# Sustainable esport events as a city branding tool

Findings?

By and large, the prevailing amount of peer-reviewed literature on esports and the tourism sector is scarce, and most of the research conducted within this field has a predominantly technical focus.

The prevailing literature on esport can roughly be divided into three overall themes: 1) focus on the spectator, 2) the nature of esport vs "real" sport and finally 3) esport in a tourism setting. Based on the literature review we found a substantial lack of research into esports and tourism – especially when it comes to esports as a new special interest tourism for destinations to consider in terms of tourism growth and city branding.

How?

In this poster we will present the findings of our literature review from 2021 which uncovered several interesting topics concerning the use of esport events as a city branding tool.
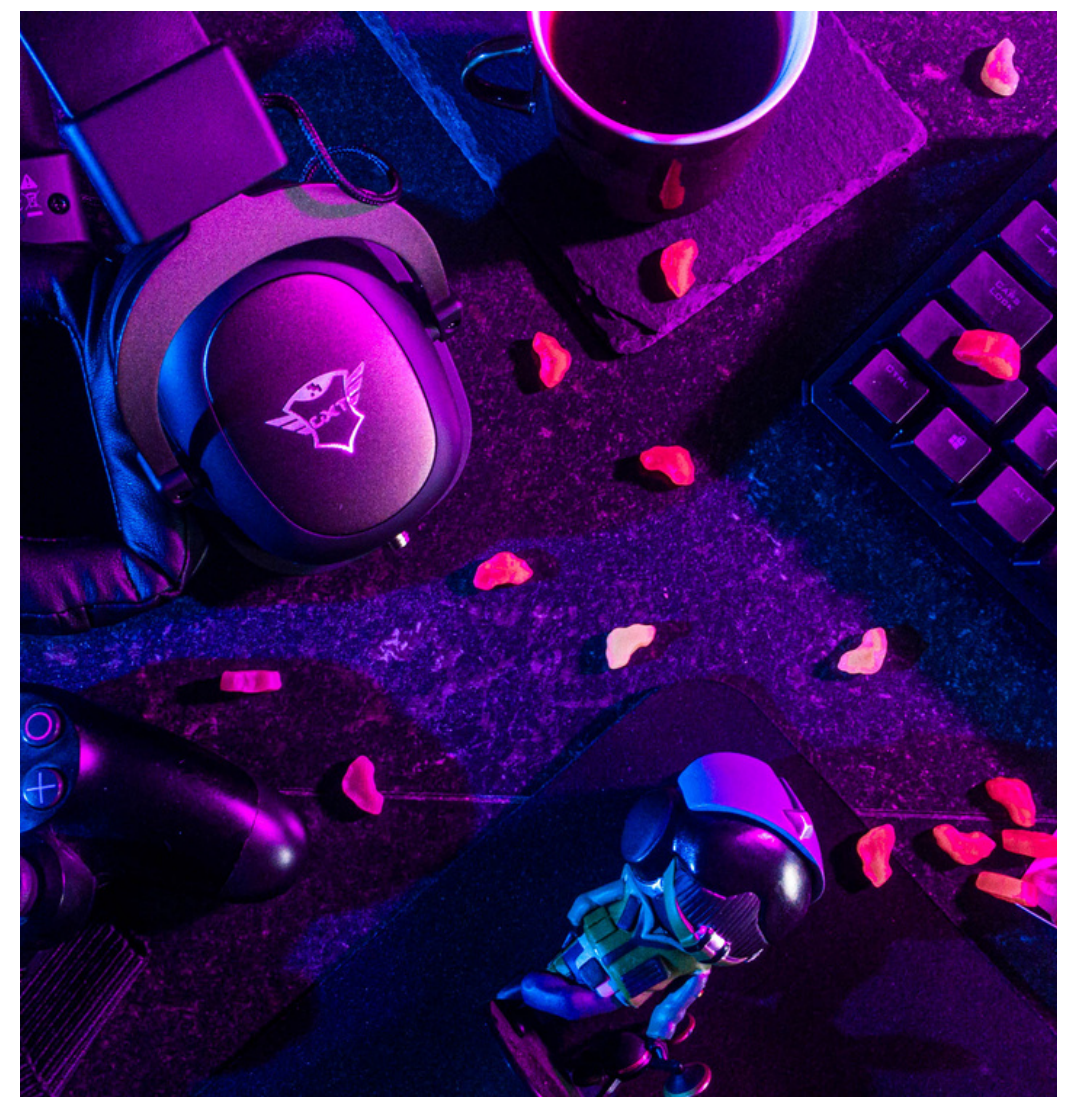
What?

In recent years, esports has evolved from a digital youth culture into big business. Revenues, attendees at esports events, and people watching esports on TV or streaming online have seen a tremendous growth. Estimates are that this will only continue to flourish in the years to come.

PRESENTER HENRIK PAHUS, DANIA ACADEMY DENMARK

In our current research project spanning 2020 - 2023, we are looking into the potential that sustainable esport event have on City Branding efforts, and how cities can develop and promote esport events that are sustainably conducted. The connection between events and their capacity to leverage brand value for the host destination has been well established throughout the research literature on the topic (Dragin & Kwiatkowski, 2018)

WHY?