



國立臺灣師範大學

運動休閒與餐旅管理專題討論

From Inazuma to Japan: The Role of Experience Economy in Video Game-Induced Tourism

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My Reflections

- 1. Video game-induced tourism presents an interesting perspective when compared with the more extensively studied field of film- and TV-induced tourism.**
- 2. This thesis is already very well structured, and the findings are both meaningful and insightful. After incorporating the suggested revisions, I believe the study has strong potential to be submitted to a high-ranking journal.**

Review & Explain(1)

INTRODUCTION Video game-induced tourism

The gaming industry continues to grow rapidly, with global revenue reaching \$197 billion in 2025 (Game World Observer, 2025).

As game development technologies become more advanced and player demographics become increasingly diverse, video game-induced tourism has emerged as a growing phenomenon.



Left: New York City; Right: Liberty City (GTA IV)
(Source: Hypebeast.com)



Left: Fushimi Inari Shrine; Right: Narukami Shrine (Genshin Impact)
(Source: Alamy.com)

INTRODUCTION Research Motivation

Media-induced tourism

- A type of tourism where many people travel to a destination or attraction as a result of exposure to media content (Iwashita, 2008).
- Forms: Literary Tourism, Music-induced Tourism, and Film/TV-induced Tourism.

Video game-induced tourism has received less scholarly attention than other forms of media-induced tourism (Dubois & Gibbs, 2018).

Understanding how in-game experiences contribute to video game-induced tourism can support destination promotion while offering insights for developers to design games with higher quality and value.

