

# 4 Edutainment and experiential learning: A case study of Idea-cation in Macao

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## Introduction

Edutainment is a portmanteau made up of ‘education’ and ‘entertainment’ (Aksakal, 2015). Essentially, it is through the use of entertainment channels such as video games and computers, to achieve educational objectives; for example, learning through playing games. The proliferation of edutainment options is in part due to the wider and accessible adoption of technology; for example, on smartphones and handheld computer devices through different online platforms. The outcomes of edutainment extend beyond the scope of traditional education and entertainment but in other areas, such as in training and therapy.

In events, edutainment festivals have also joined the long list entertainment varieties to achieve educational objectives (Rossetti et al., 2023). In business events such as conferences and exhibitions, incorporating edutainment elements are common (Lei & Couto, 2022b), such as the use of mobile applications on smartphones and other handheld devices to connect and facilitate online and physical attendees in conferences (Knott & Couto, 2023). However, there seems to be a lack of academic work specifically in edutainment events beyond the scope of technology use in events, that may touch upon edutainment elements.

Using the case of Idea-cation in Macao, a three-day-two-night edutainment event that consists of entrepreneurial workshops, a staycation and an open competition, this chapter considers the role of event conceptualisation, a vital and integral component that encompasses all levels and stages of event planning but often undermined by other traditionally important marketing mix elements (Rosenbaum & Wong, 2010). It draws from the experiential learning theory (Kolb, 1984) as the basis of the educational element in edutainment event and highlights the instrumental role of key stakeholders such as the event organiser, funding body, participants, among others, in putting together this event (Van Niekerk & Getz, 2019).