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Professional Master in Marketing Management

*The contribution of the Virtual experience in video games on the
visit intention*

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Abstract

The tourism sector has changed significantly in recent years, and industry marketers are working hard to recover from the COVID19 pandemic. Early in 2020, the COVID-19 pandemic began to negatively impact the global travel and tourist industry. Thus, there was the need to develop now tourism promotion marketing strategies. The objective of this study is to add information to the growing field of tourism that is linked to video games, specifically to fill a gap in the literature about the impact of the different kind of games on the peoples' motivation to visit different places. For more detailed information about the research, a qualitative method had been applied. An interview was conducted with 15 participants from different countries in different gaming platforms. The results of this research showed that players' visit intentions do get affected because of different factors, such as the level of freedom, emotions, history and also culture that was showed in the virtual world in video games.

Key Words, Video games, virtual experience, tourism content marketing, experiential marketing

Résumé

Le secteur du tourisme a beaucoup changé ces dernières années, et les spécialistes du marketing du secteur travaillent dur pour se remettre de la pandémie de COVID19. Début 2020, la pandémie de COVID-19 a commencé à avoir un impact négatif sur l'industrie mondiale du voyage et du tourisme. Il était donc nécessaire d'élaborer dès maintenant des stratégies de marketing pour la promotion du tourisme. L'objectif de cette étude est d'ajouter des informations au domaine croissant du tourisme lié aux jeux vidéo, en particulier de combler une lacune dans la littérature concernant l'impact des différents types de jeux sur la motivation des gens à visiter différents endroits. Pour obtenir des informations plus détaillées sur la recherche, une méthode qualitative a été appliquée. Un entretien a été mené avec 15 participants sur différentes plateformes de jeux. Cette thèse utilise quelques jeux comme étude de cas. Les résultats de cette recherche ont montré que les intentions de visite des joueurs sont affectées par différents facteurs, tels que le niveau de liberté, les émotions, l'histoire et la culture qui sont montrés dans le monde virtuel des jeux vidéo.

Mots clés, Jeux vidéo, expérience virtuelle, marketing touristique, marketing expérientiel

نبذة مختصرة

لقد تغير قطاع السياحة بشكل كبير في السنوات الأخيرة ، ويعمل المسوقون الصناعيون بجد للتعافي من جائحة COVID19. في أوائل عام 2020 ، بدأ جائحة COVID-19 في التأثير سلبيًا على صناعة السفر والسياحة العالمية. وبالتالي ، كانت هناك حاجة لتطوير استراتيجيات تسويق ترويج السياحة الآن. الهدف من هذه الدراسة هو إضافة معلومات إلى مجال السياحة المتنامي المرتبط بالألعاب الفيديو ، على وجه التحديد لسد فجوة في الأدبيات حول تأثير الأنواع المختلفة من الألعاب على دوافع الناس لزيارة أماكن مختلفة. لمزيد من المعلومات التفصيلية حول البحث ، تم تطبيق طريقة نوعية. أجريت مقابلة مع 15 على منصات ألعاب مختلفة. تستخدم هذه الأطروحة عددًا قليلاً من الألعاب كدراسة حالة. أظهرت نتائج هذا البحث أن نوايا زيارة اللاعبين تتأثر بسبب عوامل مختلفة ، مثل مستوى الحرية والعواطف والتاريخ وكذلك الثقافة التي ظهرت في العالم الافتراضي في ألعاب الفيديو.

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Introduction




As the world was facing an unprecedented global health, social and economic emergency with the covid-19 pandemic, the tourism and travel were among the affected industries with airplanes on the ground, hotels were closed, and travel restrictions. Consequently, it settled in place in virtually all countries around the world.

One of the major industrial sectors in the globe is travel and tourism. It boosts social development, spurs economic expansion, and fosters peace. The sector is a source of employment for hundreds of millions of people worldwide. In several island economies, travel & tourism is not only the largest employment, but it also serves as the only employer. In 2021, 88% of consumers plan to travel, and 39% say their next vacation will be at least a week (Expedia, s.d.) ; Globally, Tourism's direct contributions to the world's GDP was approximately 5.8\$ Trillions USD (Lock, 2022) ; Many nations are motivated to invest in measures that promote the growth of travel and tourism because of how profitable the sector is. In 2021 tourism reached growth of 4% but it is still far away from its average levels before the pandemic

As the world is starting now to recover from the covid-19 pandemic, the tourism industry is expected to come back to life. Thus, Travel companies, agencies and industries will want to make sure they are top of mind of their target audiences for their future destinations to be.

During the quarantine of covid-19, people were restricted and they could not travel anywhere, travel agencies were racing to keep up with modern tourism promotion. There was the need of developing innovant tourism digital marketing strategies because the traditional ones were not enough. People at that time were only reachable online, therefore marketers needed to involve the creation and sharing of online/ virtual martial (such as videos, blogs, video games and social media). That does not explicitly promote a brand but it is intended to stimulate interest in its products or services. Today's marketers who are in process of setting advertising activities face a difficult task. Viewers' sensitivity to commercial messages, widespread hatred of advertising, and deliberate avoidance of promotional information has all made it more difficult to reach target groups. Therefore, marketers must develop new ways to engage with customers and more effective strategies to maintain visibility



Over the past decades, tourism scholars have looked for to determine what induces site visitors to select as well as travel to a location. Films can attract tourists prior to their travel and also increase their readiness to review the destination or recommend it to close friends at post-travel phases. In a similar way, several video game players want to extend or to duplicate emotions experienced while taking in destination-based web content through traveling). Compared to films with non-interactive media, video games have greater interactivity that not just allows gamers to make independent selections but also live a virtual experience.

Pervious researches have not yet clarified exactly how video games motivates the tourism sector or how it stimulates people' feelings or activities towards a provided destination at the pretravel phase. For that reason, this research attempts a very first conceptualization of the factors as well as systems of video clip game-induced tourism by checking out how the visit intention of the tourists is impacted by the virtual images or environment through video games. The results of the research will help marketers to develop a unique content gaming marketing that will be used in the tourism industry.

Research problems

Market trends are making it increasingly difficult for marketers to reach customers through traditional types of mass media advertising, pushing the usage of alternative communication methods. The gaming sector, on the other hand, has seen significant expansion. This has drawn the curiosity of marketers who see electronic gaming as a viable marketing tool. A variety of industrial events, as well as significant conjecture in the trade literature about good results, have prompted the infusion of products and brands. However, there is a paucity of academic work to support the use of games as a promotional tool, as well as empirical research on the effects of marketing messages sent through this medium on consumers. It is really important to determine the impact of video games on visit intention to use it for the future strategies or research as a communication/ advertising tool. The results of this research will probably help in that process.

The main two questions for this research:

- 1. How do video games impact the tourism destination decision?*
- 2. What are the components of the virtual lived experience that stimulate the visit intentions?*

Research objective


Video games are a part of popular culture, however there is very little literature on video games and tourist motivation or visit intentions, in comparison to other forms of popular culture. This thesis investigates the impact of video games and tourism, with a focus on tourist motivation. In addition, this thesis investigates the relationship between the player's demographic features and the visit intention. Because certain video games contain genuine historical sites and areas that may impact players' desires to travel, this thesis uses few games as a case study. The goal of this study is to add to the growing field of tourism that is linked to video games, specifically to fill a gap in the literature about the impact of the different kind of games on the peoples' motivation to visit different places.

Research methodology


Research methodologies are the guidelines that researchers use to perform research. They may be used to a topic and followed effectively to help the thesis arrive at insightful findings (Lichtman, M. 2006). Research methods are used as the guidelines drew by researchers in order to conduct research. For more detailed information about the research, a qualitative method had been applied. Adapting them to a topic and applying them correctly allows the thesis to reach meaningful conclusions. This chapter will introduce the concept of the research, and data gathering procedures and methods. An interview was done Online in the platform of Discord, participants were asked the same questions, everyone has his/her time to answer about his thoughts, feelings ideas, conceptions about the research. The participants were selected according to certain characteristics that will help the research objectives from the platform of steam, Ubisoft and origins.

Research structure

The first chapter of the research was concerned with the articles, books, webs, documents and reports that illustrate the common and recent theories about tourism, tourism promotions and also video games. This chapter also presents the use of the virtual experience as a marketing tourism promotion. Moving on to the conceptual frame that illustrates the most important factors of the research by order, and how the experiential marketing can help the tourism sector. The second chapter of this research presents the research design and methodology, in this sector of the research, the methods of the research and how the participants are selected. Their profiles were presented according their age, country, gaming platforms and country visited. The last chapter of the research was concerned with the results of the interview and discussion, it started first with the interpretation of the results followed by a detailed discussion that illustrates the common factors that should be considered in developing new tourism content marketing through video games.



Literature review & Conceptual frame




Now days, tourism industry has developed in different manners, marketers of the field are trying their best in order to recover from the pandemic of covid19. The COVID-19 epidemic started to have a detrimental effect on the world travel and tourism sector in early 2020. This marked a huge economic loss for so many countries, and now it is time to develop new marketing strategies and promotions to recover and also recompense this economic loss. Although there is a long history of using movies and television to promote travel, video games have untapped potential. By examining the interaction between experiential characteristics and in-game experiences and how they may influence one's intention to travel to in-game locations, this study opens a new era in marketing.

Interactive media, like video games, allow users to concentrate more on the information by giving them more control over their actions and visual perspective than films or video clips do, resulting in a more intense emotional experience. Video games are an effective way to elicit sentiments of nostalgia (Wulf, Bowman N, & Breeur, 2018). In the tourism industry, nostalgia is used to examine visitor behavior in the context of rural tourism, sports tourism, and movie tourism (Christou, Farmaki, & Evangelou, 2018). Their Findings showed that nostalgia is triggered by both happy and painful memories of the past. However, no study has looked at how nostalgia affects travelers' decisions over where to go based on their prior use of immersive technologies.

By employing gaming mechanics and strategies in the traditional tourist context, tourist agencies can encourage participation or competitors among travelers, boosting their interaction during the trip (Xu, F, Buhalis, D , & Weber, J. , 2017). Location-based enhanced fact (AR) video games make it possible for visitors to dynamically connect with the actual environment on their smartphones as well as full regional jobs in real life, assisting build a stronger link in between visitors and locations.


According to (Oishi, 2011) there are several types of animation tourism. Tourism scholars are paying increasing attention to anime pilgrimage (visiting locations featured in anime and manga). Video games have a similar relationship to tourism as do movies, TV shows, and cartoons. Images are displayed via technology (such as a screen), putting viewers right there in the action, simulating the surrounding atmosphere of the scenic location, evoking strong emotions, and potentially drawing large crowds.



In some ways, video games and movies are comparable. For example, films inspire people to travel through destinations that appear on movies, Thus, popular culture in many industries, including tourism, are willing to promote their products through video games.

