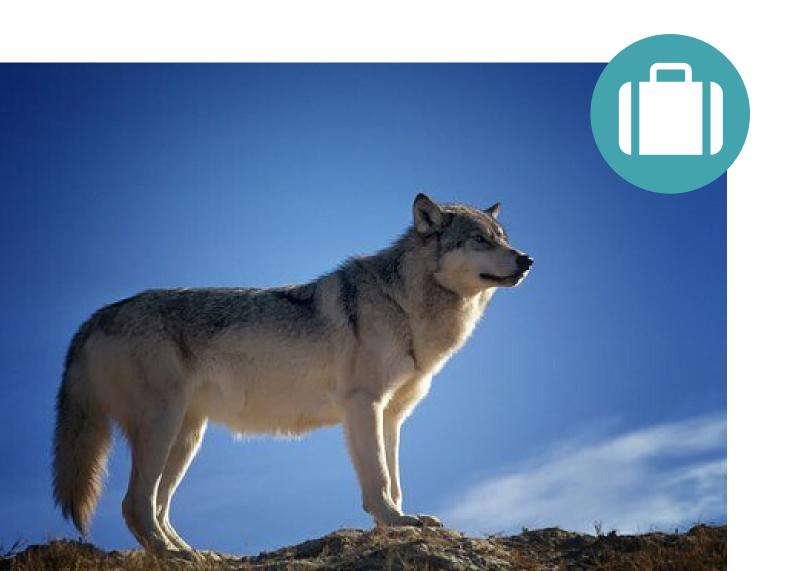
Research Snapshot

The impact of video games on destination image

Louis-Etienne Dubois, Tom Griffin, Christopher Gibbs, and Daniel Guttentag





Process

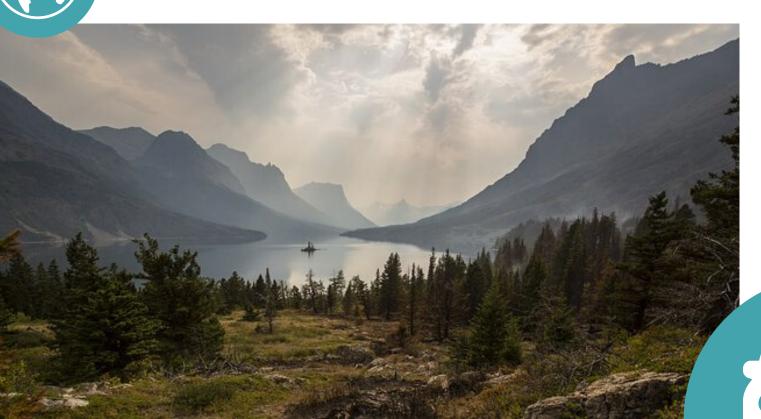
- Compares the impact of different communications media on image and behavioural intentions for potential visitors to Montana
- Groups either played Far Cry 5, watched a movie, or viewed

Results

printed materials

- Video game group returned less positive ratings than other groups
- Tourism marketers should be mindful of the media's intent and use of imagery, especially when it comes to violent content
 Visit htmresearch.ca for more





Dubois, L.-E., Griffin, T., Gibbs, C., & Guttentag, D. (2020). The impact of video games on destination image. Current Issues in Tourism, 1–13. doi: 10.1080/13683500.2020.1724082



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