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*V. Proscura,
Doctor of Economic Sciences, Professor,
Professor of the Department of Management, Management of Economic Processes
and Tourism, Mukachevo State University*

ORCID ID: <https://orcid.org/0000-0001-5494-0039>

*A. Hromyk,
PhD in Technical Sciences, Associate Professor, Associate Professor at the Department
of Information Technology, Physical, Mathematical and Security Disciplines,
Higher Educational Institution "Podillia State University"*

ORCID ID: <https://orcid.org/0000-0003-3071-9756>

*O. Korolovych,
PhD in Economics, Associate Professor, Associate Professor of the Department
of Accounting, Taxation and Marketing, Mukachevo State University*

ORCID ID: <https://orcid.org/0000-0001-5878-0925>

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JOINT DEVELOPMENT OF CYBERSPORT CLUB SYSTEMS AND DIGITAL TOURISM: PRACTICE OF ONLINE PROJECTS AND EVENTS

*В. Ф. Проскура,
д. е. н., професор, професор кафедри менеджменту, управління економічними процесами та туризму,
Мукачівський державний університет*

*А. П. Громик,
к. т. н., доцент, доцент кафедри інформаційних технологій, фізико-математичних та безпекових дисциплін,
Заклад вищої освіти "Подільський державний університет"*

*О. О. Королович,
к. е. н., доцент кафедри обліку і оподаткування та маркетингу, Мукачівський державний університет*

**СПІЛЬНИЙ РОЗВИТОК КЛУБНИХ СИСТЕМ КІБЕРСПОРТУ ТА ЦИФРОВОГО ТУРИЗМУ:
ПРАКТИКА ОНЛАЙН ПРОЄКТІВ, ІВЕНТІВ**

Esports is rapidly evolving, and alongside this, local esports club systems are also developing. They are expanding the scope of their activities and actively collaborating with digital tourism systems, strengthening their role in the industry through joint projects and events. Therefore, the research is aimed at studying the features of the joint development of esports and digital tourism systems, which manifest themselves through the implementation of projects and events. The research findings indicate that the functional and typical classification of online projects and events that support the joint development of esports club systems and digital tourism (including virtual tours of esports locations, online tournaments with a tourism component, joint content, and educational platforms) demonstrates a variety and wide range of opportunities for integrating the virtual world of esports with real tourism experiences. It has been proven that virtual tours of esports arenas and cities expand the accessibility of esports locations to a wide audience, including those who are not active players but are interested

in esports or travel, thereby promoting the popularization of esports and the development of esports tourism. It has been proven that online tournaments with a tourism component are an effective tool for promoting esports and tourism, attracting a new audience, increasing interest in travel, and creating new business opportunities by combining competitive gaming with virtual tourism. It has been proven that creating joint sports and tourism content provides users with information about esports and tourism, including data on the best places to visit, tips on trip planning, and reviews. It has been proven that the creation of specialized educational platforms ensures the accessibility of learning and skill development in the fields of esports and tourism, offering online courses and programs in esports management, coaching, digital tourism, marketing, game development, and event organization. Further research and practical implementation of joint projects between esports club systems and digital tourism is a promising direction that will contribute to the development of both industries and the formation of new trends in the entertainment and tourism sectors.

Кіберспорт стрімко розвивається, разом з цим еволюціонують локальні клубні системи кіберспорту. Вони розширюють масштаби своєї діяльності та активно співпрацюють з системами цифрового туризму, що зміцнює їхню роль в індустрії внаслідок спільних проєктів та івентів. Відтак, дослідження спрямоване на вивчення особливостей спільного розвитку систем кіберспорту та цифрового туризму, що проявляють себе через реалізацію проєктів та івентів. За результатами дослідження констатовано, що функціональна та типова класифікації онлайн-проєктів та івентів, що забезпечують спільний розвиток клубних систем кіберспорту та цифрового туризму (зокрема, віртуальні тури кіберспортивними локаціями, онлайн-турніри з туристичним компонентом, спільний контент та освітні платформи), демонструють різноманіття та широкі можливості для інтеграції віртуального світу кіберспорту з реальними туристичними враженнями. Доведено, що віртуальні тури кіберспортивними аренами та містами розширюють доступність кіберспортивних локацій для широкої аудиторії, включаючи тих, хто не є активними гравцями, але цікавиться кіберспортом або подорожами, сприяючи популяризації кіберспорту та розвитку кіберспортивного туризму. Доведено, що онлайн-турніри з туристичним компонентом є ефективним інструментом для просування кіберспорту та туризму, залучаючи нову аудиторію, підвищуючи інтерес до подорожей та створюючи нові можливості для бізнесу завдяки поєднанню змагальної гри та віртуального туризму. Доведено, що створення спільного спортивно-туристичного контенту забезпечує користувачів інформацією про кіберспорт та туризм, включаючи дані про найкращі місця для відвідування, поради щодо організації поїздок, огляди. Доведено, що створення спеціалізованих освітніх платформ забезпечує доступність навчання та розвитку компетенцій у галузі кіберспорту та туризму, пропонуючи онлайн-курси та програми з кіберспортивного менеджменту, коучингу, цифрового туризму, маркетингу, розробки ігор та організації івентів. Подальше дослідження та практичне впровадження спільних проєктів клубних систем кіберспорту та цифрового туризму є перспективним напрямом, що сприятиме розвитку обох галузей та формуванню нових трендів у сфері розваг та туризму.