Film tourism is one of the strongest channels of communication influencing travellers because of its inductive nature, unlike those old classic advertising. This concept of tourism has garnered a lot of attention ever since the 1990s. This passion in travel, movies, and drama has increased during the previous ten years. (Croy, 2016). In order to create a mental picture of a destination, film tourism is a crucial source of information. Dramatic television and film tourism have a significant part in influencing the traveller's decision (Vila, Brea, & Carlos, 2021)The number of tourist locations that rely on movie and television tourism is rising, which is evidence of how cleverly destination management can draw travellers (Strielkowski, 2017). The music revolution has had a significant impact on tourism sector trends. Music has impacted tourism in a number of ways, both directly and indirectly. It is a well-known fact that traveling and music go hand in hand. These industries are linked, and as one industry is growing, the other industry also grows in lockstep. It is known that music and music videos are ideal catalysts for inspiring people to travel to the different locations. (mrithi Keerthana,2020). Compared to other forms of marketing, gaming may offer more demanding, interactive, and interesting experiences (Xu, Tian, & Buhalis, 2016).According to Xu et Tian., games satisfy a player's desire for entertainment while simultaneously enabling the player to learn enough details about the destination in ways that would not be achievable otherwise. This can therefore raise the player's level of interest in the location generally and offer an engaging and distinctive experience.

The use of the virtual experience is considered as a new promotion strategy in the tourism sector, Video games provide potential tourists a chance to experience a location virtually. According to a recent study, emotional attachment, historical events, thrilling adventures, beautiful scenery are some of the main factors that influence gamers to travel. There are numerous more reasons why people play video games, such as the freedom they have in a virtual environment, excitement, role-playing, character development, immersion, escapism and social interaction (Neuhofer B, 2020).Video games provide players experience locations in a way that is more interactive and immersive than virtual reality tours (Boom & al, 2019).Gamers go from passive engrossment to active engagement in gaming encounters by drawing on the four experience domains (i.e., entertainment, education, escape, and aesthetic).




Despite the fact that not all video games are tied to the area in the display, certain games allow players to virtually explore locations. According to several surveys, consumers strongly identify the destination's experience with the game. As video game technology progresses, more and more games are being made using real locales, resulting in stunning pictures of destinations and prompting tourism (Dubois, 2020)

Virtual tourism maps can play an essential role in preventing the total suspension of many tourism activities during crisis periods (Guha, 2020), by developing brand new business models and offering a range of options to various players in the tourist ecosystem. These options, for instance, allow visitors to experience and learn about many locations while traveling is barred or restricted (UNESCO 2020), allowing museums and other tourist attractions to continue engaging with the general public (UNESCO 2020; Sallent 2020).

Video games offer real-time information about a region in tourist marketing, they could be also helpful for pre-experiencing areas of interest and advertising visitors' attractions to players since locales in video games are sometimes an ideal or post-apocalyptic picture of a real-life environment mixed with imagination (Salmond, 2016)

The locations represented in video games may entice players to travel there. Due to the high level of immersion, video game-induced tourism is seen to be one of the best ways to leave a lasting impact on players, but marketers should be mindful that tourists may want for experiences that are exactly like those in games. Therefore, it is vital for game creators to harmoniously blend the interests of visitors and gamers given the nascent status of gaming in tourism marketing. However, a lack of knowledge about in-game experiences and gamers as a developing market frequently restricts the growth of video game-induced tourism. (Leorke, 2021)

Video games are based on gamification, which is the process of using gaming techniques to engage users and enhance the overall experience in a context other than gaming. However, interest in gamified experiences currently appears to be restricted to mobile games (such as Pokémon Go as a marketing tool), while video games in tourism marketing continue to receive little attention. (Leorke, 2021)




The impact of playing video games on human behavior has actually drawn in considerable academic interest. Gamification on the other hand has actually gotten considerable interest in tourism study in the last years (Xu, F, Buhalis, D , & Weber, J. , 2017) Video game auto mechanics such as policies, responses, storytelling, and also unpredictability can help tourism professionals develop immersive gamified taking a trip experience and also give reliable experiential info (Shen, 2020)..Some tourism literature exists, with a focus on games and travel promotion. Video games have become a valuable tool for online advertising operations. Tourism marketers need to differentiate themselves from other competitors in the tourism sector by using digital platforms such as social media to create a destination image (Yilmaz, 2014).

According to (Xu, F, Buhalis, D , & Weber, J. , 2017) reality-based games that shows real maps provide suggestions and entertaining settings for potential visitors, thus video games can boost brand popularity and attract potential tourists for tourism marketing. (Xu, F, Buhalis, D , & Weber, J. , 2017) games help visitors to improve their experience by allowing them to enjoy fantasy, immersion, and amusement while also increasing their pleasure. the environment presented in the video game encourages tourists' stories to stimulate their emotions about visiting real-world sites (Egger & Bulencea, 2015)

Challenges arise as a result of players' expectations for more individualized and experienced forms of travel through games as opposed to a basic form of entertainment with a growing interest in video games that simulate an interactive and socializing environment (Howley, 2020) Visualization, multisensory experiences, and symbolic elements of a place serve as the major components impacting the efficacy of marketing communications since experiential marketing primarily relies on imagery processing.

According to (Gibbs.C, 2018) In video games, players are encouraged to take risks and explore the worlds they are playing They enter a liminal realm by submerging themselves in the amazing virtual environment, leaving their everyday lives behind. Gamers face obstacles and rewards, which serve as a source of inspiration for them to stay focused on their objective throughout the process. As a result of that, players could pick up new information and abilities (Sajid, 2018)




The plot and the motion of games journey may be optimized by tourist marketers and game designers. Potential design opportunities may be found by looking at gamers' behaviors, feelings, and ideas. Intentionality is a characteristic shared by experience design and video games. (Gibbs.C, 2018) Experience design uses a human-centered strategy by purposefully developing new products.

The memory of the tourist experience, which was preceded by motivations and expectations, might either leave one satisfied or unsatisfied. Businesses and tourist locations must now acknowledge that the experience is what drives tourists to travel, to return to the destination, and to recommend it to friends and family if they want to continue to grow and compete on a global scale Tourism is becoming more concerned in "selling" experiences that fulfil customer expectations rather than just the sale of goods and services (Stasiak, 2013). As a result, traditional marketing has to transform into experiential marketing in order to meet the needs of the modern customer (Grundey, 2008).

Video game experiences are no longer limited to screens; rather, players' interactions with the virtual environment in games may have a significant impact on how they can see the outside world (Bulm, Oppermann, & Wetzel, 2012). Players may feel as though they are in the virtual world because the graphics and sound effects in today's video games closely mimic reality. According to studies, this feeling of presence will affect players' emotional states and future behavior intentions (Laarni, Ravaja, & Saari, 2006) Educational applications of destination-based computer game might additionally be indirectly benefiting the tourist industry. For example, Ubisoft introduced a "Discovery Trip" setting in the Assassin's Creed: Odyssey game to display their digital reconstruction of old Greece and permit players to steadily experience the local society and background. After drawing a parallel with film, (Gibbs.C, 2018) found the linkage between video games and tourism using deductive qualitative content analysis. Both video game and film induced tourism are based on pop culture: visitors try to duplicate the emotional experiences during previous media consumption by actual travel.

According to a recent study, destinations should consider video games as a platform for motivating tourists as video games share similar travel motivation elements with film and should be considered as a driver of tourism. Given its immersive nature, gaming is emerging as a new tool for promoting tourism destinations and engaging dynamically with users. (Xu, F, Buhalis, D , & Weber, J. , 2017)



On-site mobile applications and the internet have actually likewise revolutionized the partnership between tourist companies and also their customers by digitalizing their interactivity (Buhalis, 2013) For instance, Location Marketing Organizations (DMOs) in China have tried to develop social games to prop up their brand name and also increase awareness. The Nanjing municipal government as well as Run the Software program collectively established Fun Nanjing, a monopoly-like video game in which players can travel in between famous neighborhood attractions and "acquire" online residential properties (Wang, 2014)

However, because video games are still relatively new to the tourist industry, their effectiveness as a marketing tool may not always be superior to that of other formats (like movies), Therefore, it is crucial to continue investigating in-game experiential marketing components and enhance video game design to finally result in favorable outcomes (such as visit intention), ((Kim & Tussydiah, 2013)

Conceptual frame

Introduction

In this chapter of the research, different aspects, variables will be presented in details. Starting by a general introduction or definition of the tourism sector and how it developed recently followed by recent statistics according to the world tourism organization. The second part of this chapter will present the motivation its definitions, variables and also the most important factors in determining a person's desire to travel. Moving on to the next section which is concerned with the tourism promotion, it is illustrated through means, activities and expenditures designed to develop the tourism industry. The next section explained and presented the content marketing that is related to the tourism industry. The use of videos, audios, images in creating a digital content was explained briefly in this section. the experiential destinations and the memory of the tourist experience, this section explained the connection between them. The following section was, the experiential marketing and the traditional marketing that must to transform into experiential marketing in order to meet the needs of the modern customer. The final section presented the virtual image, experience and tools and it is going to be beneficial for the tourism industry by using virtual experiences through video games.

The tourism industry

The tourist industry has expanded continuously and diversified even further over the past 50 years, making it one of the global economies with the fastest growth rates. The World Tourism Organization reports that an ever-increasing number of locations have opened up to and invested in tourism, making it a major force behind socio-economic development through the creation of employment and businesses, export revenues, and infrastructure development. (UNWTO, 2020). Information and communication technologies have contributed significantly to the development and growth of the tourism industry. Tourists use the Internet in all phases of the customer journey. Therefore, digital marketing presents excellent potential for travel agencies and suppliers to market and sell their products as well as build lasting connections with their clients.

