E-SPORTS: AN APPROACH TO PROMOTE TOURISM IN THE PHILIPPINES IN THE NEW NORMAL

[1]James Emmanuel C. Valdez, [2]Jaybs Joshua G. Vigilia, [3]Irma Gatdula

College of Tourism & Hospitality Management

De La Salle University- Dasmariñas, Dasmariñas City, Philippines

Abstract: **The tourism industry was badly affected by the COVID-19 pandemic. Travel restrictions were implemented, which limited travelers' mobility. On the other hand, COVID-19 took gaming and e-sports to the next level. An industry that is already big and has a huge user engagement globally. This study was conducted to determine and assess E-sports' role in promoting tourism in the Philippines. The researchers used the crowdsourcing method and snowball sampling. We distributed survey questionnaires to different e-sport communities and groups online whose members are from different countries. The survey questionnaire was divided into two parts, namely, the demographic information and the second part, which are questions that will determine and assess the role of E-sport in promoting tourism in the Philippines. Based on the collected data, the ages of 21–25 are more engaged in e-sports, and the majority of them are males. Most of the participants were from Southeast Asia, and many of them chose DOTA2 as their common e-sport to play. The data also shows that participants have a high assessment of E-sport's effectiveness in promoting tourism in the Philippines. The researchers suggest that another study similar to this should be conducted and based on the data collected by the researchers. Games and Amusement Board should promote the use of E-sport as one way of promoting Philippine tourism.**

Keywords: **E-sport, Philippine Tourism, DOTA2, Mobile Legend Bang Bang.**

I.   INTRODUCTION

People love to travel. Travelling introduce people to new experiences and may learn new ways of life. Travel as an opportunity to rest and relax may also help people to broaden their horizon and enhance quality of life. As stated by Asad (2020), travelling expands social network, an opportunity to meet new people from different cultures, create a long-lasting Relationship, and see life from another perspective. The author claims that travelling develop a more emphatic human connection with others. According to Yehia (2019, p. 1) "tourism is vital for the success of many economies around the world. This boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens". Thus, the role of tourists in the economy is important. Nowadays, people travel to witness sports events. One type of tourism that lots of people follow is sports tourism. According to United Nation World Tourism Organization (UNWTO), one of the fastest sectors in tourism is sports tourism. These attracts tourists to participate in different sports. As stated by Riggiotto (2019, p. 2), sporting events can give a major advantage "for tourism development if successfully implemented in terms of destination branding, infrastructure development, and other economic benefits". The authors also state that sports tourism is the act of traveling from one locality to another to watch major sporting events, such as Olympic Games, World Cups, and European Championships, or participate in an organized sporting event or activity.

E-sports, or competitive video games, is one of the new crops of sports in this decade.

E-sport is already popular in the Philippines and Southeast Asia back in 2019 in which the country hosted the 30th SEA games. Nine countries who are members of SEA games participated such as Cambodia, Indonesia, Laos, Vietnam,

Singapore, Malaysia, Philippines, Thailand, and Myanmar except for Brunei, and East Timor. The Esport contested are Mobile Legend Bang Bang, Arena of Valor, Dota 2, Tekken 7, Starcraft, and Hearthstone ((Tuting, 2019).

The Philippines is following the guidelines set by the Games and Amusement Board (GAB) in the operation of electronic sports. ELegal (2020) mentioned that GAB is persuading and promoting E-sport as a recent and prominent game in its new resolution on E-sport. The resolution applies to all the professional E-sport competitive videogames of both new and existing genres. The players will engage through the use of computers or electronic gadgets. All games must provide a license and needs to comply the requirements such as a duly accomplished form, copies of a 2X2 ID picture, parental consent in case of minors, income tax returns or statement of assets and liabilities for promoters, a certificate of membership or letter of endorsement from accredited association/club or professional license card issued abroad for new applicants, and lastly drug test result for THC and Methamphetamines. The validity of the license is only one year while other types of licenses shall be valid for two years. The players can renew their license prior to their date of birth.