Key words: esports clubs; tourism; digital esports content; streaming or gaming platforms; club academies; esports.

Ключові слова: кіберспортивні клуби; туризм; цифровий кіберспортивний контент; стрімінгові або ігрові платформи; клубні академії, кіберспорт.

PROBLEM STATEMENT

Esports is rapidly developing, and alongside this evolution, local esports club systems are expanding their scope of activities and actively collaborating with digital tourism systems, thereby strengthening their role in the industry. Previously, the joint development of esports club systems was seen as a tool to enhance competitiveness, but now it has transformed into a hybrid catalyst for both digital esports and tourism industries development. Esports club systems are no longer limited to specialized activities. They are evolving into multifaceted organizations that, through

collaboration and the application of information technologies, encompass increasingly diverse aspects of their operations.

This includes developing multiple esports disciplines, digital academies, and youth squads; creating digital esports content with a tourism component; utilizing streaming or gaming platforms; organizing online esports events; and advancing virtual esports and tourism infrastructure. The outlined features enable esports club systems and digital tourism to collaboratively develop digital esports and tourism centers that bring together players, fans, sponsors, and other industry participants.

Table 1. Structural elements of esports club systems

<u>Elements of esports club systems</u>	<u>Characterization of the element</u>	<u>Internal structural elements</u>	<u>General specifics of the functioning of the club system</u>
<u>Clubs</u>	Groups of professional players representing the club in specific esports disciplines (such as Dota 2, P.S, League of Legends, etc.).	It unites teams of players across different disciplines	The identified elements are interconnected and play a crucial role in the development of the esports ecosystem, ensuring a continuous flow of new talents, raising the level of competition, and increasing the popularity of esports as a sport and entertainment
<u>Teams and their rosters</u>		Includes main players, substitute players, and coaching staff.	
<u>Club academies</u>	Structures created by clubs for scouting, training, and developing young talents in esports	Departments that offer systematic training, mentorship support, psychological preparation, and other resources for player development	
<u>Youth esports clubs and their squads</u>	Organizations and teams that focus on working with young players (typically under 18 years old).	Includes players competing at the amateur level, gaining experience, and preparing to transition into professional esports	

Source: formulated by the author based on [1—3; 6].

THE ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS

The features of cooperation between organizations of different types and fields of activity are highlighted in the studies by Chaykina A. and Klochko A. O.

Some aspects of joint activities of club esports systems are discussed by Horova K.O., Horovyi D.A., Kiporenko O.V., and Chyzmar I.I.

The basics of cooperation between tourism and other organizations are presented by Kopets H.R., Sergatiuk A.A.

However, in scientific literature, general principles of joint activities between club esports systems and digital tourism have not yet been fully explored.

Considering that such cooperation opens opportunities for entities within these systems to transition from narrow specialization to multifaceted approaches, this research is relevant.

GOAL SETTING (FORMULATION OF GOALS OF THE ARTICLE)

The article aims to study the features of joint development between esports systems and digital tourism, manifested through the projects and events implementation.

THE PAPER MAIN BODY WITH FULL REASONING OF ACADEMIC RESULTS

In the context of joint development between esports systems and digital tourism, participants are effectively forming diverse digital ecosystems. These systems can be interpreted as interconnected sport-tourism networks involving organizations, individuals, technologies, and platforms that collaboratively create, distribute, and consume shared digital products and services within joint events and projects.

Referring to the research by Horova K.O., Horovyi D.A., Kiporenko O.V. [1], and Maslyhan O.O. [5], in the context of esports and digital tourism, such an ecosystem includes

esports club systems (individual clubs, their teams and rosters, club academies and youth esports clubs and their squads), digital tourism systems (tourist agencies offering virtual tours to various events, organizations providing online excursions, interactive maps, and guides, etc.).

Esports club systems encompass organizations and their components dedicated to esports as a sport and business development.