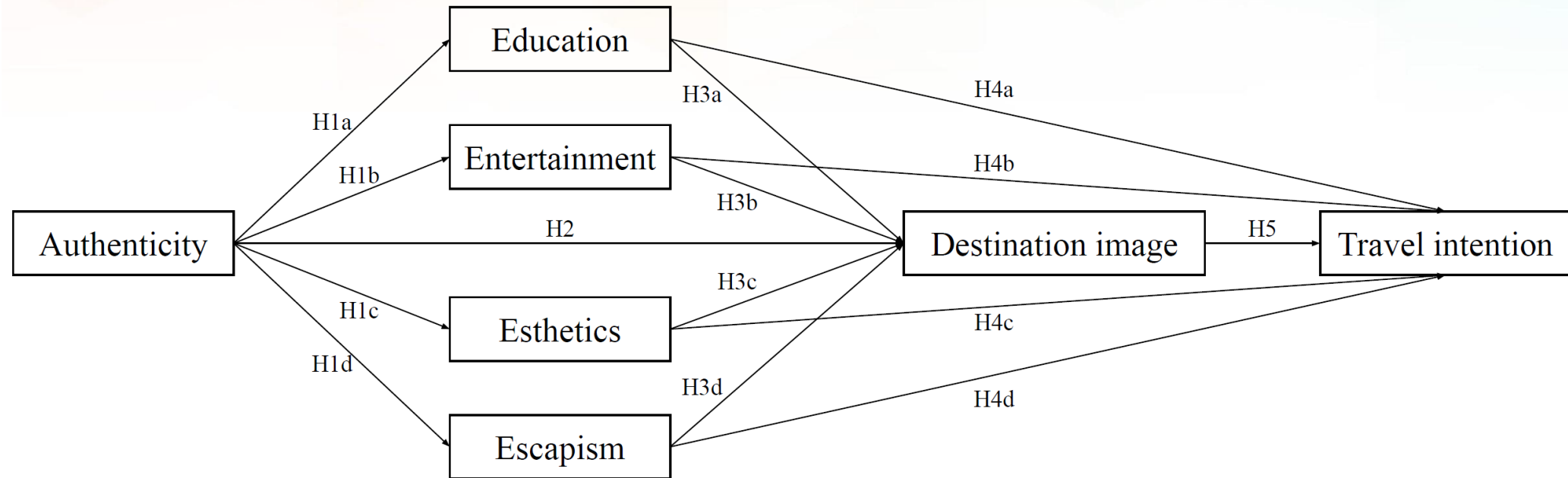


1. 遊戲產業發展很好，遊戲誘發旅遊已逐漸成為值得關注的重要現象

2. 媒體誘發旅行可以帶動遊客前往目的地進行觀光

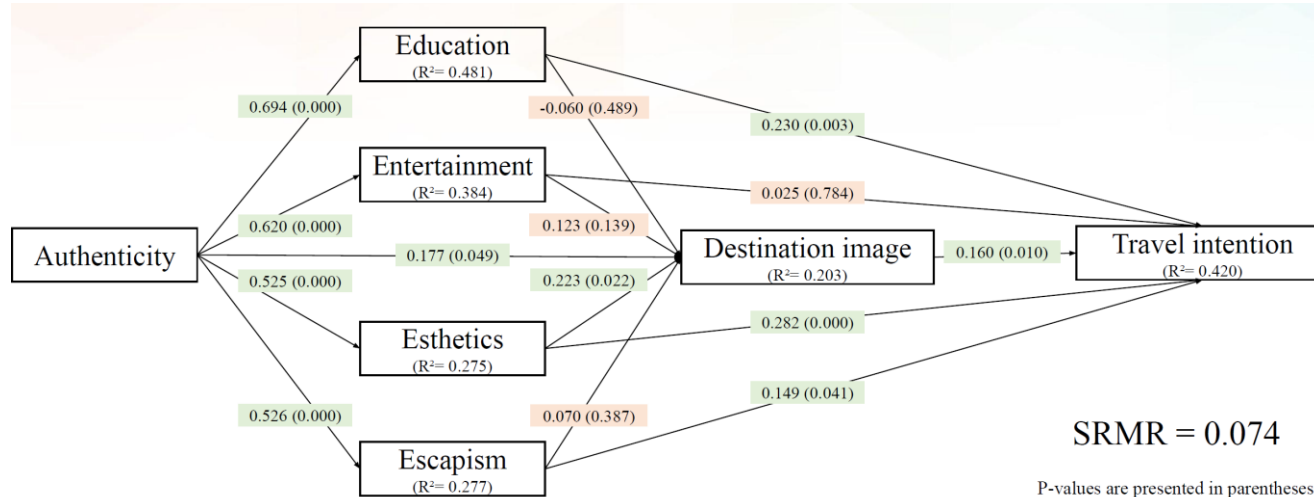
3. 媒體誘發旅遊的模式過去以電影與電視為主，鮮少在遊戲上

Review & Explain(2)



若缺乏真實性 (Authenticity) ， 玩家將難以將虛擬體驗與現實世界建立連結 ， 進而削弱遊戲與旅遊之間的關係

Review & Explain(3)



Hypotheses		Path Coefficient	P values	Results
H1a	Authenticity → Education	0.694	0.000	Supported
H1b	Authenticity → Entertainment	0.620	0.000	Supported
H1c	Authenticity → Esthetics	0.525	0.000	Supported
H1d	Authenticity → Escapism	0.526	0.000	Supported
H2	Authenticity → Destination Image	0.177	0.049	Supported
Hypotheses		Path Coefficient	P values	Results
H3c	Esthetics → Destination Image	0.223	0.022	Supported
H3d	Escapism → Destination Image	0.070	0.387	Not Supported
H4a	Education → Travel Intention	0.230	0.003	Supported
H4b	Entertainment → Travel Intention	0.025	0.784	Not Supported
H4c	Esthetics → Travel Intention	0.282	0.000	Supported
H4d	Escapism → Travel Intention	0.149	0.041	Supported
H5	Destination Image → Travel Intention	0.160	0.010	Supported

- 逃避現實體驗與娛樂體驗正向影響目的地形象不顯著
 - 真實性 → 美學體驗 → 目的地形象 → 旅遊意圖

Q&A

Question(1)

LITERATURE REVIEW Experience Economy (1)

The Experience Economy is a shift from service delivery to staging experiences to create memorable and personalized events for consumers (Pine and Gilmore, 1998, 1999).