Considering the importance of E-sports, the researchers were motivated to conduct the study to determine the possible ways on how E-sports can be utilized to promote and boost the tourism industry in the Philippines in the new normal

II.   CONCEPTUAL FRAMEWORK

Tourism boosts the profits of the world economy. People now a days are hesitant to travel due to pandemic. Tourist arrivals fell globally specifically in the Philippines. For the country to boost the tourism industry, E-sports is one of the fastest strategies to shape the tourism industry. According to Oakley (2018), E-sports market is on its way to being a billion-dollar industry in 2018, and it will continue to grow in the future. Literally everyone is throwing money at this electronic gold mine. This is supported by Othen (2020), who averred that E-sports industry has been at the frontage of discussions regarding the potential of sports, entertainment, travel, and even economic development.

Rojas-Valverde, et al., (2020) stated that Esports is one of the best way to be successful even in times of global pandemics such as COVID-19. The viewers shall have digital advantages to access the games via streaming, an opportunity to train and compete with other professionals online, advancement of the game, an opportunity to choose games according the preferences of the participants, and an opportunity of competing individually and multiplayer with a single click among other particularities of digital and remote tools. It confers the idea that E-sport is a huge opportunity to motivate people locally and internationally to participate in the online game in the Philippines.

From the aforementioned theories/views, it is clear that E-sport play a major role as one approach in the tourism industry in the Philippines. The market strategy should look into and enhance the guidelines and provisions/criteria to attract the players locally and internationally.

The study therefore will be undertaken to realize effectively and efficiently the importance of E-sports as one approach in the promotion of tourism in the Philippines.

The framework below shows strategies that the researchers will follow to realize the objectives of their research.
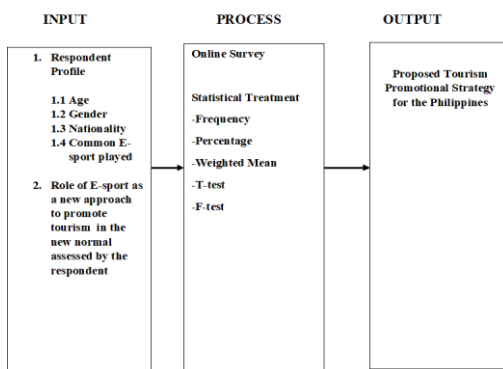
Figure 1. The Paradigm of the Study

Fig. 1 demonstrates the paradigm of the study. The research paradigm gives a clear illustration of the variables involved in the study. The **input** includes the demographic profile of the respondents such as their age, gender and their nationality, and common E-sport played.

The **process** indicates the methods and procedures on how the research will be conducted, the conduct of the survey with the use of questionnaires on the role of E-sports in the promotion of tourism in the new normal, followed by data gathering, analysis, interpretation, and presentation of data

The **output** will be the proposed tourism promotional strategies for the Philippines.

III. RELATED LITERATURE

This area consists of research studies that are relevant to the present undertaking.

The study of Ugur and Akbiyik (2020) about the impacts of COVID-19 on global tourism industry revealed that the tourism sector is easily affected by global crises. It is almost the same day that travelers decide to cancel or delay their trips, with the spread of the news. More in-depth analyses uncovered several topics consisted of comments on benefiting from travel insurance and refund due to the travel cancellations. Travel insurance has become a hot topic, which may be a way of reanimating the industry by offering travel packages, including travel insurance services.

Emre (2019) from Turkey studied about the sports events within tourism paradigm: a concept discussion. It was found out that there are many reasons why esports events are attractive and remarkable experiences: fans get the chance to (a) watch the best players in the world compete; (b) meet their favorite players; and (c) share their passion with hundreds of like-minded fans. Moreover, in this hip version of event tourism, e-sports tourism, has been flying under the radar for a long time but has finally, in recent years, entered the mainstream. This study discussed the relationship between e-sports and tourism by examining esports events within the tourism paradigm. Consequently, e-sports events, as a growing market, constitute an important attraction for the tourism sector.

In 2020, there is one industry that didn't get affected too much and benefit from it. E-sports experienced an exponential increase in interest from both gaming and non-gaming communities – a direct result of the COVID-19 pandemic and resulting lockdown and physical distancing measures.