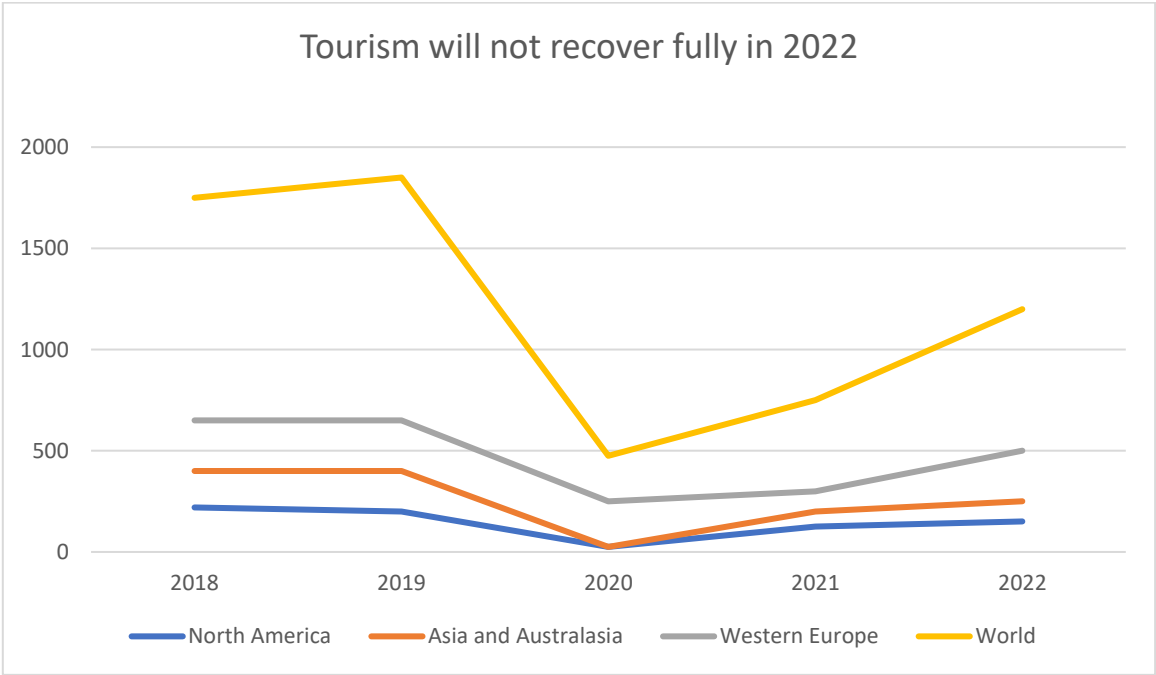


Due to the intense industrial competitiveness and the potential for substitution, the demand for tourism has an elastic structure. The use of traditional marketing techniques to grow market share and revenue for tourism businesses may not be as effective as it used to be. When the structure of tourism demand is taken into account, the only way to succeed in these is to recognize and assess the interest and propensity of visitors and then make strategic decisions in line with those findings. In the modern age of technology, this is possible due to the big data concept.

Tourism in 2022: a shaky recovery

EIU has examined the tourism sector's development potential, major risks, and important trends as part of its industry forecast for 2022. International arrivals will make modest progress globally in 2022 but will still be 30% below 2019 levels. International travel will continue to be challenging, and business travel will continue to be particularly depressed due to business, varying levels of border control, and variances in vaccine passports.

Figure03 - Tourism in 2022 a shaky recovery (EIU, s.d.)



Source, World tourism organization Eiu,2022

The motivation of tourists

Tourism science has conducted extensive research on tourist motivation. Tourism motivation is what drives people to visit tourist attractions or engage in tourism activities. Motivation is what pushes people to act in certain ways or seek states that can satisfy their wants. The push-pull idea is one of several hypotheses that have been put out to explain why people travel, and it is frequently discussed. The pull factor is the individual who selects a certain place, while the push factor is the unique energy that affects people's travel selections (Klenosky, 2012). Different reasons might lead to different types of tourism behavior, according to tourism literature (Fowler & Yuan, 2012). Films, for example, have been found to inspire travel through popular culture studies.

According to (Gong, 2017) given the origin of tourism motivation, the characteristics of visitors themselves—primarily gender, age, family, education, employment, and cultural background—are the most important element influencing tourism motivation. Similar to how (Saayman, 2009) state that socio-demographic characteristics would impact travelers' purchasing decisions and motivations for travel. He also suggests that tourism motivation can be used to explain why tourists choose specific travel destinations or activities. From a marketing perspective, tourism products can be designed, promoted, and sold as solutions to meet consumer needs.

(Fowler & Yuan, 2012) focus on tourism motivation, market segmentation, and marketing strategies from a dimensional perspective. They asserted that tourism motivation is a dimension composed of multiple motivations. Tourists usually have many different motivations to choose a destination. However, each country has different social, cultural, political, and religious environments that influence and shape individuals' thoughts, behaviors, and customs.

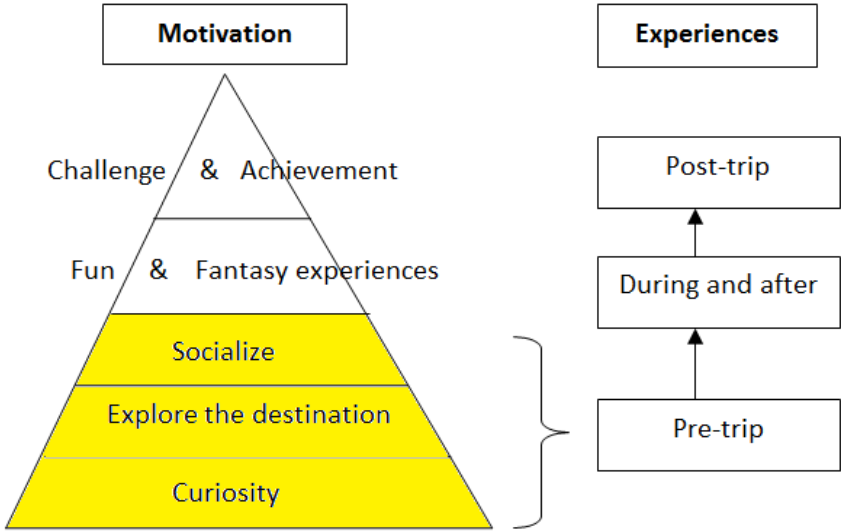
In short, in addition to the psychological motivation described in the previous paragraph, external factors will also affect people's tourism motivation. The other motivation is the one that driving force behind someone's decision to travel at a specific moment.




The second type is more intricate and consists of psychological (relaxation, exercise, health, belief, attitude, and learning, etc.); emotional (nostalgia, escape, fantasy, spiritual needs); personal (visit family and friends, make new friends); personal development (improving knowledge and learning new skills); status (to show off, get a good chance); culture (sightseeing, experiencing different cultures, value systems, etc.); and social factors (family, social class, group). Although there are several causes, different types of visitors may be motivated to travel by various circumstances.

According to (Mahika, 2011) every individual is unique, so are their travel goals. The most important factors in determining a person's desire to travel are their personality (adventure/security, confidence/cowardice), lifestyle (wanting to travel alone or with friends), past (having nostalgia for certain places), opinions (having negative things to say about an event or place), and previous experiences (good or bad experiences of a holiday). In summary, there are many distinct types of tourism motivation, which can include practically any aspect of travel, including psychological, lifestyle, and personal factors. The following figure explains the different motivations chapters by order, the most important part is the PRE-TRIP and how what people take into consideration before deciding their next destination:

Figure 04 - Different motivations on the pre-trip (gate, s.d.)



Source; Gamification for Tourism Marketing




From the literary works, there are some overlapping dimensions between a visitor's intention to take a trip and also a video game gamer's motivation to play games. Nevertheless, whether those basic inspirations of tourists' or basic motivations of video game players will put on visitor video game gamers is uncertain. In order to recognize tourist gamers' experiences and also behavior of game-based marketing, it is necessary to explore visitor gamers' inspirations.

Tourism promotion

Tourism promotion is illustrated through means, activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists. (Chon, 2022) Tourism promotion is divided as the following:

- Forming Tourism Partnerships
- Travel and Tourism Trade Shows
- Advertising in Trade Publications
- Sponsoring Events and Giveaways
- Social Media and Influencer Marketing
- Targeted E-mail Marketing
- Websites
- Networking

However, it is important to mention that tourism promotion in the last decade are developing new techniques, using digital marketing could facilitate the process. Businesses have the opportunity to start advertising with a lot smaller cost because of digital marketing. Digital marketing offers considerably more precise user data and activity tracking, allowing for continuous real-time campaign optimization. Additionally, a lot of travel agencies and businesses may now connect with a worldwide clientele, which they were unable to do in the past. (Chon, 2022)



The tourism industry is an experience industry, new technologies such as social media, mobile technology, and gaming provide technological tools for developing such experiences. Indeed, the travel industry has always been one of the first ones to engage new initiatives According to the World Travel Market Report, gamification is a major trend for the coming years in tourism, which will appeal to consumers across all age demographics.

Tourism content marketing

According to the Content Marketing Institute, "content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience - with the objective of driving profitable customer action." (GYN, 2022).

Mostly, content could be defined as the shortest way we communicate and be in touch with the collocutor (Yilmaz, 2014) As a consequence of increasing mobility in tourism year by year, the number of tourism establishments have increased as well and that caused the competition in the industry to be more intense with the internet usage being more common, the quantity of online customers has also raised. Customers are not as they used to be, and it is possible to understand this by the underwhelm of the traditional sale-oriented marketing strategies. As to digital content, it is all the information as video, audio, image files, articles or short comments, likes that can be found in the internet (Yilmaz, 2014) Content marketing is a marketing strategy that increases the brand value of the products of the establishments through informing customers; including page designing, graphics, texts and videos that increases the brand loyalty of the current (Benli, 2017). According to a stereotype definition; it is creating valuable contents and using them in decent channels in order to draw the attention of potential customers of the establishments and turn them into current customers (Karkar, 2016). In this research, content marketing is illustrated through the virtual image that was created by customers using the graphics, images, videos and audios obtained.

Experiential destinations

The memory of the tourist experience, which was preceded by motivations and expectations, might either leave one satisfied or unsatisfied. Businesses and tourist agencies must now acknowledge that the experience is what drives tourists to travel, to return to the destination, and to recommend it to friends and family if they want to continue to grow and compete on a global scale. Tourism is becoming more concerned in "selling" experiences that fulfil customer expectations rather than just the sale of goods and services (Stasiak, 2013). As a result, traditional marketing has to transform into experiential marketing in order to meet the needs of the modern customer (Grundey, 2008).

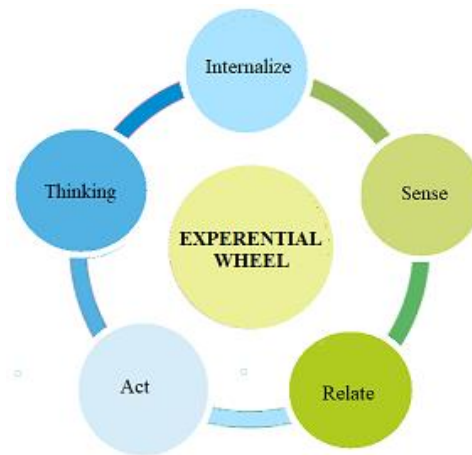
Other academics have recently added to the understanding of this subject by focusing on the four aspects of experience and establishing a model for evaluating experiences in the tourist environment (Qu, 2017)]. Experience is intrinsically linked to travel and tourism and it is the result of finding, passing or living through things.

Experiential Marketing

The management of consumer sensations and emotions is another aspect of experiential marketing. It therefore focuses on how stimuli are created and oriented in people's minds, senses, and hearts, which are becoming increasingly resistant to cognitive messages that solely value the functional. Accordingly, the major goal of experiential marketing is to give clients comprehensive experiences that include sensory, emotive, and creative perspectives through brands. Thus, Schmitt identified four main characteristics of experiential marketing, namely focus on customer experiences, consume of holistic experiences, understands the client as a rational and emotional being and understands methods and tools as being eclectic. (Schmitt, 2018)

According to recent studies, it is also noticed that brands can create experiences using five strategic modules, The five strategic modules as shown on Figure 05

Figure 05 - The five experimental wheels



Source, retrieved from the book of Experiential Marketing, Dan Hanover

These strategic modules can be used by marketers to create marketing campaigns based on sensations, feelings, thoughts, actions, and connections through Experience Providers, technical-tactical components that are readily available to them.

