

## THE INFLUENCE OF CYBERSPORT EVENTS IN TOURISM DEVELOPMENT OF SINGAPORE

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### ABSTRACT

This article is written about the influence of cybersport events in tourism development of Singapore, its advantages, features and effects of cybersport in the tourism industry.

Cybersport events in Singapore have had a substantial economic impact on the local tourism industry, contributing to the local economy by spending money on accommodation, transportation, and food. Singapore's tourism industry has seen an increase in visitor numbers and revenue due to cybersport events, spurred by investments in infrastructure and digital technology. There is potential for growth in the esports market, contributing to the country's economic success.

**Keywords:** Cybersport events, cybersport, esports, tourism.

Cybersport events also known as online gaming competitions have been playing an increasingly significant role in the world of sports and entertainment in recent years, and they are becoming increasingly popular worldwide. In Singapore, with its already thriving tourist industry and status as a global financial hub, presenting itself as an attractive destination for cybersport events, it has taken advantage of the growing enthusiasm in the gaming industry. The following article seeks to discuss the ways in which the growing popularity of cybersport events is contributing to the development of Singapore's tourism industry.

*The rise of cybersport events in Singapore:*

According to the article “eSports Events Trend: A Promising Opportunity for Tourism Offerings” Singapore has been positioned as a hub for cybersport events for the Southeast Asia region. Over the past few years, the country has seen the establishment of world-class infrastructure for cybersport events, which has led to a number of international gaming tournaments being hosted in the country. Some of these events include the Dota 2 Asia Championship, the League of Legends World Championships, and Overwatch World Cup writes the site “ESPORT.NET” (n.d). Hosting these events has had a substantial economic impact on the local tourism industry. Tourists attending cybersport events contribute to the local economy by spending money on accommodation, transportation, and food, thereby stimulating growth in related

industries. Apart from the excitement of the cybersport events themselves, tourists are also attracted to Singapore's vibrant nightlife and shopping experiences. Singapore offers unique food experiences with a plethora of street food options that have received international acclaim. Tourists also have the chance to visit many shopping markets such as Orchard Road and Marina Bay Sands.

*Increase in tourism revenue due to cybersport events:*

With the hosting of major cybersport events, Singapore's tourism industry has seen an increase in visitor numbers and revenue. The growth of this industry has spurred investments in infrastructure and digital technology to accommodate the influx of tourists attending these events. Taufiq Zalizan (2022) reports that this new achievement comes amid Singapore's efforts to get a piece of the burgeoning e-sports pie. According to market research firm Newzoo, global industry revenue has increased from US\$996 million (S\$1.37 billion) in 2020 to US\$1.14 billion in 2021. Taufiq adds “According to figures published by database company Statista in March 2021, the global e-sports audience had grown from 397.8 million in 2019 to 435.9 million in 2020. It is expected to grow further to 577.3 million by 2024”. Furthermore, the creation of world-class infrastructure will enable Singapore to host more international esports events and tournaments, which in turn will attract even more tourists and increase revenue.

*The future of cybersport events tourism industry:*

As Singapore's reputation as a hub for cybersport events continues to grow, the country can expect to host more international tournaments in the future. There is a potential for growth in the esports market, as more people around the world are interested in watching and participating in these events. The author of the article “Esports is the future of all sports – here’s why” Andy Miah writes: the "real" sports world is still considerably larger than the competitive esports community; yet, esports is offering fans a different sort of future. A future in which experiences capitalize on fans' need for engagement inside their leisure activities. He gives an example of playing tennis by using VR headsets where players will be able to move in three dimensions, rather than two. It means that Singapore's tourism industry can thus continue to leverage cybersport events to attract visitors and generate revenue, thereby contributing to the country's ongoing economic success.

In conclusion, cybersport events have become increasingly popular worldwide. Singapore has taken advantage of this by hosting international gaming tournaments such as the Dota 2 Asia Championship, League of Legends World Championships, and the Overwatch World Cup. This has had a substantial economic impact on the local tourism industry, as

tourists contribute to the local economy by spending money on accommodation, transportation, and food. Additionally, Singapore offers unique food experiences and shopping markets such as Orchard Road and Marina Bay Sands. Singapore's tourism industry has seen increased visitor numbers and revenue due to cybersport events. This has spurred investments in infrastructure and digital technology to accommodate the influx of tourists attending these events.

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