According to Hamari and Sjoblom (2016), E-sport is a form of sport where primary aspect of the sport is facilitated by electronic systems. Gough (2021) posited that E-sport is a global industry and is still growing. The statistics shows that by 2024. it is expected to grow up to 1.62 billion USD and is expected to reach in almost 286 million enthusiasts worldwide. Because of its popularity many product wants to be advertise in E-sports events. The advantages in advertising in E-sports or in other forms of brand activation for brand is enormous. It allows them to reach a large and rising E-sports audience that's is often difficult to reach through traditional media like television (May, 2020). Data also show that the age of people watched E-sports are between 16-35 years old. The average age that watched E-sport is 26 years old. Most of the E-sports fans are male, although female fans is increasing too Alivia (2021). This means that E-sport is not just big in revenue but also in viewership with people tuning in to watch their favorite games being played by some of the best gamers in the world.

Because of the current pandemic, many people in our country got stuck in their homes for months and started playing games in their phones. Philippines is considered a developing country. Having a PC or a gaming console is considered luxurious, because of that many have chosen practicality and use their phones to play (Racoma, 2021). Other people that can afford it play in computers and other consoles. Even people that does not follow E-sports becomes a fan and start watching the game. One example of that is MPL-PH (Mobile Legends: Bang Bang Professional League- Philippines) and in their last season, they had a peak viewership of 765,916 people and has 132,893 Average viewership watching through online streaming like Facebook Gaming (ESPORT chart, 2020). DOTA2 (Defense of the Ancients) is another top E-sport game that also have a huge following and viewership globally. DOTA2 also just had a recent event called the One E-sports Singapore Major 2021. Even though the event doesn't have live audience due to the pandemic, it still got lot of viewership by watching online stream and it have a 605, 656 peak viewership and 197, 380 average viewership (ESPORT charts, 2021). Thus, people are watching the game through different streaming platform like YouTube, Facebook Gaming and Twitch. Although E-sport events get a high viewership having a LAN event is very important to the scene. LAN events bring everyone together. Being in an Arena with thousands of people who shares the same passion for the game is an incredible feeling that must be experienced personally (Esport news, 2021).

According to eLegal (2020), all players must secure permit before the tournaments can be conducted and be competed. The Games and Amusement Board (GAB) shall issue the permit to the promoter once filed at least ten days prior to the date of the event. A three percent gross is shared with GAB including the income from television, radio, and motion picture rights of the events.

IV. STATEMENT OF THE PROBLEM

This study aims to determine and assess the role of E-sports as new approach to promote tourism in the new normal in Philippines in selected E-sport Organization and Community as basis for proposed E-sports promotion plan.

Specifically, this research will attempt to answer the following problems:

1. What is the profile of the respondents in terms of:

1.1. age;

1.2. gender;

1.3. Nationality;

1.4. Common E-sport played;

2. What are the roles of E-sports as a new approach to promote tourism in the new normal as assessed by the respondents?

3. Are there any significant differences in the roles of E-sports as new approach to promote tourism in the new normal when they are grouped according to age, gender and nationality, Common E-sport played?

Hypothesis of the Study

Pertaining to the questions of this study, the following hypotheses were put into test:

There is no significant difference on the roles of E-sports as new approach to promote tourism in the new normal when they are grouped according to age, gender, and nationality.

Significance of the Study

Specifically, the results of the study would be important and of great benefit to the following:

Administrators. The result of this study may provide the administrators of DLSU-D with specific data which may be used as guide in helping and assisting the students to promote tourism and hospitality despite amidst pandemic.

Students. The output of the study could encourage and guide the students to promote E-sports as a new approach in promoting tourism and hospitality in a new normal. This could increase the satisfaction of the students on the quality of the Lasallian education, boost their self-confidence, and improve their academic performance despite the economy's emergence from Covid-19.

Tourism and hospitality makers/planners. The result of the investigation will provide additional inputs/concepts in enhancing tourism and hospitality makers/planners with the application of technological advances in electronic sports played online as one way of promoting tourism and hospitality in the new normal.

Readers. The result of the study would provide understanding on the roles of E-sports as one approach in promoting the tourism and hospitality industry in the new normal.

Future Researchers. This study may serve as a guide to educational researchers in the field of tourism and hospitality to delve deeply through research on the urgent and relevant needs of the industry.

a. Definition of Terms

For clarity and better understanding of the study, the following terminologies will be operationally defined:

E-sports. This refers to the electronic sports played online as form of competition using different video games being played individually or as a team.

Hospitality. This refers to warm and friendly entertaining of visitors and guests as much as you can to meet this desire.

New approach. This refers to the used or exploration of the other ways to promote tourism and hospitality in the new normal.