The concept of the virtual tourist destination

On the Internet, the idea of a virtual destination is developing. This is a website that serves as a destination's overall strategic marketing tool. It offers all the details a prospective visitor might require to make an informed choice about where to travel. It also offers information from a variety of sources, each of which offers data specific to their field of expertise, rather than from a single source. The website offers general information about the area, including the national and regional environments of the tourist destination's geographic, environmental, economic, and social context. Information on how to travel to the destination is also available. Also included is information on the location's lodging options, points of interest, dining options, sightseeing, and transportation. Information on public services and communications services is provided to ensure the consumer's safety. The objective is to offer all the data a prospective traveller might require to make a destination decision. Visitors can prepare their own packages, watch live videos of the location, and be put in touch with the service providers to make reservations. (Jonsson, 2005).

Virtual experience

Virtual tour can be characterized as "a simulation of an existing site that is composed of a series of video images" The simulation is organized as a series of movies or pictures that are supplemented by sound effects, voice guidance, or text descriptions. With all of its accompanying effects, the virtual environment is set up to accurately recreate the atmosphere of the real location. (Osman, Wahab, & ismail, 2009). According to the research done by (Koutsoudis, 2017) most people experience VTs over the internet. Through the use of a computer, a visitor can view and engage with a simulated environment using a monitor and a mouse, respectively. VTs can, however, also be experienced via other cutting-edge technologies like virtual reality, as explained by (Barbieri, 2017). As it mentioned by Barbieri, VTs are popular with attraction managers because they typically need very little financial investment, they provide visitors with a variety of tools that promote learning, and they enable the communication of both an attraction's tangible and intangible aspects.

The COVID-19 epidemic started to have a detrimental effect on the world travel and tourism sector in early 2020 (UNWTO, 2020) This marked a huge economic loss for Egypt, a nation that is becoming more dependent on foreign tourists. (CLEMENS BREISINGER, 2020) Egypt's Ministry of Tourism and Antiquities started the "Explore Egypt from Home" program using its social media platforms in April in an effort to keep tourists interested in visiting the nation during a period when cross-border travel was not allowed. (Aziz, 2020) . The effort began with the publication of five virtual tours (VTs) for five illustrious heritage locations, and was then followed by the release of more Virtual tours for various Egyptian museums and cultural sites. (Barbieri, 2017)

Virtual experience through video games

Using video games could be beneficial for tourism marketing, it can enhance brand name recognition, and attract prospective customers. Game design can be based upon real atmospheres, it also supplies possible visitors an informing and amusing setting. Games are usually provided with a virtual reality or Enhanced Truth 3D modern technology supplying an immersive and involving experience with the digital and real destination. Gaming offers a good opportunity to produce and also play in online areas as a sense of community. (Dung, 2018)


The use of digital technology through video games has impacted the entire marketing mix. In terms of game-based marketing, it adds more fun and personal experience to marketing the product known as ‘virtual experiential marketing’. Recent research argue that games are about pleasure, and pleasure is the new marketing, one extreme powerful dimension of marketing. (tian, 2016)

The proponent of social media and content marketing creates social objects for driving social media marketing. While, games provide another means of interact, in a more fun and rewarding way. The following figure explains the game-based marketing aspects,

Figure 06, Game based business Solutions



Source Game-Based Marketing, Linder.J



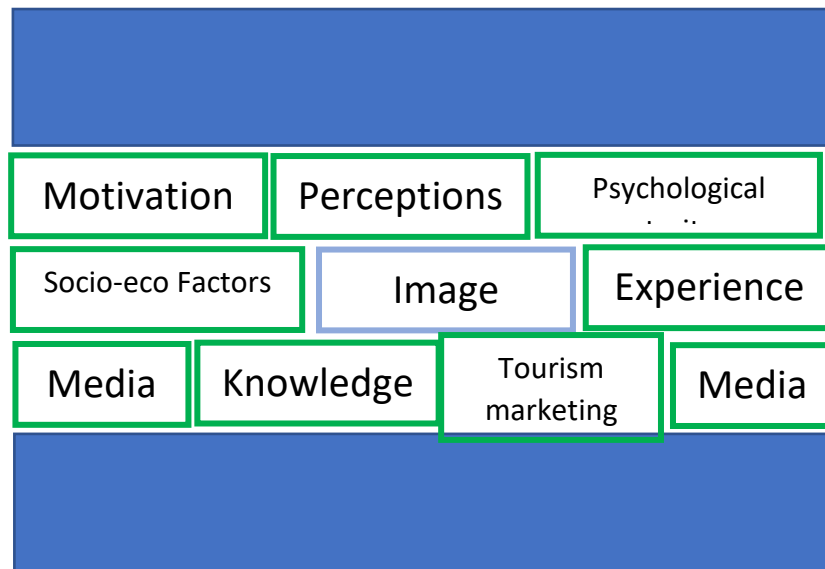
Experiential marketing is the result of a direct and productive connection between the brand and the customer. Its main goal is to produce experiences that thoroughly engross consumers so that their memories lead to brand preference and loyalty in the future. Using video games as an Experiential marketing tool will help the consumer to experience, live, get emotional, and participate in what is happening in the virtual world in video games. This kind of experience is really useful and does not take much time of the customers, they could do that from their houses and explore more about the virtual world just by playing video games. (Dung, 2018)

Experiential marketing is effective in influencing tourist behaviour because pleasure tourists travel in pursuit of fantasies and positive emotions. The influences of experiential marketing on tourist behaviour depends on tourist imagery processing (i.e., the mental system involved in processing experiential stimuli). Video games help players in different manners to experience the virtual world in a different level, players have an interesting level of freedom in virtual maps, they could observe, discover and explore within a short time. (Dung, 2018)

The virtual image

In this research, it is important to focus on the factors that influence or impact the visit intentions of the players. The figure presented by (Chenini & Cherif, 2016), presents the popular factors that affect the intentions or the decision of the tourists. In our case, Image plays an important role, because the case study of this research is how gamers create virtual images about their future destination through video games. Experiential marketing is also essential, players do create or from certain images by playing different games, they experience different things through the virtual maps, this experience could influence their visit intentions. There are other factors that were mentioned by (Chenini & Cherif, 2016), such as media, motivation, perceptions, knowledge and others, these ones also motivate the tourists to go to a certain destination.

Figure 07 - Factors Influencing the Tourists Perceived Image

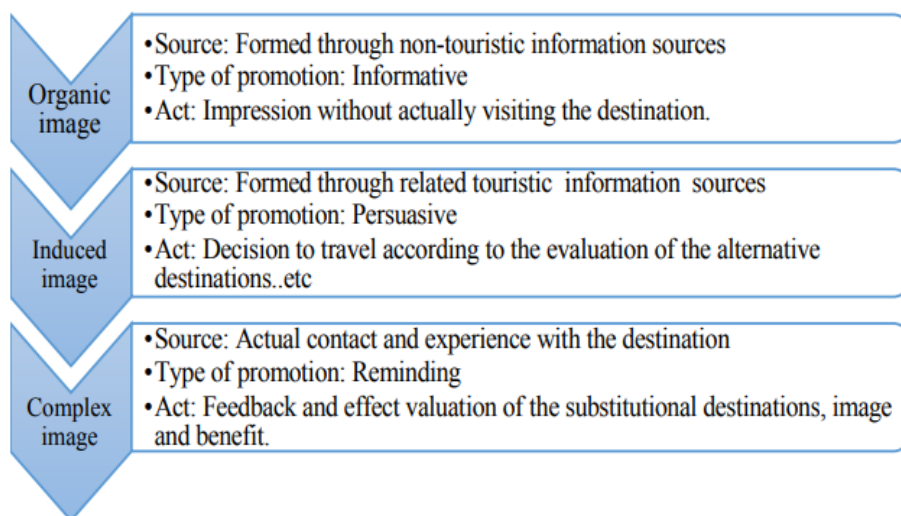


Source: (Chenini & Cherif, 2016)

The role of distention image

There is strong theory within destination image, namely stage theory in which is stated that image kept by non-visitor, potential visitor, and a loyal visitor will differ (Gunn, 1991)The pervious figure schematically exhibits the stage theory of destination image. For the case study of this research, it is important to determine the type of images formed by the players in the virtual world in game, as a result of that, markets will have a general idea about what attract the players the most in video games and its impact on their visit intentions.

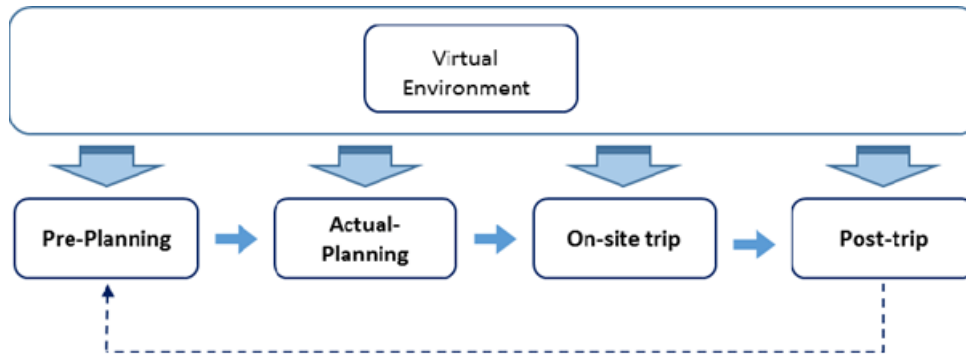
Figure 08 - Stage theories of destination image.



Source, (Gunn, 1991)

The destination-image is of importance in tourism research spheres and has been “defined as expressions of awareness, prejudices, impressions, imaginations and emotional thoughts toward a particular place”. It encompasses an organic image, shaped by an individual’s experiences and induced image, shaped by induced information from external sources such as promotion and advertising (Gunn, 1991)


Figure 09 - the impact of the virtual environment on the trip planning



Source Art and Virtual Environments (Leonardo Books)

The virtual environment in video games impact the players in different levels, once players experience a video game virtually, they get a certain kind of experience and they get to know the different areas. This kind of experience will create a preplanning trip, according to recent researches, the ones who play assassin’s creed origins do have emotions and attachments towards certain places in Egypt, some of them have had a real vesting intention.

It is important to mention that virtual environment in video games impact the different levels of the trip, as it was explained they start by preplanning, moving on the actual planning. The third part is on site trip, players compare what they experienced in games with the reality and see if they really matched their expectations and imaginations. The final level is post-trip is concerning about the imprecision obtained from the trip, players do connect what they experienced in video games with the reality and if it was useful to them in exploring different areas, it is also important to decide whether to visit different places in the future or not.



