.50	19.09188	-140.03376	203.03376

No	Question	Answer Options	N	%	Mean	Std Dev	Lower 95% CI	Upper 95%CI
		Quite Helpful	8	20	14.00	8.48528	-62.23723	90.23723
		Not Helpful	4	10	7.00	4.24264	-31.11861	45.11861
9	What type of media is most appealing when searching for travel information?	Video	14	35	24.50	14.84924	-108.91515	157.91515
		Photo	12	30	21.00	12.72792	-93.35584	135.35584
		Article Text	9	22.5	15.75	9.54594	-70.01688	101.51688
		Infographics	5	12.5	8.75	5.30330	-38.89827	56.39827
10	How interested are you in using local (locally made) apps for tourism information in Lombok?	Very interested	12	30	21.00	12.72792	-93.35584	135.35584
		Interested	15	37.5	26.25	15.90990	-116.69480	169.19480
		Neutral	8	20	14.00	8.48528	-62.23723	90.23723
		Not interested	5	12.5	8.75	5.30330	-38.89827	56.39827

Based on the results of a survey of 40 respondents, it can be concluded that tourist interest in destinations in Lombok tends to focus on Mataram City and East Lombok, at 27.5% each, followed by West Lombok (25%). Interest in Central Lombok and North Lombok is relatively low, at 12.5% and 7.5%. The majority of respondents also showed high enthusiasm for the use of interactive features such as gamification in tourism applications, with 62.5% stating it is important or very important. In addition, the use of digital applications when planning a trip is quite high, with most respondents using the application frequently (37.5%) and always (25%). The application features that are considered most important by respondents are destination recommendations (35%) and interactive maps (30%), indicating the need for practical and easily accessible guides. Interest in entertainment features such as quizzes or tourism trivia is also quite high, with 65% of respondents stating they are interested or very interested. In addition, the integration of a points or reward system in the application is considered effective in encouraging destination exploration by the majority of respondents (72.5%) [13].

Cultural and historical information in the app was also highly valued, with 77.5% of respondents stating it was important or very important [14]. Travel apps were considered useful in making destination decisions, with 70% of respondents finding it helpful. In terms of information delivery media, the majority of respondents were more interested in visual media such as videos (35%) and photos (30%). Interestingly, 67.5% of respondents showed interest in local applications made in the region to support tourism information in Lombok. This finding confirms that the development of local tourism applications needs to prioritize interactive features, reward systems, cultural content, and visual media presentation to enhance an informative and enjoyable travel experience. Interviews were also conducted with local traders and tourism managers in locations such as Goa Lawah Village and Narmada Park. Traders such as Mrs. Siti and Mrs. Sri welcomed the idea of developing a gamification-based information system, which is considered to be able to increase the number of tourist visits and the income of local traders.

> *"If there is an application like that, maybe it can make young people more interested in coming here. Especially if there are points or prizes that they can exchange at kiosks like mine," (IS-1)*

> *"If there are more tourists because of the application, our turnover will definitely increase. What is important is that we are also involved, for example the name of the stall is included in the application," (IR-1).*

> *"Usually when we go to Lombok, we only visit the same places. But if there is a feature that can provide recommendations for hidden destinations near our location, that would be really interesting," (B-1).*

Input from tourists, as conveyed by Mas Bagas, shows that the location-based search feature can really help them find lesser-known destinations, while also providing new experiences during their travels. The following is the implementation of the Lombok Quest design, a Lombok Tourism Information System with Gamification-Based Quest and Reward Features, which can be seen in Figure 3.