- **Educational experience** is when consumers engage their minds to enhance their knowledge or learn new skills.
- **Entertainment experience** is when customers are primarily engaged by performances or activities that occupy their attention to make them "feel" amused or delighted.
- **Esthetic experience** allows tourists to be enriched by sensual environments and unique physical settings while simply "being there".
- **Escapist experience** is when an individual becomes completely engrossed in an activity that allows them to "become" part of a different world, time, or place.

1. Why does Experience Economy theory include these four dimensions (types) of experience?

Question(2)

LITERATURE REVIEW

Authenticity

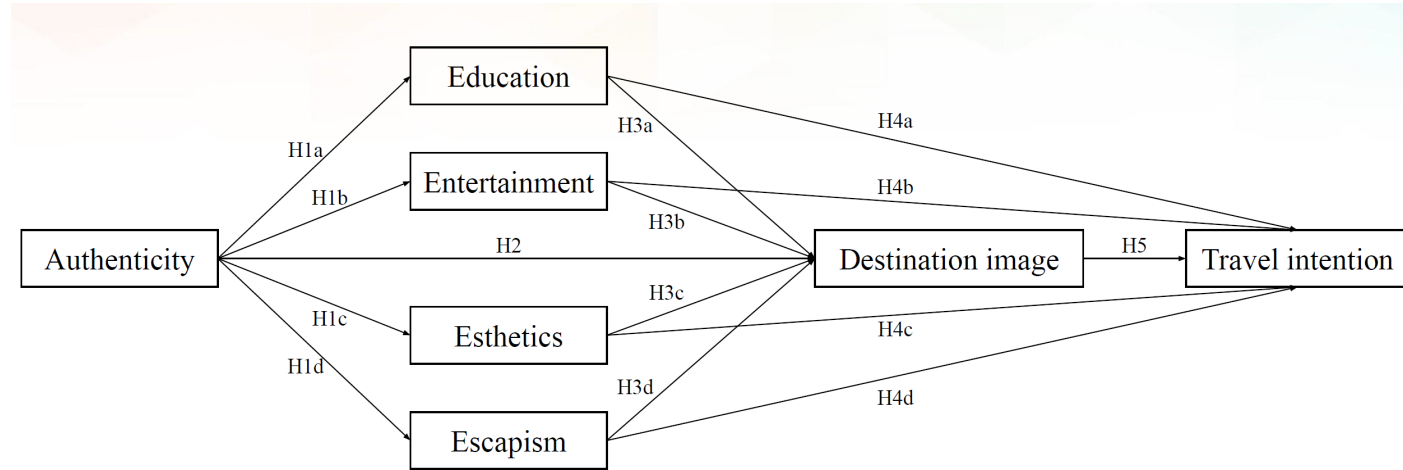
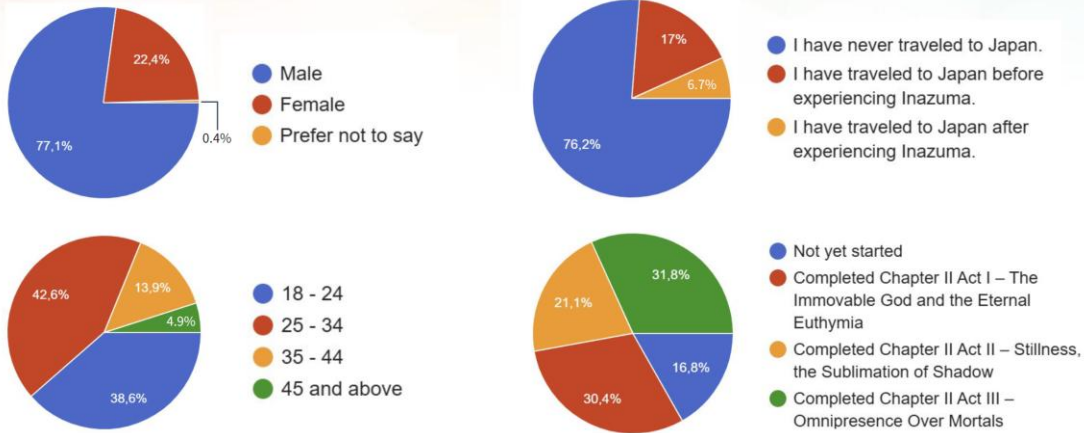
Object-related authenticity refers to the perceived genuineness of virtual representations of physical entities such as art, artifacts, or buildings. (Nam et al., 2023).