Research Design and Methodology

Introduction

The first section of this chapter will introduce the concept of the research, while the second section will discuss the various aspects of qualitative methods. After that, the data collection will be introduced and the design of the study will be explained. The third section will discuss the implementation process of the study.

The qualitative method

Research methodologies are the guidelines that researchers use to perform research. They may be used to a topic and followed effectively to help the thesis arrive at insightful findings (Lichtman, 1988). For more detailed information about the research, a qualitative method had been applied.

As a case study for this research, the game of grand theft auto V and also assassin creed series were selected. The participants were asked few questions about them. In order to find out and confirm or deny the hypothesis of the research. Within the game, gamers could virtually explore the culture, history, and beauty of the ancient Egyptian, France, Greek world. Whereas, they could also discover about the most popular places in Los Angeles California, United states of America.

An interview was done Online in the platform of Discord, participants were asked the same questions, everyone has his/her time to answer about his thoughts, feelings ideas, conceptions about the research. The participants were not selected randomly but they were selected according to certain characteristics that will be presented in the next section.

Sampling

The sampling frame is used to specify the particular population that the researcher wants. It also establishes the elements needed for the study, from which the researcher can choose an appropriate population sample (Fowler F. J., 2013). The main objective of the sampling frame is to gather a precise population summary from a representative small sample of individuals (Ishak, 2014).

According to (Jennings, 2001) , the researcher uses his expertise to find the most appropriate unit for the study. Purposive sampling directs the samples the researcher chooses for the investigation. The participants of this research were:

- 1- Players from different countries around the world who plays games online via different platforms (Steam, Ubisoft, Epicgames,Origins).
- 2- They play different kind of video games such as, Grand theft Auto V, Assassin's creed series (Origins, syndicate, Unity, Vullhala), Counter strike, Watch dogs, just case 3 and others. It is important to mention that some of these games' maps are based on western Europe and also the United States of America.
- 3- Some participants have been in the United Kingdom, Europe and the United States. Few of them are still living in there.
- 4- The playtime of the players was also an important factor in selecting the participants; more experienced players in video game will give extra data that is needed to reach the objective of the research.

Participants Profile

<i>Name</i>	<i>Interview Date</i>	<i>age</i>	<i>gender</i>	<i>Country</i>	<i>Countries visited</i>	<i>How often u play video games?</i>	<i>What platform are you using?</i>
Christian	23/08/2022	22	male	France	Serbia Spain Italy	Less than 8 hours a week	Epic games Origins Riot
Aymen arrou	26/08/2022	25	male	Algeria	Egypt Tunisia	Plus than 12 hours weekly	Steam Ubisoft Origins
Tony	26/08/2022	24	male	Germany	Italy Switzerland France	6 hours a week	Epicgames Origins Steam
Sofie	28/08/2022	21	female	Spain	Wales Belguim Austria	2-4 hours daily	Ubisoft Steam Psn
Patrick	28/08/2022	23	male	Hungary	Austria Greece	Usually, 10 hours weekly	Steam
Nicole	28/08/2022	20	female	Italy	Scotland France Switzerland	2hours daily 4 hours +on weekends	Psn Steam
Sam	28/08/2022	28	male	Poland	Uae Russian Uk Egypt	1-2 hours A day	Epicgames Psn


Table 02 - Participants profiles

Source, interview results data

Table 03 - Participants profiles

Name	Interview Date	Age	Gender	Country	Countries visited	How often you play video games?	What platform are you using?
Sebastian striecks	21/08/2022	25	Male	Germany	France England Turkey Switzerland	3 times a week	Steam Psn
Alex	21/08/2022	19	Female	Denmark	Sweden Norway	2 hours a day	steam epicgames origins
Ahcen abbas	21/08/2022	22	Male	Algeria	Saudia arabia Egypt France	Usually, weekends	Ubisoft Orginis Epicgames
Qube	21/08/2022	24	Male	France	Usa Spain Greece	Around 6-8 hours weekly	Riot steam Psn
Ikram ider	21/08/2022	21	Female	France	Algeria Uk Spain Turkey	3 hours a day	Ubisoft Origins Epic games
Mell	21/08/2022	24	Male	United states of America	Canada Japan France Netherlands Italy	Plus, than 10 hours a week	Steam Orgins
Eric carlsson	21/08/2022	19	Male	Sweedden	Denmark Norway Uk	2-3 hours a day	Steam Epicgames Origins
Hakim rahal	28/08/2022	22	male	Algeria	Egypt Tunisia	14 hour+weekly	Epic games psn

Source, interview results data




This exploratory study employed a qualitative in-depth interview methodology. A purposive sample method was used to choose participants who have played different kind of games. For this case, the participants were asked few questions about grand theft auto V and assassin creed series. Social networking sites, gaming forums, and the researchers' personal connections in the gaming business were used to find participants with a lot of game expertise.

Interviews were conducted with a total of 15 male and female participants, whose ages ranged from 18 to 29. Participants reported playing video games for the average of five– eight years and averaging around seven hours per week. The majority of them have visited the United States of America and different places in Europe. This sample size was is comparable to previous research projects analyzing lower-studied tourism-related themes.

The questions were developed using literature from video game/film-induced tourism. The interview started by general questions about video games, and what kind of games the participants were into. Followed by detailed questions about the impact of video games on their lives. The interviews focused on different topics as the following emotional experiences, nostalgia, imagination, visit Intention, atmosphere, culture, history, and nature of in-game locales, perceptions of the storyline, personal connection with the character, perceptions of in-game functions, resemblance to the real-life environment, and intention to visit in-game areas.

Each interview lasted approximately 20-30 minutes. Manual transcription was used for all interviews. Because video game-induced tourism is still in its infancy, an inductive thematic analysis was used to identify new trends and recurring occurrences. The identification of eight experiential sub-themes together with three primary themes that collectively strengthen participants' desire to travel to the location.

Based on the literature study, the primary survey questions (such as those about gaming motivation and visit intentions of the players) were chosen. The online platform is then used to collect information on the participant's needs and preferences. Followed by a qualitative approach using different online platforms to collect data about the research, main and sub question were both utilized in order to reach the objectives of the research.



Step 1: Experiment. The experimental group was selected not randomly, but the players who already played Grand theft auto V, Assassin creed Origins, Unity, Syndicate and also Fortnite. Most of the players have finished the story of the game which takes approximately 80 hours+ of play time.

Step 2: Following the survey collection, group of respondents were invited a select to a one-on-one online in-depth interview. Based on the range of games they played, the interviewee selection criteria were developed.

15 participants were invited because they had experience playing more than five different kinds of games. Due to the time restriction, the three steps were taken closely step by step. Interviews were conducted after the experiments because interviewees might receive information about study objectives and therefore interfere with the results. On the other side, conducting interviews following the survey would provide depth to their survey respondents and provide explanation or deeper insights.

Selection of the platforms

The selection of the platform was carefully chosen in order to fulfil the objectives of this research. Gamers from all around the world were the target demographic, and there are so many online communities for different games but in this research the most popular platforms will be used. Epic games, Ubisoft, Origins and Steam. These communities were chosen because they are all connected most of the popular video games, and because Grand theft Auto V, Fortnite, Counter strike, Assassin's Creed gamers are mostly found in these four communities.

Interview guide

This research aims to determine the different aspects that impact the visit intentions of players. The interview was semi-directive in order to facilitate the analysis approach and also to help the participants to express their ideas without any barriers.

According to (Dubois, 2020) , the dominating phase is a two-condition, between-subjects experimental study designed to determine the effect of presence and nostalgia on a person's behavioral intentions when interacting with a virtual medium.

1. The interview started by general questions about video games, participants were asked simple questions about their playtime, favorite games and also about the platforms and consoles they were using.
2. The second part was about the virtual world dynamics in game and free, the objective of this part was to determine the factors that affect the visit intentions of the players, it is important to ask the participants about the virtual world in video games and what they liked the most about it.
3. The third part was about immersion and nostalgia, according to the literature review of this research, there were other factors besides the visit intentions and decisions of video game players. Those factors or reasons could be expressed in different manners, this part of the interview illustrate few of them.
4. The fourth part was about films and tv shows, as it was mentioned in the literature review, Films do have an impact on the visit intention, it is important to find the link between films and video games, and if video games impact the visit intentions of people as much as movies do.
5. The following part about history and culture and also the post-game experience. Moving out from the general questions to detailed ones about the research, they participants were asked if they played Grand Theft Auto V or Any of the assassin's creed series and also about their post-game experiences. History and culture are also considered as factors that influence peoples' visit intention, according to the articles obtained the literature review, there are some kinds of players that want to explore and discover more about the world's history and culture through video games. It is also important to take notes about the most important factors that impressed the participants and its influence on their future destination decisions.
6. As a final chapter of this interview, participants were asked about their visit intentions and how they were impacted cause of video games.

Data analysis

Data analysis is the process of learning how different pieces of information are related and how those relationships affect one another (Albers, 2017).

Once the interviews were done completely, the collected data were analyzed using the process of our analysis is composed of five phases (Vernette, 2006) :

- a) Transcribing the interviews: This initial step gives us access to the survey's raw data. It entails printing out an exact copy of every interview that was recorded and noted.
- b) Categorization: According to (Dumez, 2015) the second phase allows us to identify the themes, sub-themes, and key words that are most frequently repeated in the material. Our survey's categories and subcategories are made up of these components.
- c) Coding: The analysis grid, which is used to place similar or related themes in the same category, is made up of the categories that emerged from the previous step.
- d) Quantification: This stage involves calculating the frequency of occurrence of each topic. There are two distinct analysis methods of (Vernette, 2006):
 - Horizontal analysis, which counts the occurrences of each theme throughout all completed and well-detailed interviews. To get extra data and information.
 - Vertical analysis, which follows the same goal but only examines one interview at a time. By doing this, we can determine the order in which various themes are handled for a single person.
- e) Synthesis: To conclude the content analysis, this stage allows, as its name indicates, to synthesize all the results obtained from interviews

Presenting internship company and field

In conducting this research, there was a need for the right place to apply my knowledge, capacities and skills in the right field. Tourism agency was the best option to do that.

In today's research, the tourism agency "Wamda" was the place of my internship. Wamda tourism is an agency that was founded by group of owners who invested their money in the field and graduated managers, marketers and economists.

Wamda agency is a commercial enterprise that composes and sells travel offers to its clients. It plays the role of intermediary or regulator of services between customers and the various providers on the tourism market: airlines, hoteliers, car rental companies and insurance companies. It was found back in 2017, located in Djelfa, Algeria. The main goal of Wanda's agency is to provide high-quality services. Because of this, Wamda agency has a workforce of 16 employees who are all experts in travel and tourism. 6 of them work in the reception area to treat the customers' requests carefully, 2 of the employees work as social media managers, 3 of the employees treats the booking systems of the airplanes, hotels, car rental and others. The good unique thing about this travel Agency that Wamda agency employed 5 different guides in order to help the travellers or customers to have better trips.