New normal. This refers to the virtual interactions with other people amidst pandemic. This also refers to the global crises called COVID-19 that negatively affects the market of tourism and hospitality industry.

Promote. This refers to actively advertise or encourage people to promote E-sports as a form of promoting the tourism and hospitality in the new normal.

Roles. This refers to the function of E-sports as a new approach to promote tourism industry and hospitality in the new normal.

Students. This refers to the senior students who are officially enrolled in Bachelor of Science in Hospitality Management and Bachelor of Science in Tourism of De La Salle University-Dasmariñas.

Tourism. This refers to the travelling of people to visit a country of their choice for pleasure or business purpose**.**

V. METHODOLOGY

To obtain clear answers to the problems presented in this study, the researcher will use the crowdsourcing method. This will help the researchers to obtain the information need on many people. The researchers are going to distribute survey questions on E-sport Organizations or Community employing survey, analysis on the role of E-sports as a new approach in the promotion of tourism and hospitality in the new normal. The researchers shall employ a quantitative data. The quantitative strategy shall be likewise employed in the survey technique such as in tallying the collected information and data.

1.1 Population and Sampling

The respondents of the study will be People from E-sport Organization or Community that played and follow DOTA2 or Mobile Legend Bang Bang scene. Snowball sampling will be applied in this study. The researchers are going to ask the head of the Organization or Community to answer the survey and to agree to post the survey questionnaires on the community or group page so people can also participate on the study

In the presentation of the results, the schools and experts will be given their respective codes in consideration of ethical concerns which include protecting the anonymity of the respondents.

1.1. Research Instruments

The principal instruments for data gathering will be the validated self-made questionnaire based on related literature from books, internet, guidelines and other memoranda. The survey form will be submitted for validation to the group of experts in the academe recommended by the administrators of the College of Hotel and Restaurant Management of DLSU-D. These experts will make their comments and suggestions to improve the questionnaire based on the validity of the contents. This will also undergo reliability test using the test-retest technique. After which, the survey form will be improved based on the results of the validation. The scores will be processes after the retrieval of the data. The results of the validation will become the bases in the preparation of the final survey form.

Part one of the questionnaire will cover the data needed to have a profiling of the respondents as to their gender, age, nationality, and common E-sports played.

Part two of the questionnaire will be cover the items that would assess the role of E-Sports as a new approach in the promotion of tourism in the new normal. It will likewise include the expectations of the respondents that will be indicated in Likert-like scale of 1-5, 5 as the highest and 1 as the lowest

1.2. Data Gathering Procedure

The data will be gathered from the local and international e-gamers. Initially, the researchers will seek letter of permission from their adviser.

The researchers as endorsed by the De La Salle University-Dasmariñas (DLSU-D) Hotel and Restaurant Dean and thesis adviser, will request permission from the local and international e-gamers for them to answer the questionnaire for survey and to interview them. The researchers will personally administer the questionnaire to the respondents. Due to pandemic, the researchers will format the survey into google form to easily access and fill out by the respondents. An email will be sent to the respondents together with the consent form. The respondents will be given ample time to answer the given questionnaire. Upon retrieval of the answered questionnaires (gathered data) on the scheduled date and time set agreed

upon by the researcher and respondents concerned, data will be analyzed, organized, tallied, computed, tabulated and encoded for purposes of statistical treatment by the researchers' statistician and will later be interpreted.

1.3. Statistical Treatment

The following statistical tests will be used to answer the specific problems and to test the hypothesis of the study:

The following statistical tools were used to analyze the gathered data in order to answer the specific problems of the study:

Frequency count. This simple statistical tool will be used in tallying the items related to the profile of the respondents such as gender, age, internet provider used, and the common E-sports played. This set of data will be tabulated in the description of respondents.

Percentage. This will be employed to establish a comparative value of an item to the whole activity particularly in relation to the profile of the respondents.

Ranking. This will be utilized to determine the highest and lowest mean of each development variables used to assess the role of Esports as a new approach to promote tourism industry in the new normal.

Mean. This will be used to assess the role of Esports as a new approach to promote tourism industry in the new normal.

T-test. This will be used for tabulation and interpretation of Problem No. 3 on significant difference when grouped according to gender and common E-sport played.

