An analysis of the role of viewership motivation in the development of eSports tourism: The case of The Internationals

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Background Information

• Electronic Sports (Mobile, PC, Consoles)
• First e-Sports tournament was held in 1996
• Over 400 e-Sporting event annually
• Constant development of new competitive games
• Varied genre much like what Olympic has to offer
• Gaming industry is on par with the movie industry

(Anon, n.d.; KeyArena, n.d.; Liquipedia Dota 2, 2016)
Why e-Sports Tourism

• Large scale e-Sporting events held around the world
• The International 6 stadium in Key Arena Seattle housed 15,000 spectators (Rio Olympic Stadium has the capacity for 46,000 people)
• Predicted to generate $99.6 billion in revenue for 2016
• Lack of research and acknowledgment in the tourism industry
• Increase awareness within the tourism sector

(Admin, 2014; KeyArena, n.d.; Liquipedia Dota 2, 2016)
Aims & Objectives

Aims

The aim of this research paper is to investigate and analyse the role viewership motivation plays in the development of e-Sports tourism in the case of The Internationals.

Objectives:

• To analyse the contribution of motivational factors to the development of e-Sports tourism
• To investigate other possible factors that could affect the development of e-Sports tourism
• To evaluate the importance of motivational factors compared to other identified factors
Literature Review

- Socioeconomic characteristics
- Internal and external variables affecting expenditure of sports tourism
  - Personal characteristics
  - Motivation
  - Perception
  - Where?
  - Social Class
  - Lifestyle

Existing research on e-Sports

- Motivational factors for e-Sports online viewership e.g. online streaming, twitch, in-game, youtube

(Taleghani and Ghafary, 2014; Jiménez-Naranjo et al., 2016)
Methodology

- Quantitative approach through online surveys
- Sample size of 100 on community websites
- Confirmatory analysis
- Able to reach audiences from without place constraint
- Suitable for preliminary data collection for future extended studies

(Taleghani and Ghafary, 2014)
Challenges & Limitations

Challenges

• Finding research directly related to e-Sports

Limitations

• Language barrier for non native English speakers
• Credibility and validity could be questionable
• Willingness of target group
Thank you for your attention
References


References


Questions and Suggestions