Additionally, it has built reliable connections and fantastic collaborations with travel agencies and airlines all around the world.

The Wamda agency has a unique work crew full of experience and knowledge in managing corporate accounts for its clients. In order to reach the best budget, its executives, with their knowledge and expertise, offer comprehensive services, cost-effective solutions, and integrated services.

The activities or services of the travel agency of Wamda:

- Sales of air and sea tickets.
- Organization of domestic trips.
- Organization of organized trips abroad.
- Organization of OMRA trips.
- Car rental.
- Visa appointment

It is also important to mention that Wamda agency offers the service of the residence renewal, and also facilitate for the customers if they would like to have residence cards in Qatar or UAE.

The contact info and logo of Wamda tourism agency

Figure 01- The contact info and logo of Wamda agency



Source, documents and website of Wamda agency

What I obtained in my internship

Tourism marketing is a management process of tourism companies and organizations aimed at identifying their current and potential customers, communicating with them to evaluate their needs and influence their desires and motivations, in order to formulate and adapt their products to maximize their organizational objectives (i.e., mainly their profit) and, secondly, to optimize tourism satisfaction. In the duration of the internship, my objectives and jobs were related to the field of my studies which was about marketing and management, I had to do different jobs at the same time. As a manager first, in treating customers' requests and needs and as a marketer in announcing new offers, sales in a unique way that attract the audience through social media.

Table 01- Information about the agency

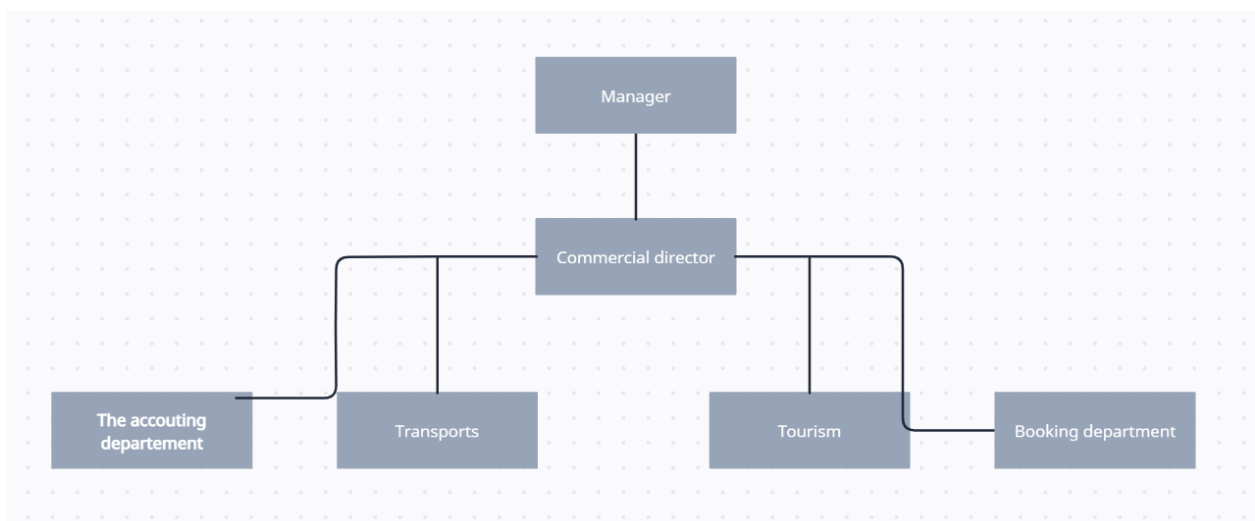
Name: Wamda agency
Field of activity: tourism and transport
Date of creation: 2017
Address: Cité Geunani 206/05, Djelfa, Algeria.
Legal form: EURL
Number of employees: 16
Local market: hotels, airplanes, and other organizations or level of rental of means of transport.
President: Ben NAAMA Mohamed

Source, documents of wamda’s agency

Organization chart of the company

The company "Wamda Agency " is divided into 4 major departments namely the accounting, transport, tourism and ticketing departments, all 4 departments are managed by of the commercial director assisted by agents. The head of the agency is the general manager who thus ensures the internal management of the company which asserted that it must remain separate from external services. All these employees work together for better traveling services

Figure 02 - organization chart of Wamda



Source, documents from Wamda’s agency



Interview results

This section of the research presents the results of the interview; this stage involves calculating the frequency of occurrence of each topic. The two distinct analysis methods of Vernette were adapted to analyze the results (Vernette, 2017, p.43).

- Horizontal analysis, which counts the occurrences of each theme throughout all completed interviews.

- Vertical analysis, which follows the same goal but only examines one interview at a time. By doing this, we can determine the order in which various themes are handled for a single person.

Table 04, -Interview results interpreted

Main Chapters	Sub Chapters	Christian	Aymen	Tony	Sofi	Patrick	Nicole	Sam	Sebastien	Alex	Ahcen	Qub	Ikram	Mel	Erik	Hakim
The virtual world dynamics in games	Places that correspond to reality	✕	✕	✕	✕		✕		✕		✕		✕			✕
Playing rather than watching	Real places seen in movies	✕	✕		✕	✕		✕		✕				✕	✕	
	Live experience		✕		✕	✕	✕	✕	✕		✕	✕		✕		
Freedom	High level of freedom		✕	✕		✕	✕		✕	✕	✕		✕			
Various activities	Various activities	✕			✕			✕	✕		✕	✕		✕	✕	
Nostalgia and emotions	Sensory stimulation			✕		✕	✕	✕		✕				✕		✕
History and culture	History and culture		✕		✕	✕		✕	✕	✕	✕	✕		✕	✕	
Visit Intention		Low	High	Medium	Medium	High	High	High	Medium	Medium	High	Low	Low	High	Medium	Low


Source, interview results data

Interpretation of the results

According to the information and data collected from the interview, there were different ideas and impression about the factors that impact the visiting intentions. Starting with the dynamics of the virtual world, the participants have had common opinions about it, most of them agreed that the details, designs and the dynamics of the virtual game maps felt so real. They mentioned that these dynamics are realistic, practical, and also accurate. Some of the participants mentioned that these dynamics matches real life places that they visited before, for instance, Alex Sebastian claimed that the places he saw in video game matches some places in France. The dynamics of the virtual was quite important in getting players' attention.

Moving on to the next chapter which is concerned about freedom, participants showed a high interest in doing things or actions that they could not do in real life. Few of the participants claimed that they have had a good experience in video games while there were no rules nor limits or borders, they felt superior and they could do wherever they wanted in games without any risk. One of the participants claimed that he had the chance to explore the city of Los Angeles virtually because he has never been there due to Visa issues. Thus, video games at some point give you a general perception about how cities look like from home with no struggle of borders, rules or visa issues. As a result, video games give a certain kind of freedom in exploring the world.


The next chapter presented the nostalgia and immersion. Participants have had different kind of nostalgia, immersion and emotions towards video games. Some of them claimed that some games remind them of their childhood and memories whereas other participants agreed on common points that express the number of attachments, feelings, emotions and immersion they got obtained from video games. It is important to mention that some participants felt immersed and they felt connected to the virtual world in game with the mixture of different feelings whereas others have had high expectations for the upcoming video game series. As a result, it is important to note that emotions, immersion and nostalgia plays an important role in getting players' attention and making them feel like they lived a real journey. This factor could be used later on in developing marketing strategies that uses emotions in getting customers attention.



Tv shows and movies play an important role in tourism promotion, the interview had an important chapter that compares the impact of tv shows and video games. Most of the participant had some common points, they claimed they playing video games give them a better vision and a live experience, not just only watching in game. It is also important to mention that some participants have had a certain connection between movies and video games, Ahcen claimed that “I would watch movies and then play some video games that have the same map”.As a result of this chapter, it is important to take in consideration the preferences of that players and what they seek for in video game. This could be beneficial to target their visions which will help later on in impacting their visit intentions’.

The next chapter of the interview was related to history and cultures presented in video games; the participants shared few common ideas about their journey in video games. They claimed that some of them discovered about the French old architecture presented in assassin’s creed unity and how they were impressed. Others stated about the old Egyptian culture and traditions, they claimed that they could discover more about it. Some participants shared a different kind of view, claiming that they were not interested really in discovering about history nor culture, they were just playing for fun. As a result of this section, history and culture could impact the players, according to the data gathered from the interview, some players had really interesting intentions in visiting Egypt, Italy and France just to discover more about the places visited in the virtual world.

The last part of the interview was concerned with post-game thoughts and intentions. Participants had different views and opinions, starting by memories, they mentioned that some places in video games bring back to them some good souvenirs from their past or childhood. Some of the participants expressed their journey in video games and claimed that they got to know more about cities, areas, history, and also cultures. Serval participants agreed that video games made them make use of their time getting extra knowledge through video games.




According to the results obtained peoples' fantasies and intentions differ from one to another, because everyone is unique, However, from the data collected we could conclude that participants have had a visit intention because of different factors. The dynamics of the virtual world gives them opportunities to explore the virtual world within a short time, emotions and nostalgia also impact the players, most of them had common ideas about their future decision in visiting places they got attached to.

Video games helped the players to get an extra knowledge concerning history and culture which made them want to visit some exiting historical landmarks around the world. The level of freedom is incredible, most of the players got a positive impression about it, they could experience whatever they wanted in game and go through virtual maps using planes, cars and also boats with no borders. This virtual experience helped them in exploring different areas around the world, consequently it will impact their visit intentions in the future.

Interpretation of the results (Low visit intention)

Concerning the ones who do not have visit intentions, according to the data gathered from the interview, participants agreed that the dynamics of the virtual map in video games are well designed. Whereas, some the participants expressed their disappointments, for instance, Tony claimed "After playing few games, I did not find the exact places in video games". Another participant also mentioned that the dynamics in the virtual maps are not accurate. The next chapter was about the level of freedom, the participants had different opinions. It is important to mention that some of them expressed that they were limited in doing stuff in video games and there was not much of interesting activities to do in game. Whereas others noted that they had a full control of the character they were using. The level of freedom is somehow debatable and differ from one to another according to the actions they wanted to do in video games.

Concerning the level of immersion and nostalgia, some of the participants felt immersed to the virtual world, and they felt like they lived the game by heart, while others claimed that they can had no emotions towards any video games and they do not relate.




Emotions and impressions are not easy to control, thus researchers or video game developers should focus on what attracts players the most and how they direct their emotions through video games.