F-test. For a more precise and valid statistical computation and treatment for tabulation and interpretation of Problem No. 3 on significant difference, when group by age and nationality. Microsoft Excel was employed using data analysis on Single Factor Analysis of Variance (ANOVA) or F-test.

VI. RESULT AND DISCUSSION

The purpose of this study is to find out if we can use E-sport in promoting our tourism in the new normal. 200 respondents agreed to participate in the study. The respondents are from different parts of the world to determine their different views in using E-sport in promoting our tourism not just locally but globally. The respondents answered 17 questions that can determine their knowledge in E-sport and to know what they think about using E-sport in promoting Tourism.

1. The profile of the respondents

1.1 Age
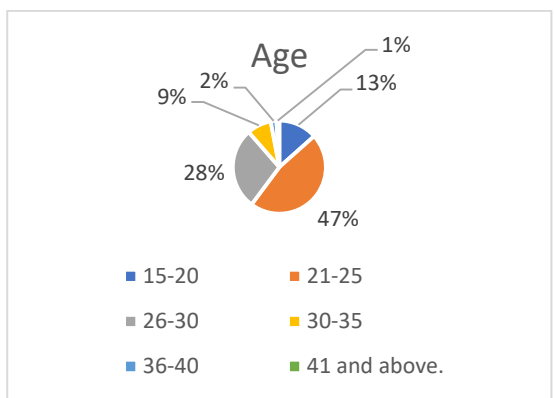
The figure shows the age of the people that are engaged in e-sport. The figure shows that the majority of our respondents are between the ages of 21 and 25, which is 47%. The next highest is at the age of 26-30, which is 28% of the respondents. While the ages from 15–20 only get 13%, followed by 30-35 with 9%, and the ages from 36–40 and 41 and above only get 2% and 1%. The data indicates that the age group of 21–25 is more active not just in playing E-sport but also following it. This also shows that the data from the blog of Alivia (2021) is the same, stating that the average age of E-sport fans is 26 years old.

1.2 Gender
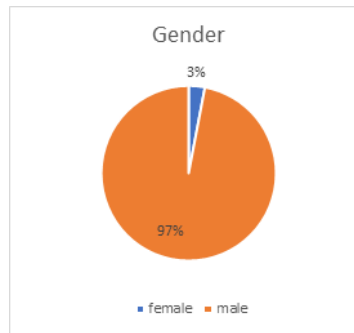
The chart shows that of the 200 respondents, we got more male participants, which is 97%, compared to our female participants, which is only 3%. The numbers show that males are more engaged in E-sport than females. The reason behind this is that there are more males that play E-sports games. This also aligns with what the blog by Alivia (2021) says, that the majority of E-sport fans are male, but the female following is slowly increasing.

1.3 Nationality
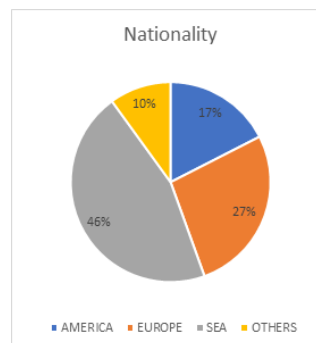
The nationality chart shows that a large number of participants are from SEA, or South East Asia, which is 46%. Followed by Europe with 27% and America with 17%. 10% from other countries. The data shows that SEA countries are really engaged in e-sport, which is not surprising. SEA countries are very passionate when it comes to E-sport. We even include E-sport in our SEA games. The MPL-PH, or Mobile Legend Bang Bang Professional League, has a peak viewership of 765,916 in the Philippines, while the DOTA 2 Singapore Major Tournament has a peak viewership of 605, 656 in 2020, despite the pandemic (ESPORT chart, 2020).

1.4 Common E-sport played
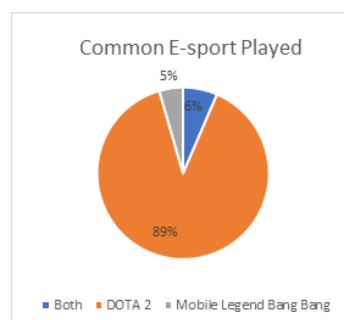
DOTA 2 got 89%, while Mobile Legend Bang Bang only got 5% and the people that played both games only got 6%. The data shows that DOTA 2 is more famous because it's a game known globally and it's also older than Mobile Legend Bang Bang, most of whose players live in SEA countries. The two games are also played on different platforms. Dota2 is played on the PC and Mobile Legend Bang Bang is played on mobile phones. Most of the SEA countries are still in the developing stage, and having a PC or gaming console is considered a luxury, and many of these people can't afford it. They chose convenience over having a gaming PC by playing on their phones. (Racoma, 2021).