Figure 2. Interviews with (a) Trader 1, (b) Trader 2 and (c) Tourists

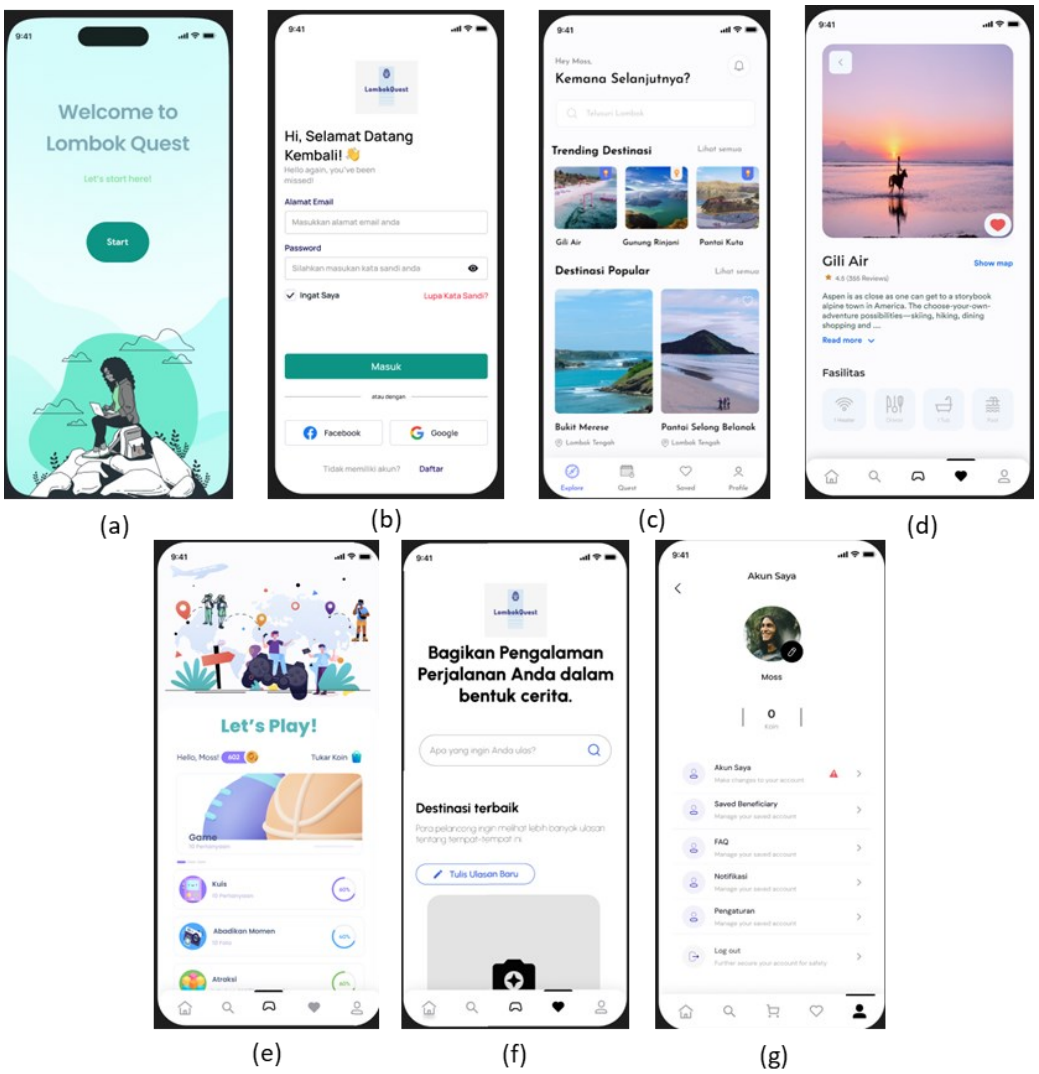

Figure 3. Page Views on (a) Home, (b) Login, (c) Main, (d) Tour Details, (e) Game, (f) Review and (g) Profile

The homepage in Figure 3a is the entry point to the platform, designed with visual elements that reflect the beauty and cultural richness of Lombok Island. Elements such as images of famous tourist destinations and informative text are used to create an attractive first impression. On this page, users are introduced to

the concept of the platform, including its main benefits and features. The page design is made responsive so that it can be easily accessed via mobile devices or desktops. In addition, there is intuitive navigation that allows users to quickly find information about destinations, challenges (quests), or available rewards [15]. The system in Figure 3b provides a feature to create a user account, which is the first step in accessing all platform features. The registration process is designed to be simple, allowing users to register using their email, phone number, or social media account. The login page is equipped with a clean and user-friendly interface design, ensuring that users from various technological backgrounds can easily log into the system. The security of user data is also a top priority with the implementation of secure encryption and authentication [16].

After logging in, users are directed to the main page (see Figure 3c) which contains a navigation menu for various features, such as a tourist location search, an interactive map, and a list of quests that can be done. One of the main features of Lombok Quest is an interactive map that makes it easy for tourists to find tourist destinations on Lombok Island. This map is equipped with destination icons that can be clicked to get complete information, such as descriptions, available activities, reviews, and entrance fees. Users can filter destinations by category, such as beaches, cultural tourism, or culinary, as well as by distance or popularity. This destination search feature helps first-time tourists to Lombok find interesting places that suit their preferences, while also promoting lesser-known destinations. The page in Figure 3d displays detailed information about each tourist destination. For example, a beach destination will include a description of the location, facilities such as parking and toilets, activities such as snorkeling or fishing, as well as entrance fees and operating hours. Reviews and photos from previous tourists are also displayed to provide a clearer picture to new users. The integration of digital maps allows users to get route guidance to the location. With comprehensive details, this page is designed to help travelers make better decisions in planning their visit.