The fourth chapter of the interview was about tv shows and video games, participants claimed that there is no connection between video games and movies, for instance qub mentioned “Movies show real places, like the American cities presented in movies or tv shows, games do not reach that level” Another important note by Tony, claiming” if it is about movies or games, I would rather a 2 hours movie than play 20 hours just to explore a city”. The rest of the participants claimed that they do them both, watching and playing. The fifth chapter of the interview was concerned with the history and culture, participants claimed that they would rather watch documentaries that present history and cultures rather than playing historical games whereas others noted that they prefer to read books or articles about it. Hakim also mentioned that “I am not sure if the history in video games is real or just edited to match the standards of the games” Christian on the other hand said “I am just playing to have fun and enjoy my free time not to learn about history or culture”. As a conclusion and for the last chapter of this survey, post-game differ from one to another, Participants had different kind of views and opinions, some were just seeking to have fun and enjoy their free time, whereas others mentioned that they do not really trust the virtual world. One more important point, Tony mentioned that if it was about exploring the world virtually, games usually take 80+ hours playtime to finish them, movies take less and gives a real vision about different areas around the world which gave them extra knowledge about the world’s real map.



Discussion of the results




This study conceptualizes few major experiential marketing factors that influence in-game experiences and one's desire to visit different places around the world. The participants were asked detailed questions in order to reach the objectives of the research. In analyzing the data gathered, common main answers were collected. It was noticed that most the participants agree on some points that will be explained in the following part.

The virtual world dynamics in game

According to the results obtained, one of the most essential components for players is determined to be the game's world's dynamics. Most of the participants gave a huge attention the dynamics presented in game. They stated that sometimes they be waiting for the next series of games just to discover more about the world, for instance, the participant Tony claimed that he is a fan of real-life maps and he has been waiting for long just to play another assassin's creed series that presented another area of the world.

One of the participants mentioned the example of assassin creed origins that was conducted in Alexandria. And how he was impressed by the smallest detail in the area. Another participant mell mentioned the example of grand theft auto V and how he was affected, "The cities were incredibly lively, with lots of people going about their daily business, making me feel like I was walking through them personally". This relates to the traits of tourists, who appear to exhibit comparable behaviors in the game as they would in real life. The majority of gamers were in awe of the virtual environment's ambiance and atmosphere, which was described as one of the most powerful and gratifying emotional experiences. Some of the participants claimed that they experienced some actions that they could never knew about if it was a movie or something else.

Numerous respondents also noted the uniqueness of the virtual places. Ikram mentioned about her experience in playing Assassin's creed unity in France map, she stated " You could go to the other side of the map and you would sense an entirely different atmosphere, a lot of places that I visited in real life was perfectly built, it was incredible experience!". Some participants agreed that traveling through the map gives you another level of experience, As Sofie mentioned about her experience in playing Assassin creed syndicate, "When you travel through these small communities and villages, you see people buying things and interacting with one another, so the feeling was not merely created by the physical settings. Yes, the experience is quite active."



Affordance theory has been used in existing literature to explain how objects and players interact in video games. These results confirmed that the affordance in video games can indirectly influence the participants' choice of destination. (Hamari, Al, & Torhonen, 2019)


Emotions & Immersion

Through the results obtained, Immersion is considered as another factor that influences the intention or destination choice of gamers. Several participants claimed that they sometimes felt part of the virtual world in game and that they were really walking through ancient Egypt. For instance, Patrick and Aymen mentioned about their experience in playing assassin's creed Origins" I quickly became immersed, and as you run to a different spot, you are more concentrated on learning new things, the freedom in the map made me feel so impressed". It is important to mention that few participants contrasted how immersed they felt while watching a movie and playing a video game. For instance, Hakim mentioned, "Video games are usually more immersive than movies; as you can actually manage the characters and have an actual impact on the scenario and live their life, including their daily activities".

According to (Sajid, 2018) In comparison to a movie, video games could inspire more emotional reactions from players. According to previous studies and other participants, it is claimed that playing video games helps as a form of escapism from the real world as they often lose a lot of time.

For instance, in Mars 2020, during the lockdown everyone could not go anywhere but staying home, as a result of that people suffered from depression, however one of the participants stated that "video games help to manage stress and getting away from all the negative news nowadays, because it takes a lot of your time, you could just scroll your map and go wherever you want, a special kind of freedom during the lockdown." Other participant claimed, "You experience greater self-control and a sense of immersion in the game when compared to watching a TV show or movie as an outsider due to the instructions and storyline."

In fact, virtual travel simulations could give players a break from their routines and everyday responsibilities. Likewise, many players had an emotional connection to the characters' stories because of how engaging the plot was (Brolund, 2008) In the interview, Participants stated about the reported differences between passive media (movies or television) and active media (virtual gaming), as well as the degree of story immersion that participants felt when they were



playing video games or watching a film. The majority of the discussions with the participants were centered on their character in video games. Participants admitted that when they play, they frequently put themselves in the shoes of the main character. In the midst of gaming, it was impossible for them to discern between virtual worlds and reality, rather than just watching the movie and be waiting of what is going to happen. Most of the participants choose to live the experience virtually rather than just watching it in movies.

Video games offer more data than movies do, allowing for stronger player-game interaction. They give gamers time to explore interesting areas as well. One of the participants stated, “The critical difference is that playing a game makes you feel somewhat present and allows you to casually explore the city. Whereas, you cannot really pause to view interesting city features in a movie. However, there are video games that were made out of movies. At some point experiencing maps in games gives you a better vision about the story line and maps”

Playing Rather than watching

One of the most significant contrasts between viewing movies and playing video games, according to participants, is self-control in games. Because they can personalize their experiences, they believe that playing video games is more participatory, engaging, and immersive.

There are some common factors that were discussed about the effects of video games on their personalities, experiences, emotions and communication. According to the answers of the participants here are the main factors. Starting with exploring the virtual world, participants stated that they had really impressive journeys in exploring Grand theft auto V map, as and Mell mentioned,” Going through the map of GTA in Los Angeles city made me explore the map as if it was real, within few time I could find out about some really cool places out there” As an American citizen, Mell also mentioned that his experience in playing games in that map led him to know more about the city, rather than just watching it in movies or YouTube vlogs. Other participants mentioned that gaming is much more interactive than just only watching, they could map make friends online and they had incredible journey together online exploring different areas around the virtual world (video games), as Nicole and Ahcen mentioned “once we were playing together, we could find out about the streets, popular places and also the hard-to-reach places like mountains. Some other factors were also mentioned by the participants, they claimed that in games you could be any character you want, just like Patrick mentioned “While I was playing Assassin’s creed origins, I could be the male hero of the story (Bayek) ,

whereas in other situation I could be the woman (Aya) and also I could just explore the whole map by one click, just switching my character to a hawk”.

To conclude this part of the interview, according to the answers collected, most of the participants stated and confirmed that their experiences in video games boosted their knowledge about different places around the world and also cultures. In a short period of time and being so relaxed at home, participants could explore the map of Alexandria in the game of assassin’s creed origins, as a result of that they got some feelings, emotions, attachments towards Egypt. Their visit intention got inspired by the game, rather than just watching a movie or a documentary about Egypt.

Freedom

The level of freedom obtained from video games is really an important factor, most of the participants had a lot of impression about how they feel while they are exploring maps and such an easy and smooth way. Sofie mentioned,” while assassin’s creed unity in France, I could go wherever I wanted, this game gave me really strong impression about the French architecture and the old city.” Christian also mentioned,” in playing Grand Theft Auto V, I had to use cars, motorcycles, planes, helicopters, Jet ski in exploring Los Angeles. There was a really magnificent level of freedom.” Some participants highlighted the similarity between traveling in real life and the ability to explore the game environment, saying things like, "You could go wherever you want in the cities freely and if I were to go to Greece or Alexandria, I would differently visit places in real life, just like I did in the game."

One more important factor to mention is the scale of the game's map, which enabled continuous exploration of new areas, is one of the key elements that improved the sense of freedom. One participant claimed “You could genuinely walk for days, I could do whatever I want within a short time and also go wherever you want It gives you a sense of freedom to travel the world, even though I have only spent about 65 hours doing it.” According to the findings obtained from the interview, the findings suggest that open world games can better serve as a resemblance of real tourism settings. Yet, game designers should be aware of flow experiences in the concept of gamification. An optimal flow state suggests that an individual is capable of solving the presented challenges, which is thus crucial in influencing the sense of freedom, engagement, and immersion. (Egger & Bulencea, 2015)

Nostalgia

According to the results obtained, in comparison to passive media, video games imitate players and are a more effective means to create an emotional connection with the virtual environment. Playing games that are related to their past brings back happy childhood memories for them. One of the participants mentioned, ““I have played several open-world adventure games like red dead redemption, just cause 3, and watch dogs. However. Grand Theft Auto Gives me flashbacks about my childhood and makes me think of my hometown. Although I moved from Los Angeles but these memories keep chasing me and make me always want to go back there one day”. This opinion confirms the citation illustrated (Mahika, 2011)that having nostalgia for certain places plays an important role in affecting the visit intention of tourists.

According to scientist and researchers, Video gaming is a powerful tool to generate nostalgic emotions (Wulf, Brownman, & Velez, 2018). In comparison to films or video clips, interactive mediums such as video games allow users to focus more on the information by allowing them to control their actions and visual aspect, resulting in a more emotional experience. (Poels, 2012)

As a result of the memories of the movies' locations being ingrained in viewers' minds, they may experience feelings of nostalgia for the past and develop emotional ties to places they visited in games too. To conclude this chapter of nostalgia, most of the participants, the ones who visited places cause of video games, have a strong nostalgic emotion towards these places, they claimed that they got flashbacks after visiting places in los Angeles. These results confirm or matches previous studies' results, it was mentioned that heritage sites can trigger tourists' nostalgia based on their past experiences even when they have never been to the sites before (Pascal & Muhling, 2012)

History and culture

The results of the interview had something in common which was about history; Participants also reported that playing historical games makes them curious about lives in the past and the life style of people back then, it also motivates them to research history. The interview had few questions about the historical places presented in few games, for instance, Alexandria in Egypt in assassin's creed origins, Assassin's Creed Odyssey presents a game featuring a rich, detailed recreation of Ancient Greece.


One of the participants claimed, "I would prefer to learn more about the history depicted in the game. Playing historical games encourages reflection on past lifestyles. I played Assassin's creed origins and I had to the chance to discover in details about the ancient Egypt and the pyramids".

Gaming, according to those who participated in the interviews, is a fun method to explore the past in depth and journey back in time. Exploring places from the past gives flashbacks of what life used to be. Thus, history is considered as an important factor that affects the visit intention of the players because according the results obtained, players tend and plan to visit these archaeological sites. It is important to mention that some the participants had already visited some places, right after they played the game again, trying to match the places they visited with the ones in the virtual game.

Visit intentions

Overall, this research had an objective on how video games affect the visit intentions of players. Before moving to the next step some factors were presented in the previous chapters, these factors were discussed and explained. The survey on the other hand had one objective which was concerned about measuring the visit intentions of the players and what factors had an impact on it. According to the results of the interview, the destination image or the visit intention of Greece, Egypt, United States of America, France was somehow affected by the video games.