2. The roles of E-sports as a new approach to promote tourism in the new normal as assessed by the respondents

Assessment on the Role ...	Mean	Verbal Interpretation
Q.1 Huge number of people follow E-sport events including myself.	4.17	Agree
Q.2 E-sport has huge number of fans including myself	4.20	Agree
Q.3 Many people watch E-Sports competitions including myself.	4.18	Agree
Q.4 Many people enjoy watching E-sport events including myself.	4.18	Agree
Q.5 People enjoy the advertisements in E-sport events.	3.66	Agree
Q.6 People enjoy the promotional strategies of E-sport organizers like raffles, giveaways, and games	4.03	Agree
Q.7 E-sport is accepted and recognized internationally.	3.97	Agree
Q.8 People do enjoy going to E-sport events pre-pandemic.	4.23	Agree
Q.9 People like going to E-sport events even during the pandemic as long that health and safety protocols is being enforced.	4.03	Agree
Q.10 E-sports events is a fun way to know different tourist destinations	4.13	Agree
Q.11 Going to E-sport events is also an opportunity for fans to do sightseeing in the destination.	4.21	Agree
Q.12 Advertising tourist destinations on E-Sports stimulates my intention to travel.	4.12	Agree
Q.13 Virtual tour in E-Sports provides tourist more information about the destination.	4.06	Agree
Q.14 E-Sports can be used to inspire and educate prospect tourists.	4.09	Agree
Q.15 E-sports enables the users/followers to engage with the destination in an interactive way.	4.01	Agree
Q.16 E-sports is a good venue/medium to showcase the different tourist destinations.	4.03	Agree
Q.17 E-sports arouse curiosity in exploring tourist destinations being advertised.	4.05	Agree
Overall Assessment	4.08	High

The table consists of 17 questions that the 200 respondents answered. The first few questions aim to gauge the knowledge of the respondents about E-sports and how much they follow the scene. The other questions are about the respondents' assessments of e-sports and whether they can be used to help promote tourism in the Philippines. The data shows number 8 gets the highest rating, which only shows that many people enjoyed going to live E-sport events before the pandemic happened. Which I completely agree with. Going to E-sport events is what E-sport fans really enjoy. Seeing the players and teams that they love and feeling the hype and tension of every game is what E-sport fans truly miss. According to Esport News, LAN events are very important to the scene because they bring everyone together with thousands of people who play and love the same game (Daniels, 2021). The 5th question gets the lowest rating, which indicates that respondents don't enjoy the advertisements for E-sports. E-sport fans most likely don't like being interrupted while watching their favorite games, especially if the game is really hyped up and there is a lot of tension, just like in traditional sports. Although having your product advertised in E-sports is critical, according to a blog, it reaches more audiences as the industry grows. Fans are passionate about e-sports and naturally protective of their territory, so companies must find an authentic entrance point that aligns with their fundamental beliefs and benefits the e-sports community in the long run. (May, 2020).

3.1 Age

Age	Mean	F-value	p-value	Interpretation
15-20	4.139	4.671	<0.001	Significant
21-25	4.135			
26-30	4.143			
30-35	3.730			
36-40	3.338			
41 and above.	3.706			

TABLE 1. Shows that there is a significant difference in the assessment of the roles of E-sports as new approach to promote tourism in the new normal when respondents are grouped by age since the F-value of 4.671 has a p-value less than 0.05. This result indicated that respondents from the age groups of 15-20, 21-25 and 26-30 have higher assessment on the roles of E-sports as new approach to promote tourism in the new normal than 30 years old and above respondents.

3.2 Gender

Gender	Mean	t-value	p-value	Interpretation
Female	4.020	0.322	0.748	Not Significant
Male	4.085			

TABLE 2. Shows that there is no significant difference in the assessment of the roles of E-sports as new approach to promote tourism in the new normal when respondents are grouped by gender since the t-value of 0.322 has a p-value greater than 0.05. This result indicated that male and female respondents have the same assessment on the roles of E-sports as new approach to promote tourism in the new normal.