To enhance the platform's appeal, page 3e is designed as a space where users can complete quests. Visual elements such as interactive graphs, achievements, and game levels are implemented to provide a fun gaming experience. For example, travelers can view their progress in the form of a digital map showing the destinations they have visited. In addition, a leaderboard allows users to compete with friends or other travelers to earn the most points, creating a healthy sense of competition and motivating them to stay active. Page 3f provides a space for users to share their experiences about the destinations they have visited. Reviews include descriptive text, photos, and star ratings that help other travelers get accurate and relevant information. These reviews also serve as input for destination managers to improve facilities or services. This feature is designed to make tourists feel like they have a role in the development of Lombok tourism, while enriching the platform's content with authentic information. Page 3g displays the user's personal information, such as their name, profile photo, and statistics of their activity on the platform. These statistics include the number of quests completed, points collected, and a list of destinations visited. The user's profile also displays special achievements they have achieved, such as badges or medals for certain challenges. This page is designed to provide a sense of accomplishment and encourage users to continue exploring the features on the platform [17].

3.2 Discussion

The results of this survey show that tourists tend to visit popular destinations such as Mataram City and East Lombok. This pattern is in line with the findings of Azmi et al. [18], which stated that tourist destinations with adequate infrastructure and strong digital promotion tend to be the main choice for tourists. Low interest in North and Central Lombok indicates an imbalance in promotion and information, which can be overcome by developing a digital platform based on location recommendations. The majority of respondents in this study also stated the importance of interactive features such as gamification and reward systems in tourism applications. This finding strengthens the study conducted by Jang and Hsieh [19] in Tourism Management Perspectives, which found that gamification in tourism applications can increase user engagement and encourage exploration of new destinations. Features such as quests, leaderboards, and achievements have been shown to be effective in building intrinsic motivation in users, especially the younger generation who are accustomed to game-based interfaces.

In addition, as many as 70% of respondents stated that travel applications help them in making destination decisions. This is supported by research by Kitsios et al. [20], which states that the integration of real-time information and user-generated content in digital travel applications can improve the quality of

tourist decisions and reduce uncertainty in travel. The presence of review features, interactive maps, and filters based on categories in the Lombok Quest application has the potential to meet these needs.

The involvement of local users, such as traders and tourism managers, is an important finding that enriches the results of this study. Interviews show that local actors welcome their integration into the digital platform. This is consistent with the findings of Abreu et al. [21] study on community-based tourism, which emphasizes the importance of empowering the local economy through active participation in the digital system. By entering the name of the stall or business location into the application, the direct economic impact on the local community will increase. Interest in cultural and historical content is also high (77.5%), which supports the study by Li et al. [22], that cultural narratives in digital platforms increase the value of the experience and create emotional attachment to the destination. The addition of cultural trivia features in Lombok Quest can be an effective strategy to increase tourist interest in lesser-known historical sites. In terms of delivery media, the majority of respondents prefer videos and photos, which is in line with current digital marketing trends. According to Alamaki et al. [23], visual content has a greater influence in shaping destination perceptions than text alone. Therefore, the Lombok Quest platform needs to prioritize visual elements in all lines of its features, including on destination pages and reviews.

4. Conclusion

This study shows that tourists in Lombok tend to choose popular destinations such as Mataram City and East Lombok, but have a high interest in interactive features and gamification in tourism applications to enhance the travel experience. The use of digital applications is quite high in travel planning, with destination recommendations and interactive maps being the most popular features. The points and reward system has proven to be effective in encouraging exploration of new destinations, while cultural and historical information is highly valued by users. The involvement of local actors in the development of the application has also received a positive response, which has the potential to increase their income. Overall, the development of tourism applications based on gamification and cultural content can enhance the tourist experience while empowering local communities in Lombok. It is recommended that Lombok tourism application developers integrate interesting gamification features and authentic cultural content to increase user engagement and support local entrepreneurs.

5. Acknowledgments

The researchers express sincere gratitude to the English Education Program of the Faculty of Engineering at the University of Mataram for providing invaluable support throughout this study.

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7. Author Declaration

Author contributions and responsibilities - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

Funding - This research did not receive external funding.

Availability of data and materials - All data is available from the author.

Competing interests - The authors declare no competing interests.

Did you use generative AI to write this manuscript? - No.

Declaration of generative AI and AI-assisted technologies in the writing process - The authors declare does not use the Generative AI.