As a result of playing different video games that presents real life maps, a combination of the previous knowledge or image about the destination and what gamers have learned during the game had an impact on their visit intentions. It is important to mention that some participants had a different point of view, they made complaints about the landmarks being lost or destroyed over time because the game is set more than 1000-2000 years ago.



For instance, the ancient temples in the game of assassin's creed origins, they claimed that they do not know yet if these temples still exist in Egypt and if it worth traveling to visit.


Yet, most of the participants expressed their interest to visit different places around the world and witness the landmarks in person. Some of the participants also claimed that seeing and exploring certain landmarks and areas in video games has increased the willingness to go on vacations. Experiential marketing is effective in facilitating and influencing gamers' visit intentions. Overall, the factors that were mentioned in this research are experiential aspects that impact gamers' propensity to visit some of the in-game locales in real life.

Final discussion

According to the results obtained from the interview, most of the participants were influenced by different factors that affected their visit intentions to different places around the world. It is noted through the results of the interview that player do get affected by emotional aspects and also nostalgic ones. Some of the participants discovered about historical places and also about different old cultures around the world just by playing video games. Whereas others had some had good first impression and showed high interest in visiting some countries which they experienced in the virtual world in game.

The participants in the video gaming group reported a stronger perceived presence than those in the video watching group, as is evidenced by this study's findings, which support this result. In addition, interviewees stated that they felt more in control while playing video games than when viewing movies. As a result, marketing strategies in future should set the lights on this category.


The results further empirically demonstrated how emotions could influence possible visit intentions and how participants get affected by their feelings. Previous studies on the tourism industry revealed that visitors' visit intentions are strongly correlated with their emotional reactions to the site (Ghosh, 2016) According to the survey's result and Leong, nostalgia also encourages potential visitors to see different historical landmarks around , heritage sites, historical areas, popular places that will lead to develop a destination loyalty. (Hew, 2018) To conclude, people differ from one to another and everyone is unique and has different objectives, video games developers should measure in a quantitative approach about the most important factors that impact the visit intentions of the players, it could be conducted by



focusing on the main points presented in this research. However, this research collected really important data about the most common factors that impact the visit intentions of individuals and how emotions and feelings are obtained from video games. Thus video games developers should work on that in the future studies. History and culture are debatable from one to another, but with hard work it could be considered as an important factor that affects individual's visit intentions.



Conclusion




This study increases our understanding of how gaming influences the views and visits intentions of potential tourists through an exploratory examination. The objective of the research was to determine if video games affect the visit intention of the players, as a result of that new marketing strategies will be developed according to the results of this study that will focus mainly on gamers and how to get their attention and attract them to visit some places around the world. This study had so many different levels and how participants were affected.

This study contributes to unique ways of understanding video game induced tourism by bringing information through the perspective of experience design by identifying important experiential marketing characteristics that are enticing to in-game experiences and intention to visit in game destinations. The results of the surveys and interviews will probably help the marketing field of video games and tourism. This study is useful because it offers empirical knowledge to experiential marketing tactics as well as the broader subject of media-induced tourism literature.

Most of the participants gave a huge attention the dynamics presented in game. They were impressed on how these virtual maps are created and how it is accurate showing details about different areas. Tourism marketing could be used in different ways using dynamic virtual maps, for instance the example of assassin's creed Origins, Alexandria was well designed and showed virtually, according to the results obtained, many participants have high level of visiting intention towards Egypt just cause of the game. Thus, markets should make the use of the virtual world in video games and create other cities in video games to target more audience in the future.

According to the results, most of the participants agreed that they would rather try different things in the virtual world in video games than just watch it in movies. One of the most significant contrasts between viewing movies and playing video games, is self-control in games. Because they can personalize their experiences, they believe that playing video games is more participatory, engaging, and immersive. Markets should make the use of this in the tourism industry by including tourism content marketing that will be integrated in the virtual world.



Through the results obtained, Immersion is considered as another factor that influences the intention or destination choice of gamers. Several participants claimed that they sometimes felt part of the virtual world in game and that they were really walking through. Marketers should target the common factors that get a good level of immersion for the players with the objective of driving profitable customer actions.

The level of freedom obtained from video games is really an important factor, most of the participants had a lot of impression about how they feel while they are exploring maps and such an easy and smooth way. Thus, Freedom is considered as one of the most important factors to attract, acquire, and engage a clearly defined and understood target audience. content market developers should make the use of it to create a relevant tourism marketing content that targets the players In comparison to passive media, video games imitate players and are a more effective means to create an emotional connection with the virtual environment.

Using the emotional side of players in creating tourism marketing content will probably affect their visiting intentions. The results of the interview had something in common which was about history; Participants also reported that playing historical games makes them curious about lives in the past and the life style of people back then, it also motivates them to research history. It is important to focus on the historical places and the different cultures presented in video games in creating tourism marketing content, these aspects could be used to in getting the attention of the players, because most of them had a positive impression about them.



ANNEXES

Appendix A INTERVIEW GUIDE

Qualitative research guide

Hello, as part of the preparation of an end-of-study project at the National school of management, specializing in marketing management. We are conducting an Investigation on the impact of virtual maps in video games on the visit intentions of the players. Please take a few minutes of your time to have a short interview. The case study of this research were the players who have a long playtime in Grand Theft Auto V, Assassin's creed series (Origins, syndicate, unity).

We thank you in advance for your contribution.

Part I General questions about video games

Starting by general questions about video games, participants were asked simple questions about their playtime, favourite games and also about the platforms and consoles they were using

The interview started by general questions as the following;

- 1- What platform are you using in gaming?
- 2- How often do play video games per week?
- 3- What are you using in playing video games? (Phone, console or PC)


Part II The virtual world dynamics in game & Freedom

As a first step to determine the factors that affect the visit intentions of the players, it is important to ask the participants about the virtual world in video games and what they liked the most about it. The questions were set as the following:

- 1- What do you think about the virtual maps in video games? Do they match reality?
- 2- What kind of activities you could do in video games? Explain.
- 3- Did you experience something new besides moving in different cities in vide games? If yes, Illustrate them briefly.

Part III Immersion & Nostalgia

According to the literature review of this research, there were other factors besides the visit intentions and decisions of video game players. Those factors or reasons could be expressed



in different manners, this part of the interview illustrate few of them.

The questions were set as the following:

- 1- Do you have any kind of emotions, feelings towards video games? Explain.
- 2- Do you get inspired by watching a movie, TV show, or game trailer? Explain.
- 3- Some of video games give a kind of immersion, do you relate?

PART IV Playing rather than watching-TV versus

One of the objectives of this research is to determine the difference between watching a movie, tv shows or trailers and experiencing it in video games. This part of the interview was conducted to focus on what attracts them the most.

The questions were set as the following:

1- Do you think there is a connection between video games and TV shows, movies or trailers? Explain.

1- Would you rather watch a story in a movie or experience it in video game? Explain

Part II Post-game experience / History and culture Moving out from the general questions to detailed ones about the research, they participants were asked if they played Grand Theft Auto V or Any of the assassin's creed series and also about their post-game experiences. The questions were set as the following, -

- 1- While playing historical games, how do you feel about the era or locations featured in the game?
- 2- After finishing the story of assassin creed origins, -will you seek out historical activities or locations portrayed in the game?
- 3- Do you think that there is a specific connection between the virtual world in the game and real life?

Part V Visit intentions

As a final chapter of this interview, participants were asked about their visit intentions and how they were impacted cause of video games. The questions were set as the following:

1- After finishing your journey in video games, do you have any visit intentions to certain places around the world? Explain.

Thank you so much for your contribution

Name	<i>The virtual world dynamics in game & Freedom</i>	<i>Immersion & Nostalgia</i>	<i>Playing rather than watching-TV</i>	<i>Post-game experience / History and culture</i>	<i>Visit intentions</i>
Christian	Using planes or fast cars to move in the map	Video games bring real emotions back like GTA San Andreas	If it was for watching i would rather go watch anime or a serie	US culture was not presented in that game, but it was good experience	Not willing to go
Aymen arrou	Going wherever I want	There are places that would feel so nostalgic if i ever visit them	it's all about being in control	Could form a connection between real life and video games	high chance I will go
Tony	Exploring the city within a short time	I want to re-live the virtual experience in real life	I cannot watch people play while i'm just sitting there	Lived a good experience in the virtual world	Not necessarily
Sofie	trying all the varieties of activities in the city	I had houses in neighbourhoods that i would love to visit	It's fun watching what people would do in virtual world	Not much historical information but useful ones	I might be going
patrick	A certain kind of impressive freedom in the virtual map	I got attached and I felt like I belong to that map	both are fun	Impressive experience	if I have enough budget I WILL
Nicole	Using the hawk to explore Alexandria	I got no emotions towards games	Both but playing is more fun	I got a general idea about the culture of Egypt	hundered percent I'll go
Sam	Hunting is my favorite thing to do in video games"wide world"	the different feelings & emotions made me feel like it was real	I prefer watching over playing	I knew more about where to find animals	will difinitely go


Name	<i>The virtual world dynamics in game & Freedokjm</i>	<i>Immersion & Nostalgia</i>	<i>Playing rather than watching-TV</i>	<i>Post-game experience / History and culture</i>	<i>Visit intentions</i>
Sebastian striecks	Could visit landmarks around the world	Childhood memories	Exploring details about different cities	Knowing more about cultures	I would like to visit France
Alex	Doing things, I could not do in real life	Attached to the game	Watching first then playing the game to match my expectations	Assassin's origins present the history of Egypt	I would be really happy if I could go to Egypt one day
Ahcen abbas	Visting Los Angeles virtually in game	I feel immersed to Los angeles	I could go wherever I wanted in LA, not like movies.	I felt like I know LA by heart	Once I visit LA, I would match my expectations with reality
Qube	No time to waste, just explore Rome from my house	Liked the old Rome it was very beautiful	I enjoyed them both, watching and playing	Knowing more about the history and culture of italia	Im not if I would be interested to go to there.
Ikram ider	As a French citizen I discovered the old Paris through games	Impressed by the French buildings	I watched different documentaries about France, watching is good for me	The French cultures was well presented in Assassin's unity	Not willing to go to Paris, I got enough from the video game.
Mell	As an American citizen, it was fun to go different American cities	Childhood memories since I moved from LA	Playing gives you a better vision about the city	Post-game, knowing LA by heart	Willing to go back to LA one day
Eric carlsson	No country borders, Easy to move	Mixture of negative and positive feelings	Watching keeps you curious, but playing give you an experience	A brief information about the history of different cultures	I might be interested in visting France, Italy in the future
Hakim rahal	Alexandria map was perfectly done	Nostalgic moments in the game	Explore the old Alexandria, better than movies or documentaries	I did not know much about culture, only famous places	It would be a waste of money If I go there, I already saw everything in game.

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