3.3 Nationality

Common E-sport played	Mean	F-value	p-value	Interpretation
Both	4.127			
DOTA 2	4.080	0.056	0.946	Not significant
Mobile Legend Bang Bang	4.092			

TABLE 3. Shows that there is no significant difference in the assessment of the roles of E-sports as new approach to promote tourism in the new normal when respondents are grouped by nationality since the F-value of 0.961 has a p-value greater than 0.05. This result indicated the assessment on the roles of E-sports as new approach to promote tourism in the new normal is the same across all nationalities.

3.4 Common E-sport played

Common E-sport played	Mean	F-value	p-value	Interpretation
Both	4.127			
DOTA 2	4.080	0.056	0.946	Not significant
Mobile Legend Bang Bang	4.092			

TABLE 4. Shows that there is no significant difference in the assessment of the roles of E-sports as new approach to promote tourism in the new normal when respondents are grouped by e-sport played since the F-value of 0.056 has a p-value greater than 0.05. This result indicated the assessment on the roles of E-sports as new approach to promote tourism in the new normal is the same across e-sport played by the respondents.

VII. CONCLUSION

Considering the findings of this study, the following conclusions were drawn. First in the profile of the respondents, results showed that majority of the respondents were between ages 21 to 25 years old. There are more male engage in E-sports than female players. The large number of player participants came from South East Asia. The common E-sports played by the respondents is DOTA2. The data also indicate that the participants have an overall high assessments of E-sport in promoting Philippine Tourism. The null hypotheses of no significant differences are accepted in all the variables of the roles of E-sports as a new approach to promote tourism in the new normal except in age. Based on the over-all weighted mean, all the variables and their indicators were agreed by the respondents.

VIII. RECOMMENDATION

Based on the findings of the study, the researchers therefore recommend that another study similar to the present study employing players engage in E-sports not covered in the present study as respondents could be conducted to validate the results of this study. Since all the variables and their indicators of the roles of E-sports were agreed by the respondents, it is a must for the teachers, school administrators and the Games and Amusement Board to promote E-sports as one way of promoting tourism and hospitality despite pandemic. There must be a balance perspective on the implementation and outcome of E-sport and should regularly be monitored, review, assess, report, modify and implement its program to improve tourism in the country. Strengthen the promotion of E-sport through networking/international collaboration to inspire and educate tourist to showcase the different tourist destinations in the country. Hence, policymakers in E-sport must define their goals, priorities and main directions which include health protocols. The government must improve the stability of the internet connections to improve the virtual experience of the audience by making it more engaging and interactive for them to feel like they are onsite in the comfort of their home.

REFERENCES

[1] Alivia F. (2021). ESPORT BUSINESS, https://blog.infront.sport/esports-business/esports-audience-growth?fbclid=IwAR1P2YvcpbnM0aNpm9L8Hnh829NRuWQtCfQNNfji99MS7tyYRfB4k0z2oa0

[2] Asad, B. (2021).The importance of travelling. Retrieved from https://drifttravel.com/the-importance-of travelling/

[3] Balaji, G. (2021). What is Dota 2 : Everything you need to know about the one of the most played MOBA Esports Title by Valave. Retrieved from https://thesportsrush.com/what-is-dota-2-everything-you-need-to-know-about-the-one-of-the-most-played-moba-esports-title-by-valave/?fbclid=IwAR17QvLlE4DRvkMcuJMId2EZwInal6u12MQ6cT3-KB4X2KMYg7PlzutDACg

[4] Daniels, C. (2021), WHEN COULD WE REALISTICALLY SEE LAN EVENTS RETURN? Retrieved from. https://www.esports.net/news/when-could-we-realistically-see-lan-events-return/?fbclid=IwAR2l5qLzHkl1f4U-ItP4aEPs4Wv7LHD3cHNxQZjzD7mR14srwmbyYr0OnsI

[5] De Mesa, M. (2020). ESport Games Are a Big Thing Right Now and Here's Why.Retrieved from. https://www.spot.ph/newsfeatures/the-latest-news-features/83510/e-sports-gaming-in-the-philippines-a-quick-guide-a1198-20200908-lfrm?fbclid=IwAR1y4RvfO8_4Olz2GI39xCcjRcfrDWIUoyhR2oYP_yi4cfEv9ITrRtZh0To