According to their structural qualifications (see Table 1), these organizations invest in creating and supporting teams, provide training facilities, participating in organizing and hosting esports events, and engage in promoting the club's brand and its players

The outlined general specifics and internal typology are not exhaustive; however, they can delineate the basic functions of these systems within the digital ecosystem. Among these functions, the following are highlighted:

- Talent scouting and selection, creating balanced rosters for different disciplines.
- Providing teams with necessary resources (training facilities, equipment, analytics), and developing game strategies and tactics.
- Registering teams for esports tournaments, managing logistics, and other organizational aspects.
- Promoting club brands, creating fan content, and engaging with sponsors and partners.

Digital tourism systems encompass companies and institutions that utilize digital technologies to create, promote, and sell tourist products and services. Organizations, according to their structural qualifications (Table 2), play a key role in the development of digital tourism by providing innovative solutions and services for travelers who wish to explore the world using digital tools.

The outlined general specifics and internal typology are not exhaustive; however, based on them, we can outline the basic functions of the identified systems within the digital ecosystem. Among these functions, we highlight the following [1; 5—6]:

Table 2. Structural elements of digital tourism systems

<u>Structural elements</u>	Characterization of the element	Internal structural elements	The overall functioning specifics of the digital tourism system
Tourist agencies	Traditional tourist agencies that have adapted to the digital era	Bringing together components that encompass online tour bookings, virtual tours, video consultation services, and more.	The identified elements play a crucial role in meeting the needs of modern travelers who increasingly rely on digital technologies for planning and carrying out their journeys.
Online booking platforms	Organizations allow users to independently book hotels, flights, tours, and other tourist services	Bringing together websites and mobile applications	
Pompanies developing virtual tours and online excursions	Organizations allow users to virtually visit various places and landmarks	Interactive content (games and simulations, interactive maps and infographics, virtual and augmented realities, 360-degree videos and photos).	
Developers of mobile applications for tourists	They create apps that provide useful information about tourist places, routes, transportation, restaurants, etc., and may also include features for a more immersive experience.		
Pompanies providing digital marketing services	They help tourist companies promote their products and services online.	Social media, search engine optimization (SEO), content marketing, and other tools	
Startups in the digital tourism industry	Newly established companies developing innovative solutions for digital tourism.	Sharing economy platforms for accommodation, personalized travel recommendations, virtual reality apps	

Source: formulated by the author based on [2—3; 5: 7].

— Creation and promotion of digital content (including developing virtual tours, 3D models of landmarks, online excursions, and other interactive content; creating and maintaining websites, mobile apps, and social media pages to promote tourism products and services; using digital marketing tools to attract target audiences and increase sales).

— Online booking and sales of tourist services (including providing a platform for online hotel reservations, airline tickets, tours, transfers, and other services; developing convenient and secure payment systems, offering customer support online and via phone).

— Personalization of the tourist experience (including using user data to provide personalized recommendations for travel destinations, landmarks, restaurants, developing individualized travel routes and programs; creating interactive tools that allow users to plan their trips independently).

— Providing additional services (including organizing online consultations with travel experts, providing information on visa requirements, entry rules, and other important aspects of travel, and assisting in resolving issues that arise during the trip).

— Data analysis and service improvement (including gathering and analyzing user behavior data on digital

platforms, using this information to enhance service quality, develop new products, and optimize marketing campaigns).

— Collaboration with other participants in the tourism ecosystem (including partnering with hotels, airlines, museums, entertainment venues, and other organizations to create comprehensive tourism offerings, participating in joint projects aimed at developing digital tourism and promoting tourist destinations).

Functional and typical classification of online projects and events facilitating the joint development of esports club systems and digital tourism includes [4; 6—7]:

- virtual tours of esports locations;
- online tournaments with a tourism component;
- collaborative content;
- educational projects.

Each outlined component demonstrates diversity and extensive opportunities for integrating the virtual world of esports with real tourist experiences.

It's important to consider that online projects are long-term initiatives with specific goals, such as creating a virtual tour, while events are short-term activities for exchanging information and networking, such as an online tournament.