- It includes an objective authenticity (verifiable factual truth) and a constructive authenticity (how "real" an object feels based on personal expectations) (Nam et al., 2023).
- Travel experience is influenced not only by the authentic nature of an object, but also by how travelers perceive the authenticity of it (Lee et al., 2024).

2. What is the difference between Authenticity and Object-related Authenticity?

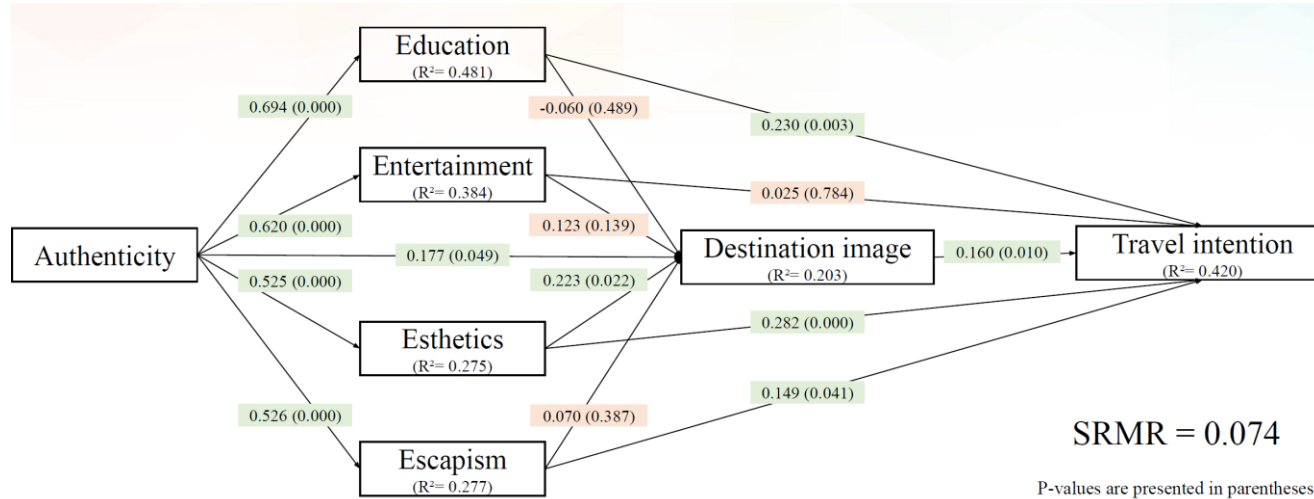
Question(3)

PARTICIPANTS' PROFILE



3. Are there significant differences in the video game-induced tourism model across different groups (e.g., gender, prior visits to Japan, age, and level of engagement with the game)?

Question(4)



Hypotheses		Path Coefficient	P values	Results
H1a	Authenticity → Education	0.694	0.000	Supported
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H5	Destination Image → Travel Intention	0.160	0.010	Supported

4. Please explain three major differences between the findings of this study and those of previous related research.

Suggestions

1. Please check whether the Experience Economy section of this paper has already addressed the first question.
2. It is recommended that, after introducing the relationship between authenticity and object-related authenticity, all references to "authenticity" in the thesis be revised to "object-related authenticity." in Literature review chapter.
3. Group differences (e.g., gender, prior visits to Japan, age, and level of engagement with the game) may also represent an important contribution of this paper.
4. It is recommended to integrate the findings regarding group differences and the answers to Question 4, and then rewrite the research gap accordingly.
5. Finally, one minor suggestion: on page 4, in the Research Objectives section, it may improve the flow to first introduce the Experience Economy theory and then explain the appropriateness of applying this theory in the present study.



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