[6] Dilek, S. E. (2019). E-sport events within tourism paradigm: a conceptual discussion. Retrieved from https://dergipark.org.tr/tr/download/article-file/739509

[7] Hamari, J & Sjoblom, M. (2017). What is eSport and why do people watch it? Retrieved fromhttps://www.researchgate.net/publication/306286205_What_is_eSports_and_why_do_people_watch_it

[8] ESPORT CHARTS (2021) - ONE Esport Singapore Major 2021. Retrieved from https://escharts.com/tournaments/dota2/one-esports-singapore-major-2021?fbclid=IwAR0Ni0CMd4F8-8VyTmoreQ-AWDZ__AW0MZjGhayKKtfHknc9K873yXn6fA4

[9] ESPORT CHARTS (2020) – MPL-PH Season 6. Retrieved from https://escharts.com/tournaments/mobile-legends/mpl-ph-season-6?fbclid=IwAR1rry3RTHaC0h4g647P38RwceL8A1VBxHbcw0PA6BZQGAbdmMacub_UkqI

[10] ELegal (2020). E-sport Guidelines. Retrieved from https://elegal.ph/e-sports-guidelines/?fbclid=IwAR2CoOyR_TZim57f1ureqnh9jQFVtlK5zdDnu95BSWiu4NlI7TQ4hpTZQmI

[11] Gough, C. (2021) – Worldwide eSport viewer numbers 2019-2024. Retrieved from https://www.statista.com/statistics/490480/global-esports-audience-size-viewer-type/?fbclid=IwAR3QdqfR7TVZzFkswTEwpFiumTfYoM0QOw5bZjgA9pkiOrBRuSpROI9u1Qo#:~:text=eSports%20in%20the%20U.S.,at%20least%20once%20per%20month

[12] Hausmann, G. (2016). 4 ways hotels can play with Esports. Retrieved from https://www.hotelmanagement.net/next-big-industry-trend-no-one-talking-about?fbclid=IwAR14FWOLZfHjXGGqjXbe2IcGJ6TFAyG8VAUvmWV6Rckiwc7my-_Bx1zjvJE

[13] May G. (2020). Advertising in esports: The new champion of engagement. Retreieved from https://teamgingermay.com/2020/08/20/advertising-in-esports-the-new-champion-of-engagement/?fbclid=IwAR1otSjioz-6MoHwzZqhe0MIDdaWXGk3WZQoqvI1OMHW_oLwDHwPToZIOwI

[14] Oakley, J. (2018). Esports - hospitality & travel- the winning combination! Retrieved from https://www.linkedin.com/pulse/esports-hospitality-travel-winning-combination-jamie-oakley

[15] Othen, T. (2020). Eports, tourism and economic development - how south bend is using Esports to attract Gen-Z and Millennial talent. Retrieved from https://destinationsinternational.org/esports-tourism-and-economic-development-how-south-bend-using-esports-attract-gen-z-and-millennial

[16] Racoma A. (2021). Why Mobile Legends is so popular in South East Asia (SEA) region. Retreieved from https://gamingonphone.com/editorial/why-mobile-legends-is-so-popular-in-south-east-asia-sea-region/?fbclid=IwAR10vRil7p_CWJnl5byrZs5I8dzEQWeowaldK1ef5pRLqKvs6PpDc2IYtQ0

[17] Rojas-Valverde, D., Fallas-Campos, A, & Alpízar-Alpízar, M. (2020). Esports in times of a global pandemic: opportunities and future challenges when transforming gaming into a sport in Costa Rica. Retrieved from https://www.scielo.sa.cr/scielo.php?pid=S1659-44362020000200205&script=sci_arttext&tlng=en

[18] Stainton, M. (2020). The importance of tourism/ Understanding the tourism industry. Retrieved from https:// tourismteacher.com/importance-of-tourism/

[19] Tuting, K. (2019). Esport at SEA Games 2019: Everything you need to know. Retrieved from https://www. oneesports.gg/aov/esports-at-sea-games-2019-everything-you-need-to-know/

[20] Yaden, J. (2021). What is Twitch? Retrieved from.https://www.digitaltrends.com/gaming/what-is-twitch/?fbclid=Iw AR0qR_QncfsF494r2SG56Cq5tUsHfCY6xJKOhphB1gtDicOz2JNy_DSb9NY