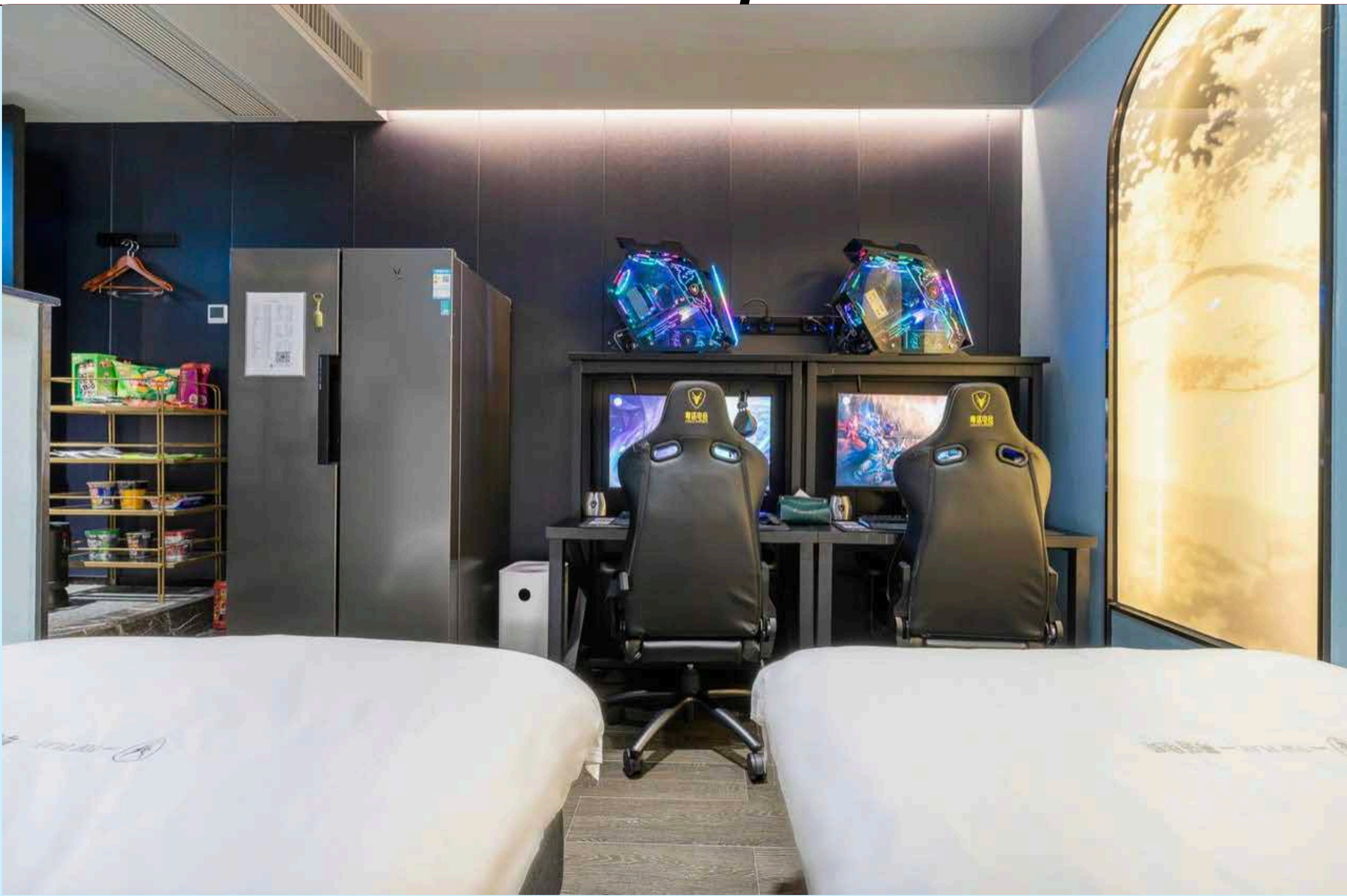# Feasibility of Operating E-sports Hotel in Hong Kong

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1. Background

E-sports, a booming industry recently, has sparked the growth of E-sports tourism in various locations. For instance, China has seen the opening of over 20,000 hotels to cater to this trend.

2. Research Objectives

1) To investigate Hong Kong residents' awareness and viewpoint in E-sports

2) To study Hong Kong resident's tendencies and elements for lodging in hotels

3) To relate the views of Hong Kong citizens to the operation of E-sports hotels

3. Methodology
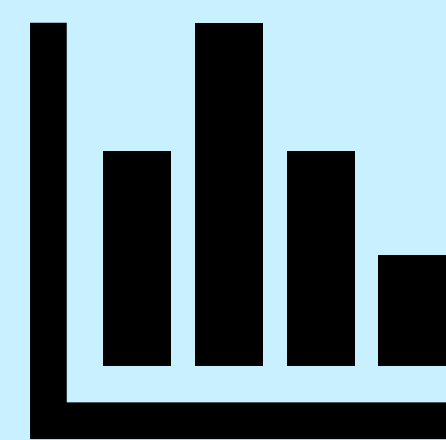
Qualitative Research Method
Interviews with Hong Kong residents have revealed their views on the E-sports industry and E-sports hotel operational possibilities in the local area. When marking the score as needed, a range of external and intrinsic facilities are considered.

4. Findings

Hong Kong residents have a foundational knowledge of E-sports, but the government's implementation of E-sports development measures is still insufficient.

Compared to capsule rooms, double rooms and twin bedrooms were the preferred choices among the respondents.

5. Conclusion

Hong Kong residents have a foundational knowledge of E-sports, but the government's implementation of E-sports development measures is still insufficient.

Compared to capsule rooms, double rooms and twin bedrooms were the preferred choices among the respondents.

6. Recommendations

Ø Enhancing the promotion of the E-sports industry and exploring the E-sports sector is a feasible option for boosting the growth of the Hong Kong economy.

Ø The hotel groups in Hong Kong are adopting E-sports hotels as an innovative method to capture the attention of Gen Z consumers.