Table 3. Detailed description of online projects and events that integrate the virtual world of esports with real tourist experiences

Types of online projects and events	Implementation directions for online projects and events	Pharacteristics of the specificity of implementing online projects and events
<u>Projects and events aimed at creating virtual tours of esports arenas and cities</u>	Online tours	These collaboration directions focus on leveraging modern technologies to allow esports fans to «visit» arenas where major events take place, all without leaving home
	Detailed three-dimensional models of arenas and cities	These directions of collaboration are aimed at creating 3D models through which users can virtually stroll through streets, examine architecture, and discover interesting places associated with esports.
	Digital maps and guides with a focus on esports locations	These collaboration directions help fans plan trips to cities hosting tournaments, find esports cafes, stores with themed merchandise, and other interesting places
Projects and events aimed at creating online tournaments with a tourism component	Virtual tours during broadcasts	These directions of cooperation aim to create live broadcasts of esports competitions, integrating virtual tours of the cities where participating teams are located
	Raffles for tourist packages, tickets to esports events, or themed souvenirs	Ponducting specific projects and events at online tournaments stimulates audience engagement and promotes tourist destinations
	Interactive quests and contests related to esports and travel	These cooperation directions aim to engage fans actively, allowing them to test their knowledge and win prizes
Projects and events aimed at creating joint sports-tourism content	Interviews with players and coaches	These collaboration directions can include interviews where participants share their experiences with games, travels, and favorite places, which are interesting content for fans and potential tourists
	Blogs and videos about esports tourism	These collaboration directions aim to provide firsthand information about trips to esports events, hotel reviews, travel organization tips, and other thematic content
	Pollaboration with influencers	These collaboration directions focus on engaging bloggers, streamers, and other opinion leaders in esports to promote esports tourism
Projects and events aimed at creating specialized educational platforms	Online lectures and webinars	These collaboration directions focus on organizing online sessions covering various aspects of esports, expanding audience engagement and reach.
	Masterclasses by professionals	These directions of collaboration provide fans with the opportunity to enhance their gaming skills and learn success secrets from professionals
	Virtual tours by educational institutions	These collaboration opportunities provide the chance to virtually visit universities and colleges offering esports programs, which can interest potential students and assist them in making an informed decision in favor of this promising field.

Source: formulated by the author based on [2; 4—5; 7].

Among such online projects and events [4; 7]:

— Virtual tours of esports arenas and cities (including online excursions, creating detailed 3D models of arenas or cities where esports events take place, developing digital maps and guides focusing on esports locations, places to play video games, themed cafes, and stores).

— Online tournaments with a tourism component include virtual tours during broadcasts, prize giveaways, and organizing online quests and contests related to esports and travel, with opportunities to win prizes from tourism companies.

— Creating joint content (including interviews with players and coaches, blogs and videos about esports tourism, and collaboration with influencers).

— Specialized educational platforms (covering resources such as online lectures and webinars, online masterclasses with esports athletes and coaches, and virtual tours of educational institutions).

Collaboration between esports clubs and digital tourism organizations opens up numerous opportunities for creating innovative and engaging projects, contributing to the development of both industries, as evidenced by

the more detailed description of the outlined projects provided by us in Table 3.

By leveraging digital technologies, esports enthusiasts can gain new experiences and impressions, while the tourism industry can attract a new audience and expand its offerings.

Virtual tours of esports arenas and cities make esports locations accessible to a wide range of people, including those who are not active players but are interested in esports or travel. This contributes to the popularization of esports and the development of esports tourism.

Online tournaments with a tourist component blend elements of competitive gaming and virtual tourism, attracting a new audience, increasing interest in travel, and creating new business opportunities.

Creating joint sports-tourism content (information materials that combine elements of esports and tourism) contributes to the development of both industries by informing about the best places to visit, providing tips on organizing trips, reviewing esports events in different countries, and more.

Creating specialized educational platforms ensures accessibility to learning and skill development in esports and tourism. These platforms offer online courses and programs in esports management, coaching, digital tourism, marketing, game development, and event organization.

Conclusions from this study and prospects for further exploration in this direction. The study concludes that the functional and typical classification of online projects and events facilitating the joint development of esports club systems and digital tourism (including virtual tours of esports locations, online tournaments with a tourism component, collaborative content, and educational platforms) demonstrates the diversity and extensive opportunities for integrating the virtual world of esports with real-life tourism experiences. Here are the translations you requested:

1. Virtual tours of esports arenas and cities enhance accessibility to esports locations for a wide audience, including those not actively involved in gaming but interested in esports or travel, promoting the popularization of esports and the development of esports tourism.

2. Online tournaments with a tourist component are an effective tool for promoting esports and tourism, attracting new audiences, increasing interest in travel, and creating new business opportunities by combining competitive gaming with virtual tourism.

3. Creating shared sports and tourism content provides users with information about esports and tourism, including details about the best places to visit, travel tips, and reviews.

4. Creating specialized educational platforms ensures accessibility to learning and competency development in esports and tourism. These platforms offer online courses and programs in esports management, coaching, digital tourism, marketing, game development, and event organization.

Further research and practical implementation of joint projects between esports clubs and digital tourism represent a promising direction that will foster the development of both industries and shape new trends in

entertainment and tourism. Particularly important is studying the impact of such projects on regional economies, attracting investments, and creating new job opportunities.

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